

## **SECTION B: LIMITATION OF THE RESEARCH**

The following are noted to be limitations on this research: -

- (i) The survey did not include actual Mall operators, mall management, retailers operating retail business in malls. A more accurate finding would be made if the additional category of population is included in the survey.
- (ii) The survey was concentrated in employees from Banking & Finance and Manufacturing sector, which take up a hefty 63% of the respondent. Spending pattern of respondent from different segment may have totally different view on shopping and may want a different preference and experience in shopping.
- (iii) About 86% of the respondent are from Managerial, Executive and Clerical category. This could be a biased preferences may differ if other sectors are included e.g factory workers and shift workers may indicate different choice factors on shopping outlets selection.
- (iv) This research is not a comparative study, hence it cannot be used for purposes of comparison of consumer preference between one region to another.