

# The Comparison of Consumer Behavior between TaiMall and CPCity Living Mall

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## Abstract

In Taiwan, the establishment of shopping malls can be regarded as a kind of innovative consumer service. Therefore, this study aims to realize the relationship between consumer characteristics and consumer behaviors in TaiMall and CPCity Living Mall and compare them. The empirical findings indicated that there are different consumer characteristics, lifestyle, and consumer behaviors between the two shopping malls. And the variables of demography and lifestyles affect consumer behaviors.

Key words: Shopping Mall, Consumer Behavior, Lifestyle



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