

**CONSUMER PERCEPTIONS REGARDING SHOPPING MALLS IN EMERGING MARKET OF
KAZAKHSTAN**

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ABSTRACT

This study reports on qualitative study conducted about consumer perceptions towards shopping malls of Almaty city, Kazakhstan. The results of the interviews conducted with customers as well as with marketing & PR managers of major shopping centers revealed key services which drive citizens towards specific shopping center. Shopping malls in Kazakhstan are expected to organize sales and discount events regularly in order to generate inflows of visitors. The insights from interviews with managers demonstrate that customers of shopping malls expect wider variety of entertainment activities involving whole family.

Keywords: *Shopping Center, Perception, Kazakhstan, Emerging Market.*