ABSTRACT.

This academic exercise is to study the shoppers' behaviour and reaction when shopping in Supreme House. The aim is to understand why and how they do their shopping in Supreme House. Beside, the writer is much interested in the behaviour of shoppers of different socio-economic background.

From the survey and analysis conducted with circumspection, the writer has come to the conclusion that most of the shoppers were from the middle and upper class brackets.

The purpose of coming to Supreme House was buying consumer merchandise, and the motivation of selecting Supreme House was convenience in transportation, highly fashionable and sophisticated goods, plus the wide range of varieties to choose from. Of course, the shopping environment of Supreme House too could be a contributory factor to the shoppers' choice of this ideal shopping complex. Moreover, Metro Supreme too would attract most of the shoppers. Therefore, the location and function of Supreme House have played an important role indeed in attracting the shoppers' patronage.

Most of them come from their house accompanied by their friends, and their modes of transport were either by bus or private car. What they purchased in Supreme House comprised multifarious goods, such as clothes, shoes and handbags, etc.

From the socio-economic background of shoppers, the writer has come to the conclusion that there is a vast difference of shopping behaviour among the different types of shoppers concerned. Nevertheless, the main purpose and motivation of selecting Supreme House were almost the same.