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Abstract. The research model of the confluence of economic and leisure behavior of the inhabitants of the metropolis laid the basis of a three-component structure of the psychological attitude. The article analyzed the research problems in the context of related industries of psychology. The author's understanding of leisure activities in malls was presented. The relevance of psychological studies of various forms of behavior associated with the phenomenon of the malls was shown. It was developed and presented earlier to a greater extent in the sociological and economic literature. The specificity of confluence of economic and leisure behavior in malls of the parents of children aged 4-10 years was described (extreme forms of relationship to malls as a place of leisure for children associated with unconstructive parenting styles). A comparative study of young adults 18-30 years old and 31-45 years old had that adults are more susceptible to consumer culture. A number of empirical types of visitors of malls is sustainable in different age groups. They were identified stable and unstable empirical types of visitors to the mall on youth and adult subgroups. In the older age group the number of types of consumers is more than type of customers, but in a more junior group the ratio is roughly equal. There were also types that are at risk of losing control over their

consumer behavior. The negative emotional state (greater severity of anxiety and depression) due to the difficulties in self-control consumer behavior and negative attitude to the mall. The commitment of collectivist and individualist values in the adult sample is not related to any specific behavior and emotional experiences while visiting the mall (as opposed to the youth sample).

Keywords: consumer, leisure behavior, values, anxiety, mall.

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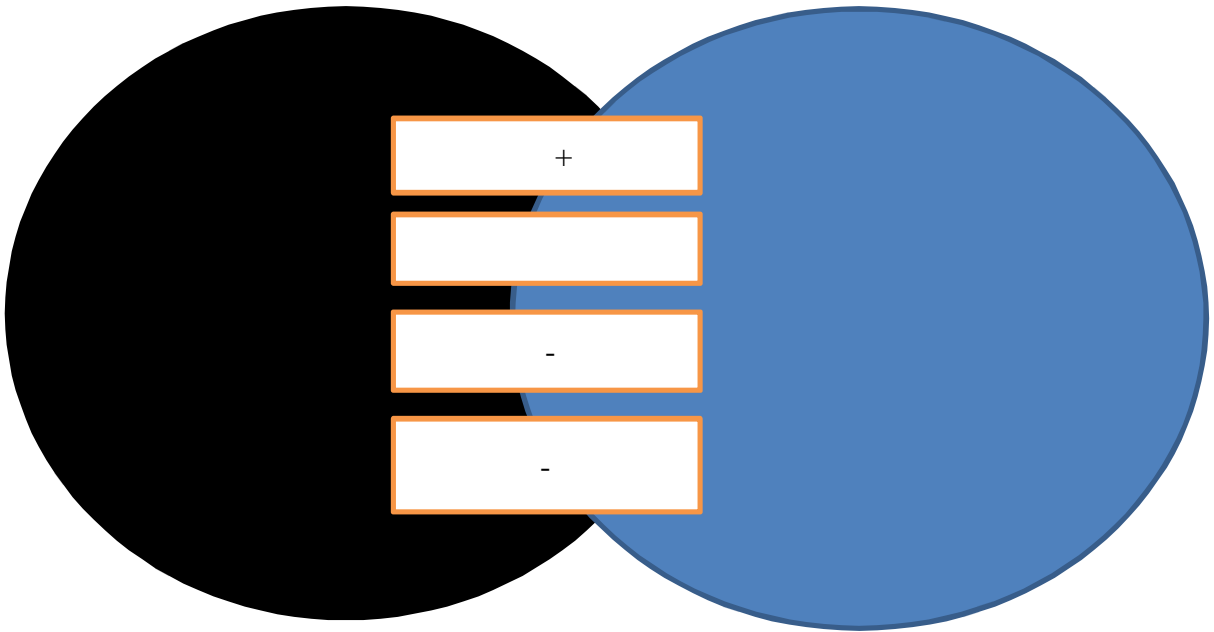
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