

# Advances in Anthropology



### **Journal Editorial Board**

ISSN: 2163-9353 (Print) ISSN: 2163-9361 (Online) http://www.scirp.org/journal/aa

.....

#### Editor-in-Chief

Prof. Anatole Klyosov MIR International Inc., USA

#### **Editorial Board**

Prof. Robert G. Bednarik International Federation of Rock Art Organisations (IFRAO), Australia

**Dr. Ella Been** Faculty of Health Professions, Israel

Prof. Marija Djuric University of Belgrade, Serbia

Prof. Ferdinand Hennerbichler University of Sulaimani, Iraq

Prof. Hui Li Fudan University, China

**Dr. Felix Moos** The University of Kansas, USA

Dr. Zubia Mumtaz University of Alberta, Canada

Prof. Bruce M. Rothschild Northeastern Ohio Universities College of Medicine, USA

Dr. Anek Ram Sankhyan Anthropological Survey of India (AnSI), India

**Prof. Luca Sineo** University of Palermo, Italy

Dr. Giancarlo Tiziano Tomezzoli European Patent Office, Germany



ISSN Online: 2163-9361 ISSN Print: 2163-9353

## **Table of Contents**

Volume 9	Number 3	August 2019
Emerging Mall	Culture and Shopping Behavior of Young Consu	mers
R. Bawa, A. K.	Sinha, R. Kant	125
	Social Mobility, and the Construction of Family F Village Community in Southwest China	Property
Y. Wu		151

# Advances in Anthropology (AA) Journal Information

#### **SUBSCRIPTIONS**

The *Advances in Anthropology* (Online at Scientific Research Publishing, <u>www.SciRP.org</u>) is published quarterly by Scientific Research Publishing, Inc., USA.

#### Subscription rates:

Print: \$79 per issue.

To subscribe, please contact Journals Subscriptions Department, E-mail: sub@scirp.org

#### **SERVICES**

#### Advertisements

Advertisement Sales Department, E-mail: service@scirp.org

#### Reprints (minimum quantity 100 copies)

Reprints Co-ordinator, Scientific Research Publishing, Inc., USA.

E-mail: sub@scirp.org

#### **COPYRIGHT**

#### Copyright and reuse rights for the front matter of the journal:

Copyright © 2019 by Scientific Research Publishing Inc.

This work is licensed under the Creative Commons Attribution International License (CC BY).

http://creativecommons.org/licenses/by/4.0/

#### Copyright for individual papers of the journal:

Copyright © 2019 by author(s) and Scientific Research Publishing Inc.

#### Reuse rights for individual papers:

Note: At SCIRP authors can choose between CC BY and CC BY-NC. Please consult each paper for its reuse rights.

#### Disclaimer of liability

Statements and opinions expressed in the articles and communications are those of the individual contributors and not the statements and opinion of Scientific Research Publishing, Inc. We assume no responsibility or liability for any damage or injury to persons or property arising out of the use of any materials, instructions, methods or ideas contained herein. We expressly disclaim any implied warranties of merchantability or fitness for a particular purpose. If expert assistance is required, the services of a competent professional person should be sought.

#### PRODUCTION INFORMATION

For manuscripts that have been accepted for publication, please contact:

E-mail: aa@scirp.org



# Advances in Anthropology

ISSN: 2163-9353 (Print) ISSN: 2163-9361 (Online)

http://www.scirp.org/journal/aa

**Advances in Anthropology** (AA) is an international journal dedicated to reporting on the latest advances in anthropology and related disciplines. The goal of this journal is to provide a platform for scientists and academicians worldwide to promote, share, and discuss various new issues and perspectives in diverse areas of anthropology and to keep a record of the newest methodological and theoretical developments in the discipline.

#### **Subject Coverage**

The journal publishes original papers including, but not limited to, the following subfields of anthropology:

- Anthropometry and Anthroposcopy
- Bioarchaeology
- Cultural Anthropology
- DNA Genealogy
- Educational Anthropology
- Ethnography
- Forensic Anthropology
- Historical Archaeology
- Human Ecology and Adaptation

- Human Epigenetics and Epigenomics
- Human Genetics and Genomics
- Human Origins and Evolution
- Medical Anthropology
- Molecular Anthropology
- Paleoanthropology
- Psychological Anthropology
- Social Anthropology

We are also interested in: 1) Short Reports—2 to 5 page papers that report on preliminary research results; 2) Book Reviews—comments and critiques on recently published books on relevant topics; 3) Letters to the Editor—responses to previously published articles; 4) Conference Proceedings—please contact the Editor-in-Chief with a 2 page proposal.

#### Notes for Intending Authors

Submitted papers should not have been previously published nor be currently under consideration for publication elsewhere. Paper submission will be handled electronically from the website. All papers are refereed through a peer review process. For more details about the submissions, please access the website.

Website and E-Mail

http://www.scirp.org/journal/aa E-mail: aa@scirp.org

#### What is SCIRP?

Scientific Research Publishing (SCIRP) is one of the largest Open Access journal publishers. It is currently publishing more than 200 open access, online, peer-reviewed journals covering a wide range of academic disciplines. SCIRP serves the worldwide academic communities and contributes to the progress and application of science with its publication.

#### What is Open Access?

All original research papers published by SCIRP are made freely and permanently accessible online immediately upon publication. To be able to provide open access journals, SCIRP defrays operation costs from authors and subscription charges only for its printed version. Open access publishing allows an immediate, worldwide, barrier-free, open access to the full text of research papers, which is in the best interests of the scientific community.

- High visibility for maximum global exposure with open access publishing model
- Rigorous peer review of research papers
- Prompt faster publication with less cost
- Guaranteed targeted, multidisciplinary audience





Website: http://www.scirp.org Subscription: sub@scirp.org Advertisement: service@scirp.org