

CUSTOMERS' ATTITUDE TOWARDS SHOPPING MALLS: A STUDY ON BASHUNDHARA CITY SHOPPING MALL

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***Abstract:** The concept of shopping mall is relatively new in Bangladesh as compared to other developed countries. With the prevailing condition, the concept is important because people have few time and they want to get all the things in a single place. This paper examines the customers' attitude towards shopping malls and provides suggestion for improving the service of the shopping mall. The customers of Bashundhara City have been surveyed for the study. A sample of 100 respondents had been selected based on judgmental sampling for the study. Frequency, multiple regression analysis, cross tabulation and discriminant analysis have been conducted for the purpose of the analysis. The findings of the research suggest that convenience, quality and availability of product, price, facility to socialize, food facility, entertainment and overall service are the factors that affect the customer's attitude towards shopping mall.*

***Keywords:** Shopping mall, Customers' attitude, Bashundhara City Shopping Mall*

INTRODUCTION

The concept of shopping mall is not new in Bangladesh. The number of shopping malls in Bangladesh is growing day by day. It is a fact that the arrival of shopping malls in a city promises to transform the shopping and recreation activities of the customers. Therefore, many companies and individuals are investing a large amount of money to design and create malls in terms of providing the benefits of shopping and the access of consumers' to global brands. Today, the cut-throat competition among the shopping malls has gone beyond bound with the speed of time. For this reason, the developers and stakeholders of shopping malls as well as the retailers need to understand the customer's attitude towards shopping malls.

So far, many studies have been conducted from time to time in different countries like China, India, and Malaysia etc. These studies provided important

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recommendation for the benefit of shopping mall owners and also for theoretical implications. In Bangladesh, no major study has been conducted on customers' attitude towards shopping malls. So, this study has been undertaken to find out customers' attitude towards shopping malls.

Now a days, the developers are inventing new strategies in order to reach a new style inside shopping mall. They are adding up restaurants, cinema halls and game zones to attract the different types of customers having varying tastes and preferences. So, the main purpose of this study is to provide some understandings about the variables that affect customers' attitude and also the importance of each variable for helping developers to formulate and implement suitable strategies that will be beneficial both for the customers and developers.

LITERATURE REVIEW

A shopping mall, shopping center, shopping arcade, shopping precinct or simply mall is one or more buildings forming a complex of shops representing merchandisers, with walkways enabling visitors to easily walk from unit to unit, along with a parking area, indoor version of the traditional marketplace. Shopping mall is a large building or covered area that has many shops/stores, restaurants, etc. inside it.¹ Shopping mall is an emerging trend in the global arena. The first thing that comes to our mind when we think about shopping malls is that it is a big enclosed building having a variety of shops or products. According to historical evidences, shopping malls came into existence in the middle ages. Today's consumers want a better shopping experience and this demand gave rise to the emergence of shopping malls.

Originally, the first shopping mall was opened in Paris. Then, the trend followed in the other metros over the world and there was a spree of shopping malls coming up at various places. In the age of mass production and mass consumption, the concept of shopping mall is most modern method of attracting consumers. The idea of shopping was changed completely with the emergence of these shopping malls. Today's shopping is no longer limited to a mere buying activity - it has become synonymous with splurging time and money.²

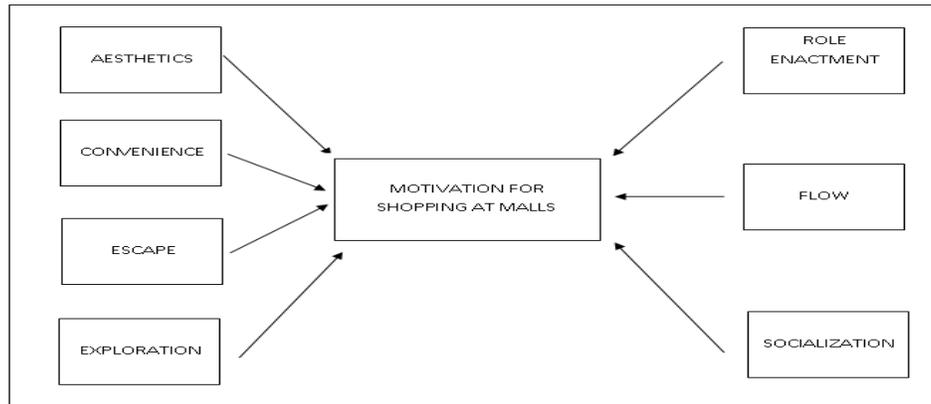
Mccook has identified some importance of shopping mall, which can be summarized in following ways: Malls are one of the places where people can socialize. The food court is very beneficial to mall shoppers. We do not have to go to some other place to eat. Malls offer eating facility. Everything that we need is normally found in the mall. The mall is our one-stop shop. While we shop, we can get our exercise by moving through the mall. This is a win-win situation. When a certain promotion or sale is offered, the companies know that the mall is

the best place to target people. Many offers are present in the mall. In the mall, the state of warmth is controlled to the right temperature. Customers may forget all about the weather once they are inside. If the customers ever get tired of standing, there are always benches nearby. They can sit on the bench and take rest. Just because customers go to the mall does not necessarily mean that they have to buy something. They could just hang out with their friends and family. Customers can just check out the latest fashion and all the free benefits of shopping at malls.³

According to Kotler (2010), Customer's attitude can be defined as a person's consistently favorable or unfavorable evaluations, feelings, and tendencies towards an object or idea.

Customers are individuals with likes and dislikes. When the people in a particular group feel one way or another about a product, service, person, place, entity, or thing, it is said to be a generalized consumer attitude that could affect the marketing of that person, product or entity in positive or negative ways. Marketers try to influence consumer attitudes, and understanding the prevailing attitude is the first step to changing it if needed.⁴ There are seven dimensions identified which affect the consumer's motives for visiting and shopping at malls (Bloch et al., 1994). The first one is aesthetics dimension. According to a study conducted by Loudon and Britta (1993), a better interior design actually helps to elevate the image of the mall over a period of time. The second one is convenience dimension. The time taken to reach the outlet and operating hour are one of the main criteria which the consumers look for while selecting a shopping outlet (Kaufman, 1996). The third dimension is escape dimension. Malls, because of their exciting, lavish and sophisticated environments, proffer a sense of relief and break to the customers from the same monotonous and routine work of job and personal works. Exploration dimension is the fourth one. According to Tauber (1972), Malls attract shoppers by offering an opportunity to learn new trends i.e. Exploration. Fifth dimension is flow dimension. If mall experience is good, the customers will not mind the time which they have spent inside the mall while shopping or enjoying. Another dimension is role enactment dimension. People behave in manner which is socially accepted or expected depending on the cohort they belong to. Consumers enact their social roles by shopping or visiting a mall. Last one is social dimension. Shopping offers an individual an opportunity to socialize.

Figure 01: Graphical Representation of Influence of Shopping Dimensions on Motivation for Shopping at Malls.



One study conducted by Khare (2011), found that the consumer attitudes towards mall attributes influence their behavior which vary between the two genders and also among different age groups. The results represent that for different age groups of consumers, mall aesthetics connotes different meanings: **(a)** The younger consumers are affected by the architectural design and ambience of the malls whereas, **(b)** The older consumers are affected by facilities and services **(c)** The older consumers prefer malls which have accelerators, sitting space, and easy accessibility to stores. They are not affected by parking facilities and food courts. Malls provide them convenience of getting most products under one roof, and **(d)** The younger generation is influenced by air-conditioned, spatial layouts of the malls.

Another study reports that each of the attributes of interest had a statistically significant impact on mall choice, with: **(a)** “Friendliness” and “coolness” being the key attributes **(b)** The results also suggest that “diversity of stores” is important to teens, and **(c)** The number of different passive entertainment options is also important, attesting to the appeal of shopping “experiences” to teens. (Wilhelm and Mottner, 2005).

A study conducted in China found that shopping mall atmosphere shaped consumers merchandise value perceptions, which in turn, influenced consumers’ emotional responses (Zhang, 2011). Other researchers concluded that the entertainment centers do seem effective in drawing younger families visiting malls more for social and entertainment purposes. Cinemas do function as an attractor by increasing mall traffic and the sales of other mall stores .⁵ It is found that assortment of stores, mall environment and shopping involvement have a

differential influence on excitement and desire to stay in malls, which in turn are found to influence patronage intentions and shopping desire in malls. It is commonly assumed that the consumers' decision concerning the place they usually choose for shopping depends essentially on the distance to the mall. Motivations for shopping include; inside and outside ambience of the mall, layout and extent of involvement in the shopping process (Rajagopal, 2009).

One study conducted by Ahmed et al. (2007), revealed six mall attractiveness factors from the shoppers' perspective: comfort, entertainment, diversity, mall essence, convenience, and luxury.

The study also found students were motivated to visit malls primarily by: **(a)** the interior design of the mall, **(b)** products that interested them, **(c)** opportunities for socializing with friends, and **(d)** convenient one-stop shopping.

One study conducted in Mumbai by Sharma (2012), claimed that customer's attitude towards shopping malls influenced by following factors: **(a)** Quality of products offered at shopping malls, **(b)** Services offered, **(c)** Parking facility, **(d)** Availability of products, and **(e)** Comfort.

OBJECTIVES

The broad objective of this study is to find out the customers' attitude towards shopping mall. The specific objectives of this study are given below:

1. To find out the frequency of visit to Bashundhara City Shopping Mall.
2. To find out the purpose of visit to Bashundhara City Shopping Mall.
3. To find out variables those affect the consumers' attitude towards Bashundhara City Shopping Mall.
4. To identify the importance of each variable.
5. To find out whether any discriminatory variable separating male and female attitude towards Bashundhara City Shopping Mall.
6. To provide some managerial implications.

RESEARCH QUESTION AND HYPOTHESIS

RQ: Do the shopping mall facilities (features) influence the customers' attitude towards shopping malls?

H₀ The shopping mall facilities (features) do not influence the customers' attitude towards shopping malls.

H₁ The shopping mall facilities (features) influence the customers' attitude towards shopping malls.

RQ: Are there any discriminatory variables separating male and female's attitude towards shopping mall?

H₀ Male and females' attitude towards shopping mall do not vary depending on independent variables.

H₁ Male and females' attitude towards shopping mall vary depending on independent variables.

METHODOLOGY

This study is a descriptive study where quantitative data have been collected to analyze the customers' attitude towards shopping mall. In order to make the report more meaningful and presentable, two sources of data and information have been used. Both primary and secondary data sources were used to generate the report. Field survey was carried out to collect primary data for conducting the study. The primary data had been collected on twelve variables that are identified after reviewing the different literatures. The variables are convenience, quality of product, availability of product, store variety, entertainment, parking facility, interior design, place to socialize, price, staff behavior, food facility and services. The secondary sources are websites and journals. To conduct the research, people of different occupations of Dhaka city were surveyed. The three occupational groups are students, housewives and service holders.

In this study, 7 point Likert Scale technique has been used. Here, the structured questionnaire has been used to collect data from the respondent. The field work was personally done. To conduct the research: target population was defined as the shoppers of Bashundhara City Shopping Mall; the shoppers aged above 15 were qualified as sample unit for the study and 100 respondents have been surveyed. The respondents in the sample were chosen through judgmental sampling technique and data were collected using mall intercept method.

This study is not without its limitations. First of all, the number of respondents selected is very small. Only 100 respondents have been surveyed. The independent variables selected for the study is 12. This number is not very high. Moreover, here only the customers of Bashundhara City Shopping Mall have been surveyed. There are many other shopping malls in Dhaka city. So the attitude can differ from one shopping mall to another. Finally, the result may not be directly applied to the other retail sectors as well.

DATA ANALYSIS

Frequency analysis has been done to know the frequency and the main purpose of visit to mall. Multivariate analysis has been conducted for the study. Among

the multivariate techniques, multiple regressions have been used because it is required to know the attitude of customer towards shopping mall. Cross Tabulation and Discriminatory Analysis have been done to know whether any discriminatory variable separating male and female attitude towards shopping mall.

Frequency:

Table 01: Frequency of Visit to Mall

Frequency of Visit to Mall	Frequency	Percent	Valid Percent
Once in a year	14	14	14
2 to 4 times in a year	40	40	40
5 to 7 times in a year	30	30	30
More than 7 times in a year	16	16	16
Total	100	100	100

From the above Table 01, it can be identified that about 40 % respondents said that they go to Bashundhara City Shopping Mall 2 to 4 times in a year and about 30 % respondents said that they go to Bashundhara City Shopping Mall 5 to 7 times in a year. Therefore, it can be stated that the frequency of visit to the mall varies between 2 to 7 times in a year.

Table 02: Main Purpose of Visit to Bashundhara City Shopping Mall

	Frequency	Percent	Valid Percent
Shopping	40	40	40
Entertainment	38	38	38
Food	12	12	12
Hang Out	10	10	10

Table 02 represents that the main purpose of visit to the mall is basically shopping as 40 % of respondents mentioned that they go to Bashundhara City Shopping Mall for shopping purpose. Entertainment purpose stands in the second position. About 38 % respondents said that they go to the mall for entertainment purpose.

Regression:

Correlation Matrix: From the Correlation Matrix (Appendix-2: Table 01), it is evident that variables are not highly correlated with each other. So, multicollinearity is not a problem.

Moreover, the value of KMO test is .390 which is less than .5. So, factor analysis is not appropriate. Since in this case multicollinearity is not a problem, factor analysis has not been done (Malhotra and Dash, 2010).

Regression Model: The regression model for this study is given below:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \beta_6 X_6 + \beta_7 X_7 + \beta_8 X_8 + \beta_9 X_9 + \beta_{10} X_{10} + \beta_{11} X_{11} + \beta_{12} X_{12} + e_i \text{ (Error term)}$$

Or the equation can be written in the following way:

$$\text{Attitude} = \beta_0 + \beta_1 \text{Convenience} + \beta_2 \text{Quality of products} + \beta_3 \text{Availability of products} + \beta_4 \text{Store variety} + \beta_5 \text{Entertainment} + \beta_6 \text{Parking facility} + \beta_7 \text{Interior design} + \beta_8 \text{Facility to socialize} + \beta_9 \text{Price} + \beta_{10} \text{Staff behavior} + \beta_{11} \text{Food facility} + \beta_{12} \text{Service} + e_i$$

Table 03: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.773	.732	.701	.66606

R^2 represents the strength of association between dependent variable and independent variables. When the value of R^2 exceeds .5 then it suggests a moderate association between dependent variables and independent variables. The value of R^2 .8 suggests strong association between dependent variables and independent variables. From the aforementioned table, it can be observed that the value of R^2 is .732 which means that dependent variable is moderately associated with independent variables. 73.2% of variance in dependent variable is explained by independent variables.

Standardized Coefficients:

Table 04: Coefficients Table

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	4.528	.988			
Convenience	.215	.048	.500	4.493	*.000
Quality of product	.180	.101	.325	3.792	*.000
Availability of product	.161	.068	.303	3.906	*.011
Store variety	-.019	.056	-.037	-.346	.730
Entertainment	.166	.081	.294	3.805	*.015
Parking facility	.075	.123	.069	.611	.543

Interior design	-.070	.075	-.097	-.929	.356
Facility to socialize	.188	.065	.264	1.660	*.012
Price	-.272	.075	-.412	-3.642	*.000
Staff behavior	-.070	.094	-.084	-.739	.462
Food facility	.207	.048	.277	2.963	*.004
Overall services	.283	.090	.326	3.162	*.002

Using the values from the given coefficients table, the regression model becomes following:

Attitude= 4.528 + .500 (Convenience) + .325 (Quality of products) + .303 (Availability of products) – .307 (Store variety) + .294 (Entertainment) + .069 (Parking facility) – .097 (Interior design) + .264 (Facility to socialize) – .412 (Price) – .084 (Staff behavior) + .277 (Food facility) + .326 (Service) + e_i

Standardized coefficients calculated for each predictor variables, showing the percentage of variation in the dependent variable caused by the individual independent variables. It can be revealed that convenience, quality of product, availability of product, entertainment, facility to socialize, price, food facility and overall service are significant at 5% level. The Standardized beta coefficient of convenience is .500 which means convenience is an important variable that affects the customer's attitude towards shopping mall. The second important variable is price. Price is negatively correlated with attitude. The Standardized beta coefficient of price is –.412 which is significant at .000. So, price is an important variable when customer chooses Bashundhara City Shopping Mall. The third important variable is overall service, which affects 32% customers' attitude towards shopping mall. Then the variables that affect the customers' attitude towards shopping malls are quality of products, availability of products entertainment, food facility and facility to socialize respectively.

Cross Tabulation:

Table 05: Attitude towards Bashundhara City Shopping Mall

Attitude towards Bashundhara City Shopping Mall		Gender		Total
		Male	Female	
Strongly Disagree	Count	0	2	2
	% within Gender	.0%	4.2%	2.0%
Neutral	Count	0	6	6
	% within Gender	.0%	12.5%	6.0%
Agree	Count	32	16	48
	% within Gender	61.5%	33.3%	48.0%
Strongly Agree	Count	18	22	40

	% within Gender	34.6%	45.8%	40.0%
Extremely Agree	Count	2	2	4
	% within Gender	3.8%	4.2%	4.0%
Total	Count	52	48	100
	% within Gender	100.0%	100.0%	100.0%

* Gender Cross Tabulation

From the above table, it can be concluded that customer's attitudes vary with gender. Males have more positive attitude towards Bashundhara City Shopping Mall than females. Because, 61.5% male customers agree that Bashundhara city is an excellent shopping mall.

Discriminant Analysis:

A two group discriminant analysis is conducted to see whether male attitude and female attitude towards Bashundhara City Shopping Mall vary in terms of independent variables.

Table 06: Discriminatory Factors Affecting Attitude towards Bashundhara City Shopping Mall between Males and Females

Group Means												
Gender	Convenience	Quality of product	Availability of product	Store variety	Entertainment	Parking facility	Interior design	Facility to socialize	Price	Staff behavior	Food facility	Overall services
Males	4.0385	5.4615	2.9231	3.1923	6.0769	5.5385	5.1538	2.9615	1.8846	4.8077	3.3077	4.8846
Females	4.2083	5.9167	2.4583	2.4583	6.0417	5.4167	4.7083	2.5000	2.1667	4.9167	3.5000	4.9167
	4.1200	5.6800	2.7000	2.8400	6.0600	5.4800	4.9400	2.7400	2.0200	4.8600	3.4000	4.9000

From the above table, it is seen that two groups are not widely separated in terms of independent variables. Among the twelve variables, only "Store Variety" reflects some attitudinal difference between male and female respondents. While there is a minor difference between male and female in terms of Quality of product, Availability of product, Interior design and Facility to socialize; rests of the variables are insignificant and thereby male and females' attitude towards shopping malls are quite similar in terms of those variables.

Table 07: Eigen Values

Function	Eigen Value	% of Variance	Cumulative %	Canonical Correlation
1	.635	100.0	100.0	.690

Because there are two groups, only one discriminate function is estimated. The Eigen value associated with this function 1 is .635 and it accounts for 100 percent of explained variance. The canonical correlation associated with function .690. The square of this value $(.690)^2 = .4761$, indicates that 47.61% of the dependent variable (gender-based attitude towards Bashundhara City Shopping Mall) is explained by this model.

Table 08: Wilks' Lambda

Test of Function(s)	Wilks' Lambda	Chi-square	Df	Sig.
1	.651	39.421	12	.000

The value of Wilks' Lambda is .651 that is transformed to a Chi-square value of 39.421 with 12 degrees of freedom which is significant at 5% significance level. So, the null hypothesis that in population, the means of all discriminate functions in all groups are equal is rejected.

FINDINGS

Regression Analysis:

The value of R^2 is .732. This indicates a moderate correlation between dependent variables and independent variables. Thus, the null hypothesis that customers' attitude towards mall (Dependent variable) is not affected by the shopping mall facilities (Independent variables) is rejected. Among the twelve variables selected for the study, eight variables are significant at 5% significance level. Those are convenience, quality of product, availability of product, entertainment, facility to socialize, price, food facility and overall service. So, these variables largely affect customers' attitude towards mall. Among them, convenience, price and overall services are the most important variables respectively.

Cross Tabulation and Discriminant Analysis:

The result of cross tabulation illustrates that the attitude towards mall varies by gender; male have more positive attitude towards shopping mall than female. The group mean calculated for two groups indicates that although overall attitude of the male and female varies but the attitude of two groups are not widely separated in terms of independent variables. Moreover, the Chi-square value of 39.421 with 12 degrees of freedom is significant at 5% significance level. So, the null hypothesis is rejected and therefore we can conclude that there is difference between male and female attitude towards shopping mall.

MANAGERIAL IMPLICATIONS

Information on customer attitude can help the owner of the malls to make new strategies. This analysis helps to clarify following future strategies:

1. Convenience is an important criteria for customer when choosing shopping mall. Today's customers are very busy and they do not have enough time. Therefore, the shopping malls should be located in a convenient place for their target customer.
2. Quality and availability of products are another important consideration for the customers. If customers do not get the product that they are searching for, they will be disappointed and their attitude may become negative. So, the malls should offer quality products and always try to ensure product availability.
3. The third consideration is price, as the customers want to buy the product at lower price. The study indicates that price is negatively associated with customer's attitude. High price can produce negative attitude that is why the malls should try to charge reasonable price for their target customer.
4. In order to attract more customers and develop more positive attitude, the malls should offer the better food facility and the facility to socialize. Today, customers go to malls not only for shopping, but also to hang out with friends and family. As a result, if the malls arrange better facilities, it will help them to differentiate themselves from competitors.
5. Entertainment has become an important object for developing positive attitude among target customers. Customers go to malls to watch cinemas, recreation for children etc. Many malls are now adding cine complex, amusement park as a differentiation strategy. This study also highlights that customers strongly agree with entertainment which is an important variable that develops positive attitude towards malls. So, the mall owner should add more and more entertainment facilities for their customers.
6. The overall service of the malls should be good to develop positive attitude among the target customers. Today's customers want good services from wherever they go. Therefore, service quality can help to develop positive attitude towards shopping mall.
7. Considering the gender based evaluation, it can be summarized that male and female customers reflect almost similar attitude towards the shopping malls in terms of selected variables. As the attitudinal difference is not highly significant, the managerial decision should not focus on gender based segmentation to develop and increase the customers' positive attitudes.
8. Finally, the analysis portrays more positive attitude of male customers' towards Bashundhara City Shopping Mall, so they need to be retained by

providing excellent and differentiated service; whereas female customers attitude needs to be monitored through conducting further research studies and should be attracted with additional distinctive services based on the research findings.

So, if Bashundhara City Shopping Mall as well as the other mall owners/managers follow these recommendations, it will pave the way to attain high possibility of creating and developing a positive attitude among their actual and potential customers.

CONCLUSION

The attitude of customers towards shopping mall depends on many variables. Among them, convenience, price, quality, availability etc are more important. Any problem related to these aspects can build negative attitude towards the shopping mall. So, the owner of the mall should try to monitor these aspects and take corrective measures whenever something goes wrong. The research findings presented in this paper can provide in-depth understanding about the variables that affect the customer's attitude towards shopping mall at Dhaka city of Bangladesh. In addition, a direction for future research is to conduct the similar studies on other cities of Bangladesh and compare the customers' attitude towards shopping mall among the different cities of Bangladesh. Another possible direction is to compare the Bangladeshi customers' attitude towards shopping malls with other country's customers' attitude.

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Endnotes:

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- ² <<http://www.studymode.com/essays/Shopping-Malls-755369.html>>
- ³ <<http://www.mademan.com/mm/10-benefits-shopping-malls.html>>
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- ⁵ <[http://www.whitehutchinson.com/leisure/articles/ Role_of_Entertainment.shtml](http://www.whitehutchinson.com/leisure/articles/Role_of_Entertainment.shtml)>

Appendix-1**Descriptive Statistics**

	Mean	Std. Deviation	N
Attitude	5.3600	.82290	100
Convenience	4.120	1.9137	100
Quality of product	5.6800	.99372	100
Availability	2.7000	1.25931	100
Store variety	2.8400	1.56166	100
Entertainment	6.0600	1.14433	100
Parking facility	5.4800	.75852	100
Interior design	4.9400	1.14433	100
Facility to socialize	2.7400	1.25223	100
Price	2.0200	1.24706	100
Staff behaviors	4.8600	.98494	100
Food facility	3.4000	1.62057	100
Overall services	4.9000	.94815	100

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	28.444	12	2.370	5.343	.000 ^a
	Residual	38.596	87	.444		
	Total	67.040	99			

Appendix-2

Table 01: Correlation Matrix

	Convenience	Quality of product	Availability of product	Store variety	Entertainment	Parking facility	Interior design	Facility to socialize	Price	Staff behavior	Food facility	Overall services
Convenience	1.000	.297	.015	.108	.320	-.026	.160	-.105	.194	.309	-.159	-.060
Quality of product	.297	1.000	-.287	-.255	.355	.072	.001	-.100	-.272	.057	.130	-.077
Availability of product	.015	-.287	1.000	.345	-.268	.152	.015	-.012	.120	-.050	.247	.093
Store variety	.108	-.255	.345	1.000	.062	.048	.447	.092	-.029	.392	.026	.180
Entertainment	.320	.355	-.268	.062	1.000	.013	.219	-.370	.084	.348	-.057	.061
Parking facility	-.026	.072	.152	.048	.013	1.000	.103	-.314	.267	-.071	-.010	-.410
Interior design	.160	.001	.015	.447	.219	.103	1.000	.017	-.112	.494	-.074	.255
Facility to socialize	-.105	-.100	-.012	.092	-.370	-.314	.017	1.000	-.100	.068	-.018	.233
Price	.194	-.272	.120	-.029	.084	.267	-.112	-.100	1.000	-.212	.106	-.050
Staff behavior	.309	.057	-.050	.392	.348	-.071	.494	.068	-.212	1.000	-.192	.266
Food facility	-.159	.130	.247	.026	-.057	-.010	-.074	-.018	.106	-.192	1.000	-.013
Overall services	-.060	-.077	.093	.180	.061	-.410	.255	.233	-.050	.266	-.013	1.000