

MALL SHOPPING BEHAVIOR: AN EXAMINATION OF DIFFERENCES
IN UTILITARIAN VERSUS HEDONIC SHOPPERS'
MALL SHOPPING EXPERIENCES

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Dissertation Abstract

Emine Eser Telci, “Mall Shopping Behavior: An Examination of Differences in Utilitarian versus Hedonic Shoppers’ Mall Shopping Experiences”

This study is designed to provide insights as to how different elements of a shopping mall environment and consumers’ personal characteristics influence their mall shopping behaviors directly, and indirectly through their effects on mall related emotions, cognitions, or activity patterns. The study’s significance is that all these situational and individual factors are treated as equally important determinants of consumers’ mall satisfaction levels or patronage behaviors. Most importantly, these influences are expected to be significantly different for consumers with utilitarian versus hedonic mall shopping motivations.

Proposed relationships are tested with data collected from 603 respondents through structured questionnaires. Results provide evidence that mall satisfaction is not a predictor of mall patronage and mall visit frequency, time and money spent in a mall, and repatronage intentions are separate patronage indicators that are affected by different environmental or individual factors. Specifically, consumers’ perceptions of shopping mall attributes are found to have greatest influence on their level of mall satisfaction and repatronage likelihood, while personal characteristics are shown to have greater impacts on mall visit frequencies and the amount of time and money spent in malls. On the other hand, although emotional experiences at a mall is proved to be unrelated to shoppers’ patronage behaviors, cognitive responses to the mall environment is reported to increase the total amount of mall spending and future mall visits significantly and activity patterns in a mall is found to be positively associated with the time spent in the mall. Finally, results are in support of the fact that mall shopping experiences of utilitarian shoppers are shaped primarily by cognitive processes while those of hedonic shoppers are influenced by affective mechanisms to a greater extent.

Tez Özeti

Emine Eser Telci, “Alışveriş Merkezlerinde Tüketici Davranışları: Faydacıl ve Hazcı Tüketiciler Arasındaki Farklar Üzerine Bir Araştırma”

Bu çalışmanın amacı alışveriş merkezlerinin çevresel özelliklerinin ve tüketicilerin kişisel niteliklerinin bireylerin bu alanlardaki alışveriş davranışları üzerindeki doğrudan ve kişilerin bu ortamlara yönelik duygusal, bilişsel ve davranışsal tepkileri aracılığıyla yarattıkları dolaylı etkilerini araştırmaktır. Sunulan modele göre çevresel ve kişisel değişkenler alışveriş merkezi memnuniyetini ve müşteri olma davranışını etkileyen eşit derecede önemli faktörlerdir. Ayrıca, bütün bu etkenlerin tutum ve davranışları şekillendirme gücünün faydacıl ve hazcı alışveriş eğilimleri olan tüketiciler arasında farklılık göstermesi beklenmektedir.

Araştırma kapsamındaki önerilerin doğruluğunun test edilebilmesi için 603 kişiden planlanmış anketler kullanılarak veri toplanmıştır. Sonuçlar alışveriş merkezi memnuniyetinin bu merkezin müşterisi olma davranışını etkilemediğini ve alışveriş merkezine gitme sıklığının, burada harcanan toplam zaman ve paranın ve de bu merkezi yeniden ziyaret etme eğiliminin birbirinden tamamen farklı müşteri olma davranışı göstergeleri olduğunu ortaya koymaktadır. Özellikle, alışveriş merkezlerinin çevresel özelliklerinin bu merkezler ile ilgili memnuniyet seviyesi ve yeniden gitme eğilimini etkilediği, kişisel niteliklerin ise gitme sıklığı ve toplam harcanan zaman ve para üzerinde etkili olduğu bulunmuştur. Öte yandan, alışveriş merkezlerindeki duygusal deneyimlerin müşteri olma davranışını belirlemede herhangi bir rol oynamadığı, ama bu ortamlara yönelik bilişsel tepkilerin toplam harcama miktarını ve yeniden ziyaret etme eğilimini olumlu yönde etkilediği ve tüketicilerin bu merkezlerde gerçekleştirdikleri faaliyetlerin çeşitliliğinin toplam harcanan zamanı arttırdığı bulunmuştur. Son olarak, faydacıl tüketicilerin bu merkezlerdeki alışveriş davranışlarının çoğunlukla bilişsel süreçler tarafından, hazcı tüketicilerin alışveriş davranışlarının ise ağırlıklı olarak duygusal süreçler tarafından belirlendiği kanıtlanmıştır.

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To the memory of my grandmother

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ABBREVIATIONS

AGFI	Adjusted Goodness-of-Fit Index
AVE	Average Variance Extracted
CFA	Confirmatory Factor Analysis
CFI	Comparative Fit Index
CSI	Consumer Style Inventory
EFA	Exploratory Factor Analysis
GFI	Goodness-of-Fit Index
GOF	Goodness-of-Fit
KMO	Kaiser-Meyer-Olkin measure of sampling adequacy
MLE	Maximum Likelihood Estimation
NFI	Normed Fit Index
PAD	Pleasure-Arousal-Dominance
PCA	Principal Component Analysis
PNFI	Parsimony Normed Fit Index
RMR	Root Mean Square Residual
RMSEA	Root Mean Square Error of Approximation
RNI	Relative Non-Centrality Index
SEM	Structural Equation Modeling
S-O-R	Stimulus-Organism-Response
TLI	Tucker-Lewis Index
VIF	Variance Inflation Factor

CHAPTER I

INTRODUCTION

Shopping and *shopping behavior* have been interesting subjects for academicians over the decades. The gradual shift in shopping environments (e.g., Bloch, Ridgway, & Dawson, 1994; O'Guinn & Belk, 1989), significance of shopping in different social/cultural contexts (e.g., Babin, Darden, & Griffin, 1994; Fischer & Arnold, 1990), and individuals' shopping motives and behaviors (e.g., Bellenger & Korgaonkar, 1980; Tauber, 1972) represent the three main research streams within this literature (Woodruffe-Burton, Eccles, & Elliot, 2002).

However, although *shopping malls* represent the main consumer habitats in most Western cultures (Bloch et al., 1994) within which all individual, social, or cultural aspects of shopping can be examined at the same time and are the basic shopping contexts with highest customer drawing power; they are rarely used as the unit of analysis in most retailing studies (Haytko & Baker, 2004).

These enclosed shopping environments are treated as "... the fantasy palace for today's consumer" (Woodruffe-Burton et al., 2002, p. 257). They originated in North America at the early years of the twentieth century as enlarged supermarkets that draw together a small number of stores and have spread over other major markets during 1970s (Feinberg & Meoli, 1991).

At the beginning of their life cycle, malls were primarily economic entities that provide consumers a wide array of stores and merchandise at a single location

(Bloch et al., 1994). However, from then on, they passed through continuous adaptations in terms of their design and tenant variety to meet the changes in consumers' needs, desires, values, and lifestyles (Martin & Turley, 2004). While they are still characterized as venues that enable shopping with climatic comfort and freedom from noise and traffic, they have turned into centers for social and recreational activities as well (Bloch et al., 1994). As a result, they are no longer treated as shopping places, but mostly recognized as spaces for consumer excitement (Farrag, El Sayed, and Belk, 2010).

Most of early research on consumers' mall shopping behaviors is based on Reilly's (1931) *law of retail gravitation* and Christaller's (1933) *central place theory*. According to the retail gravitation view, attractiveness of a shopping mall is determined by the amount of distance traveled, travel time, size of the mall, or the number of stores or brands in the mall. On the other hand, central place theory assumes that consumers will prefer the nearest shopping place if they have a single purpose for going shopping. Although this line of research has been criticized for not taking into consideration the differences in consumers' perceptions of mall environments (e.g., Gautschi, 1981), it has attracted serious attention of several scholars (e.g., Brunner and Mason, 1968; Bucklin, 1971; Huff, 1964).

Later on, however, these retail gravitational models became insufficient to explain consumers' mall shopping behaviors as malls increased in number and started to be located close to one another (Bucklin, 1971). As a result, shoppers' perceptions of the qualitative differences between these places and how they influence their attitudes and behaviors became the new focus of researchers (e.g.,

Bloch et al., 1994; Feinberg, Sheffler, Meoli, & Rummel, 1989; Michon, Chebat, & Turley, 2005; Wakefield & Baker, 1998).

Most studies within this research stream have their roots in Mehrabian and Russell's (1974) *environmental psychology theory* (e.g., Chebat & Michon, 2003; Fiore & Kim, 2007; Wakefield & Baker, 1998). This theory proposes that environment is made up of several elements (stimuli) that create emotions of pleasure, arousal, and dominance in individuals (organism), which then determine their behaviors (response). While the theory has been tested in different shopping contexts, retailing researchers extended this so-called *stimulus-organism-response framework* to include both environmental and personal stimuli as influencers of consumers' shopping behaviors and they explained these effects through the mediation of not only affective but also cognitive processes (e.g., Donovan, Rossiter, Marcolyn, & Nesdale, 1994; Eroglu, Machleit, & Davis, 2001; McGoldrick & Pieros, 1998; Yalch & Spangenberg, 1993).

While mall related consumer responses commonly studied include *preference* and *choice* as well (e.g., Brunner and Mason, 1968; Gautschi, 1981; Oppewal, Timmermans, & Louviere, 1997); *patronage*, commonly measured in terms of shoppers' mall visit frequencies, has been the most frequently investigated behavior (e.g., Roy, 1994).

In terms of stimuli factors, on the other hand, several shopping mall characteristics are repeatedly examined as determinants of consumers' mall shopping attitudes and behaviors (e.g., Feinberg et al., 1989; Gautschi, 1981; Meoli, Feinberg, & Westgate, 1991). They are commonly studied under dimensions labeled as atmospherics, assortments, comfort and convenience elements, entertainment

facilities, or social environments and are found to be positively associated with shoppers' patronage decisions (e.g., Bellenger, Robertson, & Greenberg, 1977; Hackett & Foxall, 1994; Michon et al., 2005; Wong, Lu, & Juan, 2001).

In addition, an enduring involvement with shopping is shown to increase consumers' mall satisfaction levels and repatronage intentions (e.g., Kim & Jin, 2001; Lueg, Ponder, Beatty, and Capella, 2006). Similarly, consumers' demographic characteristics (e.g., gender, age, income, work status) and personal values are proved to create significant differences in their mall shopping behaviors as well (e.g., Allard, Babin, & Chebat, 2009; Bakewell & Mitchell, 2004; Evans, Christiansen, & Gill, 1996; Raajpoot, Sharma, & Chebat, 2007; Roy, 1994; Swinyard, 1998).

Furthermore, emotional states experienced at malls (e.g., Babin et al., 1994; Chebat & Michon, 2003; Dennis & Newman, 2005), types of activities performed in malls (e.g., Bloch et al., 1994; Ruiz, Chebat, & Hansen, 2004), evaluations of malls' servicescapes (e.g., Tripathi & Siddiqui, 2007), and the effects of these organism factors on mall satisfaction and patronage (e.g., Anselmsson, 2006; Sit & Merrilees, 2005; Stoel, Wickliffe, & Lee, 2004) have been subjects of scholarly inquiry.

On the other hand, a comprehensive review of literature shows that knowledge on the mechanisms through which consumers' mall shopping behaviors are shaped is still far from being complete. Therefore, this study aims to provide insights on the direct and indirect effects of shoppers' mall perceptions and personal characteristics on their mall satisfaction levels and patronage patterns. To this end, a *mall shopping behavior model* that also rests on the stimulus-organism-response framework but extends it in a number of ways to incorporate all relevant aspects of experiential or consumption oriented shopping in a mall setting is proposed.

According to the model, both *situational* and *non-situational* stimuli shape consumers' responses to their environments. Specifically, malls' atmospheric elements, breadth and width of assortments, potential to provide a comfortable shopping experience, entertainment orientations, non-shopping related facilities, promotional activities, and social environments are identified as situational factors influencing consumers' mall shopping behaviors. In addition, an enduring involvement with shopping, high needs for social affiliation and recognition, a brand-oriented, price-insensitive decision-making style, and a number of demographic characteristics are positioned as non-situational or personal variables affecting attitudes and behaviors toward shopping malls.

Moreover, individuals' emotional experiences at a shopping mall measured in terms of pleasure, arousal and dominance; their cognitive evaluations of a shopping mall; and the types of activities they do in a shopping mall (like going to a movie, having a lunch, or shopping) are all proposed as organism factors mediating stimulus-response relationships.

Finally, two specific mall shopping motivations – *utilitarian* versus *hedonic* – frequently discussed in literature (e.g., Bellenger & Korgaonkar, 1980; Darden & Reynolds, 1971; Tauber, 1972; Westbrook & Black, 1985) are proposed as moderators of the set of relationships among all the stimulus-organism-response factors.

The study's significance is that all these environmental and personal characteristics have not been integrated into a single framework before to explain shopping experiences in general or mall shopping experiences in particular. While the proposed direct effects of these situational and personal stimuli on major retail

outcomes (i.e., retailer choice, preference, or patronage) are also usually neglected in prior research and only their indirect influences through the mediation of affective or cognitive responses are investigated (e.g., Chebat & Michon, 2003; Chebat & Morrin, 2007; Dennis & Newman, 2005; Donovan & Rossiter, 1982; Ridgway, Dawson, & Bloch, 1989), a behavioral measure like activity patterns has not been included in most mall satisfaction/patronage models as well.

More importantly, although the existence of utilitarian and hedonic mall shopping motivations are widely accepted in literature and they are considered as influential on consumers' mall related attitudes and behaviors, how they differentiate the mechanisms through which mall shopping behaviors are shaped have not been questioned so far.

This proposed mall shopping behavior model is also tested empirically through a survey. A professional market research company collected data from 603 consumers living in Istanbul, Turkey through face-to-face interviews. Survey instrument used to collect data composed of measures on consumers' perceptions, satisfaction, and patronage behaviors regarding three different shopping malls in Istanbul (one at a time), as well as their emotional and cognitive responses to these shopping environments and the types of activities they perform in these habitats on a regular trip. Measures of personal characteristics that are considered as stimuli factors in the conceptual model of the study are included in the questionnaire as well.

It is also important to note that the concepts *shopping area* and *shopping center* are generally used as synonyms for shopping malls, although they have conceptual differences. While shopping malls represent enclosed, controlled shopping environments, a shopping area or center may not be mall-like at all

instances (Stoltman, Gentry, & Anglin, 1991). However, throughout this study, the term mall is used to mean the exact context that it represents.

In the following chapter, Chapter II, literature on consumers' mall shopping experiences is reviewed. In Chapter III, the proposed mall shopping behavior model is explained and all related hypotheses are stated. In Chapter IV, main research objectives are listed, and data collection and measure development processes are explicated. Details of data analyses procedures and results of hypotheses tests are provided in Chapter V. Finally, in Chapter VI, main findings of the study and their theoretical and practical implications are discussed, basic limitations of the research are mentioned, and future research areas are suggested.

CHAPTER II

LITERATURE REVIEW

Consumers' mall shopping experiences have frequently been subjects of scholarly inquiry. First studies on mall related attitudes and behaviors were based on retail gravitational approach, where size of a shopping mall and its distance to consumers are claimed to be the most important determinants of shoppers' mall choices or preferences (Stoltman et al., 1991). However, later on, several mall and shopper characteristics have been incorporated into patronage models in order to understand and predict consumer behavior regarding these enclosed retail environments better (e.g., Bucklin, 1971; Meoli et al., 1991; Wong et al., 2001). This chapter provides a review of these studies, with an aim to clarify the factors that influence consumers' mall shopping behaviors and the mechanisms through which these behaviors are shaped.

Mall Shopping Behavior

Growth of the shopping mall industry, reflected by the increase in the number of and the total square feet of space allocated to malls each year (Berman & Evans, 2004), have motivated researchers to study all aspects of consumer behavior regarding these enclosed environments. In this regard, three commonly used retail selection constructs – *choice*, *preference*, and *patronage* (Spiggle & Sewall, 1987) – have been

the focus of retailing theorists in their analyses of consumers' mall shopping patterns (e.g., Brunner & Mason, 1968; Burns & Warren, 1995; Gautschi, 1981; LeHew, Burgess, & Wesley, 2002; Meoli et al., 1991).

Although these three terms are used interchangeably in literature, they have certain conceptual differences (Spiggle & Sewall, 1987). For instance, "choice" is the outcome of a specific shopping task that involves some degree of information search and evaluation of alternatives; and is a binary decision that forces consumers to decide to shop at which retail outlet but not at the others (Spiggle & Sewall, 1987; Stoltman et al., 1991). On the other hand, "patronage" reflects a consumer's choice pattern over a series of shopping tasks; while "preference" is the positive state a consumer is in towards a specific retailer, which may or may not result in "choice" or "patronage" behavior (De Juan, 2004; Spiggle & Sewall, 1987).

Among these and several other retailing topics, however, *patronage* has been the most frequently examined issue (e.g., Bellenger et al., 1977; Bloch et al., 1994; De Juan, 2004; El-Adly, 2007; Gautschi, 1981; LeHew et al., 2002; Roy, 1994; Shim & Eastlick, 1998). The term has been defined either as actual behavior or as behavioral intention (Zolfagharian & Paswan, 2009) and the two dimensions are found to be highly positively correlated (e.g., Chandon, Morwitz, & Reinartz, 2005; Morwitz & Fitzsimons, 2004). While visit frequency and time and money spent at the mall are the commonly used actual patronage behavior measures (e.g., Bloch et al., 1994; Chebat & Michon, 2003; El-Adly, 2007; Parsons, 2003; Roy, 1994; Swinyard, 1998), desire to stay at the mall, willingness to revisit the mall, and willingness to recommend the mall to others are cited as the main indicators of

behavioral intentions (e.g., Martin & Turley, 2004; Raajpoot et al., 2007; Reynolds, Ganesh, & Lockett, 2002; Sit & Merrilees, 2005; Wakefield & Baker, 1998).

Early studies on mall shopping behavior had a *retail gravitational approach*, according to which size of a shopping center (square footage of selling space) and driving time or distance to it are the main mall selection criteria (Stoltman et al., 1991). This research stream has its roots in Reilly's (1931) *law of retail gravitation*. According to this theory, malls that are larger increase consumers' utility and, therefore, have greater attraction power. On the other hand, distance to a shopping mall has a negative influence on consumers' utility and decreases the mall's attractiveness exponentially. Similarly, Christaller (1933) developed the *central place theory*, which assumes that consumers will prefer the nearest shopping place if they have a single purpose for going shopping.

In addition, Huff (1964) extended Reilly's (1931) retail gravitation law and offered a probabilistic model for consumers' retail outlet choice. The model's basic premise is that an individual's probability of patronizing a shopping mall is directly proportional to the mall's size and inversely proportional to his/her distance to the mall. Furthermore, as opposed to Reilly's (1931) theory that allows for the comparison of only two shopping areas, Huff's (1964) model explains consumers' patronage behaviors by taking into consideration the possibility of having several competing malls in the market.

However, contrary to other shopping mall patronage models with gravitational bases, Brunner and Mason (1968) proposed and empirically supported that travel time rather than distance should be used to reflect the effort needed to be

put forth to reach a shopping center, since the latter is not always a good predictor of consumers' preferences.

Explanations of consumers' mall shopping experiences based on the law of retail gravitation have been subject to criticisms as well; mainly for not taking into consideration the qualitative differences among malls and how they are perceived by consumers (e.g., Gautschi, 1981). For instance, Cox and Cooke (1970) replicated Brunner and Mason's (1968) study in another context and showed that consumers' shopping center choices are mostly determined by factors other than driving time (e.g., distance to other major shopping centers, centers' perceived attractiveness). Similarly, Bucklin (1971) noted the increase in the competitive intensity of the marketplace as a factor diminishing the predictive capability of the retail gravitational models, since size and location are no longer enough to forecast patronage when shopping centers of similar sizes are located at equally accessible places. Furthermore, Hanson (1980) and O'Kelley (1981) stated that consumers might be willing to go to more distant shopping malls when they have multiple shopping objectives and if these trips can help them save from cost and time of travel. Meoli et al. (1991) and Stoltman et al. (1991) also argued that in a region where consumers have several shopping mall alternatives, which are all suitable for multi-purpose trips, the level of subjective attraction of each mall becomes more important than malls' size and location.

As a result, while location continued to be one of the determinants of shopping mall choice, preference, or patronage models (e.g., Anselmsson, 2006; LeHew et al., 2002; Meoli et al., 1991; Wong et al., 2001), researchers' attention has widened to include other mall or shopper related factors in their analyses of

consumers' mall shopping behaviors. This research stream rests primarily on the *environmental psychology theory* (Mehrabian & Russell, 1974); according to which environmental cues (stimulus) influence individuals' emotional states (organism) and the resulting emotions determine their final behavior (response).

In the original form of this "stimulus-organism-response (S-O-R)" model, Mehrabian and Russell (1974) define environmental stimulation through environment's degree of novelty and complexity. While novelty reflects the unexpected, new, or unfamiliar aspects of the surrounding, complexity represents the number of elements and the level of activity or movement in the environment (Donovan & Rossiter, 1982). The theory suggests that environment creates an emotional state in the individual that can be measured in terms of three dimensions: "pleasure" (feeling good, happy, or satisfied), "arousal" (feeling excited, stimulated, or active), and "dominance" (feeling in control of or free to act in the environment); and these emotional responses determine the individual's "approach" (e.g., desire to stay in/to explore the environment or to communicate with others in the environment) or "avoidance" (desire to get out of/to avoid moving through the environment or to avoid communication with others in the environment) behaviors (Donovan & Rossiter, 1982).

Basic premises of this theory have been empirically supported in several studies related to different retail environment settings, including department stores, specialty stores, supermarkets, online stores, or shopping malls (e.g., Donovan et al., 1994; Eroglu et al., 2001; McGoldrick & Pieros, 1998; Smith & Burns, 1996; Wakefield & Baker, 1998; Yalch & Spangenberg, 1993). Retailing theorists, however, have treated consumers' "cognitions" (e.g., quality perceptions), in

addition to their “emotions”, as another set of internal processes that mediate the effects of shopping context on their behaviors (e.g., satisfaction, patronage). While some researchers adopted the *emotion-cognition model* according to which shopping environment influences consumers’ emotions and these emotions, in turn, determine their behaviors through the mediation of cognitions (e.g., Zajonc & Markus, 1982, 1985); some others used the *cognitive theory of emotion model* (Lazarus, 1991), where environment affects cognitions and cognitions derive behavior through the mediation of emotions (e.g., Chebat & Michon, 2003; Ward & Barnes, 2001).

Recently, in their review of literature on consumers’ shopping experiences, Fiore and Kim (2007) proposed a model based on the S-O-R framework, in order to depict the influence of the environment on consumers’ approach-avoidance behaviors toward retailers. According to the authors, physical and social cues in the shopping context act as stimuli that trigger cognitions, emotions, and experiential and utilitarian shopping values of individuals in that setting, and these cognitive and affective mechanisms determine their actual behaviors (e.g., time and money spent) or behavioral intentions (e.g., desire to stay, willingness to purchase). Authors also positioned personal characteristics like personality traits, demographics, or shopping motives as important moderators of the relationships between environmental inputs and consumers’ cognitions, emotions, and values.

Taking into consideration the reliance of previous research on shopping experience at different retail settings in general and at shopping malls in particular on the S-O-R model (e.g., Chebat & Michon, 2003; Eroglu et al., 2001; Fiore & Kim, 2007; McGoldrick & Pieros, 1998; Michon et al., 2005; Wakefield & Baker, 1998; Yalch & Spangenberg, 1993), environmental and personal factors influencing

individuals' shopping mall patronage behaviors, as well as emotions, cognitions, and activities that mediate these relationships are discussed in detail in the following parts of the chapter.

The Influence of Shopping Mall Environment on Consumers' Mall Shopping Behaviors

Shopping mall characteristics that are influential on consumers' mall shopping behaviors have been investigated by many researchers (e.g., Feinberg et al., 1989; Gautschi, 1981; Gentry & Burns, 1977-1978; LeHew et al., 2002; Michon et al., 2005; Nevin & Houston, 1980; Sit, Merrilees, & Birch, 2003; Turley & Milliman, 2000; Wong et al., 2001). Review of literature on this issue shows that individual elements of a mall environment are generally grouped under similar categories (e.g., Anselmsson, 2006; El-Adly, 2007; Stoltman et al., 1991). Therefore, how consumers' perceptions of such enclosed retail settings influence their attitudes and behaviors regarding these places is going to be discussed here under seven dimensions that are frequently identified in mall image/attractiveness studies (i.e., atmospherics, assortment, comfort and convenience, entertainment orientation, facilities, promotions, and social environment).

Atmospherics

When Kotler (1973-1974) first discussed the impact of environmental cues on consumer behavior, he stated that, in some cases, the atmosphere of the place might be more dominant in shaping the purchase decision than the tangible product being sold. While he conceptualized atmosphere of a particular surrounding along four dimensions – visual (e.g., color, brightness, size, shapes), aural (e.g., volume, pitch), olfactory (e.g., scent, freshness), and tactile (e.g., softness, smoothness, temperature); he defined the term *atmospherics* as the “effort to design buying environments to produce specific emotional effects in the buyer that enhance his purchase probability” (p. 50). He further noted the importance of atmospherics as a powerful way of influencing consumer behavior for retailers rather than manufacturers or wholesalers, especially in cases where there is intense competition, products are similar, and consumers are segmented based on social classes or life styles.

Different atmospheric elements of the shopping environment have been investigated by several researchers as to their influence on consumer behavior (e.g., Chevalier, 1975; Donovan & Rossiter, 1982; Gagnon & Osterhaus, 1985; Yalch & Spangenberg, 1990). In order to understand the current state of knowledge in this area and to encourage further investigation, Turley and Milliman (2000) reviewed sixty studies that examine the effects of physical surroundings on shoppers and classified fifty-seven atmospheric variables discussed in literature into five dimensions: external variables (e.g., architectural style, parking availability, height of building), general interior variables (e.g., color schemes, lighting, music), layout and design variables (e.g., furniture, space design and allocation, placement of

merchandise), point-of-purchase and decoration variables (e.g., wall decorations, artworks, usage instructions), and human variables (e.g., employee uniforms, crowding, customer characteristics). They argued that all these atmospheric elements have significant impacts on shoppers' behaviors and consumers' responses to their environments (e.g., satisfaction, amount of purchase, time spent) are determined by the interaction of their personal characteristics and such environmental cues.

Turley and Milliman (2000) further noted that sales amount, time spent, and approach-avoidance behaviors are the most extensively investigated dependent variables in studies of atmospheric effects. Although the impact of environment on purchase rates (e.g., Bellizzi & Hite, 1992; Chevalier, 1975; Wilkinson, Mason, & Paksoy, 1982) and approach-avoidance behavior (e.g., Bellizzi & Hite, 1992; Donovan & Rossiter, 1982; Hui & Bateson, 1991) have proven to be significant, the influence on time spent in the particular environment is not so clear since some factors may affect time perceptions of consumers while others do not (e.g., Areni & Kim, 1993; Milliman, 1982).

Babin, Hardesty, and Suter (2003) also claimed that consumers perceive and react upon environmental cues holistically rather than individually, which is also supported by Michon et al. (2005) who suggested managers to focus on these variables as a whole to get the best results.

In addition, Morrin and Chebat (2005) investigated the relationship between atmospheric effects and shopping motivations, and how their interaction influences consumer behavior. According to their proposed person-place congruency framework, affectively charged atmospherics (e.g., music) will be more influential

on consumers who have hedonic shopping motivations and who are more likely to make impulse purchases; whereas cognitively charged atmospherics (e.g., scent) have a greater impact on utilitarian or cognitively-oriented shoppers. As a result, they claimed that while atmospherics, in general, have a significant influence on consumer behavior; different types of environmental cues may not lead to the same behavior when different shopper groups are concerned.

Assortment

“Assortment” or “tenant mix” of a shopping mall refers to the number, nature, and size of the stores that it included and the relative placement of these stores to one another and to the entrances of the mall (Dawson, 1983). The assortment of stores include anchor tenants (large and respected stores that have a potential to attract a great number of consumers and to create a high level of traffic in the mall), main space users (stores smaller than the anchor tenants and that have a sufficient level of appeal to consumers), lesser tenants, leisure and service providers, and barrows and kiosks (Downie, Fisher, & Williamson, 2002). While the “breadth” of the tenant mix reflects the total number of store types present in the mall and its “width” refers to the number of outlets existing of each store type (Oppewal et al., 1997); research findings indicate that larger assortments are preferred over smaller ones (Koelemeijer & Oppewal, 1999).

Several studies discuss the importance of assortment as a determinant of mall patronage. For instance, Bellenger et al. (1977) stated that tenant variety has a significant influence on consumers’ selection of shopping malls. Nevin and Houston

(1980) also claimed that image of a shopping mall is mostly determined by its tenant mix. Gautschi's (1981) retail patronage model included assortment as a significant determinant of shopping center choice as well.

More recently, Wong et al. (2001) developed a measure of shopping mall attractiveness that includes merchandise assortment, defined in terms of quality and variety of stores and the general price level within the mall, as the most significant factor in consumers' choice or preference judgments. LeHew et al. (2002) measured shoppers' perceptions of general price level, quality, and variety of stores and services in the mall as well and indicated that malls' value-assortment influences customers' loyalty significantly. Similarly, Anselmsson (2006) referred to tenant mix or assortment as "selection" and reported that it is the most important determinant of choice of and satisfaction with a mall, especially for younger consumers. In addition, El-Adly (2007) categorized quality, plurality, variety, and general price level of tenants in a mall as the "mall essence" and "diversity" factors of its attractiveness scale and concluded that a right match between the tenant mix characteristics and customer needs and demands is crucial for success.

In contradiction to the above-mentioned findings, Wee (1986) reported a nonsignificant relationship between assortment and shopping mall patronage. According to the author, consumers may intuitively expect a large shopping mall to have a wide assortment of stores and services, and thus, may not regard it as an important issue in their choice and/or patronage decisions.

In addition to the variety of the tenants, existence of a favorite or preferred store within the mall and its influence on consumer behavior has also been discussed in literature. For instance, the model proposed by Nevin and Houston (1980)

incorporated the attractiveness of a specific store in the mall for a shopper as an important issue in his/her mall choice decision. Meoli et al. (1991) also claimed that a mall with a greater number of favorite stores is more likely to be chosen by a specific consumer than another mall with the same number of stores but without those that are preferred.

Comfort and Convenience

Several authors have brought into question the importance of interior mall characteristics, which affect how comfortable the time spent in the mall is, in determining consumers' mall shopping behaviors. One of the earliest studies on this issue is Gautschi's (1981) model that mentioned being open on weekends and evenings, having comfortable walkways, allowing protection from weather, and safety from crime and accidents as critical determinants of shopping center patronage. Later on, Hackett and Foxall (1994) also defined staying warm and dry and being in a secure environment as comfort and convenience elements of consumers' mall selection values.

In a similar fashion, Frasset, Gil, and Mollá (2001) included easiness of moving around in the mall, of parking, and of taking children along to their proposed shopping mall selection model. LeHew et al. (2002), while analyzing the determinants of mall loyalty, included walkway spaces, restrooms, security, and comfort areas as significant influencers of shopping mall preference as well. Likewise, Anselmsson (2006) defined convenience of a mall with its early opening and late closing hours, comfortable parking arrangements, and easiness to move

around and between stores; and reported it as a significant factor in predicting shoppers' visit frequency. In El-Adly's (2007) model of mall attractiveness, however, comfort and convenience are presented as two different dimensions. While authors measured comfort by items like security, availability of large parking space, comfortable seats during shopping, and comfortable interior design; convenience factor included measures like existence of a supermarket and late working hours.

Contradictory to the above-mentioned studies that include security in the mall in terms of safety from crime and accidents as a comfort and convenience element, Lee, Hollinger, and Dabney (1999) discussed the incidents where shopping malls have been faced with property, violent or public order crimes. Their study revealed a direct positive relationship between the probability of such events and the size of malls. Sit et al. (2003) also mentioned the potential of these enclosed environments as targets for criminal acts and proposed that the influence of consumers' risk perceptions on their mall choice and patronage decisions should be given greater attention.

Entertainment Orientation

Shopping malls have shifted from being enclosed environments where only economic consumption objectives are realized to places where people spend time for social and recreational activities in addition to shopping (Bloch et al., 1994). As a result of this change, researchers have started to investigate how entertainment orientation of malls influences consumers' perceptions of and preferences for these environments. Bellenger et al. (1977) were the first scholars who have involved an

entertainment measure (i.e., having a movie theatre) in their analysis of shopping mall patronage motives. Later on, Nevin and Houston (1980) mentioned presence of special events or exhibits as an indicator of shopping mall attractiveness. On the other hand, Wakefield and Baker (1998) measured the entertainment orientation of a mall through asking consumers how good they have found the entertainment facilities in the mall. More recently, Frassetto et al. (2001) used people's perceptions of events and exhibitions in a shopping mall and the mall's attractiveness as a leisure offer as items reflecting how entertaining the environment is.

All of the above-mentioned studies discussed entertainment under different dimensions of mall image or attractiveness, such as presence of other services, assortment, or atmosphere. According to Sit et al. (2003), this diversity in approaches may be due to two reasons. First, entertainment in a shopping mall was initially regarded as an additional service but it gradually turned to be a part of the malls' assortment, and it finally became an environmental cue. Second, consumers may differ in terms of their perceptions of entertainment within a mall; and, therefore, may give different meanings and importance to such measures. However, following their discussion on this controversy, authors still stressed the importance of incorporating "entertainment" as a separate factor in shopping mall image or attractiveness scales.

Supporting Sit et al. (2003), De Nisco and Napolitano (2006) developed a measure of entertainment orientation of shopping malls based on four dimensions: number of the entertainment facilities in the mall, proportion of total leasing space allocated to these facilities, number of employees working in these tenants as a percentage of the total number of employees, and percentage of shoppers who only

use entertainment services (measured by the number of consumers who come to the mall out of the working hours of the stores). Authors further reported that greater entertainment orientation of a shopping mall is associated with better market and sales performance. El-Adly (2007) also defined entertainment as a mall attractiveness dimension and conceptualized it through the existence of promotional campaigns, fun and entertainment programs, entertainment places for kids and youth, and availability of loyalty programs.

Facilities

Shopping malls generally involve some “facilities”, in addition to their assortment of stores where several types of products and services are offered; and these places have been studied as indicators of mall attractiveness or choice as well. For instance, Hackett and Foxall (1994) identified existence of supermarkets, baby feeding or changing areas, and a place to leave children as the facilities dimension of consumers’ mall-specific values. Wong et al. (2001) also included facilities as a factor in their shopping mall attractiveness scale, operationalized in terms of existence of parking facilities, vertical transportation (i.e., escalators and elevators), and sufficient and well-designed entrances; and reported that it is a significant determinant of attraction to the mall and recommendation to a friend. Additionally, existence of a large food court with a pleasant atmosphere has been discussed as an influential issue in consumers’ satisfaction with malls (e.g., Anselmsson, 2006; El-Adly, 2007).

Promotions

Promotional activities are important tools for shopping mall managers to differentiate their malls from competitors and to create a strong position in the eyes of their target customer groups (Roy, 1994). Gentry and Burns (1977-1978) first mentioned this issue through discussing “advertising” as a significant determinant of shopping mall patronage. More recently, Frassetto et al. (2001) and Wong et al. (2001) also discussed sales and promotions as indicators of shopping mall choice.

In a more detailed study, Parsons (2003) investigated the impacts of different promotional activities on consumer responses. The author proposed a four-fold classification of shopping mall promotions (i.e., price-based promotions, entertainment-based promotions, educational promotions, and community events). While he operationalized price-based promotional tools as sales across the mall, discounts and vouchers if a purchase amount is realized, and gift-with-purchase; results were in support of previous findings that they are significant in increasing sales (e.g., Kendrick, 1998). On the other hand, entertainment-based promotions like stage shows, musicians, or fashion shows are proved to contribute to the number of visitors (e.g., Wakefield & Baker, 1998). The author also supported Kirkup and Rafiq (1999) by stating that educational promotions and community events like school/community displays are good activities for creating favorable public relations and that they should be used to position malls as a vital part of the societal life.

Similarly, Anselmsson (2006) reported promotional activities as the third most important dimension influencing customer satisfaction with shopping malls

(following location and assortment) and operationalized it through frequency and appeal of the ads for it.

Social Environment

When the first shopping mall was opened in the USA in 1956 and during the time this phenomenon has spread over other markets, these places were mostly perceived as economic units that allow consumers the easiness of purchasing several types of merchandise at a single location (Bloch et al., 1994). However, their social nature became more evident as a success factor as they got more popular (Bloch et al., 1994). When Moore and Mason (1969) first realized the social aspect of shopping centers, they analyzed the impact of social class perceptions on patronage decisions and concluded that letting this variable out of consideration will hinder obtaining satisfactory explanations of center choice and patronage behaviors of consumers.

Feinberg et al.'s (1989) study on social environment of shopping malls was also very influential in proving that people go to these places for social interaction. Authors reported that sociability potential at the mall leads to increased attraction and reinforces consumer behavior. Similarly, Hackett and Foxall (1994) determined a dimension labeled as "social" in their assessment of consumers' values specific to shopping malls, which was represented by items like existence of places to meet others and to sit down and shop with friends. More recently, Wong et al. (2001) and El-Adly (2007) attracted attention to the popularity of malls as a factor influencing consumers' patronage behavior as well.

Shopping Involvement

Although there is not a single, agreed upon definition of involvement (Poiesz & de Bont Cees, 1995; Zaichkowsky, 1986), consumer behavior researchers have generally conceptualized it as *personal relevance* (e.g., Krugman, 1965; Mitchell, 1979) or *perceived personal relevance* of an object (e.g., Richins & Bloch, 1986; Zaichkowsky, 1985).

While literature provides considerable evidence on the stimuli or situations that the construct may be related to, like involvement with advertisements (e.g., Krugman, 1965, 1967; Petty, Cacioppo, & Schuman, 1983), products (e.g., Howard & Sheth, 1969), or purchase decisions (e.g., Clarke & Belk, 1979); the overall concept is usually classified as being either “situational” (evoked by a particular situation) or “enduring” (an ongoing concern independent of situations) (Bloch & Richins, 1983a). Researchers have also proposed several cognitive, emotional, or behavioral outcomes as consequences of involvement, including level of information processing (e.g., Maheswaran & Meyers-Levy, 1990), motivation to process information (e.g., Bloch, Sherrell, & Ridgway, 1986), frequency of product usage and shopping enjoyment (e.g., Mittal & Lee, 1989), satisfaction (e.g., Richins & Bloch, 1991), or consumption experience (e.g., Mano & Oliver, 1993).

Involvement, especially involvement with shopping, has been an important subject of inquiry in retailing literature as well (e.g., Kim, Fiore, & Lee, 2007; Lockshin, Spawton, & Macintosh, 1997; Wakefield and Baker, 1998). Babin et al.

(1994) stated that some individuals might love the shopping experience itself even if they do not have a planned purchase objective in mind or their trip does not end with any product acquisition, although some others may perceive shopping as work and try to finish it as quickly as possible. The first group is characterized by high shopping involvement or in other words “an enduring motivational propensity to engage in shopping” (Bergadaà, Faure, & Perrien, 1995, p. 19). In a similar manner, Wakefield and Baker (1998) differentiated between “situational involvement with shopping” (evoked when one is in need of a particular product) and “enduring involvement with shopping” (a continuous interest in spending time shopping); and showed that enduring shopping involvement increases people’s excitement and desire to stay at a shopping mall as well as their repatronage intentions. Kim and Jin (2001) also reported that consumers’ enduring involvement with shopping correlates positively with the level of excitement they experience at malls and their mall satisfaction. Recently, Lueg et al. (2006) provided support to the positive relationship between teenage consumers’ involvement with shopping and their mall patronage behaviors (i.e., time and money spent, repatronage intentions) as well.

Personality

Personality is defined as “a set of distinguishing human psychological traits that lead to relatively consistent and enduring responses to environmental stimuli” (Kotler & Keller, 2009, p. 197). Since it is a combination of a number of characteristics, no two individuals may have exactly the same personality even if they share some common traits; and although personality is consistent and enduring, it may still

change either as a result of major life events (e.g., marriage, death of a family member, etc.) or as a part of the continuing maturation process (Schiffman, Kanuk, & Hansen, 2008).

Marketing researchers have incorporated the personality construct in their studies starting with Koponen (1960), in order to provide a better understanding of various aspects of consumer behavior like product or brand choice (e.g., Kernan, 1968), buying behavior (e.g., Robertson & Myers, 1969), decision making (e.g., Brody & Cunningham, 1968; Venkatesan, 1968), or media preference (e.g., Kassarian, 1965). However, Kassarian's (1971) review of literature on personality and consumer behavior relationship revealed that findings regarding the link between the two constructs are equivocal; since some studies indicate a strong relationship while others report weak or even no association. The author attributed this situation to the invalidity and unreliability of the measures used as well as the incompatibility of personality traits studied with the type of consumer behavior in question. He also supported Jacoby (1971) by stating that selection of personality traits, which are considered to be influential on specific consumer behaviors, should have theoretical justification. While personality continued to be an important area of investigation for marketing scholars in the following years (e.g., Becherer & Richard, 1978; Cacioppo, Petty, & Morris, 1983; Lastovicka & Joachimsthaler, 1988; Raju, 1980; Schaninger & Sciglimpaglia, 1981), Kassarian and Sheffet's (1991) updated review showed that the criticisms made by Kassarian (1971) are still valid.

With respect to retailer choice, satisfaction, or patronage, "need for social affiliation" and "need for social recognition" are those personality traits that have been frequently discussed as influencers of consumers' shopping patterns; especially

in the last few decades. Formerly, Cheek and Buss (1981) defined “sociability” as a personality characteristic that reflects “a preference for affiliation or need to be with people” (p. 30). Other authors have also argued that people engage in relationships with retailers to fulfill their needs for social contact (e.g., Forman & Sriram, 1991; Shim & Eastlick, 1998). Recently, Bloemer, Odekerken-Schröder, and Kestens (2003) used the term need for social affiliation instead of sociability and proved that a preference for being in contact with other people in the surrounding has a positive impact on word-of-mouth communications, price insensitivity, and satisfaction in a service setting. Having social contact with people (e.g., enjoying the crowd, talking with other shoppers, watching people) has been cited as a stimulator of shopping mall patronage behavior as well (e.g., Bloch et al., 1994; Kim, Kang, & Kim, 2005; Roy, 1994). Furthermore, Vázquez-Carrasco and Foxall (2006) stressed the importance of need for social affiliation as a personality trait that shapes consumers’ social behavior but criticized lack of research on this issue.

Consumers’ need for social recognition, in addition to their need for social affiliation, has also been identified as a determinant of shopping preferences (e.g., Tauber, 1972). A higher need for social recognition means a greater aspiration for being well-respected by others (Brock, Sarasin, Songhai, & Gerung, 1998). According to Forman and Sriram (1991), this desire is a determinant of some people’s retailer choices. Similarly, Sheth and Parvatiyar (1995) explained consumers’ tendency to establish long-term relationships with specific retailers by their need to be associated with their reference groups. Shim and Eastlick (1998) also discussed that consumers’ who are in search of social recognition make their store choices in a way that help them express pride to significant others.

Furthermore, while Swinyard's (1998) findings supported a positive relationship between individuals' desire for being well-respected and their frequency of mall visits; Odekerken-Schröder, De Wulf, and Reynolds (2000) showed that shoppers with higher needs for social recognition appreciate the relationship marketing efforts of retailers more than others and that they experience greater satisfaction, commitment, and behavioral loyalty.

Decision-Making Styles

Globalization of marketplaces accompanied with the abundance of retail outlets turn decision-making into a complex task for consumers (Lysonski, Durvasula, & Zotos, 1996). Starting with Stone (1954), several researchers have attempted to identify the shopping orientations that guide consumers' choice and/or patronage behaviors and offered a number of shopper typologies (e.g., Bellenger & Korgaonkar, 1980; Darden & Reynolds, 1971; Gehrt & Shim, 1998; Moye & Kincade, 2003; Spiggle & Sewall, 1987; Westbrook & Black, 1985).

According to Lysonski et al. (1996), approaches to describe buyer profiles can be categorized into three groups: *consumer typology approach* (e.g., Darden & Ashton, 1974-1975; Moschis, 1976), *psychographics/lifestyle approach* (e.g., Lastovicka, 1982), and *consumer characteristics approach* (e.g., Sproles, 1985; Sproles & Kendall, 1986; Sproles & Sproles, 1990). While these three research streams share the idea that consumers' shopping activities are guided by certain decision-making styles, consumer characteristics approach has the highest

explanatory power since it includes both cognitive and affective dimensions of consumers' decision-making processes (Lysonski et al., 1996).

Sproles (1985) is the first scholar who used consumer characteristics approach and identified six decision-making styles through a factor analysis of fifty shopping orientation measures. Subsequently, Sproles and Kendall (1986) offered a revised version of Sproles' (1985) instrument by removing ten of the items they found comparatively irrelevant and called the new measure as the "Consumer Styles Inventory (CSI)". Authors defined a consumer decision-making style as "a mental orientation characterizing a consumer's approach to making choices" (p. 268) and described eight decision-making modes: *perfectionism or high quality consciousness*; *brand consciousness*; *novelty/fashion consciousness*; *recreational/hedonistic shopping consciousness*; *price and "value for money" consciousness*; *impulsiveness*; *confusion from overchoice*; and *habitual/brand-loyal orientation*. They also claimed that although most consumers rely on one or two of these orientations while shopping, some people may not have a dominant decision-making approach.

On the other hand, Shim (1996) argued that the eight styles described by Sproles and Kendall (1986) represent three broader categories: perfectionism and price consciousness stand for a *utilitarian orientation*; brand consciousness, novelty/fashion consciousness, hedonistic shopping consciousness, and brand-loyal orientation correspond to a *social/conspicuous orientation*; and impulsiveness and confusion from overchoice characterize an *undesirable orientation*. The author also proposed a shorter form of the CSI, which includes four items with highest loadings from each one of the dimensions and that produces somewhat greater reliability than the original version offered by Sproles and Kendall (1986).

Furthermore, several researchers have questioned the generalizability of Sproles and Kendall's (1986) findings and replicated their study in other countries: Korea and the USA (e.g., Hafstrom, Chae, & Chung, 1992), New Zealand (e.g., Durvasula, Lysonski, & Andrews, 1993), Greece, India, New Zealand, and the USA (e.g., Lysonski et al., 1996), China (e.g., Fan & Xiao, 1998); and the UK (e.g., Mitchell & Bates, 1998). However, these studies that used student samples like Sproles and Kendall (1986) produced contradictory results. According to Bao, Zhou, and Zu (2003), the country-specific differences in the decision-making modes of consumers reveal that measures need to be modified according to the context. Lysonski et al. (1996) also stated that the CSI form is more applicable to the developed countries than the developing ones. In addition, Mitchell and Bates (1998) investigated similarities in findings of the CSI research in different countries and concluded that perfectionism, brand consciousness, confused by overchoice, recreational shopping consciousness, impulsiveness, and habitual/brand loyalty are the six factors that are consistently found in most of the studies and are likely to appear in future research. On the other hand, Walsh, Hennig-Thurau, Mitchell, and Wiedmann (2001) examined the applicability of the CSI to a non-student sample of German consumers and also found a seven-factor structure that is different than the original eight-factor solution of Sproles and Kendall (1986). Authors used these decision-making modes as a basis of market segmentation as well.

Apart from these cross-cultural studies, Shim and Gehrt (1996) discussed consumers' decision-making orientations based on *consumer socialization theory*. Since consumer socialization is "the process by which young people develop consumer-related skills, knowledge, and attitudes" (Ward, 1974, p.2) and this process

results in cognitive, affective, and behavioral outcomes (Moschis, 1987); authors considered consumers' decision-making orientations as one of the outputs of their socialization processes. As a result, they expected and empirically supported that these styles differ according to consumers' ethnicity. Authors also claimed that Sproles and Kendall's (1986) eight shopping orientations actually characterize three basic approaches: brand consciousness, novelty/fashion consciousness, recreational shopping consciousness, and habitual/brand-loyal orientation represent a *social/hedonist approach*; impulsiveness and confusion from overchoice correspond to an *overpowered approach*; and perfectionism/high quality consciousness and price consciousness stand for a *utilitarian approach*.

In addition, Wesley, LeHew, and Woodside (2006) investigated the role of consumers' decision-making styles on their mall shopping behaviors and found that consumers' satisfaction/dissatisfaction with a mall is strongly associated with their shopping orientations.

Mall Shopping Motivations

Motivation, within the consumer behavior domain, is "the driving force within individuals that impels them to action" (Schiffman et al., 2008, p. 105). According to Sheth's (1983) *shopping preference theory*, consumers have either "functional" or "nonfunctional" motivations for shopping. While functional motives are related to physical retailer attributes like convenience, general price level, or variety of merchandise, nonfunctional motives are associated with intangible characteristics of retailers like promotions or reputation (Eastlick & Feinberg, 1999). Consumers'

social needs for interaction with other people or emotional needs to have an enjoyable shopping experience also represent nonfunctional shopping motivations (Eastlick & Feinberg, 1999). Following the seminal work of Stone (1954), who categorized consumers' shopping orientations as "economic" (concern for price), "personalizing" (concern for personal interaction), "ethical" (concern for moral values), and "apathetic" (concern for necessity); several researchers have investigated basic motivations for shopping in general or for mall shopping in particular and classified them as either *utilitarian* or *hedonic* in nature (e.g., Bellenger & Korgaonkar, 1980; Bellenger et al., 1977; Bloch et al., 1994; Darden & Ashton, 1974-1975; Darden & Reynolds, 1971; Kim & Kim, 2005; Kim, Kim, & Kang, 2003; Kim et al., 2005; Roy, 1994; Tauber, 1972; Tsang, Zhuang, Li, & Zhou, 2003; Westbrook & Black, 1985).

Since utilitarian shopping behavior is need-driven (Tsang et al., 2003), task-related, and rational (Engel et al., 1993); people who go to shopping malls with such motives perceive shopping as "work" (e.g., Fischer & Arnold, 1990). Their aim is to satisfy their functional needs, such as convenient shopping or searching for and purchasing particular products or services that will solve their problems (Kim & Kang, 1997); although they may not have a preplanned brand or model in mind (Tauber, 1972). However, the total shopping experience also involves hedonic motivations that are not tied to product acquisition (Babin et al., 1994; Bloch & Richins, 1983b). According to Hirschman and Holbrook (1982), "hedonic consumption is those facets of consumer behavior that relate to multisensory, fantasy, and emotive aspects of consumption" (p. 92). Mall shoppers with hedonic motivations perceive shopping as "fun" and a "recreational experience" (Babin et al.,

1994; Bellenger et al., 1977). These people go to malls for browsing new and/or appealing goods, acquiring new information, getting free from daily routine, or socializing with family and friends (Bloch, Ridgway, & Nelson, 1991; Tauber, 1972; Westbrook and Black, 1985). While these people do not have a preplanned purchase objective, they generally have a high propensity to make impulse purchases (Bellenger & Korgaonkar, 1980).

In a number of studies, researchers have analyzed the two mall shopping motivation categories in detail. For instance, Bellenger et al. (1977) labeled shoppers as either “economic” or “recreational” based on their shopping mall patronage intentions and indicated that while easy accessibility and low prices represent an economic orientation, recreational shoppers are mostly attracted by high-quality malls that offer a wide range of products and services. Babin et al. (1994) also proved the existence of both utilitarian and hedonic motives for mall shopping and empirically supported that both of these orientations are strong positive correlates of consumers’ satisfaction with their shopping experience at the mall. Furthermore, Roy (1994) investigated the relationship between consumers’ mall shopping motivations and mall visit frequency; and found that utilitarian motives have a negative impact on visit rate while it is just the opposite for hedonic ones.

Bloch et al. (1994) extended this two-fold classification by identifying six factors that represent consumers’ motivations for mall patronage, which are aesthetics (appreciation of the physical appearance of the mall), escape (getting free from daily routine), exploration (pleasure of discovering new products or stores), flow (losing track of time and being isolated from external world), epistemic (receipt of new information), and social (enjoyment of socializing with others). Kang, Kim,

and Tuan (1996) offered another six-fold mall shopping motivation classification as well. While authors named the motives as aesthetic ambience, economic incentives, browsing, social experience, convenient service availability, and consumption of meal, they reported age as a variable that significantly affects the reasons for mall shopping. On the other hand, Dholakia (1999) cited interactions with family, utilitarian, and shopping as pleasure as the three main categories of consumers' shopping motivations.

In addition, Kim et al. (2003) investigated shopping mall patronage motives specific to teens and found that teens go to malls with one or more of the following five motivations: service, economic, diversion, eating-out, and social. In another study, Kim et al. (2005) analyzed the relationship between mall shopping motivations and mall spending of older consumers, where they reviewed the literature on mall patronage motives and offered a two-fold classification as well: consumption-oriented motivation and experiential motivation. They showed that while consumption-oriented motivation has a significant impact on mall spending, experiential motivation do not. On the contrary, Guiry, Mägi, and Lutz (2006) defined recreational shopper identity as "... a dimension of an individual's self-concept whereby the consumer defines himself or herself in terms of shopping for recreational or leisure purposes" (p. 75) and reported that consumers with such motives shop for longer hours and spend more money while shopping when compared to others.

Recently, Jones, Reynolds, and Arnold (2006) investigated the relationships between hedonic and utilitarian shopping motivations and consumer satisfaction, loyalty, and patronage regarding retailers in general. Authors reported that both of

the shopping motivations have a significant positive impact on satisfaction, while hedonic motivations are more influential than the utilitarian ones. The two shopping motives are shown to be positively correlated with loyalty as well, and satisfaction is found to be a strong driver of positive word-of-mouth, loyalty, and repatronage intentions. Similarly, Allard et al. (2009) proved that consumers' hedonic and utilitarian mall shopping orientations significantly improve their overall perceptions regarding a mall, while the impact of hedonic motives are higher than the utilitarian ones. On the other hand, Lunardo and Mbengue (2009) examined how shopping orientations moderate the impact of environmental characteristics on consumers' emotions and behaviors regarding store environments and found that high levels of arousal have a negative relationship with revisit intentions if consumers have utilitarian motives for shopping.

Demographic Characteristics

Literature suggests a set of demographic variables to be influential on consumers' affective, cognitive, or behavioral responses to their environments. Gender is one such variable that has attracted the attention of several marketing scholars, who reported significant differences between men and women in their use of message cues (e.g., Meyers-Levy & Sternthal, 1991), impulse purchases (e.g., Dittmar, Beattie, & Friese, 1995), or decision-making styles (e.g., Mitchell & Walsch, 2004).

Gender differences in shopping behavior have been subject of inquiry as well. In general, women are known as enjoying the shopping experience more than men (e.g., Bellenger & Korgaonkar, 1980; Dholakia, 1999). Recently, Alreck and Settle

(2002) and Dholakia and Uusitalo (2002) confirmed this difference by proving that women have more positive attitudes to and obtain greater satisfaction from shopping. Similarly, Bakewell and Mitchell (2004) stated that women do more shopping than men since they enjoy this experience, while men try to reduce the time they spend in shopping environments.

On the other hand, in contradiction to the rest of the gender studies, Evans et al. (1996) showed that men and women do not have a significant difference in their mall patronage behavior. Anselmsson (2006) also found that consumers' mall satisfaction levels and visit frequencies are not affected by their gender. Similarly, Raajpoot et al. (2007) claimed that differences in men and women's shopping behavior may be fewer than that are reported in previous studies. Recently, Kuruvilla, Joshi, and Shah (2009) also reported that men and women do not differ in terms of their economic versus recreational mall shopping orientations, despite the fact that women have more positive attitudes toward mall shopping while men spend more time and money at the malls.

There is also evidence that consumers from different age groups differ in terms of their product, brand, or store choices, risk perceptions, price sensitivity, quality perceptions, shopping patterns, or types of information processing (Moschis, 2003; Phillips & Sternthal, 1977). While its impact on consumer behavior has been well documented in literature and it has been incorporated into shopping mall patronage models in a number of studies, research on age and mall shopping behavior relationship is still very limited. In an early attempt, Westbrook and Black (1985) differentiated between young and old people's shopping motives and stated that elderly people go shopping since they like to get in contact with salespeople or

other shoppers around. Similarly, Roy (1994) and Kim et al. (2005) claimed that such people are frequent mall visitors since they like experiencing these social interactions. In contradiction, Kang et al. (1996) claimed that younger people's shopping motivations for browsing and social experience are stronger than that of elderly. On the other hand, Anselmsson (2006) noted the importance of location convenience, low-price merchandising policy, and bargain-related promotional activities on the shopping mall choice of elderly people compared to those who are younger. Martin (2009) also compared mothers and daughters with respect to their consumption motivations and mall perceptions; and found that young people perceive shopping mall environments more positively than the elderly and have greater social motives to engage in mall shopping.

The relationship between income and shopping behaviors has been another subject of inquiry. According to Bellenger et al. (1977), consumers with higher incomes are more likely to be economic shoppers who see shopping as work. Roy (1994) also claimed that when income levels are high, people spend less time for shopping and want to leave malls as soon as possible; while in the low-income situation, they perceive going to a mall as a leisure time activity. Similarly, Sit et al. (2003) stated that people with higher income levels are more utilitarian buyers whereas those with lower incomes are more hedonic shoppers. This is also supported by Allard et al. (2009), who further showed that high-income consumer groups use their cognitive evaluations and low-income consumers rely on their emotional states while forming their general attitudes towards shopping malls.

In addition, Bellenger et al. (1977) and Roy (1994) showed that as the number of children in a family increases, so will do the frequency of visits to

shopping malls. Bellenger et al. (1977) further noted that individuals with children are more likely to be recreational shoppers that want to make use of malls as a place for fun, enjoyment, and socialization.

Glass (1992) also emphasized the impact of work status on mall patronage, especially for women, by stating that working people's mall visit frequencies are constrained due to time pressures on them. On the other hand, while McCall (1977) noted that working people are less likely to spend their leisure time for shopping, Raajpoot et al. (2007) reported no significant differences in patronage behavior of working women and housewives.

Attitudinal Processes Influencing Consumers' Mall Shopping Behaviors

Emotions

Marketers frequently borrow one of the three emotion typologies developed by psychologists to understand consumers' responses to and experiences within consumption contexts better (Machleit & Eroglu, 2000). These measures are Mehrabian and Russell's (1974) *pleasure-arousal-dominance* (PAD) dimensions of emotions; Izard's (1977) *differential emotions theory* comprised of ten fundamental emotions (interest, joy, surprise, anger, sadness, contempt, disgust, guilt, fear, shyness/shame); and Plutchik's (1980) *emotions of profile index* that includes eight basic emotions (joy, sadness, acceptance, expectancy, surprise, anger, fear, disgust). Havlena and Holbrook (1986) compared Mehrabian and Russell's PAD dimensions with Plutchik's emotions scale and argued that PAD is better in explaining the

emotional character of the consumption experience and in developing experience-specific emotional profiles. However, Machleit and Eroglu (2000) criticized Havlena and Holbrook's (1986) findings in that they focused on emotions related to the general consumption experience instead of the specific shopping experience that is characterized by emotive stimulants greater in both number and intensity when compared to the overall consumption context. According to the authors, Izard and Plutchik measures are superior over the PAD scale in explaining consumers' emotional responses. They also recognized the strength of PAD dimensions over other emotion measures in that it includes an arousal component that is not well-represented in Izard and Plutchik scales and a dominance dimension which is important when the context is a one where one's control over the environment is required (like retail settings in which crowding, waiting time, etc. are of concern).

Mehrabian and Russell's (1974) S-O-R framework, according to which people's perceptions of environmental stimuli lead to emotions of pleasure/displeasure, arousal/no arousal, or dominance/submissiveness and these emotions shape individuals' behavioral responses, has been tested in both retailing and non-retailing contexts and its theoretical strength in explaining consumers' shopping experiences is empirically supported (Donovan & Rossiter, 1982; Ridgway et al., 1989).

With respect to mall shopping, Wakefield and Baker (1998) showed that "excitement" at a mall (defined by Russell (1980) as the positive emotional state measured by high levels of pleasure and arousal) mediates the effects of mall and shopper characteristics on consumers' patronage behaviors. Authors proved that shoppers' positive perceptions of a mall environment and enduring involvement with

shopping increase their level of excitement, which, in turn, leads to a greater desire to stay at the mall and future repatronage intentions. Dennis and Newman (2005) also used S-O-R framework to explain consumers' mall patronage patterns and reported that favorable mall perceptions create a positive mood through influencing pleasure and arousal and ultimately result in higher patronage levels.

In addition, there is supporting evidence that as consumers' mall shopping motivations (either utilitarian or hedonic) get stronger, they become more likely to experience positive mood or heightened pleasure and arousal (Babin et al., 1994; Dawson, Bloch, & Ridgway, 1990). Furthermore, when a consumer's motivation to go to a mall is affectively driven, he/she perceives this visit as an enjoyable and a recreational experience (Babin et al., 1994; Bellenger et al., 1977) and the excitement of this experience influences future repatronage as well (Roy, 1994).

All the above-mentioned studies focused only on pleasure and arousal while left dominance aside. However, Ward and Barnes (2001) investigated how feeling in control of the environment versus being influenced by the environment (dominance versus submissiveness) influence consumers' attitudinal and behavioral responses in a retail setting. Authors found that consumers with a sense of dominance develop more positive attitudes toward retailers and visit them more frequently. Similarly, Yani-de-Soriano and Foxall (2006) reviewed previous studies on the relevance of dominance to consumer behavior and concluded that the three-dimensional PAD model is better in providing a complete representation of emotions as mediators of approach-avoidance behavior to environmental stimuli.

Cognitions

While Mehrabian and Russell's (1974) S-O-R framework has been frequently used to explain consumer behavior in retail settings (e.g., Chebat & Michon, 2003; Dennis & Newman, 2005; Donovan & Rossiter, 1982; Ridgway et al., 1989; Wakefield & Baker, 1998); Sweeney and Wyber (2002) criticized this research stream in that it ignores the cognitive responses to environmental cues. Based on Bitner's (1992) servicescape framework according to which employees' and customers' behavior in a store are affected by their cognitive, affective, and physiological responses to the store; authors extended the Mehrabian and Russell model to include cognitive processing as well. They showed that consumers' perceptions of an atmospheric element (i.e., music) influence their both emotional (i.e., level of pleasure and arousal) and cognitive (i.e., perceptions of the quality of the store in terms of merchandise and service) responses; which, in turn, affect their behaviors (i.e., time and money spent, recommendation to others).

Similarly, Chebat and Michon (2003) reported that the impact of environment on consumers' mall shopping behaviors cannot be explained only by the mediation of affective states. According to the authors, in line with Lazarus' (1991) *cognitive theory of emotions*, mall characteristics influence shoppers' cognitions (e.g., quality perceptions), which then shape their patronage behaviors through the mediation of emotions. Moreover, Morrin and Chebat (2005) and Chebat and Morrin (2007) proved that while some elements of the environment (e.g., music) influence consumers' responses through affective processes, some stimuli (e.g., ambient scent) affect behavior only through the mediation of cognitive mechanisms.

While these studies focused only on the impact of atmospherics on shoppers' perceptions regarding the quality of a retail environment, Tripathi and Siddiqui (2007) developed a servicescape framework specifically for shopping malls that defines a wider set of mall characteristics (e.g., atmospherics, assortment variety, facilities, promotions, social dimensions) as bases of mall evaluations. According to their proposed model, individual mall characteristics influence consumers' overall mall quality perceptions; and those quality judgments determine their level of satisfaction with the mall and repatronage intentions.

Activities

Shopping mall research includes several examples of segmentation studies that create shopper typologies based on consumers' mall shopping motivations (e.g., Bellenger & Korgaonkar, 1980; Bellenger et al., 1977), individual characteristics like personality traits or demographics (e.g., Roy, 1994), or perceptions of shopping mall attributes (e.g., Reynolds et al., 2002). On the other hand, Bloch et al. (1994) and Ruiz et al. (2004) studied the existence of different mall shopper groups based on the types of activities consumers perform during their shopping mall visits. According to Ruiz et al. (2004), the significance of these two studies is that they provide shopper typologies based on behavioral variables rather than those that are just descriptive.

Bloch et al. (1994) developed a list of activities that an average consumer can engage in during the time he/she is at a shopping mall and used this list to group customers into clusters. In order to prepare an exhaustive list that includes any

possible activity one can perform within a mall environment, authors investigated the types of tenants generally found in shopping malls, conducted interviews with research staff of malls' management teams, and made a literature review (e.g., Feinberg et al., 1989; Jarboe & McDaniel 1987; Ridgway et al., 1989). As a result, they came up with thirteen activities related to consumption of the mall (i.e., walk in the mall, look at mall exhibits/shows, talk with other shoppers, socialize with friends/family), consumption of products (i.e., shop stores to buy something, make an unplanned purchase), consumption of services (i.e., go to a movie, play a movie game, visit a medical/dental/vision care office, have a haircut/styling), and passing time (i.e., browse in stores without planning to buy, buy a snack, have a lunch/dinner). Authors' cluster analysis revealed that mall shoppers are enthusiasts, traditionalists, grazers, or minimalists. Mall enthusiasts are those people who engage in widest range of both shopping and non-shopping related activities. Traditionalist mall shoppers, on the other hand, go to malls only for consumption of products and services. Customers who prefer malls for passing time, eating, socializing, or browsing are those called as grazers. Finally, minimalists are people who have the lowest level of participation in all types of mall related behaviors and that want to leave the mall as quickly as possible.

Ruiz et al. (2004) replicated Bloch et al.'s (1994) study in another context but included other variables (perceptions of the mall environment, emotional responses to this environment, and a list of geographic, psychographic, and socio-demographic characteristics) to obtain a better shopper typology. They found four customer segments as well: recreational shoppers (old people that go to malls for exercise and social interactions), mall enthusiasts (middle-aged, frequent mall shoppers who enjoy

the shopping experience), browsers (middle-aged people that prefer malls mostly for browsing and make a moderate level of purchases), and mission shoppers (young adults that visit malls to realize their planned purchases). Authors reported that all these segments differ in their emotional responses to and overall perceptions of a shopping mall, level and types of activities they perform in the mall, mall shopping motivations, approach-avoidance behaviors, and age.

Very recently, Farrag et al. (2010) also described consumers' mall shopping experience based on ten different activities (i.e., purchasing household products, window-shopping, sitting at the food court, sitting at the coffee shop, tracing fashion changes, celebrating occasions, planned purchasing, participating in contests, children's leisure place, purchasing apparel/accessories, going to movies, meeting friends/family) they can perform in these environments. Authors investigated how these activities are correlated with functional and hedonic mall shopping motivations and identified three groups of consumers: *family-focused shoppers* with functional mall shopping motivations; *hedonist shoppers* with recreational motives; and *strivers* with both functional and hedonic orientations.

Satisfaction

Consumer satisfaction is “a person’s judgments of a product’s perceived performance (or outcome) in relationship to expectations” (Kotler & Keller, 2009, p. 54). This definition, along with several studies on this issue (e.g., Folkes, 1984; Oliver, 1980; Tse & Wilton, 1988), is based on the *expectancy-disconfirmation paradigm* that describes satisfaction as a cognitive evaluation (Mano & Oliver, 1993). According to this model, consumers will be satisfied when their perceptions of actual product performance are above their pre-consumption expectations; but they will be dissatisfied if the opposite occurs. In other words, disconfirmation of expectations is what determines the satisfaction/dissatisfaction response (Oliver, 1993). However, there is also evidence that performance perceptions have a direct influence on satisfaction, in addition to their indirect effects through disconfirmation (e.g., Bolton & Drew, 1991; Churchill & Surprenant, 1982). Besides, Oliver (1981) suggested a direct relationship between expectations and consumer satisfaction; based on the idea that level of expectations form a base around which satisfaction judgments are made.

On the other hand, since the expectancy-disconfirmation paradigm leaves the affective bases of consumer satisfaction aside, Oliver (1993) depicted positive and negative affect as determinants of satisfaction, in addition to the disconfirmation of expectations based on perceived performance. Westbrook (1987) and Westbrook and Oliver (1991) also stated that consumers experience either positive or negative feelings as a result of the consumption of products, and both of these emotional states are related to satisfaction in the expected way. Similarly, Wirtz and Bateson (1999)

conceptualized satisfaction as the outcome of consumers' simultaneous cognitive and affective evaluations of the consumption experience.

Recently, Machleit and Mantel (2001) studied how affective responses to a shopping environment influence satisfaction with shopping and found that the impact of emotions on satisfaction is highest when these feelings are attributed to the environment rather than the person himself/herself. Stoel et al. (2004) also found that consumers' favorable evaluations of shopping malls' characteristics (in terms of both cognitive judgments and affective reactions) reflect their satisfaction with the malls, which then influences the amount of time and money spent at these places.

Sit and Merrilees (2005) examined the determinants of shopping mall satisfaction as well, while the former focused on the entertainment-seeker customer group. According to their proposed model, consumers' overall satisfaction with the entertainment-related components of a shopping mall is determined by their both functional and emotional evaluations of these elements, while affective evaluation has a stronger impact. Authors further suggested a direct positive relationship between shoppers' overall satisfaction level and their behavioral loyalty towards the mall. On the other hand, Anselmsson (2006) concentrated on just the cognitive base of satisfaction, measured by people's perceptions of the mall environment on several dimensions frequently discussed in literature (e.g., Bellenger et al., 1977; Frassetto et al., 2001). However, he used the *performance approach*, according to which satisfaction is developed by the evaluation of attributes rather than the disconfirmation of expectations regarding these attributes (Cronin & Taylor, 1994). Results showed that selection, atmosphere, convenience, sales people, refreshments, location, promotional activities, and merchandising policy are the main influencers

of satisfaction with a mall; but the influence of satisfaction on the number of mall visits is only modest.

Summary

The following table, Table 1, provides a summary of previous studies on how consumers' perceptions of a shopping environment and personal characteristics influence their shopping behaviors in general or mall shopping behaviors in particular. First column shows the type of retail outlet used as the unit of analysis in each one of these studies. In second and third columns, stimulus and organism factors that are studied in terms of their effects on shoppers' responses to their environments are listed, respectively. Retail selection constructs used as dependent variables and the moderators of the stimuli-organism-response relationships investigated are provided in fourth and fifth columns respectively. While main findings are stated in column five, related studies are mentioned in the final column.

Table 1. Previous Studies on Consumers' Shopping and Mall Shopping Experiences

Shopping Context	Stimuli Factor(s)	Organism Factor(s)	Response Factor(s)	Moderating Factor(s)	Main Findings	Source
Mall	Hedonic vs. utilitarian shopping motivations	Attachment to the mall, emotions, perceived differentiation	Attitude	Income	Hedonic shopping motivations influence consumers' attitudes toward a mall through the mediation of perceived differentiation and attachment to the mall. For low-income shoppers, positive shopping emotions appear as an important mediator of hedonic motivation-attitude relationship. In addition, consumers with high-income levels are utilitarian shoppers and their mall attitudes are influenced by perceived differentiation of a mall.	Allard et al. (2009)
Internet, catalogue, store	Gender	-	Attitude, satisfaction	-	Women have more positive attitudes toward and obtain greater satisfaction from shopping than men.	Alreck & Settle (2002)
Mall	Mall perceptions	-	Satisfaction, visit frequency	Gender, age	Consumers' perceptions of different characteristics of a mall significantly influence their mall satisfaction. However, the influence of mall satisfaction on mall visit frequency is modest, while that of location is highest. In addition, although gender and age do not have an influence on mall satisfaction, older people are more sensitive to malls' location convenience, merchandising policies, and promotional activities.	Anselmsson (2006)
Store	Atmospherics	Emotions, cognitions, perceived price fairness	Patronage intentions	-	Consumers' perceptions of physical store attributes affect their repatronage and purchase intentions through the mediation of their cognitive and affective responses to the store atmosphere and their price fairness judgments.	Babin et al. (2003)

Table 1. continued.

Shopping Context	Stimuli Factor(s)	Organism Factor(s)	Response Factor(s)	Moderating Factor(s)	Main Findings	Source
Store	Atmospherics	Emotions	Time and money spent shopping, purchase intentions	-	Environments with predominantly blue color create more positive retail outcomes than environments with red color. Blue shopping environments produce more pleasurable feelings as well. There is no relationship between arousal or dominance and approach-avoidance behaviors.	Bellizzi & Hite (1992)
Mall	Types of activities engaged in, perceived mall benefits, demographics	-	Visit frequency, time spent, number of stores visited	-	Within a shopping mall, people perform several activities related to consumption of the mall, consumption of services, passing time, or consumption of products. Four mall shopper profiles can be described based on consumers' activity patterns, patronage behaviors, and demographic characteristics: enthusiasts (high mall shopping intensity), traditionalists, grazers, and minimalists (low mall shopping intensity). These segments have significant differences in their perceived mall benefits.	Bloch et al. (1994)
Center	Driving time	-	Preference	-	The driving time required to reach a shopping center is a significant determinant of consumers' preferences for that center.	Brunner & Mason (1968)
Mall	Atmospherics	Emotions, cognitions	Approach-avoidance behaviors	-	Consumers' perceptions of a mall's atmospheric elements influence their evaluations of the mall in terms of its quality and these cognitions, in turn, elicit more favorable shopping mood that leads to increased mall spending.	Chebat & Michon (2003)
Mall/center	Store space, supermarket space, parking space, location	-	Drawing power	-	Consumers' willingness to drive more than fifteen minutes to reach a shopping center is determined by the mall's location and total store space.	Cox & Cooke (1970)

Table 1. continued.

Shopping Context	Stimuli Factor(s)	Organism Factor(s)	Response Factor(s)	Moderating Factor(s)	Main Findings	Source
Store	Product versus experiential shopping motivations	Emotions	Choice, satisfaction, future intentions	-	Product versus experiential shopping motives influence choice and overall satisfaction with the retailer significantly. However, while consumers with product or experiential motives experience different emotions at a retail outlet, the mediating role of emotions in the relationships among shopping motivations and retail outcomes is not clear.	Dawson et al. (1990)
Mall	Mall perceptions, time spent traveling to the mall	-	Past shopping behavior	-	Availability of parking areas, opening hours, and a comfortable shopping environment are the most important determinant of consumers' mall choices.	De Juan (2004)
Mall	Atmospherics	Emotions	Approach-avoidance behaviors	-	Atmospheric elements influence consumers' emotional experiences at a mall that, in turn, determine their approach-avoidance behaviors.	Dennis & Newman (2005)
Store	Store perceptions	Emotions	Approach-avoidance intentions	-	Consumers' perceptions of a store environment influence their pleasure and arousal levels and these two emotions are important mediators of their intended shopping behaviors.	Donovan & Rossiter (1982)
Store	-	Emotions, cognitions	Extra time in store, unplanned purchases	Pleasantness of the environment	Emotional and cognitive factors elicited by a store environment affect the extra time and money consumers spend in the store. These effects are independent from one another and show differences according to the pleasantness of the environment.	Donovan et al. (1994)
Mall	Social environment of the mall	-	Attractiveness, image	-	Malls attract consumers since they facilitate social interaction. They are perceived as more social environments than stores.	Feinberg et al. (1989)

Table 1. continued.

Shopping Context	Stimuli Factor(s)	Organism Factor(s)	Response Factor(s)	Moderating Factor(s)	Main Findings	Source
Mall	Mall perceptions, distance to the mall	-	Preference	-	Consumers' mall preferences are positively influenced by their perceptions of the mall environment and are negatively affected by perceived distance to the mall. Mall choices or preferences are better explained if relationships of interest are studied across consumer segments rather than the whole market.	Frasquet et al. (2001)
Mall	Travel time; travel mode cost, safety, performance; mall assortment, design, hours of operation	-	Visit frequency	-	Not only travel time and assortment, but also other mall attributes and travel mode characteristics have significant influence on consumers' mall visit frequencies.	Gautschi (1981)
Mall	Mall perceptions	-	Visit frequency	-	Consumers' mall visit frequencies are determined by proximity of the mall to their homes. Subjective evaluations of different mall characteristics are unrelated to their patronage behaviors.	Gentry & Burns (1977-1978)
Store	Consumer density, consumer choice	Perceived control, perceived crowding, emotions	Approach-avoidance behaviors	-	Consumer density (number of consumers in the retail environment) and consumer choice (whether it is the individual's own choice or not to be in that environment) have strong influences on consumers' emotional responses to the environment and their approach-avoidance behaviors. These effects are also mediated by consumers' perceived control in the retail setting.	Hui & Bateson (1991)

Table 1. continued.

Shopping Context	Stimuli Factor(s)	Organism Factor(s)	Response Factor(s)	Moderating Factor(s)	Main Findings	Source
Store	Hedonic vs. utilitarian shopping motivations	-	Satisfaction, word-of-mouth, repatronage intention, repatronage anticipation, loyalty	-	Hedonic shopping orientations have positive relationships with positive word-of-mouth, loyalty, and repatronage anticipation. However, utilitarian motives increase loyalty and repatronage intentions while decrease repatronage anticipation. Satisfaction with a store also has positive associations with all retail outcome variables.	Jones et al. (2006)
Store	Shopping involvement, shopping motives, retail attributes	Excitement, satisfaction	Repatronage intention	-	Consumers' perceptions of store attributes and enduring involvement with shopping influence their level of excitement in a store, which, in turn, affects store satisfaction. Satisfaction is a strong predictor of repatronage intentions as well.	Kim & Jin (2001)
Mall	Loneliness, media usage	-	Mall shopping motivations	-	Teens have five mall shopping motivations: service, economic, diversion, eating out, and social. While intimate loneliness is positively associated with service and social motives, social loneliness has negative effects on economic and diversion motives. In addition, level of media usage is negatively related service motivation but it has positive relationships with economic, diversion, and eating-out motivations.	Kim et al. (2003)
Mall	Family interaction, social interaction	Loneliness, consumption-oriented and experiential mall shopping motivations	Mall spending	-	As older consumers' social interactions increase, their feelings of loneliness, which is positively related to both consumption-oriented and experiential mall shopping motives, decline. On the other hand, only consumption-oriented motives increase mall spending .	Kim et al. (2007)

Table 1. continued.

Shopping Context	Stimuli Factor(s)	Organism Factor(s)	Response Factor(s)	Moderating Factor(s)	Main Findings	Source
Store	Product assortment, ambiance, existence of a competing store	-	Purchase	Purchase goal	In-store purchases are affected by the variability in the product assortment and existence of a competing store, but not by store ambiance. People are also more likely to make a purchase if their purchase goal is gift-giving rather than own consumption.	Koelemeijer & Oppewal (1999)
Store	Utilitarian, ego-defensive, knowledge, and value-expressive shopping motives, demographics	-	Attitude, patronage	-	Consumers' utilitarian, knowledge, and value-expressive shopping motives are positively related to their store attitudes while ego-defensive motivations have a negative relationship. Shoppers' sex and race are significant determinants of their patronage behaviors as well. In addition, positive attitudes toward the store lead to increase patronage.	Korgaonkar et al. (1985)
Mall	Gender	-	Attitude, patronage	-	While women enjoy shopping more than men and have more positive attitudes toward shopping, men visit malls more frequently and they spend more time and money in these environments.	Kuruvilla et al. (2009)
Mall	Mall perceptions	-	Loyalty	-	Mall shoppers can be classified as either loyal or non-loyal customers. Although certain mall characteristics influence customers' loyalty to a mall (e.g., competitive prices, variety of stores), a low percentage of total variance explained signals that mall perceptions may not be the only determinant of mall loyalty.	LeHew et al. (2002)

Table 1. continued.

Shopping Context	Stimuli Factor(s)	Organism Factor(s)	Response Factor(s)	Moderating Factor(s)	Main Findings	Source
Store	Perceived control	Pleasure, stress	Return intent	Utilitarian shopping motivations	Arousal-inducing environments influence utilitarian shoppers negatively, since such contexts prevent them from controlling their shopping experience. They start to feel stressed as their perceived control decreases and their return intentions decline.	Lunardo & Mbengue (2009)
Store	Emotions	-	Shopping satisfaction	Attributions	Consumer' emotional experiences in a store affect their shopping satisfaction positively, if these emotions are attributed to the store not to the self.	Machleit & Mantel (2001)
Mall	Consumption motivation	-	Mall perceptions, shopping involvement, patronage	-	Consumers' objective consumption motives influence their perceptions of a mall's ambiance and layout as well as their shopping involvement levels. On the other hand, social motivations to consume predict shoppers' perceptions of a mall's ambiance, design, variety, and excitement as well as their desires to stay in and return to the mall.	Martin & Turley (2004)
Mall	Atmospherics	-	Mood states (pleasure and arousal)	Shopping motives, personality traits, expectations from the visit, familiarity with the environment	Consumers with strong shopping motives experience higher levels of pleasure and arousal. Expectations from a mall visit, moderate the relationship between atmospherics and shoppers' mood states.	McGoldrick & Pieros (1998)

Table 1. continued.

Shopping Context	Stimuli Factor(s)	Organism Factor(s)	Response Factor(s)	Moderating Factor(s)	Main Findings	Source
Mall	Assortment	-	Attraction	-	Attraction to a mall is a function of the number of liked stores in the mall. A mall, which includes a greater number of stores, is more attractive than a mall with the same number of stores but not those that are preferred.	Meoli et al. (1991)
Mall	Atmospherics	Emotions, cognitions	Product quality perceptions	-	Atmospheric cues influence consumers' emotional states in a mall (i.e., pleasure) and their cognitive evaluations of the mall environment. While cognitions affect perceptions of product quality directly and positively, emotions only have an indirect influence (through the mediation of cognitions).	Michon et al. (2005)
Mall/center	Social class perceptions	-	Visit frequency	-	Consumers with comparable incomes, education levels, and occupations show different mall patronage patterns. This indicates that socio-economic variables are not sufficient to explain retail center patronage decisions. Rather, psychological or attitudinal differences like self-concept or social class perceptions account for the variations in mall shopping behaviors.	Moore & Mason (1968)
Mall	Atmospherics	Emotions, cognitions	Money spent	Hedonic vs. utilitarian shopping motivations	Atmospheric cues influence consumer behavior when they are congruent with individuals' shopping orientations. Specifically, affectively and cognitively charged atmospherics influence hedonic and utilitarian shoppers' total amount of spending respectively.	Morrin & Chebat (2005)

Table 1. continued.

Shopping Context	Stimuli Factor(s)	Organism Factor(s)	Response Factor(s)	Moderating Factor(s)	Main Findings	Source
Mall	Mall size, driving time to the mall, other mall characteristics	-	Level of affect toward the mall, visit frequency, revisit intention	-	In addition to the size of a shopping mall and driving time to it, mall image influences consumers' level of liking for a shopping mall; but it does not affect behavioral intentions or actual behavior regarding these shopping places.	Nevin & Houston (1980)
Mall	Size, store variety	-	Choice	-	Shopping mall size and travel time are not enough to ensure its attractiveness to consumer. However, a good merchandise mix can compensate longer travel times or smaller mall sizes.	Oppewal et al. (1997)
Mall	Promotions	-	Visit and spending likelihood	-	Price-based promotions are most effective methods to increase mall spending. Non-price-based promotions like entertainment activities are also good at stimulating increased mall visits.	Parsons (2003)
Mall	Mall perceptions	Emotions, cognitions	Repatronage intention	Gender, work status	Consumers' mall perceptions influence their emotional experiences at a mall and their overall evaluations of the mall. While emotions affect overall evaluations, overall evaluations are positively associated with repatronage intentions.	Raajpoot et al. (2007)
Mall	Shopping motives, age, income, family size	-	Visit frequency	-	Functional shopping motives and deal proneness are negatively related to mall visit frequency, while it is the opposite case for recreational ones. This shows that people who have affective and cognitive needs like needs for affiliation, power, and stimulation are more frequent mall visitors. Consumers' age and family size are also positively correlated with their mall visit frequencies.	Roy (1994)

Table 1. continued.

Shopping Context	Stimuli Factor(s)	Organism Factor(s)	Response Factor(s)	Moderating Factor(s)	Main Findings	Source
Mall	Personal values	Attitude	Visit frequency, money spent		Self-actualizing (i.e., self-respect, a sense of accomplishment, security, being well-respected, self-fulfillment) and social affiliation (excitement, sense of belonging, friendly relationships with others) values are positively related to consumers' attitudes toward shopping malls. These attitudes then shape their mall shopping behaviors: increase frequency of visits and total spending in the mall.	Shim & Eastlick (1998)
Mall	Mall perceptions	-	Time and money spent, hedonic vs. utilitarian shopping values, repatronage intention	-	Mall perceptions influence the amount of time spent in a mall and hedonic and utilitarian shopping values positively. Hedonic shoppers report higher repatronage intentions as well.	Stoel et al. (2004)
Mall/center	Mall perceptions, driving time, shopping motives, shopping frequency	-	Choice	-	Driving time has the highest influence on consumers' shopping mall choices. In addition, consumers who are frequent shoppers are more likely to visit malls in the future than others. Browsing and impulse shopping are the two shopping motives that are important in shaping mall choice decisions as well.	Stoltman et al. (1991)
Store	Atmospherics	Emotions, cognitions	Approach-avoidance intentions	-	Liking of the type of music played in a store influence shoppers' emotional responses (i.e., pleasure and arousal) and cognitive evaluations of the store; both of which, in turn, affect their intended approach-avoidance behaviors.	Sweeney & Wyber (2002)

Table 1. continued.

Shopping Context	Stimuli Factor(s)	Organism Factor(s)	Response Factor(s)	Moderating Factor(s)	Main Findings	Source
Mall	Personal values	-	Visit frequency	-	Consumers, who are frequent mall shoppers, have higher needs for excitement, sense of belonging, warm relationships, and security than other people. There is also partial support that needs for self-fulfillment, self-respect, and a sense of accomplishment are negatively related to mall visit frequencies.	Swinyard (1998)
Store	Personal and social shopping motives	-	Impulse shopping	-	A person may decide to go shopping on impulse when he/she needs attention, wants to be with peers, desires to meet new people with similar interests, feels a need to exercise, or has leisure time. The availability of alternative shopping places and modern transportation systems increase impulse shopping tendencies as well.	Tauber (1972)
Store	Need for social affiliation, need for variety, relationship proneness	-	Relational benefits, satisfaction, loyalty	-	Need for social affiliation is a strong determinant of relational benefits, active loyalty, and consumer relationship proneness. Relationship proneness affects perceived relational benefits and loyalty as well.	Vázquez-Carrasco & Foxall (2006)
Mall	Mall physical environment, mall tenant variety, shopping involvement	Excitement, desire to stay	Repatronage intention	-	Consumers' perceptions of a shopping mall's physical environment, tenant variety, and their level of shopping involvement influence their excitement and desire to stay at the mall. Perceptions regarding the physical environment are more influential on desire to stay at the mall, while evaluations of the mall's tenant variety have higher impacts on excitement. Excitement and desire to stay also affect revisit intentions.	Wakefield and Baker (1998)

Table 1. continued.

Shopping Context	Stimuli Factor(s)	Organism Factor(s)	Response Factor(s)	Moderating Factor(s)	Main Findings	Source
Store	Perceived control	-	Emotions, involvement, attitude, approach behavior	-	High perceived control over a retail environment leads to feelings of pleasure and arousal, stimulates involvement with the environment, and creates more positive attitudes toward the environment. In addition, consumers who feel more in control in a retail environment expose themselves to this environment more frequently.	Ward & Barnes (2001)
Area	Image	-	Visit frequency, money spent	-	Shopping area image is conceptualized along four dimensions: assortment, facilitative, maintenance, and operational. The facilitative factor that includes items related to easiness of parking, suitability for shopping with children, or how comfortable the shopping environment is and the operational factor that reflects characteristics like friendliness of employees or convenience of operating hours have the highest influence on consumers' shopping behaviors (i.e., visit frequency and amount of spending).	Wee (1986)

CHAPTER III

CONCEPTUAL MODEL AND HYPOTHESES

In light of the review of literature, a conceptual model that shows the processes through which consumers' mall shopping behaviors are shaped is developed (see Fig. 1). Similar to previous studies on shopping experience in different retail settings (e.g., Eroglu et al., 2001; McGoldrick & Pieros, 1998; Smith & Burns, 1996), the model proposed here rests on Mehrabian and Russell's (1974) S-O-R framework and extends it in a number of ways.

The theory of environmental psychology (Mehrabian & Russell, 1974) considers only the environmental factors as stimulators of people's emotional and behavioral responses to their surroundings. However, based on Engel, Kollat, and Blackwell's (1969) finding that consumer behavior is affected by the interaction of situational and personal characteristics and Belk's (1975) classification of situational and non-situational (i.e., person and object) factors as separate sources of influence on shoppers' responses to their environments, the proposed model focuses on both *situational* (i.e., perceptions regarding different elements of a shopping mall) and *individual* (i.e., shopping involvement, personality traits, decision-making styles, and demographics) variables as determinants of consumers' mall shopping behaviors. Moreover, in addition to the S-O-R framework's sole emphasis on the mediating role of affective experiences in a physical setting, consumers' mall related cognitions and activity patterns are also considered as mediators of the relationships between

environmental and individual stimuli and mall satisfaction and patronage. Specifically, consumers' perceptions of a shopping mall and their personal characteristics are expected to have separate, positive influences on their emotional states at the mall, cognitive evaluations of the mall, and the activities they perform in the mall. These affective, cognitive, and behavioral responses are then predicted to increase both satisfaction with the mall and mall patronage. In addition, different from Mehrabian and Russell's (1974) S-O-R framework and previous studies that adopt this framework to explain consumer behavior in either physical or online shopping contexts (e.g., Donovan et al., 1994; Wakefield & Baker, 1998; Yalch & Spangenberg, 1993), the model proposed in this study takes into consideration the *direct* effects of situational and individual characteristics on consumers' mall shopping behaviors.

Finally, shoppers' dominant mall shopping motivations, either *utilitarian* or *hedonic*, are expected to moderate the direct and indirect relationships among stimulus (i.e., mall and consumer characteristics), organism (i.e., emotions, cognitions, and activity patterns), and response (i.e., satisfaction and patronage) dimensions.

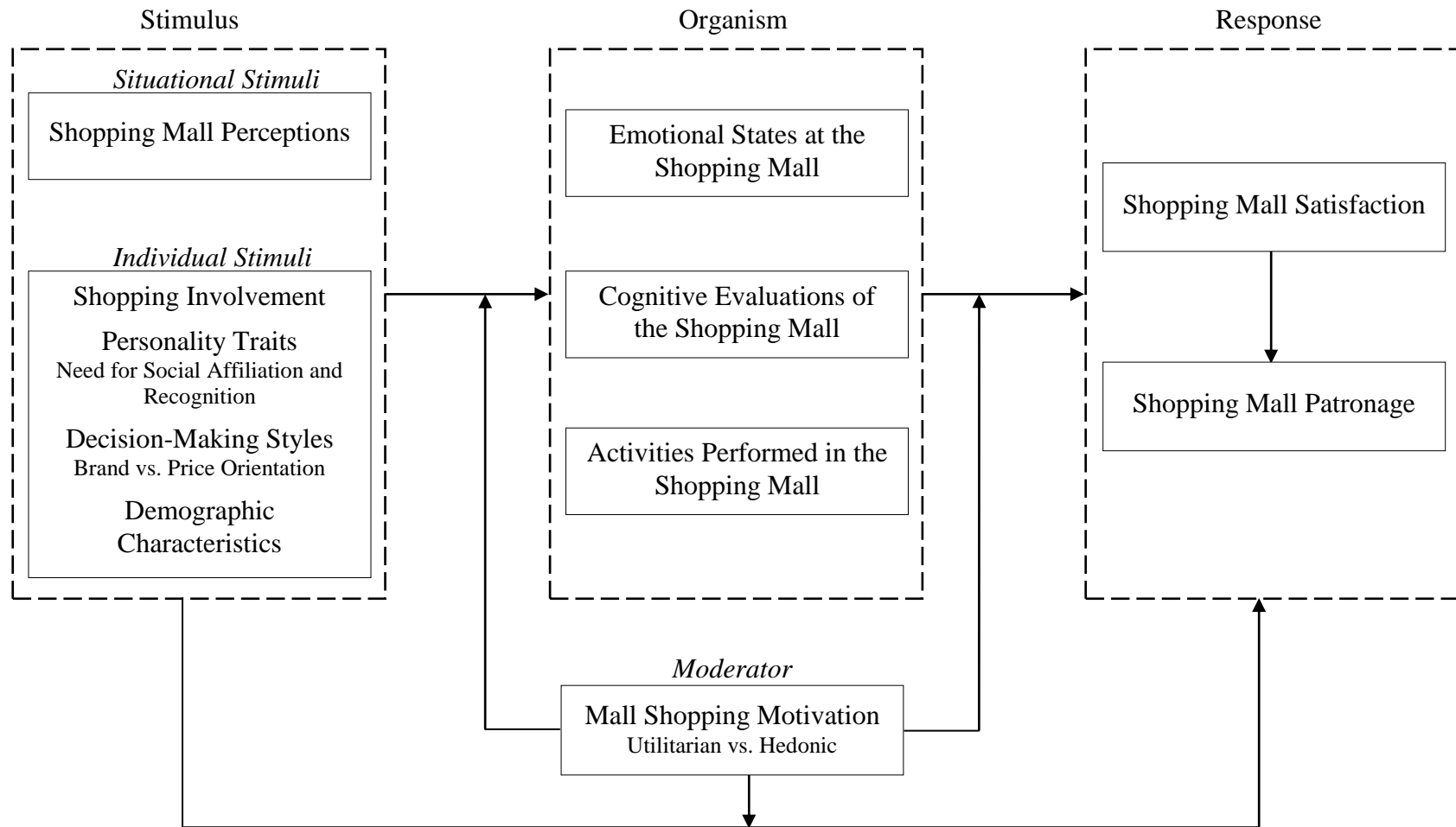


Fig. 1 Conceptual model of the study

In the following parts of this chapter, hypotheses derived from the proposed mall shopping behavior model are explained with related evidence from previous research. First, hypotheses regarding the relationships among environmental and personal stimuli and consumers' shopping mall satisfaction levels and patronage behaviors (stimuli-response relationships) and their emotional experiences at malls, cognitive evaluations of malls, and activity patterns in malls (stimuli-organism relationships) are discussed consecutively. Then, hypotheses related to the effects of mall related emotions, cognitions, and activities on mall satisfaction and patronage (organism-response relationships) are given. Finally, hypotheses on the mall satisfaction-patronage relationship and the moderating role of mall shopping motivations on all the relationships shown in the conceptual model are explained.

Stimulus-Response Relationships

Situational Stimuli: Shopping Mall Perceptions

Several elements of a shopping mall environment have been frequently investigated as potential determinants of preference for, choice of, and patronage related to these places. For instance, Milliman (1982) showed that background music significantly improves sales volume, Gagnon and Osterhaus (1985) proved the effectiveness of floor displays on sales, and Bellizzi and Hite (1992) explained how consumers' perceptions of environmental color is linked to their purchase likelihood. Later on, Turley and Milliman (2000) reviewed sixty studies on such *atmospherics*, classified these variables into five dimensions (i.e., external variables, general interior

variables, layout and design variables, point-of-purchase and decoration variables, and human variables), and proposed a model according to which these environmental cues influence consumers' mall related responses (e.g., satisfaction, amount of purchase, time spent).

The importance of *assortment* as a factor influencing mall shopping behavior has also been frequently questioned (e.g., Bellenger et al., 1977; Gautschi, 1981; Nevin & Houston, 1980). Recently, Wong et al. (2001) defined assortment in terms of quality, variety, and general price level of tenants in a mall and discussed it as the most significant factor in consumers' choice or preference judgments. Anselmsson (2006) also reported that assortment is the most important determinant of shopping mall choice. In addition, the existence of a preferred store within the mall is found as influential on consumers' shopping behaviors. For instance, Meoli et al. (1991) claimed that a mall with a greater number of favorite stores is more likely to be chosen than a mall with the same number of stores but without those that are preferred.

Whether the mall environment is a *comfortable and convenient* place for consumers to spend time has a strong impact on patronage behavior as well. Being open weekends and evenings, having comfortable walkways, allowing protection from weather, being in a secure environment, easiness of moving around in the mall/of parking/of taking children along, availability of seats during shopping, and comfortable interior design are all cited as comfort and convenience elements that lead to increased mall loyalty (e.g., Anselmsson, 2006; El-Adly, 2007; Frasquet et al., 2001; Gautschi, 1981; Hackett & Foxall, 1994; LeHew et al., 2002).

As shopping malls started to turn into places for socializing and engaging in recreational activities (Bloch et al., 1994), researchers also became interested in the impact of *entertainment orientation* of these places on consumer responses. While Sit et al. (2003) stressed the importance of entertainment as a separate dimension of malls' attractiveness for consumers, De Nisco and Napolitano (2006) reported its positive influence on their market and sales performance.

In addition to the merchandising stores and service providers, each and every shopping mall allocates separate spaces for baby feeding or changing, for leaving children, and for supermarkets. These *additional facilities*, accompanied with a pleasant food court and well-designed entrances, vertical transportation systems, and parking places, are recognized as determinants of mall attraction as well (e.g., Anselmsson, 2006; El-Adly, 2007; Hackett & Foxall, 1994; Wong et al., 2001).

Moreover, *promotional tools* used by shopping malls to market themselves are included in patronage models. Advertising, mall-wide sales, and sales promotions are discussed as indicators of mall choice (e.g., Frasquet et al., 2001; Gentry & Burns, 1977-1978; Roy, 1994; Wong et al., 2001). According to Parsons (2003), price-based promotions, entertainment-based promotions, educational promotions, and community events are all significant determinants of consumer behavior regarding these environments.

Finally, *social nature* of shopping malls is given attention since it appears as a dominant success factor. Moore and Mason (1969) were first to predict that not considering the impact of social class perceptions on shopping center patronage decisions would hinder researchers to obtain satisfactory explanations of consumers' shopping behaviors. Feinberg et al. (1989) also proved that people go to malls for

social interaction. Popularity of a shopping mall and the existence of places in a mall to meet with friends and family and to spend time are represented in mall choice models as well (e.g., El-Adly, 2007; Hackett & Foxall, 1994; Wong et al., 2001).

On the other hand, Stoel et al. (2004) found that how favorable the mall environment is evaluated determines level of mall satisfaction. Similarly, Anselmsson (2006) reported that consumers' perceptions of a mall are significant influencers of their satisfaction with the mall.

Based on this evidence, consumers' perceptions of a shopping mall in terms of its atmospherics, assortment, comfort and convenience, entertainment orientation, facilities, promotions, or social environment in addition to its perceived distance are expected to increase their satisfaction with the mall and mall patronage.

Accordingly, the following hypothesis is proposed:

Hypothesis 1: There is a positive relationship between consumers' perceptions of a shopping mall environment and their a) mall satisfaction; and b) mall patronage.

Individual Stimuli

Shopping Involvement

According to Babin et al. (1994), some individuals may love the shopping experience itself (enduring shopping involvement), although some others may perceive shopping as work (situational shopping involvement). Kim and Jin (2001) reported that consumers' enduring involvement with shopping correlates positively with the level

of excitement they experience at a shopping mall and their satisfaction with the mall. There is also evidence that consumers' repatronage intentions are positively correlated with their enduring shopping involvement (e.g., Lueg et al., 2006; Wakefield & Baker, 1998). Taking these findings into consideration, high shopping involvement is expected to have a positive influence on both mall satisfaction and mall patronage. Therefore, it is hypothesized that:

Hypothesis 2: There is a positive relationship between consumers' level of enduring shopping involvement and their a) shopping mall satisfaction; and b) shopping mall patronage.

Personality: Need for Social Affiliation and Recognition

Two specific personality traits – “need for social affiliation” and “need for social recognition” – require special attention due to their significance in explaining consumers' shopping behaviors. According to Bloemer et al. (2003), *need for social affiliation* refers to an individual's preference for having social contact. This desire to be in a social environment where one can enjoy the crowd, watch people, or talk with others around has proven to be positively related to consumers' satisfaction with a service setting (e.g., Bloemer et al., 2003) and mall patronage behaviors (e.g., Bloch et al., 1994; Roy, 1994). *Need for social recognition*, on the other hand, reflects one's desire for being well-respected (Brock et al., 1998) and is argued to be influential on consumers' retail choices as well (Forman & Sriram, 1991; Tauber, 1972). While Swinyard (1998) found that a high aspiration for social recognition is positively related to frequency of shopping mall visits, Shim and Eastlick (1998)

reported that consumers with higher needs of both “self-actualization” (i.e., a sense of self-respect, accomplishment, fulfillment, and being well-respected) and “social affiliation” (i.e., a sense of belonging and warm relationships with others) are more likely to develop positive attitudes toward shopping malls, which then lead to increased mall patronage. Odekerken-Schröder et al. (2000) also showed that shoppers with higher levels of social recognition needs appreciate relationship marketing efforts of retailers more than others and experience greater satisfaction. Based on these findings, the following hypotheses are developed:

Hypothesis 3: There is a positive relationship between consumers’ need for social affiliation and their a) shopping mall satisfaction; and b) shopping mall patronage.

Hypothesis 4: There is a positive relationship between consumers’ need for social recognition and their a) shopping mall satisfaction; and b) shopping mall patronage.

Decision-Making Styles: Brand versus Price Consciousness

According to Sproles and Kendall (1986), a consumer decision-making style is “a mental orientation characterizing a consumer’s approach to making choices” (p. 268). Authors described eight decision-making modes (i.e., perfectionism/high quality consciousness, brand consciousness, novelty/fashion consciousness, recreational/hedonistic shopping consciousness, price and “value for money” consciousness, impulsiveness, confusion from overchoice, and habitual/brand-loyal

orientation) and claimed that most consumers rely on one or two of these orientations while shopping.

On the other hand, Shim and Gehrt (1996) claimed that Sproles and Kendall's (1986) eight shopping orientations actually characterize three basic approaches: brand consciousness, novelty/fashion consciousness, recreational shopping consciousness, and habitual/brand-loyal orientation represent a "social/hedonist approach"; impulsiveness and confusion from overchoice correspond to an "overpowered approach"; and perfectionism/high quality consciousness and price consciousness stand for a "utilitarian approach". In addition, Wesley et al. (2006) investigated the role of consumers' decision-making styles on their mall shopping behaviors and found that consumers' satisfaction with a mall is strongly associated with their shopping orientations. In other words, they showed that consumers with some shopping orientations obtain greater satisfaction from their mall visits than other shoppers.

Within the scope of this study, *brand consciousness* and *price consciousness* are regarded as decision-making orientations that are most relevant in explaining consumers' mall shopping behaviors. Since shopping malls offer consumers a wide array of products and services at different price and quality levels, both brand and price oriented consumers are expected to have positive attitudes toward mall shopping. Therefore, the following relationships are hypothesized:

Hypothesis 5: There is a positive relationship between consumers' degree of brand consciousness and their a) shopping mall satisfaction; and b) shopping mall patronage.

Hypothesis 6: There is a positive relationship between consumers' degree of price consciousness and their a) shopping mall satisfaction; and b) shopping mall patronage.

Demographic Characteristics

A number of demographic characteristics have attracted attention of several researchers in their analyses of consumers' shopping behaviors. For instance, with respect to gender, evidence in support of the fact that women enjoy shopping experience more than men and they obtain greater satisfaction from shopping is found (e.g., Alreck & Settle, 2002; Bakewell & Mitchell, 2004; Bellenger & Korgaonkar, 1980; Dholakia, 1999; Dholakia & Uusitalo, 2002). However, there are contradictory results as well. According to Evans et al. (1996), Anselmsson (2006), Raajpoot et al. (2007), and Kuruvilla et al. (2009), men and women do not have a significant difference in their mall satisfaction levels and/or patronage behaviors. Taking these controversies into consideration, men and women are not expected to show any significant differences in terms of their both mall satisfaction and patronage levels. Accordingly, it is hypothesized that:

Hypothesis 7: There are no significant differences between men and women in terms of their a) shopping mall satisfaction; and b) shopping mall patronage.

Findings on the role of *age* in people's attitudes and behaviors toward shopping malls are also contradictory. According to Roy (1994) and Kim et al. (2005), elderly people visit shopping malls more frequently since they like experiencing social

interactions with other people in these surroundings. On the other hand, Kang et al. (1996) and Martin (2009) found that young people have more positive attitudes toward mall shopping and they like this social experience more than others. As a result, teenagers' and adults' mall satisfaction and patronage levels are not expected to show any differences as well and the following hypothesis is developed:

Hypothesis 8: There are no significant differences between teenagers' and adults' a) shopping mall satisfaction; and b) shopping mall patronage.

In addition, people with high *income* levels are known as spending less time in shopping malls while it is the opposite case for low-income shoppers who visit malls to spend their leisure times (e.g., Roy, 1994). Therefore, consumers' mall satisfaction and patronage behaviors are predicted to be negatively correlated with their level of income and it is proposed that:

Hypothesis 9: There is a negative relationship between consumers' income level and their a) shopping mall satisfaction; and b) shopping mall patronage.

Furthermore, previous research suggests that mall patronage is higher for *families with children* who want to make use of these places for fun and enjoyment (e.g., Bellenger et al., 1977; Roy, 1994). On the other hand, while McCall (1977) and Glass (1992) claimed that *working people* are less likely to spend their leisure times in shopping malls; Raajpoot et al. (2007) found that working women and housewives do not differ in terms of their mall patronage patterns. Based on this evidence, the following relationships are hypothesized:

Hypothesis 10: There is a positive relationship between consumers' family size and their a) shopping mall satisfaction; and b) shopping mall patronage.

Hypothesis 11: There is no relationship between consumers' work status and their a) shopping mall satisfaction; and b) shopping mall patronage.

Stimuli-Organism Relationships

Emotional States

According to Wakefield and Baker (1998), if the *mall environment* is successful in creating high excitement (high levels of pleasure and arousal), this positive feeling will lead to increased patronage. More recently, Dennis and Newman (2005) looked at the same issue and also concluded that consumers' favorable evaluations of a mall environment will lead to positive mood, and this will, in turn, cause increased mall visits. Yani-de-Soriano and Foxall (2006) also proved the impact of dominance as a significant emotional dimension (like pleasure and arousal) that influences approach or avoidance behaviors with respect to retail environments. In light of these findings, people's perceptions of mall attributes are expected to lead to heightened levels of pleasure, arousal, and dominance and it is hypothesized that:

Hypothesis 12: There is a positive relationship between consumers' perceptions of a shopping mall environment and their emotional states at the mall.

In addition, depending on the evidence by Wakefield and Baker (1998) and Kim and Jin (2001) regarding the strong impact of enduring *shopping involvement* on excitement at the mall, the following hypothesis is proposed:

Hypothesis 13: There is a positive relationship between consumers' level of enduring shopping involvement and their emotional states at a shopping mall.

On the other hand, the impacts of consumers' *need for social affiliation* and *recognition* on their emotional responses in shopping environments have not been investigated so far. However, based on Mehrabian's (1996) finding that these two traits correlate positively with the pleasure, arousal, and dominance dimensions of emotions, the following hypothesis is developed:

Hypothesis 14: There is a positive relationship between consumers' a) need for social affiliation; b) need for social recognition and their emotional states at a shopping mall.

Similarly, *brand consciousness* and *price consciousness* are expected to be positively related to consumers' emotional states during their shopping mall visits. As a result, the following relationships are hypothesized:

Hypothesis 15: There is a positive relationship between consumers' degree of a) brand consciousness; b) price consciousness and their emotional states at a shopping mall.

In addition, consumers' demographic characteristics are predicted to be related to the emotional aspects of their shopping experience. For instance, since *women* have

more positive attitudes towards shopping and enjoy the time they spend in these environments more than *men* (Bakewell & Mitchell, 2004; Dholakia & Uusitalo, 2002), the following hypothesis is developed:

Hypothesis 16: Women experience more positive emotional states at a shopping mall when compared to men.

While *age* and *work status* are considered as individual characteristics that have no influence on consumers' emotional states within a shopping mall, their *income* levels are thought to have a negative effect since individuals with higher income go to malls only to accomplish their shopping objectives but those with lower income perceive the time they spend in malls as leisure (e.g., Bellenger et al., 1977; Roy, 1994; Sit et al., 2003). As a result, the following relationships are hypothesized:

Hypothesis 17: There is no relationship between consumers' a) age; b) work status and their emotional states at a shopping mall.

Hypothesis 18: There is a negative relationship between consumers' income level and their emotional states at a shopping mall.

Additionally, based on Bellenger et al.'s (1977) finding that individuals with children go to malls for fun and enjoyment, it is hypothesized that:

Hypothesis 19: There is a positive relationship between consumers' family size and their emotional states at a shopping mall.

Cognitive Evaluations

There is considerable amount of research on how consumers' emotions influence their behavior in retail settings (e.g., Dennis & Newman, 2005; Donovan & Rossiter, 1982; Ridgway et al., 1989; Wakefield & Baker, 1998). However, according to Sweeney and Wyber (2002) and Chebat and Michon (2003), people's cognitive responses to the environment are important determinants of their behavior as well. Similarly, Morrin and Chebat (2005) and Chebat and Morrin (2007) proved that consumers' perceptions of atmospheric cues are positively related to their cognitive evaluations of shopping malls. In addition, Tripathi and Siddiqui (2007) proposed that consumers use their *perceptions of individual mall characteristics* (e.g., atmospherics, assortment variety, facilities, promotions, social dimensions) while making their mall quality judgments. In line with these findings, the following hypothesis is proposed:

Hypothesis 20: There is a positive relationship between consumers' perceptions of a shopping mall environment and their cognitive evaluations of the mall.

On the other hand, there is no evidence on how enduring *involvement with shopping* or high levels of *need for social affiliation* and *recognition* affect people's cognitions while they are mall shopping. However, Mehrabian (1996) stated that there is a mutually reinforcing relationship between emotions and cognitions. In other words, the three emotion dimensions – pleasure, arousal, and dominance – correlate positively with people's cognitive characteristics (optimism in making judgments,

focusing only on relevant factors while making evaluations, expectations of control over situations). Based on this evidence and taking into consideration the positive impact of shopping involvement on consumers' affective experiences in a shopping mall (e.g., Kim & Jin, 2001; Wakefield & Baker, 1998) as well as the positive relationship between individuals' need for social affiliation and recognition and the pleasure, arousal, dominance dimensions of emotions, the following set of relationships are expected:

Hypothesis 21: Consumers' emotional states at a shopping mall and their cognitive evaluations of the mall are positively correlated.

Hypothesis 22: There is a positive relationship between consumers' a) level of enduring shopping involvement; b) need for social affiliation; c) need for social recognition and their cognitive evaluations of a shopping mall.

With a similar line of reasoning, the expected positive impacts of both *brand* and *price-oriented decision-making styles* on consumers' emotional experiences while they are shopping in a mall are proposed to be true for their cognitions as well.

Therefore, the following relationships are hypothesized:

Hypothesis 23: There is a positive relationship between consumers' a) degree of brand consciousness; b) degree of price consciousness and their cognitive evaluations of a shopping mall.

In addition, *women's* more positive attitudes toward shopping (e.g., Bakewell & Mitchell, 2004; Dholakia & Uusitalo, 2002), *low-income* groups' enjoyment of mall shopping as a leisure time activity (e.g., Bellenger et al., 1977; Roy, 1994; Sit et al.,

2003), and large *families'* mall patronage motives for fun and enjoyment (e.g., Bellenger et al., 1977) will be used as evidence in order to propose the following hypotheses:

Hypothesis 24a: Women's cognitive evaluations of a shopping mall will be more positive than men.

Hypothesis 24b: There is a negative relationship between consumers' income level and their cognitive evaluations of a shopping mall.

Hypothesis 24c: There is a positive relationship between consumers' family size and their cognitive evaluations of a shopping mall.

On the other hand, similar to their influences on emotional states during mall shopping, *age* and *work status* are not expected to have any effects on people's cognitive judgments regarding a shopping mall. Accordingly, it is hypothesized that:

Hypothesis 25: There is no relationship between consumers' a) age; b) work status and their cognitive evaluations of a shopping mall.

Activities Performed

Bloch et al. (1994) and Ruiz et al. (2004) analyzed the scope of the activities consumers may perform within a shopping mall and identified shopper segments based on these behaviors. According to Bloch et al. (1994), during the time they are at the mall, consumers engage in one or several of the thirteen different activities related to consumption of the mall, consumption of products and services, or passing time. Authors categorized shoppers as enthusiasts, traditionalists, grazers, or

minimalists based on their level of participation in these activity groups. Ruiz et al. (2004) conducted a study similar to that of Bloch et al. (1994), but included variables like perceptions of the mall environment, emotional responses to this environment, and geographic, psychographic and socio-demographic characteristics of shoppers as well, in order to provide better mall shopper profiles.

Although the definitions of the segments in both of these studies signal some differences in groups' patronage behaviors, the authors did not provide any analyses to prove such relationships. While Ruiz et al. (2004) reported that the segments they have identified differ in terms of their emotional responses to and perceptions of the mall environment, the patterns of activities they perform in the mall, socio-demographic characteristics of the individuals, and approach-avoidance behaviors; they have not stated any directional relationships between these variables and the number of activity types that customers perform in malls. Therefore, this study will replicate the efforts by Bloch et al. (1994) and Ruiz et al. (2004), but will also extend their work by investigating the relationships between environmental and individual factors influencing mall related activities and their impact on mall satisfaction and patronage.

To start with, consumers' emotions and cognitions in a shopping mall context are expected to shape their tendencies to engage in different types of activities within these enclosed environments. Therefore, the following relationships are hypothesized:

Hypothesis 26: Consumers' level of participation in mall related activities and their a) emotional states at a shopping mall; and b) cognitive evaluations of a shopping mall are positively correlated.

In addition, based on the fact that consumers with favorable *perceptions of mall characteristics* visit malls more frequently than others (e.g., Anselmsson, 2006; El-Adly, 2007; Frassetto et al., 2001) and give more positive affective and cognitive reactions (e.g., Sweeney & Wyber, 2002; Wakefield & Baker, 1998), they are also considered to be more likely to engage in several types of activities during the time they spend in these environments. As a result, it is hypothesized that:

Hypothesis 27: There is a positive relationship between consumers' perceptions of a shopping mall environment and their level of participation in mall related activities.

Consumers who have an enduring *involvement with shopping* are more likely stay in shopping malls for longer time periods since they enjoy this experience (e.g., Wakefield & Baker, 1998). Therefore, their level of participation in different activities during their mall trips is expected to be higher than that for those with low shopping involvement and it is hypothesized that:

Hypothesis 28: There is a positive relationship between consumers' level of enduring shopping involvement and their level of participation in mall related activities.

Similarly, individuals' *need for social affiliation* and *recognition* are predicted to increase the level of participation in mall related activities, based on the evidence regarding their positive impacts on emotions and cognitive evaluations (e.g., Mehrabian, 1996) as well as patronage (e.g., Bloch et al., 1994; Swinyard, 1998). Accordingly, the following hypotheses are developed:

Hypothesis 29: There is a positive relationship between consumers' a) need for social affiliation; b) need for social recognition and their level of participation in mall related activities.

On the other hand, although Wesley et al. (2006) investigated the effects of consumers' decision-making styles on the activities they perform during their mall visits and could not find any significant relationships among these constructs. Since both *brand consciousness* and *price consciousness* are expected to influence emotional and cognitive experiences in a mall environment positively, they are also proposed to be positively related to consumers' level of engagement in different types of activities within the time they spend in such places. Therefore, the following relationships are hypothesized:

Hypothesis 30: There is a positive relationship between consumers' a) degree of brand consciousness; b) degree of price consciousness and their level of participation in mall related activities.

In addition, *women's* greater shopping enjoyment (e.g., Bakewell & Mitchell, 2004), the negative relationship between people's *income* level and the time they spend in malls (e.g., Bellenger et al., 1977; Roy, 1994), and the high correlation of *family size* and perceptions of shopping malls as places for fulfillment of everyone's social, hedonic, and utilitarian shopping objectives (e.g., Bellenger et al., 1977) provide the bases of the following hypotheses:

Hypothesis 31a: Women have higher levels of participation in mall related activities than men.

Hypothesis 31b: There is a negative relationship between consumers' income level and their level of participation in mall related activities.

Hypothesis 31c: There is a positive relationship between consumers' family size and their level of participation in mall related activities.

Since *age* and *work* status are believed to have no impact on consumers' emotional or cognitive responses to shopping environments like malls, they are expected to be unrelated to the level of participation in mall related activities as well. Therefore, it is expected that:

Hypothesis 32: There is no relationship between consumers' a) age; b) work status and their level of participation in mall related activities.

Organism-Response Relationships

Machleit and Mantel (2001) proved the effects of consumers' *emotional experience* in a shopping mall setting on their satisfaction with the mall and stated that the impact of positive feelings will be greater if they are attributed externally (to the environment) rather than internally. Similarly, Stoel et al. (2004) found that consumers' satisfaction with a mall is not only dependent on their perceptions of mall characteristics, but also affected by their emotional responses to the environment. There is also strong support that high levels of pleasure, arousal, and dominance experienced during shopping mall visits influence consumers' mall patronage behaviors positively (e.g., Chebat & Michon, 2003; Dennis & Newman,

2005; Roy, 1994; Wakefield & Baker, 1998; Yani-de-Soriano & Foxall, 2006).

Based on these findings, the following relationships are expected:

Hypothesis 33: There is a positive relationship between consumers' emotional states at a shopping mall and their a) mall satisfaction; and b) mall patronage.

Furthermore, Sit and Merrilees (2005) investigated shopping mall satisfaction from both cognitive and affective aspects and reported the significant impact of both of these motivational bases. Furthermore, Morrin and Chebat (2005) and Tripathi and Siddiqui (2007) argued that consumers' *cognitive evaluations* of a shopping mall's quality determines their satisfaction with the mall. Thus, mall related cognitions are expected to lead to higher mall satisfaction. Likewise, consumers with more favorable cognitive responses regarding a retailer (in terms of quality evaluations) are expected to spend more time and money in these environments, recommend the retailer to others (e.g., Sweeney & Wyber, 2002), or have higher repatronage intentions (e.g., Tripathi & Siddiqui, 2007). Therefore, the following hypothesis is proposed:

Hypothesis 34: There is a positive relationship between consumers' cognitive evaluations of a shopping mall and their a) mall satisfaction; and b) mall patronage.

According to Bloch et al. (1994), mall enthusiasts (consumers with highest levels of participation in mall related activities) spend longer times in these environments and are more frequent mall visitors than minimalists (consumers with lowest levels of participation in mall related activities). Although Bloch et al. (1994) and Ruiz et al.

(2004) did not report a relationship between people's tendency to engage in several *activities* during the time they are at a shopping mall and their overall mall satisfaction, the following hypothesis is proposed based on the fact that people who make use of malls more than others develop more positive attitudes toward these places (e.g., Ruiz et al., 2004):

Hypothesis 35: There is a positive relationship between consumers' level of participation in mall related activities and their a) mall satisfaction; and b) mall patronage.

Satisfaction-Patronage Relationship

Since consumer satisfaction has both cognitive and affective bases (e.g., Oliver, 1993; Westbrook & Oliver, 1991; Wirtz & Bateson, 1999), scholars have investigated the impacts of consumers' mall related perceptions and feelings on their satisfaction with the mall, as well as the mall satisfaction-patronage relationship. Accordingly, depending on the evidenced by Stoel et al. (2004), Sit and Merrilees (2005), and Jones et al. (2006), consumers' satisfaction with a shopping mall is expected to lead to greater mall patronage and the following hypothesis is proposed:

Hypothesis 36: There is a positive relationship between consumers' satisfaction with a shopping mall and their mall patronage.

The Moderating Role of Mall Shopping Motivations

Consumers' shopping motivations in general or mall shopping motivations in particular are commonly classified as either *utilitarian* or *hedonic* in nature (e.g., Bellenger et al., 1977; Bloch et al., 1994; Darden & Ashton, 1974-1975; Darden & Reynolds, 1971; Kim et al., 2003; Roy, 1994; Tauber, 1972; Westbrook & Black, 1985).

According to Babin et al. (1994), both utilitarian and hedonic shopping motives have positive influences on consumers' satisfaction with their mall shopping experiences. In addition, while Roy (1994) proved a negative relationship between utilitarian motivations and mall visit frequency and just the opposite situation for hedonic ones; Kim et al. (2005) showed that consumption-oriented motivation increases mall spending but experiential motivation do not. This is contradictory to Guiry et al.'s (2006) finding that hedonic shoppers spend greater time and money at shopping malls. On the other hand, Jones et al. (2006) found that both hedonic and utilitarian motivations influence mall satisfaction and loyalty positively, while the effects of hedonic motivations are stronger than those of utilitarian ones.

In addition, Morrin and Chebat (2005) proposed a person-place congruency framework, according to which affectively charged atmospherics influence consumers with hedonic shopping motivations; whereas cognitively charged atmospherics affect utilitarian or cognitively oriented shoppers. Allard et al. (2009) also investigated how different mall shopping orientations influence shoppers' evaluations of a shopping mall and provided empirical evidence that while both motives influence mall perceptions positively; hedonic ones have stronger impacts

than others. Furthermore, Lunardo and Mbengue (2009) examined the moderating role of shopping motivations on the relationships between environmental characteristics and consumers' attitudinal and behavioral responses regarding a retail setting and reported that the mediating influence of emotions on consumers' patronage behaviors is stronger for consumers with hedonic shopping motives.

There is also evidence that a brand-conscious decision-making mode represents a hedonist approach to shopping while a price-conscious style stands for a utilitarian approach (e.g., Shim & Gehrt, 1996). Hedonic mall shopping motivations are also associated with higher levels of pleasure and arousal (e.g., Babin et al., 1994; Dawson et al., 1990), which, in turn, increase future repatronage intentions (e.g., Roy, 1994).

Taking these findings into consideration, all the direct and indirect effects on consumers' mall shopping behaviors are expected to be different for consumers with utilitarian versus hedonic mall shopping motivations. In other words, the hypothesized relationships among S-O-R dimensions shown in Fig. 1 are proposed to be true for shoppers with both of these motives but the effect sizes are expected to be higher for those with hedonic orientations. However, the only exception is the level of enduring shopping involvement that becomes a dominant factor affecting consumers' mall shopping behaviors when people have high utilitarian shopping objectives rather than hedonic ones. As a result, the following set of relationships is proposed:

Hypothesis 37: The impact of consumers' perceptions of mall characteristics on their a) emotional states at the mall; b) cognitive evaluations of the mall; c) level of participation in mall related activities; d) mall satisfaction; and e) mall patronage

is stronger for those with hedonic mall shopping motivations than for those with utilitarian mall shopping motivations.

Hypothesis 38: The impact of consumers' level of enduring shopping involvement on their a) emotional states at the mall; b) cognitive evaluations of the mall; c) level of participation in mall related activities; d) mall satisfaction; and e) mall patronage is stronger for those with utilitarian mall shopping motivations than for those with hedonic mall shopping motivations.

Hypothesis 39: The impact of consumers' need for social affiliation on their a) emotional states at the mall; b) cognitive evaluations of the mall; c) level of participation in mall related activities; d) mall satisfaction; and e) mall patronage is stronger for those with hedonic mall shopping motivations than for those with utilitarian mall shopping motivations.

Hypothesis 40: The impact of consumers' need for social recognition on their a) emotional states at the mall; b) cognitive evaluations of the mall; c) level of participation in mall related activities; d) mall satisfaction; and e) mall patronage is stronger for those with hedonic mall shopping motivations than for those with utilitarian mall shopping motivations.

Hypothesis 41: The impact of consumers' degree of brand orientation on their a) emotional states at the mall; b) cognitive evaluations of the mall; c) level of participation in mall related activities; d) mall satisfaction; and e) mall patronage is stronger for those with hedonic mall shopping motivations than for those with utilitarian mall shopping motivations.

Hypothesis 42: The impact of consumers' degree of price orientation on their a) emotional states at the mall; b) cognitive evaluations of the mall; c) level of

participation in mall related activities; d) mall satisfaction; and e) mall patronage is stronger for those with hedonic mall shopping motivations than for those with utilitarian mall shopping motivations.

Hypothesis 43: The impact of consumers' emotional states at the mall on their a) mall satisfaction; b) mall patronage is stronger for those with hedonic mall shopping motivations than for those with utilitarian mall shopping motivations.

Hypothesis 44: The impact of consumers' cognitive evaluations of the mall on their a) mall satisfaction; b) mall patronage is stronger for those with utilitarian mall shopping motivations than for those with hedonic mall shopping motivations.

Hypothesis 45: The impact of consumers' level of participation in mall related activities on their a) mall satisfaction; b) mall patronage is stronger for those with hedonic mall shopping motivations than for those with utilitarian mall shopping motivations.

Hypothesis 46: The impact of consumers' mall satisfaction on their mall patronage is stronger for those with hedonic mall shopping motivations than for those with utilitarian mall shopping motivations.

Throughout this chapter, hypotheses regarding the relationships among stimuli-organism-response factors shown in the proposed mall shopping behavior model and the moderating role of mall shopping motivations on these relationships are explained based on related theoretical and empirical evidence. In the following chapter, main research questions that are aimed to be answered within the scope of this study and details about the research design are provided.

CHAPTER IV

RESEARCH DESIGN AND METHODOLOGY

This chapter starts with a discussion of main objectives of the study. In the subsequent parts, details about the development of the measurement instrument and sampling and data collection processes are explained.

Research Objectives

The aim of this research is to understand the mechanisms through which consumers' mall shopping behaviors are shaped. Although consumers' shopping experiences in different retail contexts, including shopping malls, have been subject of inquiry in several prior research (e.g., Bellenger et al., 1977; Bloch et al., 1994; Chebat & Michon, 2003; Gautschi, 1981; Martin & Turley, 2004; McGoldrick & Pieros, 1998; Roy, 1994; Shim & Eastlick, 1998; Wakefield & Baker, 1998); most of these studies were focused on only certain environmental and personal factors that may influence individuals' shopping attitudes and behaviors.

On the other hand, this study incorporates both mall and consumer characteristics into a coherent body, where they are considered as two different sources of influence on shopping experiences in a mall setting. Specifically, how people perceive a shopping mall in terms of its tangible and intangible attributes and their level of shopping involvement, personality traits like need for social affiliation

and recognition, decision-making styles, and demographic profiles are expected to influence their mall satisfaction levels and patronage patterns. In addition to such direct effects, these situational and non-situational (i.e., personal) variables are thought to alter consumers' mall shopping behaviors through the mediation of three attitudinal processes: emotions, cognitions, and tendencies to perform a set of mall related activities. More importantly, mall shopping motivations are expected to moderate all these hypothesized relationships. In other words, the effects of environmental and personal characteristics on individuals' shopping mall choices, preferences, or patronage behaviors are presumed to be different for utilitarian and hedonic shoppers.

To conclude, this study attempts to provide empirical support that both environmental and individual stimuli affect consumers' mall shopping attitudes and behaviors; and these direct and indirect influences show significant differences according to shoppers' dominant mall shopping motivations. The main research questions of interest are presented below:

- How do consumers' perceptions of a shopping mall environment influence their mall satisfaction levels and/or mall shopping behaviors?
- Are there any relationships between consumers' personal characteristics including their level of shopping involvement, need for social affiliation and recognition, and decision-making styles and their mall satisfaction/patronage patterns?
- Do consumers' mall shopping behaviors show differences with respect to their demographic characteristics like gender, age, education, income, family size, or work status?

- What roles do consumers’ emotional states or activity patterns at a shopping mall as well as their cognitive evaluations of the mall play in explaining their mall satisfaction/patronage levels?
- Is consumers’ overall satisfaction with a shopping mall a successful predictor of their patronage behaviors?
- How do consumers’ shopping motivations affect the way their mall shopping behaviors are shaped?

Development of the Measurement Instrument

Selection of Shopping Malls

In order to avoid any biases resulting from consumers’ reliance on different shopping malls as a point of reference, three malls are selected to be specified in the survey instruments (one mall at a time). To determine these malls, subsequent interviews are held with fifteen knowledgeable consumers, all of whom have sizable experience regarding these shopping environments. The interviewees are requested to make a classification of shopping malls in Istanbul, Turkey; based on whatever criteria they find appropriate. Among these people, eleven stated that shopping malls can be categorized based on their target customers and they claimed “up-scale, standard, and outlet” would be the right three-fold categorization scheme. Three others stated that mall size, in terms of the variety of merchandise and service stores, would be the correct way to divide shopping malls into groups. Finally, one person indicated mall location as the main grouping variable.

Whether the general agreement on the *up-scale*, *standard*, and *outlet* classification really makes sense or not is also empirically tested. Ten shopping malls in Istanbul (i.e., Akmerkez, Capitol, Cevahir, Galleria, Istinyepark, Kanyon, Metrocity, Olivium, Tepe Nautilus, and Viaport) that operate for an amount of time sufficient enough for creating consumer awareness, attraction, or familiarity are selected and ten individuals that are not previously interviewed made a pairwise comparison of these enclosed shopping spaces. Then these comparisons are subjected to a *multi-dimensional scaling* analysis, which offers the optimal perceptual map of objects investigated based on individuals' dissimilarity judgments, in a number of solutions of varying dimensionality (Hair, Black, Babin, & Anderson, 2010). As it is seen in Fig. 2, malls are distributed to three different groups in a two dimensional space. On the one side, there are the outlet malls: Olivium and Viaport. On the other side, up-scale malls are presented: Akmerkez, Istinyepark, and Kanyon. The final group is where most of the malls belong (the "standard" shopping mall class): Capitol, Cevahir, Galleria, Metrocity, and Tepe Nautilus.

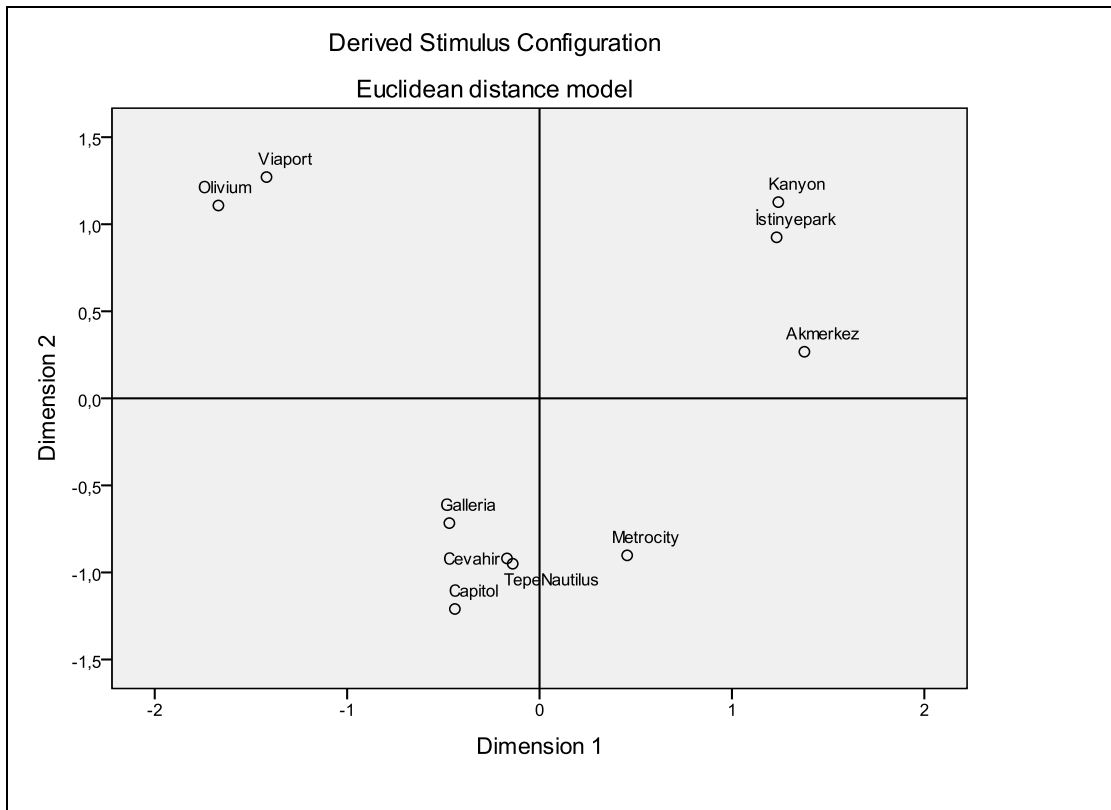


Fig. 2 Perceptual map for ten shopping malls in Istanbul

According to Young's stress formula (see Table 2), biggest improvement is in iteration two in both the two- and three-dimensional solutions. There are substantially smaller improvements in subsequent iterations. This shows that two dimensions are appropriate to get a meaningful representation. As a result, consumers' three-fold categorization of "up-scale, standard, and outlet" malls is confirmed. Therefore, one mall from each one of these groups (located at the European side of the city) is selected (i.e., Cevahir, İstinyepark, and Olivium) to be used in the measurement instruments as reference points for respondents.

Table 2. Stress Measures for the Multi-Dimensional Solutions

<i>Two-dimensional solution</i>		
Young's S-stress formula 1 is used.		
Iteration	S-stress	Improvement
1	.40749	
2	.38869	.01880
3	.38455	.00414
4	.38346	.00109
5	.38316	.00030
Iterations stopped because S-tress improvement is less than .001000		
<i>Three-dimensional solution</i>		
Young's S-stress formula 1 is used.		
Iteration	S-stress	Improvement
1	.35068	
2	.32167	.02901
3	.31704	.00463
4	.31611	.00094
Iterations stopped because S-tress improvement is less than .001000		

Selection of Measurement Scales

Shopping Mall Perceptions

Atmospheric elements of retail environments in general and shopping malls in particular have been subject of inquiry in several prior research (e.g., Chevalier, 1975; Dennis & Newman, 2005; Donovan & Rossiter, 1982; Morrin & Chebat, 2005). Turley and Milliman (2000) made a review of such studies and offered a five-fold classification of fifty-seven atmospheric cues that they identified in literature: external, general interior, layout and design, point-of-purchase and decoration, and human variables. In this study, on the other hand, ten variables that are most frequently used in mall shopping research are selected and measured with six-point Likert scales (1 = strongly disagree, 6 = strongly agree).

Table 3. Measures of Consumers' Perceptions of Mall Atmospherics

Statement	Source
The ... mall plays music that I like.	Wakefield & Baker (1998)
The ... mall lighting is appropriate.	Wakefield & Baker (1998)
The ... mall temperature is comfortable.	Wakefield & Baker (1998)
The ... mall's architecture gives it an attractive character.	Wakefield & Baker (1998)
The ... mall is decorated in an attractive fashion.	Wakefield & Baker (1998)
I like the type of consumers in ... mall.	Frasquet et al. (2001)
The public spaces are bright and airy at ... mall.	Anselmsson (2006)
The public places are visually appealing at ... mall.	Anselmsson (2006)
The ... mall is clean and fresh.	Anselmsson (2006)
I have a friendly reception from staff at ... mall.	Anselmsson (2006)

Researchers also focused on the influence of how favorable consumers perceive the breadth and width of merchandising and service stores at a mall (e.g., Anselmsson, 2006; Meoli et al., 1991; Nevin & Houston, 1980). Five such items are adopted and measured with six-point Likert scales (1 = strongly disagree, 6 = strongly agree) as well.

Table 4. Measures of Consumers' Perceptions of Mall Assortment

Statement	Source
I can find everything I need at ... mall.	Anselmsson (2006)
There is an attractive range of shops at ... mall.	Anselmsson (2006)
Merchandise variety is good at ... mall.*	Wong et al. (2001)
Service variety is good at ... mall.*	Wong et al. (2001)
The ... mall includes store(s) that I like most.	Meoli et al. (1991)

*The adjective "excellent" in the original scale is judged to be too strong and replaced with "good".

Shopping malls provide consumers a more comfortable environment when compared to other traditional shopping areas, in terms of working days and hours, protection from weather, safety from accidents and crimes, free walking spaces, etc. (e.g., Anselmsson, 2006; El-Adly, 2007; Gautschi, 1981; Hackett & Foxall, 1994; LeHew et al., 2002). These attributes are also considered as important determinants of shoppers' patronage behaviors. Accordingly, seven items are adopted from prior

research and measured with six-point Likert scales (1 = strongly disagree, 6 = strongly agree).

Table 5. Measures of Consumers' Perceptions of Mall Comfort

Statement	Source
It is easy to move between stores at ... mall.	Anselmsson (2006)
It is easy to find stores at ... mall.	Anselmsson (2006)
The ... mall is good at providing a secure environment to spend time.*	El-Adly (2007)
The ... mall is good at providing comfortable seats during shopping.*	El-Adly (2007)
The ... mall has a comfortable interior design.	El-Adly (2007)
Parking arrangements are good at ... mall.	LeHew et al. (2002)
The ... mall's walkway spaces are good.*	LeHew et al. (2002)

*The adjective "excellent" in the original scale is judged to be too strong and replaced with "good".

When shopping malls started to turn from environments for shopping to places for social and recreational activities (Bloch et al., 1994), researchers questioned how their entertainment orientation influences consumers' mall shopping patterns. In most studies, shoppers are asked to indicate how good and sufficient they find the entertainment facilities/services of a mall (e.g., Bellenger et al., 1977; El-Adly, 2007; Wakefield & Baker, 1998). Five of these items are also included in this study; all measured with six-point Likert scales (1 = strongly disagree, 6 = strongly agree).

Table 6. Measures of Consumers' Perceptions of Mall Entertainment

Statement	Source
The ... mall has good entertainment facilities.*	Wakefield & Baker (1998)
The ... mall has good fun and entertainment programs.*	El-Adly (2007)
The ... mall has good fun spaces for kids.*	El-Adly (2007)
The ... mall has good entertainment places for youth.*	El-Adly (2007)
The ... mall has good movie theaters.*	El-Adly (2007)

*The adjective "excellent" in the original scale is judged to be too strong and replaced with "good".

Previous studies showed that various facilities of a shopping mall like supermarkets, baby feeding or changing areas, places to leave children, vertical transportation systems, well-designed entrances, or large food courts with a pleasant atmosphere are all influential on consumers' mall related behaviors (e.g., Anselmsson, 2006; El-Adly, 2007; Hackett & Foxall, 1994; Wong et al., 2001). Consumers' perceptions regarding these facilities are also assessed here by six items measured with six-point Likert scales (1 = strongly disagree, 6 = strongly agree).

Table 7. Measures of Consumers' Perceptions of General Mall Facilities

Statement	Source
The atmosphere is pleasant in the food court at ... mall.	Anselmsson (2006)
It is good that the ... mall includes a supermarket.	El-Adly (2007)
The ... mall has adequate and well-designed entrances.	Wong et al. (2001)
The ... mall has a good vertical transportation system.	Wong et al. (2001)
It is good to have a baby-feeding area in the ... mall.	Hackett & Foxall (1994)
It is good to have a place to leave the children in the ... mall.	Hackett & Foxall (1994)

Three items measuring how promotional activities carried out by a shopping mall influence mall patronage patterns of shoppers are derived from Anselmsson (2006). In addition, one of El-Adly's (2007) promotion measures is adapted in a way to reflect how consumers perceive promotional campaigns in a mall (not only the existence of promotional campaigns). All of these four items are measured with six-point Likert scales (1 = strongly disagree, 6 = strongly agree).

Table 8. Measures of Consumers' Perceptions of Mall Promotions

Statement	Source
The advertising is visually appealing for ... mall.	Anselmsson (2006)
The advertising for ... mall presents interesting activities.	Anselmsson (2006)
You often see advertising for ... mall.	Anselmsson (2006)
There are usually good promotional campaigns in the ... mall.	El-Adly (2007)

Moore and Mason (1969) were among first scholars who realized social aspects of shopping centers and stated that ignoring the impact of social class considerations on patronage decisions will prevent researchers from getting satisfactory explanations of consumer behavior. When their social nature became more evident as they increased in number, sociability potential at a shopping mall and how it influences patronage behavior have been investigated in several mall selection modeling studies (e.g., El-Adly, 2007; Hackett & Foxall, 1994; Wong et al., 2001). In line with prior research, three items are adopted from literature and measured with six-point Likert scales (1 = strongly disagree, 6 = strongly agree).

Table 9. Measures of Consumers' Perceptions of Mall Social Environment

Statement	Source
The ... mall is very popular among my friends and family.	El-Adly (2007)
The ... mall has places to meet others.	Hackett & Foxall (1994)
The ... mall is suitable for shopping with friends.	Hackett & Foxall (1994)

Finally, consumers' perceptions regarding the easiness of reaching a shopping mall are assessed by three items adopted from Anselmsson (2006) and Raajpoot et al. (2007) and measured with six-point Likert scales (1 = strongly disagree, 6 = strongly agree).

Table 10. Measures of Consumers' Perceptions of Mall Location Convenience

Statement	Source
The ... mall's location is convenient for me.	Anselmsson (2006)
The ... mall is located near my home/work.	Raajpoot et al. (2007)
It is easy to get to ... mall.	Raajpoot et al. (2007)

Shopper Characteristics

Shopping Involvement

Wakefield and Baker (1998) adopted the shopping involvement scale from Zaichkowsky (1985), but focused on only “value” and “interest” dimensions identified by Mano and Oliver (1993) and are considered as more relevant to shopping experience at a mall. Only three items out of these six measures (that are judged to be sufficient) are included in this study and measured with seven-point semantic differential scales.

Table 11. Measures of Shopping Involvement

Statement	Source
Going shopping is unimportant – important.	Wakefield & Baker (1998)
Going shopping is unexciting – exciting.	Wakefield & Baker (1998)
Going shopping is unappealing – appealing.	Wakefield & Baker (1998)

Personality

Consumers' needs for social affiliation and recognition are measured with six items adopted from Odekerken-Schröder et al. (2000) and Kim and Kim (2005), using six-point Likert scales (1 = strongly disagree, 6 = strongly agree). Respondents are

asked to indicate how much they agree that the listed indicators describe their personality.

Table 12. Measures of Need for Social Affiliation and Recognition

Statement	Source
<i>Need for Social Affiliation</i>	
I am a person who has no difficulty mingling in a group.	Odekerken-Schröder et al. (2000)
I am a person who likes to seek contact with others.	Odekerken-Schröder et al. (2000)
I am a person who simply enjoys the crowds.	Kim & Kim (2005)
<i>Need for Social Recognition</i>	
I am a person who likes to be appreciated by others.	Odekerken-Schröder et al. (2000)
I am a person who likes to be respected by others.	Odekerken-Schröder et al. (2000)
I am a person who likes to be appreciated by acquaintances.	Odekerken-Schröder et al. (2000)

Decision-Making Styles

Two consumer decision-making styles – brand consciousness and price

consciousness – are assessed by three items measured with six-point Likert scales (1 = strongly disagree, 6 = strongly agree), respectively. All measures are adopted from Wickliffe (2004).

Table 13. Measures of Brand and Price Consciousness

Statement	Source
<i>Brand Consciousness</i>	
The more expensive brands are usually my choices.	Wickliffe (2004)
I usually buy well-known, national, or designer brands.	Wickliffe (2004)
The higher the price of a product, the better its quality.	Wickliffe (2004)
<i>Price Consciousness</i>	
I consider price first.	Wickliffe (2004)
I usually compare three brands before shopping.	Wickliffe (2004)
The lower price products are usually my choice.	Wickliffe (2004)

Mall Shopping Motivation

Consumers' shopping mall patronage motives are generally classified as either utilitarian/functional or hedonic/experiential (e.g., Bellenger et al., 1977; Bloch et al., 1994; Roy, 1994; Tsang et al., 2003). Westbrook and Black (1985) used "buying a new item to replace an old one" and "finding what I want in the least amount of time" as the two measures of consumers' utilitarian mall shopping motivations. On the other hand, Tsang et al. (2003) listed browsing, hanging out, hunting for bargains, and meeting with people and friends as hedonic mall shopping objectives. Out of these six items, five are selected and included in this study, measured with six-point Likert scales (1 = strongly disagree, 6 = strongly agree). The item "hunting for bargains" is excluded since the findings of Tsang et al. (2003) reveal that it is less relevant to non-utilitarian shopping motives when compared to the remaining items.

Table 14. Measures of Mall Shopping Motivations

Statement	Source
<i>Utilitarian Motivations</i>	
I go to shopping malls to shop for a brand new item to replace an old one.	Westbrook & Black (1985)
I go to shopping malls to find exactly what I want in the least amount of time.	Westbrook & Black (1985)
<i>Hedonic Motivations</i>	
I go to shopping malls for browsing.	Tsang et al. (2003)
I go to shopping malls for hanging out.	Tsang et al. (2003)
I go to shopping malls for meeting with friends.	Tsang et al. (2003)

Attitudinal Processes

Emotions

Measures of pleasure, arousal, and dominance are adopted from Havlena and Holbrook (1986). All nine items are measured with seven-point semantic differential scales.

Table 15. Measures of Consumers' Emotional States at a Mall

Statement	Source
<i>Pleasure</i>	
I feel unhappy – happy in ... mall.	Havlena & Holbrook (1986)
I feel melancholic – contented in ... mall.	Havlena & Holbrook (1986)
I feel annoyed – pleased in ... mall.	Havlena & Holbrook (1986)
<i>Arousal</i>	
I feel sluggish – frenzied in ... mall.	Havlena & Holbrook (1986)
I feel calm – excited in ... mall.	Havlena & Holbrook (1986)
I feel relaxed – stimulated in ... mall.	Havlena & Holbrook (1986)
<i>Dominance</i>	
I feel guided – autonomous in ... mall.	Havlena & Holbrook (1986)
I feel controlled – controlling in ... mall.	Havlena & Holbrook (1986)
I feel submissive – dominant in ... mall.	Havlena & Holbrook (1986)

Cognitions

Sweeney and Wyber (2002) measured consumers' cognitive responses to a store by their perceptions of merchandise and service quality. Similarly, Morrin and Chebat (2005) operationalized cognitive evaluations of a shopping mall in terms of customers' assortment and service quality judgments. With a more comprehensive framework, Tripathi and Siddiqui (2007) proposed that consumers' overall mall quality perceptions will be dependent on their evaluation of the mall in terms of its atmospherics, assortment variety, facilities, promotions, and social environment. In

line with these studies, a single item that reflects consumers' overall quality judgments regarding a shopping mall is developed and measured with six-point Likert scale (1 = strongly disagree, 6 = strongly agree). In addition, two items are adopted from Allard et al. (2009), who proposed a model of mall evaluation process, where shoppers' perceived mall differentiation is an important driver of their general attitudes. Two items are also adopted from this study and measured with six-point Likert scales (1 = strongly disagree, 6 = strongly agree).

Table 16. Measures of Consumers' Cognitive Evaluations of a Mall

Statement	Source
The ... mall has a definite theme.	Allard et al. (2009)
The ... mall is particularly unique.	Allard et al. (2009)
The ... mall is of high quality.	Tripathi & Siddiqui (2007)

Activities

Bloch et al. (1994) prepared an activity list that covers all types of activities consumers can perform during the time they are at the mall. This thirteen-item scale is developed based on researchers' assessments of the popular design elements and assortment mix of shopping malls, as well as their interviews with mall managers and their extensive literature review (e.g., Feinberg et al., 1989; Jarboe & McDaniel 1987; Ridgway et al., 1989). While seven items from this activity list are adopted, remaining ones are excluded since they are considered to be not representative of a Turkish shopping mall context. Consumers are requested to indicate whether or not they do these activities in most, if not all, of their visits to the shopping mall in question by using four-point rating scales (1 = never, 4 = always).

Table 17. Measures of Activities Consumers Perform in a Mall

Statement	Source
I socialize with friends and family.	Bloch et al. (1994)
I go to a movie.	Bloch et al. (1994)
I browse in a store without planning to buy.	Bloch et al. (1994)
I buy a snack.	Bloch et al. (1994)
I have a lunch/dinner.	Bloch et al. (1994)
I shop in a store to buy something.	Bloch et al. (1994)
I make an unplanned purchase.	Bloch et al. (1994)

Satisfaction

The only study that includes a direct measure of consumer satisfaction with a shopping mall is Anselmsson's (2006) work, where the author used just one-item with a five-point Likert scale (1 = strongly disagree, 5 = strongly agree). This item and two others from Cronin, Brady, and Hult (2000) that are adapted to a shopping mall context are measured with six-point Likert scales (1 = strongly disagree, 6 = strongly agree).

Table 18. Measures of Consumers' Satisfaction with a Mall

Statement	Source
On the whole, I am satisfied with ... mall.	Anselmsson (2006)
I think I do the right thing by coming to ... mall.	Cronin et al. (2000)
The ... mall is exactly what a shopping mall should be.	Cronin et al. (2000)

Shopping Mall Patronage

Roy (1994) measured mall patronage by asking respondents to indicate their frequency of visits within the last three months. This measure, which was also used by Crask and Reynolds (1978) and Korgaonkar, Lung, and Price (1985), is used here as well. Roy (1994) also indicated that limiting the time period with three months is

enough for consumers to remember their visit frequencies easily. In addition, the amount of time spent (e.g., Dennis & Newman, 2005), the amount of money spent (e.g., Dennis & Newman, 2005; Shim & Eastlick, 1998), desire to stay at the mall (e.g., Wakefield & Baker, 1998), positive word-of-mouth communications (e.g., Jones et al., 2006; Wong et al., 2001), and repatronage intentions (e.g., Jones et al., 2006; Lemon, White, & Winer, 2002; Tripathi & Siddiqui, 2007; Wakefield & Baker, 1998) have all been cited as indicators of consumers' patronage behavior regarding retailers in general or shopping malls in particular. Among these measures, time and money spent on an average trip to the specified shopping mall and intentions to revisit the mall in the near future are included in this study.

Table 19. Measures of Consumers' Mall Patronage

Statement	Source
How many times have you visited ... mall in the past three months?	Roy (1994)
How much time do you spend in ... mall on an average trip?	Dennis & Newman (2005)
How much money do you spend in ... mall on an average trip?	Dennis & Newman (2005)
I will probably visit ... mall in the future.*	Lemon et al. (2002)

*This item is measured with six-point Likert scale (1 = strongly disagree, 6 = strongly agree).

Translation of the Questionnaire

The common way of using a measurement instrument developed in one language in a study conducted in another language is to use translation-back translation processes (Brislin, 1970, 1980). The aim of this approach is to ensure that respondents in the target language are actually being asked the same questions in the source language (Harkness, 2003). To achieve this objective, a bilingual individual translates the items in the source language into the target language and another bilingual person

makes the back translation. Then the two versions are compared for the differences. However, although this process helps to achieve literal translation, it does not guarantee conceptual equivalence and using only back translation to reflect the meaning of the source language in the target culture creates accuracy problems in results (Douglas & Craig, 2007). Therefore, a committee-based approach, which is a collaborative and iterative translation procedure, is used in this study to achieve the best equivalent translation of the original measures (Harkness, 2003).

In line with the guidelines suggested by Douglas and Craig (2007), English versions of the items are translated into Turkish by two independent translators (the researcher and a PhD student at Boğaziçi University) who have good command of both of the languages. Then the two Turkish versions are discussed with an independent reviewer (an Assistant Professor at Boğaziçi University) to decide on the best translation of each one of the items. In the next step, the resulting Turkish versions of all measurement scales are reviewed by two expert researchers (Professors at Boğaziçi University) and the final version of the questionnaire is prepared.

Pretest

After all the items and their measurement scales are determined, a pretest is conducted with twenty consumers to learn the total number of minutes required to administer one questionnaire and to test the clarity of instructions and easiness of answering questions. Thirteen respondents are female and seven are male, with an average age of thirty. While only one respondent is unemployed, seven people are

married and four of them have children. Fifteen individuals have low-to-middle incomes and five respondents are from high income groups.

All the respondents are given a survey instrument with the same shopping mall as the anchor. Based on the feedback received, a number of ambiguous items are reworded/rephrased and the survey instrument is finalized¹.

Sampling and Data Collection

As of April 2009, total number of shopping malls in Turkey was 212, seventy-two of them being in Istanbul – Turkey’s largest retail market that accounts for forty-four percent of the total retail space in the country (Jones Lang Salle – Turkey Retail Market Overview, 2009). Istanbul is also the most crowded city in Turkey, with a total population of 12,697,164 by the end of 2008 (Turkish Statistical Institute, n.d.). The city is organized around thirty-nine districts, twenty-five of which are at the European side and represent sixty-five percent of city’s total population (Turkish Statistical Institute, n.d.). Taking these facts into consideration, the target study setting is determined as the European side of Istanbul.

In order to determine the sample size needed to make an accurate representation of the population, information on mall shopping behaviors (e.g., visit frequency, time and money spent) of people living in Istanbul was necessary, but no such data were available. Therefore, sample size is determined based on an estimate of the range of variation in mall shopping frequencies of the total population within last three months, by using the following formula: $n = [(\sigma)^2 * Z^2] / E^2$; where n is the

¹ The final version of the measurement instrument is given in Appendix IA in English and Appendix IB in Turkish.

sample size, σ is the estimate of population variance, Z is the Z-score at a specified confidence interval, and E is the desired precision in estimation (Churchill & Iacobucci, 2009).

The variance estimate of population's mall visit frequency is calculated by dividing the estimate of range of variation in this specific patronage measure by six (i.e., +/- three standard deviations) (Churchill & Iacobucci, 2009). Specifically, maximum and minimum number of mall visits are estimated to be *ninety* (i.e., a person goes to a shopping mall every day during last three months) and *zero*, respectively. At ninety-five percent confidence level and with a desired error precision of +/- one visit, necessary sample size is determined as 864.

On the other hand, Anderson and Gerbing (1988) argue that a sample size of 150 or more is sufficient to obtain parameter estimates with small standard errors. Kelloway (1998) also suggests that at least 200 observations are necessary to for an appropriate structural equation modeling. However, Hair et al. (2010) state that the minimum sample size required for testing complicated models with large number of constructs is 500. Since the mall shopping behavior model proposed here (Fig. 1) presents a complex set of relationships, an actual sample of more than 500 respondents is considered as adequate for accurate model testing.

Data collection process is assigned to a professional market research company². Three survey instruments that include eighty-nine items as measures of all the constructs of interest and questions about consumers' demographic characteristics (and that identify one of the three shopping malls selected as an anchor) are explained in detail to the five interviewers that administered the

² Related expenditures are funded by Boğaziçi University Research Fund with project code 09C203D.

questionnaires to the respondents through face-to-face interviews conducted at outdoor places. Interviews started on May 5, 2009 and lasted for three weeks.

The sampling method used to select study participants is two-stage cluster random sampling. Estimated sample size is distributed among the twenty-five districts in the European side of Istanbul in proportion to their population and respondents are selected randomly among people living within their boundaries³. As a result, 603 usable surveys are collected⁴.

Sample is distributed equally across the two genders. However, fifty-two percent of the respondents are at or below the age of twenty-five, while the remaining forty-eight percent are adults and elderly people. There is an uneven distribution across education and income categories as well. Almost eighty-percent of participants have at most a high school degree and around ninety percent have low and low-to-middle incomes. In addition, while about sixty percent of respondents are working people, more than seventy percent are not married and do not have a child. Details about the demographic characteristics of the sample are provided in Table 20.

³ Population figures and estimated sample size of each district are given in Table 43, Appendix IIA.

⁴ Distribution of the actual sample among the targeted twenty-five districts and the three shopping malls are given in Table 44, Appendix IIB.

Table 20. Sample Characteristics

Characteristics	Frequency	Percentage
Gender (<i>n</i>=603)		
Female	299	49.6%
Male	304	50.4%
Age (<i>n</i>=603)		
≤20	128	21.2%
21-30	288	51.1%
31-40	108	17.9%
41-50	42	7.0%
≥51	17	2.8%
Income (<i>n</i>=603)		
<1000TL	107	17.7%
1000-3000TL	428	71.0%
3000-6000TL	58	9.6%
6000-10000TL	4	.7%
>10000TL	6	1.0%
Education (<i>n</i>=603)		
No formal education	1	.2%
Primary school	29	4.8%
Secondary school	79	13.1%
High school	376	62.4%
University	115	19.1%
Master	2	.3%
PhD	1	.2%
Marital Status (<i>n</i>=603)		
Single	434	72.0%
Married	169	28.0%
Children (<i>n</i>=603)		
Yes	145	24.0%
No	458	76.0%
Work Status (<i>n</i>=603)		
Employed	350	58.0%
Not employed	253	42.0%

CHAPTER V

DATA ANALYSES AND FINDINGS

Researchers should have a solid understanding of the data and relationships among variables in order to ensure accuracy of the results of multivariate analyses (Hair et al., 2010). Therefore, this chapter starts with a discussion on data screening, which includes examination of the data in terms of missing values, outliers, and its statistical characteristics. Then, exploratory factor analyses and reliability tests that are conducted for measure purification and confirmatory factor analyses that are conducted for measure validation are explained consecutively. In the final part, results of hypotheses tests (multiple regression and structural equation modeling analyses) are provided. While AMOS 18.0 is used for measurement and structural model assessments as well as multiple group analyses, SPSS 18.0 is used for all the remaining statistical tests.

Data Screening

Missing Data

Incomplete data are usually difficult to avoid in multivariate analyses. Hence, the extent and impact of missing data should always be checked in order to prevent getting biased results (Hair et al., 2010). It is suggested that one of the alternative

imputation methods, which are processes that replace missing values based on available data, should be used before conducting any analyses to test research hypotheses (Little & Rubin, 2002). However, since there are no missing values in the data collected for this study, these issues were not of concern.

Outliers

Outliers are observations that are distinctly different from other observations and that can radically alter statistical analyses. According to Hair et al. (2010), these extreme cases cannot be judged as problematic and their effects on results should be considered within the context of the analysis. The authors also state that they should not be deleted as long as they represent a part of the population, so that generalizability of findings will not be limited.

The most common univariate method to detect outliers is to convert metric variables into standardized scores. If the sample size is large, observations with standardized values greater than +/- 4.0 are considered as extreme cases (Hair et al., 2010). In this study, eighty-nine items included in the questionnaire are transformed into standardized values and it is observed that thirty-nine variables have at least one outlier and the highest number of influential observations on a single variable is six⁵. However, since these scores are not high above the threshold values and there are 603 respondents, these cases are judged as not detrimental for further multivariate analyses.

⁵ Number of outliers for each variable is given in Table 45, Appendix IIIA.

Normality

Normality, which refers to the variation of the data distribution for a metric variable from the normal distribution, is the most important data assumption in multivariate analyses since all statistical tests are invalid unless this assumption is met (Hair et al., 2010). According to Raykov and Marcoulides (2008), many researchers fail to assess normality of their data, leading them to arrive at biased conclusions. To overcome the nonnormality problem, Hancock and Mueller (2008) suggest the use of a number of measures including univariate and multivariate skewness and kurtosis values. In addition, SPSS 18.0 includes *Shapiro-Wilks* and *Kolmogorov-Smirnov* (with Lilliefors Significance Correction) tests to check for normal distribution of the data.

Univariate normality of measures of this study is assessed by an examination of skewness and kurtosis values and results of Kolmogorov-Smirnov tests⁶. It is seen that negative skewness and positive kurtosis values of all the observed variables create nonnormality problem. The significant test statistics obtained from Kolmogorov-Smirnov tests in all cases also show that the data are not normally distributed. Although all the variables are transformed in a number of ways including taking the inverse, square root, or squared or cubed terms, none of these remedies helped to achieve normal distribution. However, the large sample size is expected to diminish the negative effects of nonnormality on further analyses (Hair et al., 2010).

⁶ Skewness and kurtosis values of measures and results of Kolmogorov-Smirnov tests are given in Tables 46 (Appendix IIIB) and Table 47 (Appendix IIIC).

Homoscedasticity

Homoscedasticity is the assumption that the variance in a dependent variable is the same for the range of values of an independent variable (Hair et al., 2010). The significance of this assumption from a statistical point of view is that "... the variance of the dependent variable being explained in a dependence relationship should not be concentrated in only a limited range of the independent values" (Hair et al., 2010, p. 74).

There are both graphical (e.g., *scatterplots*) and statistical (e.g., *Levene test*, *Brown & Forsythe test*) tests of homoscedastic relationships. Among these alternative methods, Levene tests are conducted to examine dispersion of the variance in dependent variables of this study (i.e., visit frequency within last three months, average time spent, average money spent, and repatronage intention) across groups defined by different demographic characteristics (i.e., gender, age, income, family size, and work status). Results confirm that all the patronage measures have equal variances across groups formed by these nonmetric variables that are proposed as stimulus factors influencing mall shopper behavior in Fig. 1⁷. The only exception is the heteroscedasticity in average money spent across different income levels. This is probably because more than seventy percent of respondents are in the same income group and those closer to either the lower or upper limits of the category have quite different spending patterns.

⁷ Related statistics are given in Table 48, Appendix IIID.

Linearity

In all multivariate analyses that are based on correlations among measures, linear associations between variables become crucial since lack of linearity will lead to underestimation of the actual strengths of relationships (Hair et al., 2010).

Therefore, it is always important to examine whether there are any nonlinear patterns in the data or not. The most common ways of detecting nonlinearity are to examine scatterplots among the variables or to run regression analysis and to check residuals. Since residuals represent the unexplained portion of the dependent variables, they will depict any nonlinear portion of the relationships (Hair et al., 2010).

In this study, regression analyses are conducted for each one of the patronage variables where items measuring environmental, personal, and attitudinal factors are averaged respectively to create composite indicants for the constructs and used as independent variables; and residual plots are used to check linearity. Examination of residuals in all cases reveals that there is no nonlinearity problem in the data.

Multicollinearity

Multicollinearity is the high correlation among independent variables so that the effects of these variables on the dependent variable cannot be separated. However, the ideal situation is to have independent variables that are correlated with the dependent variable but not among themselves (Hair et al., 2010). There are two ways to identify multicollinearity problem in the data. First one is to examine the correlation matrix of the independent variables and the second one is to treat each

independent variable as a dependent variable and regress it against other independent variables (Hair et al., 2010). Two statistical measures of multicollinearity are *tolerance* and *variance inflation factor* (VIF) values. While tolerance reflects the amount of variability of the independent variable not explained by other independent variables, VIF is the inverse of tolerance value (Hair et al., 2010).

Multicollinearity among the independent variables of the present study (i.e., shopping mall perceptions, shopping involvement, need for affiliation and recognition, and brand/price oriented decision-making styles) is assessed by both of these methods: bivariate correlations among these constructs and a regression analysis with one of the patronage measures (visit frequency) as the dependent variable⁸. Low correlation coefficients, high tolerance values, and low VIF (variance inflation factor) values indicate that there is not a significant multicollinearity problem for mall perceptions, shopping involvement, and needs for social affiliation and recognition. However, low tolerance values for and a high negative correlation between brand and price orientations prove that the two constructs have collinearity. Factor analyses of the six items regarding these decision-making styles also show that they all load on the same factor, while price orientation measures have negative factor loadings. Therefore, it can be concluded that these decision-making modes represent two ends of a continuum. This is also supported by the fact that when measures of price orientation are reversed, the two orientations produce a coefficient alpha estimate of 0.90. Accordingly, in the rest of the analyses, these decision-making modes are treated as a single construct to represent consumers that have a tendency to buy branded products without considering price.

⁸ Related statistics are given in Table 49, Appendix III E.

Measure Purification

Exploratory factor analyses (EFA) and reliability tests are conducted to purify measurement scales as a preliminary step to measure validation through confirmatory factor analyses.

The primary purpose of conducting EFA is to understand the underlying structure (dimensionality/unidimensionality) among variables in an analysis (Hair et al., 2010). Unidimensionality of a measure implies that all the variables that make up the scale load on one and only one construct. Since reliability tests assume but not ensure unidimensionality, it should be checked before calculating any internal consistency estimate (Garver & Mentzer, 1999; Gerbing & Anderson, 1984). In addition, among the two basic EFA methods – *common factor* and *component* analyses – common factor analysis is more appropriate to summarize data, while component analysis is more meaningful when the purpose is to identify the underlying factors that represent what a set of variables share in common (Hair et al., 2010). Furthermore, it is important to check the appropriateness of data for EFA by examining both the *Kaiser-Meyer-Olkin measure of sampling adequacy* (KMO) and the significance level of *Bartlett's test of sphericity*. A high KMO value and a significant Bartlett test reflect a high degree of intercorrelations among the variables and justify the use of EFA (Hair et al., 2010).

Reliability, on the other hand, is the extent to which measurement scales produce consistent results on repeated trials; and, therefore, is important for replicability of research findings. The most prevalent reliability test is the *Cronbach's alpha*, which is an internal consistency estimation where each item in a

scale is correlated with all the other items (inter-item correlations) and with the summated scale score (item-to-total correlations) and a reliability coefficient is produced based on average correlations among items (Hair et al., 2010). Although a reliability coefficient of .60 is acceptable in exploratory research (Peter, 1979), the general rule of thumb is that Cronbach's alpha measures should be at least .70 to ensure high internal consistency (Churchill, 1979; Nunnally, 1978). In addition, measures with item-to-total correlations less than .30 are suggested to be eliminated to improve reliability of scales (Dunn, Seaker, & Waller, 1994). Finally, an item should be considered for deletion if its elimination from the scale improves Cronbach's alpha significantly.

In order to assess dimensionality/unidimensionality and internal consistency of all the measures in this study, both EFA and reliability tests are conducted. In all factor analyses, factors are extracted based on the criterion of eigenvalue greater than one and Principal Component Analysis (PCA) using Varimax rotation procedure in SPSS 18.0 is used unless it is stated otherwise. For measure purification purposes, items that have low factor loadings (Nunnally, 1978) and high cross-loadings (Comrey, 1973) as well as low item-to-total correlations (Dunn et al., 1994) are excluded from the scales.

The forty-three items measuring consumers' shopping mall perceptions have high internal consistency, reflected by a Cronbach's alpha estimate of .94. Means and standard deviations of these variables, each item's correlation with the total scale, and the reliability estimate for the scale if these measures are individually deleted are shown in Table 21. It is observed that elimination of any item do not improve the scale's internal consistency and item-to-total correlations of all the measures are above the threshold limits.

Table 21. Descriptive and Reliability Statistics for Measures of Mall Perceptions

Item	Mean	S. D.	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
The ... mall plays music that I like.	4.52	1.01	.38	.94
The ... mall lighting is appropriate.	5.02	.74	.52	.94
The ... mall temperature is comfortable.	4.99	.68	.56	.94
The ... mall's architecture gives it an attractive character.	4.87	.83	.51	.94
The ... mall is decorated in an attractive fashion.	5.00	.69	.54	.94
I like the type of consumers in ... mall.	4.70	.90	.41	.94
The public spaces are bright and airy at ... mall.	5.12	.70	.59	.94
The public places are visually appealing at ... mall.	4.96	.75	.50	.94
I have a friendly reception from staff at this mall.	4.75	.90	.48	.94
The ... mall is clean and fresh.	5.07	.79	.61	.94
I can find everything I need at this mall.	4.96	.74	.52	.94
There is an attractive range of shops at ... mall.	5.08	.65	.53	.94
Merchandise variety is good at ... mall.	4.89	.82	.50	.94
Service variety is good at ... mall.	4.79	.82	.49	.94
The ... mall includes store(s) that I like most.	4.94	.68	.55	.94
It is easy to move between stores at ... mall.	5.08	.75	.61	.94
It is easy to find stores at ... mall.	4.93	.81	.45	.94
The ... mall is good at providing a secure environment to spend time.	4.99	.76	.49	.94
The ... mall is good at providing comfortable seats during shopping.	5.01	.82	.53	.94

Table 21. continued.

Item	Mean	S. D.	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
The ... mall has a comfortable interior design.	5.05	.72	.48	.94
Parking arrangements are good at ... mall.	4.55	1.03	.54	.94
The ... mall's walkway spaces are good.	5.09	.68	.69	.94
The ... mall has good entertainment facilities.	4.69	.89	.48	.94
The ... mall has good fun and entertainment programs.	4.41	1.08	.57	.94
The ... mall has good fun spaces for kids.	4.87	.90	.43	.94
The ... mall has good entertainment places for youth.	5.03	.73	.61	.94
The ... mall has good movie theaters.	4.81	.87	.49	.94
The atmosphere is pleasant in the food court at ... mall.	4.84	.81	.53	.94
It is good that the ... mall includes a supermarket.	5.06	.86	.34	.94
The ... mall has adequate and well-designed entrances.	4.86	.76	.49	.94
The ... mall has a good vertical transportation system.	5.03	.64	.48	.94
It is good to have a baby-feeding area in this mall.	4.93	.90	.32	.94
It is good to have a place to leave children in this mall.	4.88	.87	.43	.94
The advertising is visually appealing for ... mall.	4.04	1.25	.55	.94
The advertising for ... mall presents interesting activities.	4.15	1.21	.57	.94
You often see advertising for ... mall.	3.97	1.29	.55	.94
There are usually good promotional campaigns in the ... mall.	4.44	4.04	.45	.94
The ... mall is very popular among my friends and family.	4.97	.65	.56	.94
The ... mall has places to meet others.	5.04	.71	.60	.94
The ... mall is suitable for shopping with friends.	4.98	.69	.55	.94
The ... mall's location is convenient for me.	4.74	1.09	.53	.94
The ... mall is located near my home/work.	4.50	1.03	.44	.94
It is easy to get to ... mall.	4.50	1.09	.48	.94

EFA for these forty-three measures is conducted using Oblimin rotation procedure in SPSS 18.0, since dimensions reflecting consumers' mall perceptions are judged to be correlated (Hair et al., 2010). Although the items are expected to load on the eight dimensions derived from literature (i.e., atmospheric, assortment, comfort and

convenience, entertainment orientation, facilities, promotions, social environment, and location), results show that they represent a different factor structure. Based on the resulting six-factor solution, thirteen items are excluded from further analyses since they do not have considerable loadings on any of the dimensions underlying the data. Cronbach's alpha estimate for the final thirty-item scale is .92. Distribution of these items across the factors, internal consistency estimates of the factors, the amount of variance explained by each factor, and the items eliminated from the scale are shown in Table 22. It is seen that the first factor has the highest explanatory power and the total variance explained by the remaining factors are considerably low.

Table 22. EFA Results for Measures of Mall Perceptions

Item	Factor Loadings						Cronbach's Alpha	Variance Explained
	1	2	3	4	5	6		
<i>Comfort</i>								
It is easy to move between stores at ... mall.	.68							
The ... mall includes store(s) that I like most.	.68							
It is easy to find stores at ... mall.	.61							
The ... mall is good at providing comfortable seats during shopping.	.59							
The ... mall has places to meet others.	.53							
The public spaces are bright and airy at ... mall.	.52						.86	30%
The ... mall has good entertainment places for youth.	.50							
The ... mall is suitable for shopping with friends.	.47							
The ... mall's walkway spaces are good.	.46							
There is an attractive range of shops at ... mall.	.44							
The atmosphere is pleasant in the food court at ... mall.	.44							
<i>Promotions</i>								
The advertising is visually appealing for ... mall.		.77						
You often see advertising for ... mall.		.74					.83	5%
The advertising for ... mall presents interesting activities.		.68						
<i>Facilities</i>								
It is good to have a baby-feeding area in the ... mall.			.88					
The ... mall has good fun spaces for kids.			.81				.80	5%
It is good to have a place to leave the children in the ... mall.			.74					
It is good that the ... mall includes a supermarket.			.58					

Table 22. continued.

Item	Factor Loadings						Cronbach's Alpha	Variance Explained
	1	2	3	4	5	6		
<i>Location</i>								
It is easy to get to ... mall.				.93			.88	4%
The ... mall is located near my home/work.				.93				
The ... mall's location is convenient for me.				.82				
<i>Intangible atmosphere</i>								
The ... mall plays music that I like.					.76			
I have a friendly reception from staff at ... mall.					.70		.57	3%
I like the type of consumers in ... mall.					.59			
<i>Tangible atmosphere</i>								
The ... mall has adequate and well-designed entrances.						.73		
Parking arrangements are good at ... mall.						.62		
The ... mall has a comfortable interior design.						.57	.71	3%
The ... mall is clean and fresh.						.49		
The ... mall is decorated in an attractive fashion.						.46		
The ... mall lighting is appropriate.						.45		
<i>Items deleted</i>								
The ... mall is very popular among my friends and family.	.34							
The ... mall is good at providing a secure environment to spend time.	.30							
The ... mall's architecture gives it an attractive character.	.33							
The public places are visually appealing at ... mall.	.33							
I can find everything I need at this mall.	.35							
Merchandise variety is good at ... mall.	.26							
The ... mall has good fun and entertainment programs.		.37						
There are usually good promotional campaigns in the ... mall.		.35						
The ... mall has good entertainment facilities.			.24					
The ... mall has good movie theaters.				.24				
Service variety is good at ... mall.					.29			
The ... mall has a good vertical transportation system.						.40		
The ... mall temperature is comfortable.						.37		
Total variance explained = 53%								
Kaiser-Meyer-Olkin Measure of Sampling Adequacy = .95								
Significance of Bartlett's Test of Sphericity = .00								

On the other hand, as expected, EFAs conducted separately for items measuring consumers' *shopping involvement* ($\alpha = 0.91$), *need for social affiliation* ($\alpha = 0.64$), *need for social recognition* ($\alpha = 0.74$), *decision-making orientation* ($\alpha = 0.90$), *utilitarian mall shopping motivations* ($\alpha = 0.78$), *hedonic mall shopping motivations* ($\alpha = 0.52$), and their shopping mall related *emotions* ($\alpha = 0.93$), *cognitions* ($\alpha = 0.73$), and *satisfaction* ($\alpha = 0.79$) produced single-factor solutions. Reliability coefficients of all the scales, except need for social affiliation and hedonic mall shopping

motivations, are at acceptable levels as well (Nunnally, 1978). However, Cronbach's alpha of .64 for the need for social affiliation measures is judged to be tolerable since this is the exploratory part of the study and the decision to exclude this construct from further analysis is going to be taken at the measure validation stage. On the other hand, one of the items measuring hedonic mall shopping motivations has a very low correlation with the total scale; and, therefore, it is eliminated. The resulting Cronbach's alpha coefficient is .79. Since there are no problems in the factor structures and internal consistency estimates of these scales, no additional items are deleted. Results of EFA for each scale are provided in Table 23 and descriptive statistics of these variables, their correlations with their related scales, and the reliability estimate for their scales if these measures are individually deleted are shown in Table 24.

Table 23. EFA Results for Measures of Stimulus-Organism-Response Factors (Except Mall Perceptions, Activities, and Patronage)

Item	Factor Loadings
<i>Shopping involvement</i>	
Going shopping is unimportant – important.	.94
Going shopping is unexciting – exciting.	.92
Going shopping is unappealing – appealing.	.92
Total variance explained = 86%	
Kaiser-Meyer-Olkin Measure of Sampling Adequacy = .76	
Significance of Bartlett's Test of Sphericity = .00	
<i>Need for social affiliation</i>	
I am a person who has no difficulty mingling in a group.	.74
I am a person who likes to seek contact with others.	.78
I am a person who simply enjoys the crowds.	.77
Total variance explained = 58%	
Kaiser-Meyer-Olkin Measure of Sampling Adequacy = .65	
Significance of Bartlett's Test of Sphericity = .00	
<i>Need for social recognition</i>	
I am a person who likes to be appreciated by others.	.82
I am a person who likes to be respected by others.	.80
I am a person who likes to be appreciated by acquaintances.	.81
Total variance explained = 66%	
Kaiser-Meyer-Olkin Measure of Sampling Adequacy = .69	
Significance of Bartlett's Test of Sphericity = .00	

Table 23. continued.

Item	Factor Loadings
<i>Decision-making orientation</i>	
The more expensive brands are usually my choices.	.92
I usually buy well-known, national, or designer brands.	.48
The higher the price of a product, the better its quality.	.74
I consider price first.	.78
I usually compare three brands before shopping.	.92
The lower price products are usually my choice.	.93
Total variance explained = 66%	
Kaiser-Meyer-Olkin Measure of Sampling Adequacy = .82	
Significance of Bartlett's Test of Sphericity = .00	
<i>Utilitarian Motivations</i>	
I go to shopping malls to shop for a brand new item to replace an old one.	.91
I go to shopping malls to find exactly what I want in the least amount of time.	.91
Total variance explained = .82	
Kaiser-Meyer-Olkin Measure of Sampling Adequacy = .50	
Significance of Bartlett's Test of Sphericity = .00	
<i>Hedonic Motivations</i>	
I go to shopping malls for browsing.	.11
I go to shopping malls for hanging out.	.81
I go to shopping malls for meeting with friends.	.79
Total variance explained = 57%	
Kaiser-Meyer-Olkin Measure of Sampling Adequacy = .52	
Significance of Bartlett's Test of Sphericity = .00	
<i>Emotions</i>	
I feel unhappy – happy in ... mall.	.77
I feel melancholic – contented in ... mall.	.81
I feel annoyed – pleased in ... mall.	.80
I feel sluggish – frenzied in ... mall.	.86
I feel calm – excited in ... mall.	.80
I feel relaxed – stimulated in ... mall.	.82
I feel guided – autonomous in ... mall.	.77
I feel controlled – controlling in ... mall.	.78
I feel submissive – dominant in ... mall.	.77
Total variance explained = 64%	
Kaiser-Meyer-Olkin Measure of Sampling Adequacy = .92	
Significance of Bartlett's Test of Sphericity = .00	
<i>Cognitions</i>	
The ... mall has a definite theme.	.79
The ... mall is particularly unique.	.87
The ... mall is of high quality.	.77
Total variance explained = 65%	
Kaiser-Meyer-Olkin Measure of Sampling Adequacy = .64	
Significance of Bartlett's Test of Sphericity = .00	
<i>Satisfaction</i>	
On the whole, I am satisfied with ... mall.	.82
I think I do the right thing by coming to ... mall.	.83
The ... mall is exactly what a shopping mall should be.	.88
Total variance explained = 71%	
Kaiser-Meyer-Olkin Measure of Sampling Adequacy = .69	
Significance of Bartlett's Test of Sphericity = .00	

Table 24. Descriptive and Reliability Statistics for Stimulus-Organism-Response Factors (Except Mall Perceptions, Activities, and Patronage)

Item	Mean	S. D.	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
<i>Shopping involvement</i>				
Going shopping is unimportant – important.	5.54	1.10	.81	.89
Going shopping is unexciting – exciting.	5.22	1.27	.83	.89
Going shopping is unappealing – appealing.	5.47	1.09	.86	.86
<i>Need for social affiliation</i>				
I am a person who has no difficulty mingling in a group.	5.07	.83	.42	.58
I am a person who likes to seek contact with others.	5.13	.77	.47	.51
I am a person who simply enjoys the crowds.	5.10	.77	.46	.53
<i>Need for social recognition</i>				
I am a person who likes to be appreciated by others.	5.29	.78	.58	.63
I am a person who likes to be respected by others.	5.26	.75	.55	.67
I am a person who likes to be appreciated by acquaintances.	5.39	.71	.56	.66
<i>Decision-making orientation</i>				
The more expensive brands are usually my choices.	3.33	1.43	.87	.85
I usually buy well-known, national, or designer brands.	4.25	.85	.38	.92
The higher the price of a product, the better its quality.	3.16	1.22	.63	.89
I consider price first.	3.97	1.14	.68	.88
I usually compare three brands before shopping.	3.45	1.34	.86	.85
The lower price products are usually my choice.	3.35	1.46	.89	.85

Table 24. continued.

Item	Mean	S. D.	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
<i>Utilitarian Motivations</i>				
I go to shopping malls to shop for a brand new item to replace an old one.	3.59	1.30	.65	-
I go to shopping malls to find exactly what I want in the least amount of time.	3.63	1.20	.65	-
<i>Hedonic Motivations</i>				
I go to shopping malls for browsing.	3.70	1.22	.14	.79
I go to shopping malls for hanging out.	5.04	.91	.47	.20
I go to shopping malls for meeting with friends.	4.95	.84	.46	.25
<i>Emotions</i>				
I feel unhappy – happy in ... mall.	6.09	.94	.71	.92
I feel melancholic – contented in ... mall.	5.80	.94	.75	.92
I feel annoyed – pleased in ... mall.	6.04	.96	.74	.92
I feel sluggish – frenzied in ... mall.	5.63	1.03	.81	.92
I feel calm – excited in ... mall.	5.49	1.13	.74	.92
I feel relaxed – stimulated in ... mall.	5.71	1.05	.77	.92
I feel guided – autonomous in ... mall.	6.10	.93	.71	.92
I feel controlled – controlling in ... mall.	5.90	.94	.72	.92
I feel submissive – dominant in ... mall.	.74	1.00	.71	.92
<i>Cognitions</i>				
The ... mall has a definite theme.	4.54	.82	.54	.66
The ... mall is particularly unique.	4.52	.87	.65	.51
The ... mall is of high quality.	4.88	.59	.51	.71
<i>Satisfaction</i>				
On the whole, I am satisfied with ... mall.	4.89	.55	.59	.75
I think I do the right thing by coming to ... mall.	4.79	.60	.61	.74
The ... mall is exactly what a shopping mall should be.	4.73	.67	.70	.65

In addition, a coefficient alpha score cannot be estimated for the seven items measuring consumers' level of participation in mall related activities since they are formative in nature. While all these measures loaded on the same factor in the EFA results, two items (i.e., "I go to a movie" and "I make an unplanned purchase") are excluded from further analyses due to their low factor loadings (see Table 25).

Table 25. EFA Results for Measures of Mall Related Activities

Item	Mean	S.D.	Factor Loadings
I socialize with friends and family.	3.12	.68	.72
I go to a movie.	2.24	.93	.51
I browse in a store without planning to buy.	2.69	.84	.63
I buy a snack.	2.82	.77	.77
I have a lunch/dinner.	2.87	.78	.73
I shop in a store to buy something.	2.94	.75	.74
I make an unplanned purchase.	2.29	.73	.46
Total variance explained = 44%			
Kaiser-Meyer-Olkin Measure of Sampling Adequacy = .82			
Significance of Bartlett's Test of Sphericity = .00			

Finally, standardized scores for the four indicators of shopping mall patronage (i.e., visit frequency, time spent, money spent, repatronage intention) are used to test reliability and unidimensionality of the scale to eliminate differences in measurement scales. Cronbach's alpha is .27, high below the acceptable limits and all the variables have very low item-to-total correlations (see Table 26).

Table 26. Descriptive and Reliability Statistics for Measures of Mall Patronage

Item	Mean*	S. D.*	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Visit frequency	3.43	3.32	.16	.17
Time spent	2.59	1.21	.16	.16
Money spent	86.93	130.64	.08	.27
Repatronage intention	4.80	.68	.12	.22

* Means and standard deviations of the items are obtained from nonstandardized

When EFA is conducted, it is observed that these four items load on two factors. While visit frequency and repatronage intention make up one dimension, time and money spent in the mall represent the other dimension (see Table 27). However, Cronbach's alpha estimates for these two factors are also very low: 0.30 and 0.26, respectively. Therefore, these items cannot be averaged to create composite scores and they are going to be analyzed separately during the hypotheses testing process.

Table 27. EFA Results for Measures of Mall Patronage

Item	Factor Loadings	
	1	2
Visit frequency	.72	
Time spent		.70
Money spent		.80
Repatronage intention	.78	
Total variance explained = 59%		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy = .51		
Significance of Bartlett's Test of Sphericity = .00		

Measure Validation

Confirmatory Factor Analyses

Confirmatory factor analysis (CFA) is conducted to further assess the dimensionality, reliability, and validity of the purified measures. There are several goodness-of-fit (GOF) indices, which are functions of chi-square tests and assess the similarity between estimated and observed covariance matrices (Hair et al., 2010). These indices are classified into three groups: *absolute fit indices* [chi-square statistic, goodness-of-fit index (GFI), root mean square error of approximation (RMSEA), root mean square residual (RMR), normed chi-square], *incremental fit indices*

[normed fit index (NFI), comparative fit index (CFI), Tucker-Lewis index (TLI), and relative non-centrality index (RNI)], and *parsimony fit indices* [adjusted goodness-of-fit index (AGFI) and parsimony normed fit index (PNFI)]. While absolute fit indices reflect how well the proposed model reproduces the observed data; incremental fit indices assess the fit between the estimated model and the baseline model where all observed variables are uncorrelated and parsimony fit indices compare a number of competing models by examining their fit relative to their complexity (Hair et al., 2010). Although there is not a consensus on which GOF indices are best to assess model fit, the general tendency is to use multiple indices of differing types (Hancock & Mueller, 2008).

Accordingly, chi-square test, CFI, GFI, RMR, and RMSEA are selected as the GOF indices to be used for both measurement and structural model assessments of the present study. Hair et al. (2010) states that if the number of observations is greater than 250 and the model is complex with more than thirty observed variables, chi-square statistic is expected to be significant, and CFI and GFI values above .90 and RMR and RMSEA values below .07 indicate acceptable model fit.

Since the total number of parameters to be estimated in the proposed mall shopping behavior model is large, two separate CFA using maximum likelihood estimation procedure (MLE) are conducted to achieve sufficient parameter to subject ratio (Tabachnick & Fidell, 2001). First, thirty items measuring consumers' *shopping mall perceptions* are hypothesized to load on six dimensions (comfort, promotions, facilities, location, tangible atmosphere, and intangible atmosphere) that emerged as a result of EFA. This six-factor model produced a significant chi-square statistic [$\chi^2_{(390)} = 872$], which is expected due to the large sample size. In addition, although

the GOF indices signal that the observed and estimated covariance matrices fit well [CFI = .93; GFI = .91; RMR = .04; root mean square error of approximation RMSEA = .05], six items are dropped out of the study due to their low standardized loadings. When the GOF indices of the new measurement model is examined, it is seen that the chi-square test is still significant but all the other fit measures are at acceptable limits and the remaining twenty-four mall perception items have standardized loadings significant at a *p* value of .01 (see Table 28). Items deleted from the scale are also shown in Table 29.

Table 28. GOF Indices and Standardized Item Loadings for Measures of Mall Perceptions

Item	Standardized Loadings
It is easy to move between stores at ... mall.	.67***
The ... mall is good at providing comfortable seats during shopping.	.59***
The ... mall has places to meet others.	.67***
The public spaces are bright and airy at ... mall.	.67***
The ... mall has good entertainment places for youth.	.66***
The ... mall is suitable for shopping with friends.	.61***
The ... mall's walkway spaces are good.	.74***
The atmosphere is pleasant in the food court at ... mall.	.59***
The advertising is visually appealing for ... mall.	.73***
In general, there is an attractive range of shops at ... mall.	.58***
You often see advertising for ... mall.	.84***
The advertising for ... mall presents interesting activities.	.81***
It is good to have a baby-feeding area in the ... mall.	.75***
The ... mall has good fun spaces for kids.	.78***
It is good to have a place to leave the children in the ... mall.	.72***
It is easy to get to ... mall.	.88***
The ... mall is located near my home/work.	.92***
The ... mall's location is convenient for me.	.75***
In general, I have a friendly reception from staff at ... mall.	.60***
I like the type of consumers in ... mall.	.69***
Parking arrangements are good at ... mall.	.60***
The ... mall has a comfortable interior design.	.64***
The ... mall is decorated in an attractive fashion.	.67***
The ... mall lighting is appropriate.	.65***
GOF Indices: $\chi^2_{(237)} = 539$; CFI = .95; GFI = .93; RMR = .04; RMSEA = .05	
*** <i>p</i> < .01 (one-tailed tests).	

Table 29. Items Deleted from Measures of Mall Perceptions

Item	Factor	Standardized Loadings
The ... mall has adequate and well-designed entrances.	Tangible Atmosphere	.57***
The ... mall is clean and fresh.	Tangible Atmosphere	.55***
The ... mall plays music that I like.	Intangible Atmosphere	.53***
The ... mall includes store(s) that I like most.	Comfort	.55***
It is easy to find stores at ... mall.	Comfort	.50***
It is good that the ... mall includes a supermarket.	Facilities	.48***

*** $p < .01$ (one-tailed tests).

Next, measures of the remaining constructs (i.e., *shopping involvement* – three items, *need for social affiliation* – three items, *need for social recognition* – three items, *decision-making orientation* – six items, *mall satisfaction* – three items, and *mall related emotions and cognitions* – nine and three items, respectively) are evaluated through a second CFA. However, four *shopping mall patronage* measures that do not have a single factor structure and have a very low reliability coefficient are going to be used as single-item indicants while testing the hypotheses and are not included in this confirmatory model. Similarly, five formative items of the *activities* scale are left out this analysis. As a result, similar to the previous CFA, the seven-factor model resulted in a significant chi-square statistic [$\chi^2_{(384)}=1710$]. On the other hand, GOF indices are relatively lower: [CFI=.88; GFI=.83; RMR=.05; RMSEA=.08]; mainly due to the items that have low standardized loadings (shown in Table 30).

Table 30. Items Deleted from Measures of Individual Stimuli

Item	Construct	Standardized Loadings
I am a person who has no difficulty mingling in a group.	Need for social affiliation	.51***
I am a person who likes to seek contact with others.	Need for social affiliation	.69***
I am a person who simply enjoys the crowds.	Need for social affiliation	.63***
The ... mall has a definite theme.	Cognitions	.63***
I consider price first.	Decision-making	.67***
I usually buy well-known, national, or designer brands.	Decision-making	.39***
The higher the price of a product, the better its quality.	Decision-making	.66***

*** p<.01 (one-tailed tests).

Table 31 presents GOF indices of the second measurement model after these seven items are deleted, as well as the standardized loadings of the remaining measures. It is seen that there is a considerable improvement in the model fit.

Table 31. GOF Indices and Standardized Item Loadings for Measures of Individual Stimuli

Item	Standardized Regression Weights
I feel unhappy – happy in ... mall.	.73***
I feel melancholic – contented in ... mall.	.78***
I feel annoyed – pleased in ... mall.	.76***
I feel sluggish – frenzied in ... mall.	.84***
I feel calm – excited in ... mall.	.77***
I feel relaxed – stimulated in ... mall.	.81***
I feel guided – autonomous in ... mall.	.74***
I feel controlled – controlling in ... mall.	.76***
I feel submissive – dominant in ... mall.	.74***
The ... mall is particularly unique.	.70***
The ... mall is of high quality.	.75***
In general, going shopping is unimportant – important.	.86***
In general, going shopping is unexciting – exciting.	.89***
In general, going shopping is unappealing – appealing.	.91***
I am a person who likes to be appreciated by others.	.72***
I am a person who likes to be respected by others.	.70***
I am a person who likes to be appreciated by acquaintances.	.68***
I usually compare three brands before shopping.	.84***
The lower price products are usually my choice.	.99***
The more expensive brands are usually my choices.	.94***
On the whole, I am satisfied with ... mall.	.73***
I think I do the right thing by coming to ... mall.	.73***
The ... mall is exactly what a shopping mall should be.	.80***

GOF Indices: $\chi^2_{(215)}=955$; CFI=.92; GFI=.86; RMR=.05; RMSEA=.08

*** p<.01 (one-tailed tests).

Construct Validity

The aim of conducting CFA is to assess the validity of the measurement model, which reflects the extent to which observed variables accurately measure what they are supposed to measure (Cook & Campbell, 1979). Construct validity is assessed through both convergent and discriminant validities of the measurement scales. While convergent validity examines the similarity between related constructs, discriminant validity looks for “a divergence between measures of related but conceptually different things” (Cook & Campbell, 1979, p. 61).

Convergent validity of the measurement scale for consumers’ shopping mall perceptions is ensured by significant loadings of all items on their respective constructs, with lowest *t*-value being 12.52. In addition, all items measuring individual stimuli, emotional and cognitive responses to a shopping mall, and mall satisfaction load on their respective constructs significantly (lowest *t*-value is 12.34). Therefore, convergent validity is also achieved for these constructs. Finally, since average variance extracted (AVE) for each construct included in measurement model tests is greater than its squared correlations with other constructs (Fornell & Larcker, 1981), discriminant validity of the measurement scales are obtained as well (see Table 32).

Table 32. Descriptive Statistics for Constructs and Construct Correlations

	AVE	Mean	S.D.	1	2	3	4	5	6	7	8	9	10	11	12
(1) Shopping mall perceptions	.50	4.79	.50	.90											
(2) Shopping involvement	.79	5.41	1.07	.02	.91										
(3) Need for social recognition	.49	5.32	.61	.04	.36**	.74									
(4) Decision-making orientation	.85	3.51	1.34	.12**	-.01	-.06	.71								
(5) Emotions	.59	5.58	.79	.40**	.45**	.38**	.01	.93							
(6) Cognitions	.53	4.70	.64	.48**	.18**	.16**	.15**	.39**	.73						
(7) Activities	NA	2.89	.56	.01	.30**	.30**	.01	.38**	.19**	NA					
(8) Satisfaction	.57	4.81	.51	.54**	.19**	.12**	.10**	.48**	.61**	.22**	.57				
(9) Visit frequency	NA	3.43	3.32	.13**	.02	.03	.12**	.02	.07*	.06	.09*	NA			
(10) Time spent	NA	2.59	1.21	.06	.14**	.07*	.04	.12**	.11**	.14**	.11**	.08*	NA		
(11) Money spent	NA	86.93	130.64	-.19**	.17**	.08*	.12**	.03	.05	.17**	.01	.03	.15**	NA	
(12) Repatronage intention	NA	4.80	.68	.45**	.15**	.11**	.02	.31**	.37**	.11**	.35**	.18**	.07*	-.03	NA

Note: Values on the diagonal are Cronbach's alpha estimates.
 ** $p < .01$ (one-tailed tests).
 * $p < .05$ (one-tailed tests).

Multiple Group Confirmatory Factor Analyses

One of the most prominent objectives of this research is to test the differences in utilitarian versus hedonic shoppers' mall shopping behaviors. However, according to Hoe & Brekke (2009), measurement variance is "a prerequisite to making decisions that address group differences because finding differences or similarities across individuals and groups cannot be interpreted clearly unless measurement invariance is present" (p. 95).

Based on this fact, after all the scales are validated with the total sample, separate multi-group CFAs are done for the two measurement models described above, in order to ensure factor structure invariance across groups defined by utilitarian versus hedonic mall shopping motivations ($n = 334$ and $n = 269$, respectively). The initial aim was to divide respondents into four subsamples (i.e., high utilitarian motives – high hedonic motives; high utilitarian motives – low hedonic motives; low utilitarian motives – high hedonic motives; and low utilitarian motives – low hedonic motives) based on median-splits of both of the aggregated scales, the median-split of hedonic motivations scale could not be used since there are 222 individuals with the median hedonic motivation score (5.00) and including them in one of the groups would bias the results. As a result, sample is divided into two based on the median-split of utilitarian motives (median = 3.50): people who are above the median score are utilitarian shoppers and those who are at or below the median value are hedonic shoppers.

In line with Kline (2005), measurement invariance across mall shopper groups is tested by comparing the chi-square statistics obtained from unconstrained

models where all factor loadings are estimated freely for each subsample (configural invariance model) with those obtained from models where factor loadings are constrained to be invariant across groups (metric invariance model). If the chi-square differences between these models are nonsignificant (at a p value of .05), measurement invariance is ensured (French & Finch, 2006). In other words, when adding constraints to a model do not improve model fit significantly, these constraints can be accepted (Hair et al., 2010).

Table 33 provides results of the chi-square difference tests for both multiple group CFAs. It is seen that the differences in chi-square statistics are small and highly nonsignificant, ensuring that the same factor structure exists for both shopper groups (Kline, 2005). In addition, GOF indices for the two measurement models are at acceptable levels.

Table 33. Chi-squares Differences and GOF Indices for Multiple Group CFAs

	$\Delta\lambda^2$	Δdf	Sig.	CFI	GFI	RMR	RMSEA
<i>First CFA</i>							
(Six-factor structure for consumers' mall perceptions)	24.95	18	.13	.94	.90	.05	.04
<i>Second CFA</i>							
(Seven-factor structure for all other constructs except activities and patronage)	21.06	17	.22	.91	.83	.05	.06

Hypotheses Testing

Hypotheses derived from the proposed mall shopping behavior model are first tested with the full sample and the differences in utilitarian versus hedonic shoppers' mall shopping experiences are then examined through multiple group analyses. Both the full sample and multi-sample results are explained in the following parts of this chapter consecutively.

Full-Sample Results

Regression Analyses

In the proposed mall shopping behavior model, consumers' demographic characteristics (i.e., gender, age, income, family size – marital status and presence of children, and work status) are proposed as non-situational stimuli that shape individuals' responses to their environment. In order to test hypotheses related to these variables, items measuring shoppers' emotions, cognitions, and activity patterns regarding the shopping malls in question and their satisfaction with the malls are averaged to create composite indicants. Then, separate regression analyses are conducted where all these average scores as well as mall visit frequencies, average time and money they spent, and repatronage intentions are used as the dependent variables and dummy variables created for each one of the demographic characteristics are entered as independent variables. The results of these regression analyses are provided in Table 34.

Table 34. Effects of Demographic Characteristic on Organism-Response Factors

<i>Emotions</i>			
	Standardized Beta Coefficient	<i>t</i> Value	Sig.
Gender: Female	.09	2.03	.04
Age: Elderly	-.04	-.82	.41
Marital Status: Married	-.12	-1.46	.15
Children: Yes	.13	1.57	.12
Work Status: Employed	.01	.29	.76
Income: Middle	-.13	-2.63	.01
Income: High	.03	.62	.54
Education: High school	-.01	-.25	.80
Education: University	-.03	-.45	.65
<i>F</i> = 2.41; Sig. = .01; <i>R</i> ² = .04; Adjusted <i>R</i> ² = .02			
<i>Cognitions</i>			
	Standardized Beta Coefficient	<i>t</i> Value	Sig.
Gender: Female	.05	1.07	.29
Age: Elderly	-.05	-.97	.33
Marital Status: Married	-.12	-1.46	.15
Children: Yes	.11	1.35	.18
Work Status: Employed	.09	1.94	.05
Income: Middle	-.02	-.37	.71
Income: High	.01	.21	.84
Education: High school	.03	.53	.60
Education: University	.01	.20	.85
<i>F</i> = .89; Sig. = .53; <i>R</i> ² = .01; Adjusted <i>R</i> ² = .00			
<i>Activities</i>			
	Standardized Beta Coefficient	<i>t</i> Value	Sig.
Gender: Female	.09	2.16	.03
Age: Elderly	-.10	-1.91	.06
Marital Status: Married	-.11	-1.38	.17
Children: Yes	.17	2.17	.03
Work Status: Employed	.02	.39	.70
Income: Middle	-.28	-5.76	.00
Income: High	-.03	-.59	.56
Education: High school	-.03	-.47	.64
Education: University	-.01	-.15	.89
<i>F</i> = 6.50; Sig. = .00; <i>R</i> ² = .09; Adjusted <i>R</i> ² = .08			

Table 34. continued.

<i>Satisfaction</i>			
	Standardized Beta Coefficient	<i>t</i> Value	Sig.
Gender: Female	.02	.57	.57
Age: Elderly	-.08	-1.60	.11
Marital Status: Married	-.06	-.76	.45
Children: Yes	.11	1.35	.18
Work Status: Employed	.05	1.04	.30
Income: Middle	-.05	-1.05	.29
Income: High	.01	.21	.84
Education: High school	-.01	-.12	.91
Education: University	-.02	-.41	.68
<i>F</i> = .75; Sig. = .66; <i>R</i> ² = .01; Adjusted <i>R</i> ² = .00			
<i>Visit frequency</i>			
	Standardized Beta Coefficient	<i>t</i> Value	Sig.
Gender: Female	-.02	-.37	.71
Age: Elderly	-.03	-.60	.55
Marital Status: Married	.02	.24	.81
Children: Yes	-.05	-.62	.54
Work Status: Employed	.01	.30	.77
Income: Middle	.06	1.23	.22
Income: High	.09	1.79	.07
Education: High school	.06	.94	.32
Education: University	-.05	-.84	.40
<i>F</i> = 1.10; Sig. = .36; <i>R</i> ² = .02; Adjusted <i>R</i> ² = .00			
<i>Time spent</i>			
	Standardized Beta Coefficient	<i>t</i> Value	Sig.
Gender: Female	.12	2.85	.01
Age: Elderly	.12	2.42	.02
Marital Status: Married	.03	.37	.72
Children: Yes	-.12	-1.52	.13
Work Status: Employed	-.07	-1.49	.14
Income: Middle	.00	-.04	.97
Income: High	.06	1.27	.21
Education: High school	-.10	-1.78	.08
Education: University	-.06	-1.17	.24
<i>F</i> = 2.54; Sig. = .01; <i>R</i> ² = .04; Adjusted <i>R</i> ² = .02			

Table 34. continued.

<i>Money spent</i>			
	Standardized Beta Coefficient	<i>t</i> Value	Sig.
Gender: Female	.05	1.24	.22
Age: Elderly	-.08	-1.61	.11
Marital Status: Married	.04	.47	.64
Children: Yes	.00	-.03	.98
Work Status: Employed	.04	.99	.32
Income: Middle	.00	-.15	.88
Income: High	.28	5.90	.00
Education: High school	-.09	-1.65	.10
Education: University	.01	.09	.93
<i>F</i> = 7.44; Sig. = .00; R ² = .10; Adjusted R ² = .09			
<i>Repatronage intention</i>			
	Standardized Beta Coefficient	<i>t</i> Value	Sig.
Gender: Female	.07	1.60	.11
Age: Elderly	.04	.68	.50
Marital Status: Married	-.07	-.86	.39
Children: Yes	-.06	-.77	.44
Work Status: Employed	.01	.15	.88
Income: Middle	.05	.95	.34
Income: High	.08	1.50	.14
Education: High school	.03	.61	.54
Education: University	-.06	-1.10	.27
<i>F</i> = 1.744; Sig. = .08; R ² = .03; Adjusted R ² = .01			

As expected, women experience more positive emotional states at a shopping mall when compared to men and they show greater participation in mall related activities. Thus, H16 and H31a are supported. However, there are no significant gender differences in people's cognitive evaluations of shopping malls. Therefore, H24a is rejected. On the other hand, while women spent longer hours in shopping malls than men, the two genders are not significantly different in terms of their mall satisfaction levels, visit frequencies, average amount of spending, or repatronage intentions. As a result, H7a is fully supported but H7b is only partially supported.

When consumers' ages are concerned, results show that although teenagers and adults are not significantly different in terms of their emotional or cognitive responses to shopping malls, level of participation in mall related activities is higher for younger people than others. As a result, H17a and H25a are supported, but H32a is rejected. On the other hand, while age differences do not influence consumers' shopping mall satisfaction levels, visit frequencies, average spending in malls, and repatronage intentions, amount of time spent in malls is higher for adults than teenagers. To conclude, H8a and H8b are fully and partially supported, respectively.

Interestingly, four hypotheses about the influence of marital status and number of children on people's mall shopping attitudes and behaviors (H10a, H10b, H19, and H24c) are rejected. Specifically, being married and having children do not have any significant associations with individuals' emotions, cognitions, satisfaction, or patronage behavior regarding shopping malls. However, in support of H31c, families with children are found as participating in greater number of activities during their mall visits when compared to other people.

On the other hand, data provides evidence that consumers' satisfaction with or cognitive evaluations of shopping malls, the amount of time they spend in malls, or their repatronage intentions are not affected by their income levels. In addition, income is found to be positively correlated to shoppers' mall visit frequencies or amount of mall spending but negatively correlated to emotional experiences in malls or level of participation in mall related activities, at least so for middle income. As a result, H9a, H9b, and H24b are rejected and H18 and H31b are supported.

Finally, supporting H11a, H11b, H17b, and H32b, results prove that being employed or not does not make any difference in consumers' shopping mall

satisfaction and patronage levels, as well as their emotions and activity patterns regarding these enclosed environments. However, contrary to expectations, people who are employed are found to make more positive cognitive evaluations of malls. Thus, H25b is rejected.

Although not hypothesized, the influence of consumers' education levels on their emotional and cognitive responses to shopping malls, activity patterns in malls, and mall satisfaction levels as well as patronage behaviors are assessed. However, results provide evidence that level of education is not related to any one of these organism or response factors. Only a marginal negative effect is seen in the amount of time consumers who have only high school degrees spend in these environments.

Taking these effects into consideration, all constructs shown in Fig. 1 are controlled for the influence of consumers' demographic characteristics with an aim to see the pure relationships among environmental (i.e., shopping mall perceptions) and personal (i.e., shopping involvement, need for social recognition, decision-making orientation) stimuli and individuals' mall shopping attitudes and behaviors. Regression analyses are conducted for the three organism factors (i.e., emotions, cognitions, activities) and two response factors (i.e., satisfaction and patronage); and the amount of variance in these constructs that is unexplained by the differences in consumers' demographic profiles are used as input to the structural model assessments.

Structural Equation Modeling Analyses

After the measurement model is assessed in terms of its reliability validity based on the CFA results, separate *structural equation modeling analyses* (SEM) are conducted for each one of the mall patronage measures (i.e., visit frequency, time spent, money spent, and repatronage intention) that have a very low reliability. In other words, the proposed mall shopping behavior model is assessed four times by using each one of these indicators one at a time. Structural models are different from measurement models in that while a measurement model accentuates the relationships between latent constructs and observed variables, a structural model emphasizes the nature and degree of relationships among constructs (Hair et al., 2010). For all the structural model assessments conducted, the maximum likelihood estimation (MLE) method is used, since it provides unbiased and more consistent and efficient parameter estimates.

While testing the models, items measuring different dimensions of consumers' mall perceptions are averaged and used as multiple indicants of the construct. However, although all the six factors are proved to be valid and reliable measures of their related constructs, mall location and facilities are not included in the structural path analyses due to their low correlations with other mall environment dimensions. On the other hand, measures of consumers' level of shopping involvement, need for social recognition, decision-making orientation, and shopping mall related emotions, cognitions, activities, and satisfaction are aggregated to create composite scores. While measurement error terms for the formative indicator of consumers' level of participation in different activities at shopping malls and the four

mall patronage items are all fixed at ten percent of their observed variances; error terms of other constructs are determined as one minus coefficient alpha estimates of related measures. Furthermore, the three organism factors (emotions, cognitions, and activities) are allowed to covary by letting related parameters to be estimated freely. All structural path analyses produced significant chi-square statistics, which are expected due the large sample size (see Table 35).

Table 35. Chi-square Statistics and GOF Indices for the Structural Models

Patronage Measure	Fit Indices
Visit frequency	$\chi^2(26)=99$; CFI=.96; GFI=.97; RMR=.03; RMSEA=.07
Time spent	$\chi^2(26)=96$; CFI=.96; GFI=.97; RMR=.03; RMSEA=.07
Money spent	$\chi^2(26)=97$; CFI=.96; GFI=.97; RMR=.03; RMSEA=.07
Repatronage intention	$\chi^2(26)=105$; CFI=.96; GFI=.97; RMR=.03; RMSEA=.07

In Tables 36-39, all the parameter estimates obtained from these analyses are provided.

Table 36. Parameter Estimates (Mall Visit Frequency)

$\chi^2(26)=99$; CFI=.96; GFI=.97; RMR=.03; RMSEA=.07	Nonstandardized parameter estimate	Standardized parameter estimate	<i>t</i> value
<i>Hypothesized path</i>			
Mall perceptions → Emotions	.50	.43	11.22***
Mall perceptions → Cognitions	.69	.53	12.40***
Mall perceptions → Activities	.03	.03	.67
Mall perceptions → Satisfaction	.47	.37	7.73***
Mall perceptions → Patronage	.08	.07	1.02
Decision-making styles → Emotions	-.02	-.02	-.53
Decision-making styles → Cognitions	.10	.09	2.39**
Decision-making styles → Activities	.06	.06	1.41
Decision-making styles → Satisfaction	-.01	-.01	-.23
Decision-making styles → Patronage	.10	.10	2.31**
Need for social recognition → Emotions	.19	.21	5.64***
Need for social recognition → Cognitions	.07	.07	1.82*
Need for social recognition → Activities	.18	.21	4.67***
Need for social recognition → Satisfaction	-.07	-.07	-2.06**
Need for social recognition → Patronage	.04	.04	.88
Shopping involvement → Emotions	.39	.38	9.97***
Shopping involvement → Cognitions	.19	.16	4.00***
Shopping involvement → Activities	.19	.19	4.30***
Shopping involvement → Satisfaction	.05	.05	1.25
Shopping involvement → Patronage	.00	.00	-.04
Emotions → Satisfaction	.18	.17	3.66***
Cognitions → Satisfaction	.34	.35	8.80***
Activities → Satisfaction	.09	.08	2.45**
Emotions → Patronage	-.07	-.07	1.12
Cognitions → Patronage	.00	.00	-.10
Activities → Patronage	.07	.07	1.43
Satisfaction → Patronage	.05	.06	.88
Emotions ↔ Cognitions	.08	.12	2.40**
Cognitions ↔ Activities	.10	.12	2.64***
Emotions ↔ Activities	.17	.26	5.41***

*** $p < .01$ (one-tailed tests).

** $p < .05$ (one-tailed tests).

* $p < .10$ (one-tailed tests).

Table 37. Parameter Estimates (Time Spent in a Mall)

	Nonstandardized parameter estimate	Standardized parameter estimate	<i>t</i> value
$\chi^2(26)=.96$; CFI=.96; GFI=.97; RMR=.03; RMSEA=.07			
<i>Hypothesized path</i>			
Mall perceptions → Emotions	.57	.43	10.80***
Mall perceptions → Cognitions	.79	.53	12.29***
Mall perceptions → Activities	.04	.03	.66
Mall perceptions → Satisfaction	.54	.37	7.88***
Mall perceptions → Patronage	.03	.02	.35
Decision-making styles → Emotions	-.02	-.02	-.53
Decision-making styles → Cognitions	.10	.09	2.39**
Decision-making styles → Activities	.06	.06	1.41
Decision-making styles → Satisfaction	-.01	-.01	-.23
Decision-making styles → Patronage	.04	.05	1.05
Need for social recognition → Emotions	.19	.21	5.64***
Need for social recognition → Cognitions	.07	.07	1.82*
Need for social recognition → Activities	.18	.21	4.67***
Need for social recognition → Satisfaction	-.07	-.07	-2.06**
Need for social recognition → Patronage	.03	.03	.71
Shopping involvement → Emotions	.39	.21	9.97***
Shopping involvement → Cognitions	.19	.16	4.00***
Shopping involvement → Activities	.19	.19	4.30***
Shopping involvement → Satisfaction	.05	.05	1.25
Shopping involvement → Patronage	.07	.07	1.27
Emotions → Satisfaction	.18	.17	3.66***
Cognitions → Satisfaction	.34	.35	8.81***
Activities → Satisfaction	.09	.08	2.45**
Emotions → Patronage	-.02	-.02	-.27
Cognitions → Patronage	.05	.06	.94
Activities → Patronage	.09	.10	2.02**
Satisfaction → Patronage	.03	.04	.58
Emotions ↔ Cognitions	.08	.12	2.40**
Cognitions ↔ Activities	.10	.12	2.64***
Emotions ↔ Activities	.17	.26	5.41***

*** $p < .01$ (one-tailed tests).

** $p < .05$ (one-tailed tests).

* $p < .10$ (one-tailed tests).

Table 38. Parameter Estimates (Money Spent in a Mall)

	Nonstandardized parameter estimate	Standardized parameter estimate	<i>t</i> value
$\chi^2(26)=97$; CFI=.96; GFI=.97; RMR=.03; RMSEA=.07			
<i>Hypothesized path</i>			
Mall perceptions → Emotions	.71	.43	10.05***
Mall perceptions → Cognitions	.98	.53	10.89***
Mall perceptions → Activities	.05	.03	.67
Mall perceptions → Satisfaction	.66	.37	7.44***
Mall perceptions → Patronage	-.38	-.24	-3.46***
Decision-making styles → Emotions	-.02	-.02	-.53
Decision-making styles → Cognitions	.10	.09	2.40**
Decision-making styles → Activities	.06	.06	1.42
Decision-making styles → Satisfaction	-.01	-.01	-.23
Decision-making styles → Patronage	.12	.12	2.83***
Need for social recognition → Emotions	.19	.21	5.64***
Need for social recognition → Cognitions	.07	.07	1.82*
Need for social recognition → Activities	.18	.21	4.67***
Need for social recognition → Satisfaction	-.07	-.07	-2.07**
Need for social recognition → Patronage	.02	.02	.47
Shopping involvement → Emotions	.39	.38	9.97***
Shopping involvement → Cognitions	.19	.16	4.00***
Shopping involvement → Activities	.19	.19	4.30***
Shopping involvement → Satisfaction	.05	.05	1.25
Shopping involvement → Patronage	.11	.11	2.12**
Emotions → Satisfaction	.18	.17	3.68***
Cognitions → Satisfaction	.34	.35	8.82***
Activities → Satisfaction	.09	.08	2.45**
Emotions → Patronage	-.06	-.06	-.97
Cognitions → Patronage	.11	.12	2.17**
Activities → Patronage	.10	.10	2.25**
Satisfaction → Patronage	.02	.02	.30
Emotions ↔ Cognitions	.08	.12	2.41**
Cognitions ↔ Activities	.10	.12	2.64***
Emotions ↔ Activities	.17	.26	5.41***

*** $p < .01$ (one-tailed tests).

** $p < .05$ (one-tailed tests).

* $p < .10$ (one-tailed tests).

Table 39. Parameter Estimates (Mall Repatronage Intentions)

$\chi^2(26)=105$; CFI=.96; GFI=.97; RMR=.03; RMSEA=.07	Nonstandardized parameter estimate	Standardized parameter estimate	<i>t</i> value
<i>Hypothesized path</i>			
Mall perceptions → Emotions	.58	.43	10.78***
Mall perceptions → Cognitions	.79	.53	12.20***
Mall perceptions → Activities	.04	.03	.66
Mall perceptions → Satisfaction	.54	.37	7.81***
Mall perceptions → Patronage	.47	.36	5.61***
Decision-making styles → Emotions	-.02	-.02	-.54
Decision-making styles → Cognitions	.10	.09	2.39**
Decision-making styles → Activities	.06	.06	1.42
Decision-making styles → Satisfaction	-.01	-.01	-.24
Decision-making styles → Patronage	-.06	-.07	-1.67*
Need for social recognition → Emotions	.19	.21	5.66***
Need for social recognition → Cognitions	.07	.07	1.83*
Need for social recognition → Activities	.18	.21	4.67***
Need for social recognition → Satisfaction	-.07	-.07	-2.06**
Need for social recognition → Patronage	.02	.03	.58
Shopping involvement → Emotions	.39	.38	9.96***
Shopping involvement → Cognitions	.19	.16	3.98***
Shopping involvement → Activities	.19	.19	4.30***
Shopping involvement → Satisfaction	.05	.05	1.23
Shopping involvement → Patronage	.05	.05	1.11
Emotions → Satisfaction	.18	.17	3.68***
Cognitions → Satisfaction	.34	.35	8.87***
Activities → Satisfaction	.09	.08	2.45**
Emotions → Patronage	.06	.06	1.12
Cognitions → Patronage	.13	.15	2.88***
Activities → Patronage	.04	.04	1.00
Satisfaction → Patronage	-.01	-.01	-.13
Emotions ↔ Cognitions	.08	.12	2.42**
Cognitions ↔ Activities	.10	.12	2.64***
Emotions ↔ Activities	.17	.26	5.41***

*** $p < .01$ (one-tailed tests).

** $p < .05$ (one-tailed tests).

* $p < .10$ (one-tailed tests).

Stimulus-Response Relationships

First, direct effects of environmental and personal stimuli on consumers' shopping mall satisfaction and patronage behaviors are examined. It is seen that mall satisfaction is positively influenced by mall perceptions ($\beta_i=.37$; $P<.01$), negatively affected by need for social recognition ($\beta_i=-.07$; $P<.05$), and is unrelated to shopping involvement or decision-making orientation. Thus, H1a and H4a are supported while H2a, H5a, and H6a are rejected.

On the other hand, only a brand orientated decision-making mode where individuals do not consider price has a positive influence on shoppers' mall visit frequencies ($\beta_i=.10$; $P<.05$). However, amount of time spent in shopping malls is not affected by any of these factors. In contrary, average spending during a shopping mall visit has a negative relationship with consumers' perceptions of the shopping mall environment ($\beta_i=-.24$; $P<.01$) and is positively related to their level of shopping involvement ($\beta_i=.11$; $P<.05$) and decision-making style ($\beta_i=.12$; $P<.01$). Finally, mall perceptions ($\beta_i=.36$; $P<.01$) increase consumers' repatronage intentions, while decision-making orientation ($\beta_i=-.07$; $P<.10$) has a negative impact. Therefore, H1b, H2b, H5b, and H6b are partially supported, while H4b is rejected.

Stimulus-Organism Relationships

As expected, consumers' emotional states at a shopping mall, cognitive evaluations of the mall, and level of participation in mall related activities are all highly and

positively correlated ($\rho = .12$; $P < .01$; $\rho = .12$; $P < .01$; $\rho = .26$; $P < .01$). Accordingly, H21, H26a, and H26b are supported.

In addition, consumers' emotional states at a shopping mall are highly influenced by their mall perceptions ($\beta_i = .43$; $P < .01$), shopping involvement ($\beta_i = .38$; $P < .01$), and need for social recognition ($\beta_i = .21$; $P < .01$); but it is not related to decision-making style. Mall related cognitions, on the other hand, are affected by all environmental factors (mall perceptions: $\beta_i = .53$; $P < .01$) and personal factors (shopping involvement: $\beta_i = .16$; $P < .01$; decision-making style: $\beta_i = .09$; $P < .05$; need for social recognition: $\beta_i = .07$; $P < .10$). Finally, shopping involvement and need for social recognition have strong positive effects on participation in mall related activities ($\beta_i = .19$; $P < .01$ and $\beta_i = .21$; $P < .01$). Based on these results H12, H13, H14b, H20, H22a, H22c, H23a, H28, and H29b are fully supported; while H15a, H15b, H23b, H27, H30a, and H30b are rejected.

Organism-Response Relationships

Significant positive impacts of emotions ($\beta_i = .17$; $P < .01$), cognitions ($\beta_i = .35$; $P < .01$), and activities ($\beta_i = .08$; $P < .05$) on mall satisfaction provide support for H33a, H34a, and H35a. On the other hand, consumers emotional experiences regarding a shopping mall do not have any significant relationship with their visit frequencies, amount of time and money they spend in these places, or repatronage intentions. Thus, H33b is rejected. However, when consumers' cognitive evaluations of a mall are favorable, they spend more money at these places ($\beta_i = .12$; $P < .05$) and they are more likely to revisit the mall ($\beta_i = .15$; $P < .01$). Additionally, activities performed in

a small increase only in the amount of time people stay in these environments ($\beta_i=.10$; $P<.05$) while they do not have an influence on other patronage measures. As a result, H34b and H35b are partially supported. Finally, shopping mall satisfaction is found as unrelated to all patronage items and H36 is rejected.

Total Effects

Total effects of consumers' mall perceptions and level of shopping involvement, need for social recognition, and decision-making orientation on their mall satisfaction levels and patronage behaviors are summarized in Table 40.

Table 40. Standardized Direct, Indirect, and Total Effects on Mall Satisfaction and Patronage

		Mall perceptions	Shopping involvement	Need for social recognition	Decision-making style
Satisfaction	Direct	.37***	.05	-.07*	.00
	Indirect	.26***	.14***	.08***	.03***
	Total	.63***	.18***	.01	.03
Visit frequency	Direct	.07	.00	.04	.10***
	Indirect	.00	-.01	.00	.01
	Total	.07**	-.01	.04	.11***
Time spent	Direct	.02	.07	.03	.05
	Indirect	.05	.03	.02	.01
	Total	.07*	.10***	.05	.06
Money spent	Direct	-.24***	.11*	.02	.12***
	Indirect	.05	.02	.02	.02**
	Total	-.19***	.13***	.04	.14***
Repatronage intention	Direct	.36***	.05	.03	-.07
	Indirect	.10***	.06***	.03***	.01**
	Total	.47***	.11***	.06	-.05

*** $p<.01$ (one-tailed tests).

** $p<.05$ (one-tailed tests).

* $p<.10$ (one-tailed tests).

First, favorable perceptions of a shopping mall increases mall satisfaction directly and indirectly through consumers' emotional states at the mall and their cognitive evaluations of the mall. Similarly, they have both direct and indirect (through the mediation of shoppers' cognitive judgments) positive effects on repatronage intentions. Interestingly, positive mall perceptions affect the amount of money spent in the mall negatively, while they increase total spending through the mediation of cognitions. Therefore, the total negative effect diminishes. In addition, these environmental stimuli are neither directly nor indirectly related to consumers' mall visit frequencies or the time they spent in the mall.

Second, enduring involvement with shopping increases consumers' mall satisfaction levels only through the mediation of all the three organism factors: emotional states at the mall, cognitive evaluations of the mall, and activities performed in the mall. In a similar manner, it is not directly related to any of the patronage measures; but it increases time spent in the mall through activities, money spent through both cognitions and activities, and repatronage intentions only through cognitions.

Third, need for social recognition influences mall satisfaction both negatively (on its own) and positively through the mediation of emotions and activities. Similar to the case of shopping involvement, this personality trait influences time spent through cognitions, money spent through both cognitions and activities, and repatronage intentions only through cognitions.

Fourth, brand-consciousness and price insensitivity influence mall satisfaction positively, only through the mediation of cognitive evaluations of the mall. However, they increase frequency of mall visits directly, and the amount of

money spent in the mall and repatronage intentions both directly and indirectly through the mediation of cognitions.

To conclude, consumers' emotional experiences with respect to a shopping mall are complete mediators of the influence of shopping involvement and partial mediators of the effects of mall perceptions and need for social recognition on their mall satisfaction. However, these affective responses do not mediate the impacts of environmental and personal factors on any one of the mall patronage measures.

On the other hand, cognitive evaluations of a shopping mall fully mediates the relationships between individuals' need for social recognition and decision-making orientation and their satisfaction with the mall. Similarly, this organism factor is a full mediator of the effects of consumers' need for social recognition and shopping involvement and a partial mediator of the influence of mall perceptions and decision-making orientations on the amount of money they spend in the mall and their repatronage intentions.

Finally, activities performed in a mall are full mediators of the shopping involvement-mall satisfaction relationship and partial mediators of need for social recognition-mall satisfaction relationship. Furthermore, they fully mediate the impacts of shopping involvement and need for social recognition on the amount of time and money spent in the mall.

Multi-Sample Analyses

The moderating effects of consumers' shopping motivations on the proposed mall shopping behavior model (Fig. 1) is examined through multi-group analyses conducted for each one of the patronage indicators. In all cases, chi-square difference tests (shown in Table 41) are used to compare the unconstrained models in which all parameters are estimated freely with two other models: one in which factor loadings are constrained to be equal across the two subsamples and the other in which both factor loadings and structural weights are constrained to be equal. In line with multi-group CFA results explained above, nonsignificant chi-square differences with the first model for every patronage item shows that measurement models are the same across utilitarian and hedonic shoppers. However, except the model with the amount of time spent in a shopping mall as the patronage measure, there are significant differences among the two groups in terms of relationships of interest. GOF indices for all the multi-group structural analyses show that the observed and estimated covariance matrices fit well: CFI=.95; GFI=.96; RMR=.05; RMSEA=.05.

Table 41. Chi-Square Difference Tests for Multi-Group Analyses

	Visit frequency			Time spent			Money spent			Repatronage intention		
	$\Delta\lambda^2$	Δdf	Sig.	$\Delta\lambda^2$	Δdf	Sig.	$\Delta\lambda^2$	Δdf	Sig.	$\Delta\lambda^2$	Δdf	Sig.
Factor loadings invariant	2	2	.37	2	2	.35	2	2	.39	2	2	.31
Factor loadings and structural weights invariant	58	29	.00	39	29	.11	46	29	.02	45	29	.03

All standardized parameter estimates for the two subsamples are shown in Table 42. It is seen that the influence of consumers' mall perceptions on their mall related emotions and cognitions are stronger for hedonic shoppers than for utilitarian ones. However, contrary to expectations, perceptions of a shopping mall environment influence mall satisfaction of utilitarian shoppers to a greater extent. In addition, the effects of mall perceptions on shoppers' activity patterns in a mall are nonsignificant for both groups. As a result, H37a and H37b are supported while H37c and H37d are rejected.

Additionally, shopping involvement is found to be more influential on emotional states at a shopping mall for people with utilitarian shopping motivations than for others. Similarly, it influences utilitarian shoppers' cognitive evaluations of shopping malls, but it produces no such effect for hedonic consumers. However, its influence on mall related activities is higher for those who are dominantly hedonic shoppers and it is not related to mall satisfaction for both of the subsamples. Based on these facts, H40a is fully supported, H40b is partially supported, and H40c and H40d are rejected.

Table 42. Standardized Parameter Estimates for the Moderating Effects of Consumers' Mall Shopping Motivations on Hypothesized Relationships

Patronage measure	Visit frequency		Time spent		Money spent		Repatronage intention	
	Utilitarian	Hedonic	Utilitarian	Hedonic	Utilitarian	Hedonic	Utilitarian	Hedonic
Mall perceptions → Emotions	.42***	.46***	.45***	.45***	.42***	.45***	.42***	.45***
Mall perceptions → Cognitions	.50***	.55***	.50***	.50***	.49***	.55***	.49***	.55***
Mall perceptions → Activities	.07	.01	.05	.05	.07	.01	.07	.01
Mall perceptions → Satisfaction	.47***	.27***	.38***	.38***	.47***	.27***	.47***	.27***
Mall perceptions → Patronage	-.06	.22**	.03	.03	-.17*	-.39***	.26***	.52***
Decision-making styles → Emotions	.02	-.06	-.02	-.02	.02	-.06	.02	-.06
Decision-making styles → Cognitions	.08	.09*	.08**	.08**	.08	.09*	.08	.09*
Decision-making styles → Activities	.05	.07	.06	.06	.05	.07	.05	.07
Decision-making styles → Satisfaction	-.05	.05	-.01	-.01	-.05	.05	-.05	.05
Decision-making styles → Patronage	.10	.11*	.05	.05	.12**	.18***	-.05	-.07
Need for social recognition → Emotions	.19***	.25***	.21***	.21***	.19***	.25***	.19***	.25***
Need for social recognition → Cognitions	.05	.12**	.08**	.08**	.05	.12**	.05	.12**
Need for social recognition → Activities	.28***	.12*	.19***	.19***	.28***	.12*	.28***	.12*
Need for social recognition → Satisfaction	-.08*	-.06	-.07*	-.07*	-.08*	-.06	-.08*	-.06
Need for social recognition → Patronage	.06	.06	.03	.03	.02	.06	-.01	.10
Shopping involvement → Emotions	.40***	.33***	.35***	.35***	.40***	.33***	.40***	.33***
Shopping involvement → Cognitions	.20***	.10	.13***	.13***	.20***	.10	.20***	.10
Shopping involvement → Activities	.16**	.20***	.16***	.16***	.16**	.20***	.16**	.20***
Shopping involvement → Satisfaction	.02	.05	.03	.03	.02	.05	.02	.05
Shopping involvement → Patronage	-.15*	.14*	.07	.07	.15*	.04	-.01	.09
Emotions → Satisfaction	.07	.26***	.16***	.16***	.07	.26***	.07	.28***
Cognitions → Satisfaction	.39***	.31***	.38***	.38***	.39***	.31***	.39***	.31***
Activities → Satisfaction	.05	.10**	.07**	.07**	.05	.10**	.05	.10**
Emotions → Patronage	.14	-.30***	-.02	-.02	-.13	.05	.12	.00
Cognitions → Patronage	-.13	.15*	.06	.06	.17**	.02	.20***	.09
Activities → Patronage	-.03	.16**	.10**	.10**	.13**	.02	.01	.10*
Satisfaction → Patronage	.22**	-.09	.04	.04	-.05	.15	.03	-.04

Furthermore, consumers with high need for social recognition experience more positive emotions during their mall visits and these effects are stronger for hedonic shoppers. While there is a positive relationship between need for social recognition and mall related cognitions for shoppers with hedonic motives, these effects do not appear for utilitarian buyers. On the contrary, this desire to be recognized and well-respected by others increases consumers' participation in different activities while they are at a shopping mall, but this relationship is stronger for utilitarian shoppers rather than others. However, high social recognition needs affect utilitarian consumers' mall satisfaction levels negatively, but this relationship does not exist for hedonic mall shoppers. Thus, H39a is fully supported, H39b is partially supported, and H39c and H39d are rejected.

On the other hand, consumers' brand oriented decision-making style with no concern for price is not related to their mall related emotions, activities, and satisfaction. Although this decision-making orientation is not a significant determinant of utilitarian shoppers' cognitive evaluations of a shopping mall, hedonic shoppers with this decision-making mode give more favorable cognitive responses to shopping mall environments. While results are in support of H41b, H41a, H41c, H41d, H42a, H42b, H42c, and H42d are rejected.

Results provide further evidence that hedonic shoppers mall perceptions and decision-making orientations, as well as mall related cognitions and activities are positively related to their mall visit frequencies, while these effects are nonsignificant for those people that visit malls with utilitarian objectives. In addition, emotional experiences at a shopping mall are negatively related to number of mall visits if a hedonic consumer is concerned. Again, this relationship does not

hold true for utilitarian shoppers. In addition, although level of shopping involvement increases mall visit frequencies for people with hedonic shopping motives, this relationship is negative for utilitarian buyers. Moreover, need for social recognition is not related to mall visit frequencies of both consumer groups.

Additionally, the negative influence of mall perceptions and positive influence of decision-making orientation on the amount of spending in a shopping mall are stronger for hedonic shoppers rather than utilitarian ones. While need for social recognition is not related to money spent in a mall, shopping involvement has a positive impact only for utilitarian buyers. On the other hand, mall related emotions, cognitions, activities, and satisfaction do not affect spending patterns of hedonic mall shoppers while cognitions and activities are strong determinants of mall spending for utilitarian consumers.

Finally, consumers' level of shopping involvement, need for social recognition, and decision-making orientation, as well as emotional experiences during mall shopping and mall satisfaction have no influence on their repatronage intentions for both consumer groups. However, positive effects of mall perceptions on revisit tendencies are found to be significantly higher for people with hedonic shopping motivations than for others. In addition, favorable cognitive evaluations of a shopping mall are associated with greater repatronage intentions only if shoppers have utilitarian mall shopping objectives, whereas level of activities performed in a mall are strong determinants of attraction to the mall in the future if the consumer is a hedonic shopper.

All these findings provide evidence that H37e, H43a, H44a, and H45a are fully supported; H40e, H41e, H43b, H44b, and H45b are partially supported; and H39e, H42e, and H46 are rejected⁹.

⁹ Summary of all hypotheses tests are given in Table 50, Appendix IIIF.

CHAPTER VI

DISCUSSION, IMPLICATIONS, AND CONCLUSION

Discussion of Results

When today's globally interconnected, consumption-oriented marketplaces are considered, factors that shape consumers' shopping patterns and implications of these shopping experiences for individuals, retailers, and society at large emerge as important areas of research. Taking this into consideration, the present study is designed to provide insights as to how different environmental and personal characteristics influence individuals' attitudes and behaviors regarding the most popular consumer habitats: *shopping malls*.

Throughout the study, consumers' mall patronage behaviors are operationalized in terms of both actual behaviors (i.e., frequency of mall visits, time and money spent in a mall) and behavioral intentions (i.e., repatronage tendency). However, results show that the term cannot be conceptualized as a unidimensional construct. Although the amount of time and money spent in a mall are correlated and past visit frequencies are closely related to future patronage intentions; these four indicators have very low internal consistency and are affected by different situational or individual stimuli.

For instance, mall visit frequency is mostly dependent on individuals' decision-making styles. Consumers' who like buying well-known brands at

comparably higher prices are more frequent mall visitors than others. In addition, while other individual-level factors (i.e., shopping involvement, need for social recognition) do not increase the number of mall visits, shoppers' perceptions of the mall environment have a positive influence on this specific patronage behavior.

On the other hand, the amount of time people spent in malls is mostly related to their level of shopping involvement. While results support the fact shoppers like to stay longer in environments they perceive favorably, the number of shopping and non-shopping related activities is what actually motivates them to spend time in these settings.

Additionally, although not expected, results indicate that there is a negative relationship between consumers' perceptions of a shopping mall and their average spending in the mall. This finding contradicts with the argument of Turley and Milliman (2000) that "retail environment can exert a strong influence on sales and consumer purchasing behavior" (p. 206). This unexpected relationship is possibly due to the fact that shopping malls with attractive physical or social environments usually include well-known, high-priced merchandise/service stores and although people like these places, they do shopping at other lower-priced environments. However, results provide evidence that these favorable mall perceptions also stimulate positive emotional and cognitive responses to the mall, which then lead to increased spending in the mall. Thus, the negative effect of mall perceptions on mall spending diminishes to a certain extent. On the other hand, two shopper characteristics (i.e., shopping involvement and decision-making style) are found to be highly influential in increasing individuals' total amount of mall purchases.

Furthermore, it is interesting that consumers' mall perceptions have their strongest influence not on actual patronage behaviors (i.e., visit frequency, time and money spent), but on mall repatronage intentions. People who have an enduring involvement with shopping also report higher revisit likelihood than others; but this impact occurs mostly through its effect on cognitive evaluations of the mall; which, in turn, leads to higher satisfaction.

Based on these results, it can be concluded that explanations on how consumers' patronage behaviors are shaped depend on how the term is defined; and the form and strength of these relationships are what really worth attention.

Another significant contribution of this study to existing knowledge on mall shopping behavior, though in contradiction with previous research (e.g., Stoel et al., 2004; Sit & Merrilees, 2005), is that consumers' satisfaction with a mall is not a predictor of their mall patronage behavior, whatever the definition of patronage is. In other words, being satisfied with a mall does not guarantee being a patron of the mall. While satisfaction with a store, through time, translates into store loyalty and results in increased actual purchases, these relationships do not hold true if the shopping context is a mall.

When the relative effects of situational and personal characteristics on consumers' mall satisfaction levels is examined, it is seen that mall perceptions have the highest impact followed by high shopping involvement. In line with expectation-disconfirmation paradigm (Churchill & Surprenant, 1982), as consumers' mall perceptions become more favorable, their expectations are positively disconfirmed and satisfaction develops. On the other hand, the influence of shopping involvement on mall satisfaction develops through shoppers' emotional and cognitive responses to

the mall and their activity patterns in the mall. Specifically, consumers with an enduring involvement with shopping experience more positive emotional states in a mall, make better evaluations of the mall, and engage in several activities within the mall; and these emotions, cognitions, and activities form the bases of their satisfaction with the mall. However, the role of involvement in explaining consumers' mall satisfaction is also less important than the direct effects of mall characteristics. Moreover, although to a lesser extent, need for social recognition and brand-orientation influence mall satisfaction through their effects on shoppers' cognitive mall judgments.

In addition, while both emotions and cognitions have a positive influence on mall satisfaction, the effects of cognitions appear to be stronger. The main reason behind this finding may be the fact that satisfaction measures used in this study do not have any affective components and are only cognitive in nature. Therefore, it is very likely that these cognitive satisfaction judgments correlate significantly with cognitive evaluations of the mall environment.

Interestingly, when the overall mediating effects of emotions, cognitions, and activities are concerned, it is seen that emotions have no effect on consumers' patronage behaviors but cognitions increase individuals' total spending levels and repatronage intentions. It is also evident that consumers who go to malls with not only shopping, but also non-shopping related objectives spend more money in these places than other shoppers. Likewise, amount of time one spends in a mall can be explained only by the range of activities he/she performs in the mall. Thus, results support the fact that focusing on only the environment/person-behavior relationships or on how emotions and cognitions mediate these effects will lead to unsatisfactory

and incomplete interpretations of consumers' mall shopping behaviors and researchers should focus on all the potential direct and indirect links among stimulus-organism-response factors.

Apart from these, this study provides evidence about the significant differences in utilitarian and hedonic shoppers' mall shopping experiences. Since utilitarian shoppers have more objective, consumption-oriented shopping motives, their mall satisfaction and patronage are mostly shaped by cognitive processes. On the other hand, hedonic shoppers have experiential motivations for going to a mall and, therefore, their behavior is influenced by their emotional experiences in the mall setting. In addition, since hedonic consumers' mall shopping motivations are not limited to shopping, they do a number of things while they are at a shopping mall and these activities are significant determinants of their mall visit frequencies.

Implications for Theory

Although research on consumers' mall shopping experience has increased in the last few decades, the most commonly studied issue – *mall patronage behavior* – has not yet been clearly defined. There is a general agreement that the term reflects both actual behaviors and behavioral intentions. However, evidence also shows that all of its operationalizations are loosely tied and are affected by different stimuli. Therefore, who the “patron” of a shopping mall is cannot be clearly identified.

Despite this confusion, the term is used in most mall shopping studies without considerable attention to how it is defined. Yet, this study shows that four important indicators of mall patronage behavior do not have anything in common. The

mechanisms through which they are shaped are also significantly different from one another. Therefore, it is clear that the term should not be used uniformly until a universally accepted definition is available and researchers should pay particular attention to these differences while developing models to explain consumers' mall shopping experiences.

In addition, retailing researchers generally rely on Mehrabian and Russell's (1974) *environmental psychology theory* to explain consumers' shopping experiences and they base their models on the stimulus-organism-response framework according to which environmental stimuli shape individuals' behaviors. Although a number of personal characteristics have been included in mall shopping studies, their role in explaining consumers' mall satisfaction levels or patronage behaviors are usually underemphasized. However, it is proved here that shopping involvement, need for social recognition, or decision-making orientation are strongly associated with individuals' mall shopping patterns, either directly or indirectly. Accordingly, it appears that a wider set of personal variables should be investigated as potential stimulators of consumers' shopping mall satisfaction levels and patronage behaviors; and mall shopping behavior models should be extended to include these factors as well.

Implications for Practice

As all other profit-oriented organizations, shopping malls should earn money to ensure continued existence. Therefore, the amount of money consumers' spend within their boundaries should be their most important concern.

It is proved here that the amount of time consumers' spend in malls are correlated with their total spending; and the main factor that makes people stay within a mall for a longer time is the range of shopping and non-shopping activities they can do. This signals that malls' management teams should concentrate on not only the breadth and width of merchandise assortment but also the variety and quality of other non-shopping offerings (e.g., banks, hairdressers, dressmakers, travel agents, sports clubs, etc.). In addition, results show that the types of activities consumers do within a mall is mostly related to their personal characteristics, not the influence of environmental perceptions. For instance, people with high social recognition needs or high shopping involvement prefer malls for a number of objectives including but not limited to shopping. This means that mall managers should design their tenant mix in a way that stimulates these people personally or socially motivated consumption desires.

Another important point that is worth attention is the negative influence of mall perceptions on mall spending. Although highly attractive malls are usually considered as high-priced and people are likely to spend time in these environments but do their shopping at other lower-priced places; findings support the fact that if the environment can stimulate positive emotional states and cognitive evaluations, consumers start spending money. The significance of this fact is that those who are in control of malls should determine the attributes that are most likely to create positive cognitive and affective responses and should strengthen their image in terms of these factors.

Most importantly, mall managers should be aware of the difference in utilitarian and hedonic shoppers' mall shopping behaviors and develop their marketing strategies accordingly.

Limitations and Directions for Future Research

The study is limited in a number of ways. First, data are collected with respect to three shopping malls in Istanbul, Turkey that consumers perceive as representative of all the malls in the city. However, including more malls as anchors to create greater variance in the environmental stimuli would help to understand the influence of consumers' mall perceptions on their mall shopping attitudes and behaviors better.

Second, consumers' moods while they are in a shopping mall might have substantial effects on the amount of time and money they spend in the mall. However, this issue was outside the scope of this study; but it needs to be investigated further.

Third, individuals may have both utilitarian and hedonic mall shopping motivations at the same time. They may go to malls to accomplish their consumption-related objectives and, then, spend time and money in these environments for non-shopping activities. Therefore, instead of grouping customers as either utilitarian or hedonic in nature, identifying whether they have low or high levels of both of these shopping orientations is more crucial. Although it was initially intended in this study, a high percentage of respondents with same scores on the hedonic motivations scale prevented realizing this objective.

Fourth, mall satisfaction is assessed by cognitive items that represent to what extent the mall confirms consumers' expectations. However, in order to understand how emotional aspects of mall shopping are related to consumers' level of mall satisfaction, future researchers should also include affective satisfaction measures in addition to cognitive items.

Fifth, due to model complexity, only those environmental and personal factors that are considered as most relevant to mall shopping experience are included in this study. On the other hand, there may be other situational and individual stimuli that may help to develop a more comprehensive explanation of the mechanisms through which consumers' mall shopping behaviors are shaped; and these should be identified and integrated into future mall shopping studies as well.

Finally, like most prior research on mall shopping, this study focuses on only the antecedents of consumers' mall shopping behavior but do not look at the dark side of increased mall patronage. How mall shopping experiences affect the development of negative aspects of consumer behavior like compulsive buying and materialism should be given greater attention.

Conclusion

Since 1950s, consumers' shopping mall patronage behaviors have been an interesting topic for both marketing and consumer behavior researchers. In addition to the focus on how differences in consumers' perceptions of the mall environment influence their choices, several shopper attributes have been included in patronage models. This study also attempted to clarify the mechanisms through which utilitarian and

hedonic shoppers' mall shopping behaviors are shaped. With this aim, a mall shopping behavior model that integrates both environmental and personal characteristics to explain consumers' emotional and cognitive responses to malls, activity patterns in malls, and mall satisfaction levels and patronage behaviors is developed and empirically tested.

The main significance of the study is to attract attention to the individual factors that have an undeniable influence on consumers' shopping mall patronage patterns. Although prior research have provided limited attention to these variables, results of this study confirmed that they are almost as equally important determinants of consumers' mall visit frequencies, repatronage intentions, or total mall spending as mall perceptions. In addition, it is proved here that individuals who are predominantly utilitarian or hedonic mall shoppers are significantly different from one another in the way they make their patronage decisions. Finally, the study provides evidence that behavioral and intentional indicators of shopping mall patronage have clear distinctions in terms of their situational or personal determinants.

APPENDICES

Appendix IA

Mall Shopping Behavior Survey

Dear Participant,

This survey is part of an academic study that aims to gain insights on consumers' mall shopping behaviors. You are kindly requested to support the research by answering the following questions about Shopping Mall.

The information you provide will only be used within the scope of this study and will not be shared with any third parties.

Thank you.

E. Eser Telci
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Department of Management
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Please answer the following questions considering Shopping Mall (SM).

How many times have you visited this SM in the past three months? _____
 How much money do you spend in this SM mall on an average trip? _____
 How much time do you spend in this SM on an average trip? _____

Please indicate the extent to which you agree with the following statements.

	Strongly Disagree	Disagree	Somewhat Disagree	Somewhat Agree	Agree	Strongly Agree
I will probably visit ... mall in the future	1	2	3	4	5	6

Please indicate the extent to which you agree with the following statements considering Shopping Mall (SM).

	Strongly Disagree	Disagree	Somewhat Disagree	Somewhat Agree	Agree	Strongly Agree
The ... mall is very popular among my friends and family.	1	2	3	4	5	6
The ... mall includes store(s) that I like most.	1	2	3	4	5	6
The advertising for ... mall often presents interesting activities.	1	2	3	4	5	6
The ... mall is good at providing a secure environment to spend time.	1	2	3	4	5	6
The ... mall has good fun and entertainment programs.	1	2	3	4	5	6
You often see advertising for ... mall.	1	2	3	4	5	6
The ... mall is good at providing comfortable seats during shopping.	1	2	3	4	5	6
I can find everything I need at ... mall.	1	2	3	4	5	6
The ... mall plays music that I like.	1	2	3	4	5	6
In general, I have a friendly reception from staff at ... mall.	1	2	3	4	5	6
It is easy to find stores at ... mall.	1	2	3	4	5	6
It is good to have a place to leave the children in the ... mall.	1	2	3	4	5	6
The advertising is visually appealing for ... mall.	1	2	3	4	5	6
The atmosphere is pleasant in the food court at ... mall.	1	2	3	4	5	6
The ... mall is located near my home/work.	1	2	3	4	5	6
The ... mall's location is convenient for me.	1	2	3	4	5	6
The ... mall has good entertainment places for youth.	1	2	3	4	5	6

Please indicate the extent to which you agree with the following statements considering Shopping Mall (SM).

	Strongly Disagree	Disagree	Somewhat Disagree	Somewhat Agree	Agree	Strongly Agree
It is easy to move between stores at ... mall.	1	2	3	4	5	6
The ... mall's walkway spaces are good.	1	2	3	4	5	6
Merchandise variety is good at ... mall.	1	2	3	4	5	6
Service variety is good at ... mall.	1	2	3	4	5	6
The ... mall has places to meet others.	1	2	3	4	5	6
The ... mall lighting is appropriate.	1	2	3	4	5	6
The ... mall has a comfortable interior design.	1	2	3	4	5	6
In general, there is an attractive range of shops at ... mall.	1	2	3	4	5	6
The ... mall's architecture gives it an attractive character.	1	2	3	4	5	6
I like the type of consumers in ... mall.	1	2	3	4	5	6
The public places are visually appealing at ... mall.	1	2	3	4	5	6
The ... mall temperature is comfortable.	1	2	3	4	5	6
The ... mall is clean and fresh.	1	2	3	4	5	6
It is good to have a baby-feeding area in the ... mall.	1	2	3	4	5	6
It is good that the ... mall includes a supermarket.	1	2	3	4	5	6
The ... mall has good fun spaces for kids.	1	2	3	4	5	6
There are usually good promotional campaigns in the ... mall.	1	2	3	4	5	6
The ... mall has good entertainment facilities.	1	2	3	4	5	6
The ... mall has good movie theaters.	1	2	3	4	5	6
The ... mall is decorated in an attractive fashion.	1	2	3	4	5	6
It is easy to get to ... mall.	1	2	3	4	5	6
The ... mall has a good vertical transportation system.	1	2	3	4	5	6
The public spaces are bright and airy at ... mall.	1	2	3	4	5	6
The ... mall has adequate and well-designed entrances.	1	2	3	4	5	6
Parking arrangements are good at ... mall.	1	2	3	4	5	6
The ... mall is suitable for shopping with friends.	1	2	3	4	5	6

A number of emotions that you may experience in a SM are listed below as bipolar adjectives. Please indicate how you generally feel in Shopping Mall by selecting the appropriate number?

Unhappy	1	2	3	4	5	6	7	Happy
Melancholic	1	2	3	4	5	6	7	Contented
Annoyed	1	2	3	4	5	6	7	Pleased
Sluggish	1	2	3	4	5	6	7	Frenzied
Calm	1	2	3	4	5	6	7	Excited
Relaxed	1	2	3	4	5	6	7	Stimulated
Guided	1	2	3	4	5	6	7	Autonomous
Controlled	1	2	3	4	5	6	7	Controlling
Submissive	1	2	3	4	5	6	7	Dominant

Please indicate the extent to which you agree with the following statements considering Shopping Mall (SM).

	Strongly Disagree	Disagree	Somewhat Disagree	Somewhat Agree	Agree	Strongly Agree
The ... mall has a definite theme.	1	2	3	4	5	6
The ... mall is particularly unique.	1	2	3	4	5	6
The ... mall is of high quality.	1	2	3	4	5	6

Please indicate the extent to which you do the following activities on your trips to Shopping Mall (SM).

	Never	Seldom	Frequently	Always
I socialize with friends and family.	1	2	3	4
I go to a movie.	1	2	3	4
I browse in a store without planning to buy.	1	2	3	4
I buy a snack.	1	2	3	4
I have a lunch/dinner.	1	2	3	4
I shop in a store to buy something.	1	2	3	4
I make an unplanned purchase.	1	2	3	4

Please indicate the extent to which you agree with the following statements considering Shopping Mall (SM).

	Strongly Disagree	Disagree	Somewhat Disagree	Somewhat Agree	Agree	Strongly Agree
I think I do the right thing by coming to ... mall.	1	2	3	4	5	6
The ... mall is exactly what a shopping mall should be.	1	2	3	4	5	6
On the whole, I am satisfied with ... mall.	1	2	3	4	5	6

Please indicate the extent to which you agree with the following statements.

	Strongly Disagree	Disagree	Somewhat Disagree	Somewhat Agree	Agree	Strongly Agree
I am a person who likes to seek contact with others.	1	2	3	4	5	6
I am a person who likes to be respected by others.	1	2	3	4	5	6
I am a person who likes to be appreciated by others.	1	2	3	4	5	6
I am a person who has no difficulty mingling in a group.	1	2	3	4	5	6
I am a person who simply enjoys the crowds.	1	2	3	4	5	6
I am a person who likes to be appreciated by acquaintances.	1	2	3	4	5	6

Please indicate the extent to which you agree with the following statements.

	Strongly Disagree	Disagree	Somewhat Disagree	Somewhat Agree	Agree	Strongly Agree
I go to shopping malls to shop for a brand new item to replace an old one.	1	2	3	4	5	6
I go to shopping malls to find exactly what I want in the least amount of time.	1	2	3	4	5	6
I go to shopping malls for browsing.	1	2	3	4	5	6
I go to shopping malls for hanging out.	1	2	3	4	5	6
I go to shopping malls for meeting with friends.	1	2	3	4	5	6

Please indicate the extent to which you agree with the following statements.

In general, going shopping is unimportant.	1	2	3	4	5	6	7	In general, going shopping is important.
In general, going shopping is unexciting.	1	2	3	4	5	6	7	In general, going shopping is exciting.
In general, going shopping is unappealing.	1	2	3	4	5	6	7	In general, going shopping is appealing.

Please indicate the extent to which you agree with the following statements

	Strongly Disagree	Disagree	Somewhat Disagree	Somewhat Agree	Agree	Strongly Agree
I consider price first.	1	2	3	4	5	6
The more expensive brands are usually my choices.	1	2	3	4	5	6
I usually compare three brands before shopping.	1	2	3	4	5	6
I usually buy well-known, national, or designer brands.	1	2	3	4	5	6
The higher the price of a product, the better its quality.	1	2	3	4	5	6
The lower price products are usually my choices.	1	2	3	4	5	6

Gender: Female _____
Male _____

Age: _____

Are you employed? Yes _____
No _____

Occupation: _____

Latest degree earned: Primary school _____
Secondary school _____
High school _____
University _____
Master _____
Ph.D. _____

Marital Status: Married _____
Single _____
Widowed _____
Divorced _____

Do you have children? Yes _____
No _____

Household income: <1000TL _____
1000-3000TL _____
3000-6000TL _____
6000-10000TL _____
>10000TL _____

Appendix IB

Alışveriş Merkezlerine Yönelik Tüketici Davranışları Araştırma Anketi

Değerli Katılımcı,

Bu anket, “Alışveriş Merkezleri”ne yönelik tüketici tutum ve davranışlarını incelemeyi amaçlayan akademik bir çalışmanın parçasıdır.

Sizden, Alışveriş Merkezi ile ilgili olan bu anketteki sorulara cevap vererek araştırmadan daha sağlıklı sonuçlar elde edilmesine katkıda bulunmanız rica edilmektedir.

Paylaşacağınız bilgiler sadece bu akademik çalışma kapsamında kullanılacak ve başka kişi, kurum veya kuruluşlarla hiçbir şekilde paylaşılmayacaktır.

Teşekkürler.

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Lütfen aşağıdaki sorulara Alışveriş Merkezi'ni (AVM) düşünerek cevap veriniz.

Geçtiğimiz üç ay içerisinde, bu AVM'yi kaç defa ziyaret ettiniz? _____

Bu AVM'ye yaptığımız bir ziyarette, ortalama ne kadar zamanınızı burada geçiriyorsunuz? _____

Bu AVM'ye yaptığımız bir ziyarette, ortalama ne kadar para harcıyorsunuz? _____

Lütfen okuyacağım ifadeye ne derece katıldığınızı belirtir misiniz?

	Kesinlikle Katılmıyorum	Katılmıyorum	Kısmen Katılmıyorum	Kısmen Katılıyorum	Katılıyorum	Kesinlikle Katılıyorum
Büyük olasılıkla bu AVM'yi kısa zaman içerisinde yeniden ziyaret edeceğim	1	2	3	4	5	6

Lütfen Alışveriş Merkezi ile ilgili okuyacağım ifadelere ne derece katıldığınızı belirtir misiniz?

	Kesinlikle Katılmıyorum	Katılmıyorum	Kısmen Katılmıyorum	Kısmen Katılıyorum	Katılıyorum	Kesinlikle Katılıyorum
Bu AVM arkadaşlarım ve ailem tarafından çok beğeniliyor	1	2	3	4	5	6
Bu AVM en sevdiğim mağaza ve restoranları içinde barındırıyor	1	2	3	4	5	6
Bu AVM gerçekleştirdiği ilgi çekici etkinlikler hakkında sıkça reklam yapıyor	1	2	3	4	5	6
Bu AVM güvenli bir ortamda vakit geçirmemi sağlıyor	1	2	3	4	5	6
Bu AVM'nin eğlence programlarını (bahar şenlikleri, yılbaşı partileri, vb.) beğeniyorum	1	2	3	4	5	6
Bu AVM ile ilgili sık sık reklam görebiliyorum	1	2	3	4	5	6
Bu AVM'de yorulduğumda oturabileceğim dinlenme yerleri var	1	2	3	4	5	6
Bu AVM'de aradığım herşeyi bulabiliyorum	1	2	3	4	5	6
Bu AVM'de çalan müzikler hoşuma gidiyor	1	2	3	4	5	6
Bu AVM'de her zaman güler yüze karşılanıyorum	1	2	3	4	5	6
Bu AVM'de mağazaların yerlerini kolay buluyorum	1	2	3	4	5	6
Bu AVM'de çocukları bırakacak bir alan olması hoşuma gidiyor	1	2	3	4	5	6
Bu AVM'nin reklamlarını güzel buluyorum	1	2	3	4	5	6
Bu AVM'nin yemek alanının atmosferini beğeniyorum	1	2	3	4	5	6
Bu AVM'ye ulaşmak için çok yol kat etmiyorum	1	2	3	4	5	6
Bu AVM'nin bulunduğu yer benim için uygun	1	2	3	4	5	6
Bu AVM'deki gençlerin vakit geçirebileceği eğlence alanlarını beğeniyorum	1	2	3	4	5	6

Yine Alışveriş Merkezi ile ilgili bir dizi ifade okuyacağım. Bu ifadelere katılma derecenizi belirtir misiniz?

	Kesinlikle Katılmıyorum	Katılmıyorum	Kısmen Katılmıyorum	Kısmen Katılıyorum	Katılıyorum	Kesinlikle Katılıyorum
Bu AVM'de mağazalar arasında kolay geçiş yapılabilir	1	2	3	4	5	6
Bu AVM'nin yürüme alanlarını rahat buluyorum	1	2	3	4	5	6
Bu AVM'deki ürün çeşitliliğini yeterli buluyorum	1	2	3	4	5	6
Bu AVM'deki restoran, spor salonu, kuaför, banka, vb. hizmet sağlayıcılarının çeşitliliğini yeterli buluyorum	1	2	3	4	5	6
Bu AVM'de başkalarıyla buluşup vakit geçirebileceğim alanlar var	1	2	3	4	5	6
Bu AVM'nin ışıklandırmasını güzel buluyorum	1	2	3	4	5	6
Bu AVM'nin iç tasarımı rahat dolaşmamı sağlıyor	1	2	3	4	5	6
Bu AVM'nin mağaza ve hizmet kapsamının iyi olduğunu düşünüyorum	1	2	3	4	5	6
Bu AVM'nin mimari yapısının ilgi çekici olduğunu düşünüyorum	1	2	3	4	5	6
Bu AVM'nin müşteri profilini beğeniyorum	1	2	3	4	5	6
Bu AVM'nin ortak kullanım alanlarını görsel olarak hoş buluyorum	1	2	3	4	5	6
Bu AVM'nin sıcaklık düzeyi rahat vakit geçirmemi sağlıyor	1	2	3	4	5	6
Bu AVM'nin yeterince temiz olduğunu düşünüyorum	1	2	3	4	5	6
Bu AVM'de bebek bakım alanlarının olmasını doğru buluyorum	1	2	3	4	5	6
Bu AVM'de bir süpermarketin olmasını iyi buluyorum	1	2	3	4	5	6
Bu AVM'deki çocuk oyun alanlarını beğeniyorum	1	2	3	4	5	6
Bu AVM'de genelde güzel promosyonlar/kampanyalar oluyor	1	2	3	4	5	6
Bu AVM'deki eğlence alanlarını (buz pateni pisti, tiyatro salonu, bowling salonu, vb) beğeniyorum	1	2	3	4	5	6
Bu AVM'deki sinema salonlarını beğeniyorum	1	2	3	4	5	6
Bu AVM'nin dekorasyonunu güzel buluyorum	1	2	3	4	5	6
Bu AVM'ye ulaşmak için fazla zaman harcamam gerekmiyor	1	2	3	4	5	6
Bu AVM'deki asansör ve yürüyen merdiven sistemlerinin iyi olduğunu düşünüyorum	1	2	3	4	5	6

Peki, Alışveriş Merkezi ile şimdi okuyacağım ifadelere ne derece katıldığınızı belirtir misiniz?

	Kesinlikle Katılmıyorum	Katılmıyorum	Kısmen Katılmıyorum	Kısmen Katılıyorum	Katılıyorum	Kesinlikle Katılıyorum
Bu AVM'nin ortak kullanım alanlarının aydınlık ve havadar olduğunu düşünüyorum	1	2	3	4	5	6
Bu AVM'nin giriş-çıkış kapılarının yeterli ve iyi tasarlanmış olduğunu düşünüyorum	1	2	3	4	5	6
Bu AVM'nin otopark düzenlemesini iyi buluyorum	1	2	3	4	5	6
Bu AVM arkadaşlarımla beraber alışveriş yapabileceğim bir yer	1	2	3	4	5	6

Aşağıda bir AVM'de hissedebileceğiniz farklı duygular zıt kutuplar halinde gösterilmiştir. Her duyguya ait iki kutup arası yedi farklı bölme ile derecelendirilmiştir. Lütfen Alışveriş Merkezi'nde geçirdiğiniz sürelerde kendinizi genel olarak nasıl hissettiğinizi her duyguya ait uygun olan bölümü belirterek söyleyiniz?

Mutsuz	1	2	3	4	5	6	7	Mutlu
Üzgün	1	2	3	4	5	6	7	Hoşnut
Rahatsız	1	2	3	4	5	6	7	Memnun
Miskin	1	2	3	4	5	6	7	Coşkulu
Sakin	1	2	3	4	5	6	7	Heyecanlı
Bezgin	1	2	3	4	5	6	7	Enerjik
Kısıtlanmış	1	2	3	4	5	6	7	Özgür ve Rahat
Kontrol altında	1	2	3	4	5	6	7	Kontrol bende
Pasif/Edilgin	1	2	3	4	5	6	7	Baskın/Dominant

Şimdi Alışveriş Merkezi'nin genel değerlendirmesi ile ilgili ifadeler okuyacağım ve bu ifadelere ne derece katıldığınızı öğrenmek istiyorum. Lütfen okuyacağım ifadelere ne derece katıldığınızı belirtir misiniz?

	Kesinlikle Katılmıyorum	Katılmıyorum	Kısmen Katılmıyorum	Kısmen Katılıyorum	Katılıyorum	Kesinlikle Katılıyorum
Bu AVM'nin belirli bir teması olduğunu düşünüyorum	1	2	3	4	5	6
Bu AVM'nin diğer AVM'lerden çok farklı olduğunu düşünüyorum	1	2	3	4	5	6
Bu AVM'nin genel olarak kaliteli bir AVM olduğunu düşünüyorum	1	2	3	4	5	6

Lütfen okuyacağım aktiviteleri Alışveriş Merkezi ziyaretlerinizde ne sıklıkta yaptığınızı belirtir misiniz?

	Hiç	Nadiren	Oldukça Sık	Her Zaman
Arkadaşlarımla veya ailemle vakit geçiririm	1	2	3	4
Sinemaya giderim	1	2	3	4
Bir şey almayı planlamasam da mağazaların içinde dolaşırım	1	2	3	4
Bir şeyler atıştırırım	1	2	3	4
Bir restoranda oturup yemek yerim	1	2	3	4
Alışveriş yaparım	1	2	3	4
Hiç aklımda olmayan bir şey alırım	1	2	3	4

Lütfen okuyacağım Alışveriş Merkezi'ne yönelik genel yaklaşımlara ne derece katıldığınızı belirtir misiniz?

	Kesinlikle Katılmıyorum	Katılmıyorum	Kısmen Katılmıyorum	Kısmen Katılıyorum	Katılıyorum	Kesinlikle Katılıyorum
Bu AVM'ye giderek doğru yaptığımı düşünüyorum	1	2	3	4	5	6
Bu AVM bir AVM'de olması gereken tüm özelliklere sahip	1	2	3	4	5	6
Genel olarak, Bu AVM'den memnunum	1	2	3	4	5	6

Lütfen aşağıdaki sorulara herhangi bir AVM'yi düşünmeden cevap veriniz. Okuyacağım cümlelere ne derece katıldığınızı belirtir misiniz?

	Kesinlikle Katılmıyorum	Katılmıyorum	Kısmen Katılmıyorum	Kısmen Katılıyorum	Katılıyorum	Kesinlikle Katılıyorum
Başkalarıyla iletişim kurmaktan hoşlanırım	1	2	3	4	5	6
Başkaları tarafından saygı duyulmak benim için önemlidir	1	2	3	4	5	6
Başkaları tarafından takdir edilmeyi severim	1	2	3	4	5	6
Bir topluluğun arasına kolayca karışıyorum	1	2	3	4	5	6
Başkalarıyla birlikte olmaktan hoşlanırım	1	2	3	4	5	6
Tanıdığım insanların beni takdir etmesi benim için önemlidir	1	2	3	4	5	6

Lütfen aşağıdaki ifadelerin sizi ne derece tanımladığını belirtir misiniz?

	Kesinlikle Katılmıyorum	Katılmıyorum	Kısmen Katılmıyorum	Kısmen Katılıyorum	Katılıyorum	Kesinlikle Katılıyorum
Genelde AVM'lere ihtiyacım olan bir ürünü almak için giderim	1	2	3	4	5	6
Genelde AVM'lere almak istediğim bir ürünü en kısa zamanda bulmak için giderim	1	2	3	4	5	6
Genelde AVM'lere yeni çıkan ürünlere göz atmak için giderim	1	2	3	4	5	6
Genelde AVM'lere vakit geçirmek için giderim	1	2	3	4	5	6
Genelde AVM'lere arkadaşlarımla buluşmak için giderim	1	2	3	4	5	6

Aşağıda, alışveriş yapmak ile ilgili farklı ifadeler zıt kutuplar halinde gösterilmiştir. Her ifadeye ait iki kutup arası yedi farklı bölme ile derecelendirilmiştir. Lütfen bu ifadelerin sizi ne derece tanımladığı belirtir misiniz?

Alışverişe çıkmak benim için önemli değildir	1	2	3	4	5	6	7	Alışverişe çıkmak benim için önemlidir
Alışverişe çıkmak benim için heyecan verici değildir	1	2	3	4	5	6	7	Alışverişe çıkmak benim için heyecan vericidir
Alışverişe çıkmak benim için cazip değildir	1	2	3	4	5	6	7	Alışverişe çıkmak benim için caziptir

Lütfen aşağıdaki ifadelere katılma derecenizi belirtir misiniz?

	Kesinlikle Katılmıyorum	Katılmıyorum	Kısmen Katılmıyorum	Kısmen Katılıyorum	Katılıyorum	Kesinlikle Katılıyorum
Bir ürün satın alırken önce fiyatını değerlendiririm	1	2	3	4	5	6
Çoğunlukla pahalı olan markaları tercih ederim	1	2	3	4	5	6
Fiyat karşılaştırması yaparak düşük fiyatlı ürünleri bulmaya çalışırım	1	2	3	4	5	6
Tanınmış markalar benim için en iyi tercihlerdir	1	2	3	4	5	6
Bir ürünün fiyatı arttıkça kalitesi de artar	1	2	3	4	5	6
Çoğunlukla ucuz olan ürünleri tercih ederim	1	2	3	4	5	6

Cinsiyetiniz: Kadın _____
Erkek _____

Yaşınız: _____

Çalışıyor musunuz? Evet _____
Hayır _____

Mesleğiniz: _____

En son bitirdiğiniz okul: İlkokul _____
Ortaöğretim _____
Lise _____
Üniversite _____
Yüksek lisans _____
Doktora _____

Medeni durumunuz: Evli _____
Bekar _____
Dul _____
Boşanmış _____

Çocuğunuz var mı? Evet _____
Hayır _____

Aylık hane geliriniz: <1000TL _____
1000-3000TL _____
3000-6000TL _____
6000-10000TL _____
>10000TL _____

Appendix IIA

Table 43. Population and Estimated Sample Size of Each District

District Name	Number of People	% of Total Population	Number of Sample Elements
Arnavutkoy	156,333	1.92	17
Avcilar	333,944	4.10	35
Bagcilar	720,819	8.84	76
Bahcelievler	571,683	7.01	61
Bakirkoy	214,810	2.63	23
Basaksehir	205,860	2.52	22
Bayrampasa	268,276	3.29	28
Besiktas	185,373	2.27	20
Beylikduzu	185,633	2.28	20
Beyoglu	245,064	3.01	26
Buyukcekmece	163,140	2.00	17
Catalca	35,995	0.44	4
Esenler	464,557	5.70	49
Esenyurt	373,017	4.57	40
Eyup	316,632	3.88	34
Fatih	443,955	5.44	47
Gaziosmanpasa	460,675	5.65	49
Gungoren	314,271	3.85	33
Kagithane	415,130	5.09	44
Kucukcekmece	669,081	8.21	71
Sariyer	252,986	3.10	27
Silivri	111,636	1.37	12
Sisli	312,666	3.83	33
Sultangazi	444,295	5.45	47
Zeytinburnu	288,058	3.53	31
Total	8,153,889	100.00	864

Source: Turkish Statistical Institute, Address Based Population Registration System (ABPRS) Population Census Results (<http://tuikapp.tuik.gov.tr/adnksdagitapp/adnks.zul?dil=2>).

Appendix IIB

Table 44. Distribution of Sample among Districts and Shopping Malls

	Cevahir	Istinyepark	Olivium	Total
Arnavutkoy	0	0	0	0
Avcilar	1	0	4	5
Bagcilar	6	11	19	36
Bahcelievler	13	3	6	22
Bakirkoy	10	20	17	47
Basaksehir	0	0	0	0
Bayrampasa	6	12	8	26
Besiktas	25	26	9	60
Beylikduzu	0	0	0	0
Beyoglu	1	0	0	1
Buyukcekmece	0	0	0	0
Catalca	0	0	0	0
Esenler	23	17	17	57
Esenyurt	0	0	0	0
Eyup	19	17	17	53
Fatih	17	12	16	45
Gaziosmanpasa	2	6	20	28
Gungoren	8	8	14	30
Kagithane	24	19	3	46
Kucukcekmece	34	34	45	113
Sariyer	1	9	1	11
Silivri	0	0	0	0
Sisli	13	6	3	22
Sultangazi	0	0	0	0
Zeytinburnu	0	0	1	1
Total	203	200	200	603

Appendix IIIA

Table 45. Number of Outliers on Each Variable

Item	Number of outliers
How many times have you visited ... mall in the past three months?	6
How much time do you spend in ... mall on an average trip?	4
How much money do you spend in ... mall on an average trip?	6
I will probably visit ... mall in the future.	4
The ... mall plays music that I like.	0
The ... mall lighting is appropriate.	5
The ... mall temperature is comfortable.	4
The ... mall's architecture gives it an attractive character.	1
The ... mall is decorated in an attractive fashion.	0
I like the type of consumers in ... mall.	3
The public spaces are bright and airy at ... mall.	0
The public places are visually appealing at ... mall.	0
The ... mall is clean and fresh.	4
In general, I have a friendly reception from staff at ... mall.	0
I can find everything I need at ... mall.	0
In general, there is an attractive range of shops at ... mall.	3
Merchandise variety is good at ... mall.	2
Service variety is good at ... mall.	1
The ... mall includes store(s) that I like most.	0
It is easy to move between stores at ... mall.	2
It is easy to find stores at ... mall.	0
The ... mall is good at providing a secure environment to spend time.	0
The ... mall is good at providing comfortable seats during shopping.	4
The ... mall has a comfortable interior design.	4
Parking arrangements are good at ... mall.	4
The ... mall's walkway spaces are good.	0
The ... mall has good entertainment facilities.	0
The ... mall has good fun and entertainment programs.	1
The ... mall has good fun spaces for kids.	1
The ... mall has good entertainment places for youth.	0
The ... mall has good movie theaters.	0
The atmosphere is pleasant in the food court at ... mall.	0

Table 45. continued.

Item	Number of outliers
It is good that the ... mall includes a supermarket.	1
The ... mall has adequate and well-designed entrances.	1
The ... mall has a good vertical transportation system.	0
It is good to have a baby-feeding area in the ... mall.	1
It is good to have a place to leave the children in the ... mall.	0
The advertising is visually appealing for ... mall.	0
The advertising for ... mall presents interesting activities.	0
You often see advertising for ... mall.	0
There are usually good promotional campaigns in the ... mall.	0
The ... mall is very popular among my friends and family.	4
The ... mall has places to meet others.	5
The ... mall is suitable for shopping with friends.	3
The ... mall's location is convenient for me.	0
The ... mall is located near my home/work.	0
It is easy to get to ... mall.	0
I feel unhappy – happy in ... mall.	2
I feel melancholic – contented in ... mall.	2
I feel annoyed – pleased in ... mall.	3
I feel sluggish – frenzied in ... mall.	0
I feel calm – excited in ... mall.	0
I feel relaxed – stimulated in ... mall.	1
I feel guided – autonomous in ... mall.	3
I feel controlled – controlling in ... mall.	1
I feel submissive – dominant in ... mall.	0
The ... mall has a definite theme.	0
The ... mall is particularly unique.	0
The ... mall is of high quality.	1
In most of my visits to the ... mall, I socialize with friends and family.	0
In most of my visits to the ... mall, I go to a movie.	0
In most of my visits to the ... mall, I browse in a store without planning to buy.	0
In most of my visits to the ... mall, I buy a snack.	0
In most of my visits to the ... mall, I have a lunch/dinner.	0
In most of my visits to the ... mall, I shop in a store to buy something.	0
In most of my visits to the ... mall, I make an unplanned purchase.	0
On the whole, I am satisfied with ... mall.	4
I think I do the right thing by coming to ... mall.	4
The ... mall is exactly what a shopping mall should be.	5
I go to shopping malls to shop for a brand new item to replace an old one.	0
I go to shopping malls to find exactly what I want in the least amount of time.	0
I go to shopping malls for browsing.	0

Table 45. continued.

Item	Number of outliers
I go to shopping malls for hanging out.	0
I go to shopping malls for meeting with friends.	0
I am a person who has no difficulty mingling in a group.	4
I am a person who likes to seek contact with others.	0
I am a person who simply enjoys the crowds.	1
I am a person who likes to be appreciated by others.	0
I am a person who likes to be respected by others.	1
I am a person who likes to be appreciated by acquaintances.	1
In general, going shopping is unimportant – important.	0
In general, going shopping is unexciting – exciting.	0
In general, going shopping is unappealing – appealing.	2
I consider price first.	0
I usually compare three brands before shopping.	0
The lower price products are usually my choice.	0
The more expensive brands are usually my choices.	0
I usually buy well-known, national, or designer brands.	0
The higher the price of a product, the better its quality.	0
The ... mall is exactly what a shopping mall should be.	5

APPENDIX IIIB

Table 46. Kolmogorov-Smirnov Tests

Item	Statistic	df	Sig.
How many times have you visited ... mall in the past three months?	.277	603	.000
How much time do you spend in ... mall on an average trip?	.220	603	.000
How much money do you spend in ... mall on an average trip?	.281	603	.000
I will probably visit ... mall in the future.	.328	603	.000
The ... mall plays music that I like.	.288	603	.000
The ... mall lighting is appropriate.	.324	603	.000
The ... mall temperature is comfortable.	.333	603	.000
The ... mall's architecture gives it an attractive character.	.297	603	.000
The ... mall is decorated in an attractive fashion.	.305	603	.000
I like the type of consumers in ... mall.	.315	603	.000
The public spaces are bright and airy at ... mall.	.312	603	.000
The public places are visually appealing at ... mall.	.307	603	.000
The ... mall is clean and fresh.	.304	603	.000
In general, I have a friendly reception from staff at ... mall.	.316	603	.000
I can find everything I need at ... mall.	.325	603	.000
In general, there is an attractive range of shops at ... mall.	.318	603	.000
Merchandise variety is good at ... mall.	.318	603	.000
Service variety is good at ... mall.	.340	603	.000
The ... mall includes store(s) that I like most.	.315	603	.000
It is easy to move between stores at ... mall.	.312	603	.000
It is easy to find stores at ... mall.	.304	603	.000
The ... mall is good at providing a secure environment to spend time.	.307	603	.000
The ... mall is good at providing comfortable seats during shopping.	.288	603	.000
The ... mall has a comfortable interior design.	.332	603	.000
Parking arrangements are good at ... mall.	.306	603	.000
The ... mall's walkway spaces are good.	.302	603	.000
The ... mall has good entertainment facilities.	.228	603	.000
The ... mall has good fun and entertainment programs.	.307	603	.000
The ... mall has good fun spaces for kids.	.312	603	.000

Table 46. continued.

Item	Statistic	df	Sig.
The ... mall has good entertainment places for youth.	.288	603	.000
The ... mall has good movie theaters.	.304	603	.000
The atmosphere is pleasant in the food court at ... mall.	.303	603	.000
It is good that the ... mall includes a supermarket.	.309	603	.000
The ... mall has adequate and well-designed entrances.	.331	603	.000
The ... mall has a good vertical transportation system.	.354	603	.000
It is good to have a baby-feeding area in the ... mall.	.314	603	.000
It is good to have a place to leave the children in the ... mall.	.318	603	.000
The advertising is visually appealing for ... mall.	.233	603	.000
The advertising for ... mall presents interesting activities.	.206	603	.000
You often see advertising for ... mall.	.239	603	.000
There are usually good promotional campaigns in the ... mall.	.206	603	.000
The ... mall is very popular among my friends and family.	.347	603	.000
The ... mall has places to meet others.	.335	603	.000
The ... mall is suitable for shopping with friends.	.337	603	.000
The ... mall's location is convenient for me.	.302	603	.000
The ... mall is located near my home/work.	.277	603	.000
It is easy to get to ... mall.	.264	603	.000
I feel unhappy – happy in ... mall.	.251	603	.000
I feel melancholic – contented in ... mall.	.230	603	.000
I feel annoyed – pleased in ... mall.	.248	603	.000
I feel sluggish – frenzied in ... mall.	.191	603	.000
I feel calm – excited in ... mall.	.202	603	.000
I feel relaxed – stimulated in ... mall.	.206	603	.000
I feel guided – autonomous in ... mall.	.230	603	.000
I feel controlled – controlling in ... mall.	.229	603	.000
I feel submissive – dominant in ... mall.	.202	603	.000
The ... mall has a definite theme.	.349	603	.000
The ... mall is particularly unique.	.313	603	.000
The ... mall is of high quality.	.363	603	.000
In most of my visits to the ... mall, I socialize with friends and family.	.285	603	.000
In most of my visits to the ... mall, I go to a movie.	.250	603	.000
In most of my visits to the ... mall, I browse in a store without planning to buy.	.232	603	.000
In most of my visits to the ... mall, I buy a snack.	.226	603	.000
In most of my visits to the ... mall, I have a lunch/dinner.	.262	603	.000
In most of my visits to the ... mall, I shop in a store to buy something.	.246	603	.000
In most of my visits to the ... mall, I make an unplanned purchase.	.336	603	.000
On the whole, I am satisfied with ... mall.	.393	603	.000
I think I do the right thing by coming to ... mall.	.352	603	.000
The ... mall is exactly what a shopping mall should be.	.410	603	.000
I go to shopping malls to shop for a brand new item to replace an old one.	.171	603	.000

Table 46. continued.

Item	Statistic	df	Sig.
I go to shopping malls to find exactly what I want in the least amount of time.	.163	603	.000
I go to shopping malls for browsing.	.177	603	.000
I go to shopping malls for hanging out.	.278	603	.000
I go to shopping malls for meeting with friends.	.294	603	.000
I am a person who has no difficulty mingling in a group.	.265	603	.000
I am a person who likes to seek contact with others.	.242	603	.000
I am a person who simply enjoys the crowds.	.256	603	.000
I am a person who likes to be appreciated by others.	.270	603	.000
I am a person who likes to be respected by others.	.279	603	.000
I am a person who likes to be appreciated by acquaintances.	.314	603	.000
In general, going shopping is unimportant – important.	.191	603	.000
In general, going shopping is unexciting – exciting.	.174	603	.000
In general, going shopping is unappealing – appealing.	.203	603	.000
I consider price first.	.158	603	.000
I usually compare three brands before shopping.	.207	603	.000
The lower price products are usually my choice.	.314	603	.000
The more expensive brands are usually my choices.	.319	603	.000
I usually buy well-known, national, or designer brands.	.236	603	.000
The higher the price of a product, the better its quality.	.198	603	.000

APPENDIX IIIC

Table 47. Skewness and Kurtosis Values

Item	Skewness	Kurtosis
How many times have you visited ... mall in the past three months?	2.960	10.787
How much time do you spend in ... mall on an average trip?	1.629	7.230
How much money do you spend in ... mall on an average trip?	7.703	89.179
I will probably visit ... mall in the future.	-.534	1.296
The ... mall plays music that I like.	-.676	-.008
The ... mall lighting is appropriate.	-.951	2.116
The ... mall temperature is comfortable.	-.912	3.368
The ... mall's architecture gives it an attractive character.	-.736	.603
The ... mall is decorated in an attractive fashion.	-.865	1.307
I like the type of consumers in ... mall.	-.638	1.466
The public spaces are bright and airy at ... mall.	-.843	.770
The public places are visually appealing at ... mall.	-.972	1.353
The ... mall is clean and fresh.	-.920	2.332
In general, I have a friendly reception from staff at ... mall.	-.724	1.141
I can find everything I need at ... mall.	-.408	.446
In general, there is an attractive range of shops at ... mall.	-.813	2.017
Merchandise variety is good at ... mall.	-.597	1.737
Service variety is good at ... mall.	-1.111	2.229
The ... mall includes store(s) that I like most.	-.721	.772
It is easy to move between stores at ... mall.	-1.024	3.055
It is easy to find stores at ... mall.	-.969	1.470
The ... mall is good at providing a secure environment to spend time.	-.914	1.563
The ... mall is good at providing comfortable seats during shopping.	-.909	2.187
The ... mall has a comfortable interior design.	-1.003	2.365
Parking arrangements are good at ... mall.	-.773	2.182
The ... mall's walkway spaces are good.	-.720	-.091
The ... mall has good entertainment facilities.	-.472	-.275
The ... mall has good fun and entertainment programs.	-.651	.835
The ... mall has good fun spaces for kids.	-.957	1.128
The ... mall has good entertainment places for youth.	-.658	.383
The ... mall has good movie theaters.	-.782	.703

Table 47. continued.

Item	Skewness	Kurtosis
The atmosphere is pleasant in the food court at ... mall.	-.929	.821
It is good that the ... mall includes a supermarket.	-1.267	2.444
The ... mall has adequate and well-designed entrances.	-.552	1.394
The ... mall has a good vertical transportation system.	-1.156	2.720
It is good to have a baby-feeding area in the ... mall.	-.940	1.289
It is good to have a place to leave the children in the ... mall.	-.750	.824
The advertising is visually appealing for ... mall.	-.390	-.853
The advertising for ... mall presents interesting activities.	-.196	-1.080
You often see advertising for ... mall.	-.454	-.202
There are usually good promotional campaigns in the ... mall.	-.296	-.891
The ... mall is very popular among my friends and family.	-.803	2.675
The ... mall has places to meet others.	-1.023	2.788
The ... mall is suitable for shopping with friends.	-.791	1.911
The ... mall's location is convenient for me.	-1.103	.962
The ... mall is located near my home/work.	-.881	.646
It is easy to get to ... mall.	-.824	.412
I feel unhappy – happy in ... mall.	-1.190	1.994
I feel melancholic – contented in ... mall.	-.600	.687
I feel annoyed – pleased in ... mall.	-1.160	2.280
I feel sluggish – frenzied in ... mall.	-.371	-.297
I feel calm – excited in ... mall.	-.476	-.098
I feel relaxed – stimulated in ... mall.	-.566	.205
I feel guided – autonomous in ... mall.	-1.086	1.929
I feel controlled – controlling in ... mall.	-.573	-.073
I feel submissive – dominant in ... mall.	-.409	-.327
The ... mall has a definite theme.	-1.256	1.710
The ... mall is particularly unique.	-.857	.684
The ... mall is of high quality.	-.396	1.203
In most of my visits to the ... mall, I socialize with friends and family.	-.440	.183
In most of my visits to the ... mall, I go to a movie.	.366	-.706
In most of my visits to the ... mall, I browse in a store without planning to buy.	.039	-.750
In most of my visits to the ... mall, I buy a snack.	.096	-.870
In most of my visits to the ... mall, I have a lunch/dinner.	-.230	-.434
In most of my visits to the ... mall, I shop in a store to buy something.	-.102	-.747
In most of my visits to the ... mall, I make an unplanned purchase.	.527	.238
On the whole, I am satisfied with ... mall.	-1.209	4.682
I think I do the right thing by coming to ... mall.	-.735	1.562
The ... mall is exactly what a shopping mall should be.	-1.300	5.933
I go to shopping malls to shop for a brand new item to replace an old one.	-.100	-1.039

Table 47. continued.

Item	Skewness	Kurtosis
I go to shopping malls to find exactly what I want in the least amount of time.	-.252	-.704
I go to shopping malls for browsing.	-.316	-.508
I go to shopping malls for hanging out.	-1.145	1.775
I go to shopping malls for meeting with friends.	-.832	1.032
I am a person who has no difficulty mingling in a group.	-.913	1.926
I am a person who likes to seek contact with others.	-.638	.056
I am a person who simply enjoys the crowds.	-.573	.116
I am a person who likes to be appreciated by others.	-.687	-.220
I am a person who likes to be respected by others.	-.977	.654
I am a person who likes to be appreciated by acquaintances.	-1.015	.911
In general, going shopping is unimportant – important.	-.247	-.780
In general, going shopping is unexciting – exciting.	-.338	-.423
In general, going shopping is unappealing – appealing.	-.393	-.019
I consider price first.	-.085	-.473
I usually compare three brands before shopping.	.199	-1.131
The lower price products are usually my choice.	.091	-1.720
The more expensive brands are usually my choices.	.206	-1.592
I usually buy well-known, national, or designer brands.	-.313	.310
The higher the price of a product, the better its quality.	.272	-.704

APPENDIX IIID

Table 48. Homoscedasticity Tests

		Visit frequency	Time spent	Money spent	Repatronage intention
Gender	F*	.059	.371	.075	1.758
	Sig.**	.808	.543	.785	.185
Age	F	.711	2.187	.570	1.296
	Sig.	.492	.113	.566	.274
Income	F	1.697	1.151	43.921	.754
	Sig.	.184	.317	.000	.471
Marital status	F	.623	.389	.450	1.657
	Sig.	.600	.761	.718	.175
Number of Children	F	1.014	.062	.032	.624
	Sig.	.314	.803	.857	.430
Employment Status	F	.192	.208	1.968	1.298
	Sig.	.662	.648	.161	.255

* Levene statistic

** Significance of the Levene statistic

APPENDIX III E

Table 49. Multicollinearity Statistics

	Collinearity Statistics		Correlation Coefficients					
	Tolerance	VIF	(1)	(2)	(3)	(4)	(5)	(6)
(1) Shopping mall perceptions	.906	1.103	1.000					
(2) Shopping involvement	.784	1.276	.034	1.000				
(3) Need for social affiliation	.705	1.418	.243**	.328**	1.000			
(4) Need for social recognition	.725	1.379	.056	.355**	.465**	1.000		
(5) Brand consciousness	.341	2.931	.103**	.100**	.054	-.033	1.000	
(6) Price consciousness	.333	3.002	-.172**	.080*	-.016	.118**	-.794**	1.000

** $p < .01$ (one-tailed tests).

* $p < .05$ (one-tailed tests).

APPENDIX III F

Table 50. Summary of Hypotheses

Hypotheses	Result	
H1a	There is a positive relationship between consumers' perceptions of a shopping mall environment and their mall satisfaction.	Supported
H1b	There is a positive relationship between consumers' perceptions of a shopping mall environment and their mall patronage.	Partially Supported
H2a	There is a positive relationship between consumers' level of enduring shopping involvement and their shopping mall satisfaction.	Rejected
H2b	There is a positive relationship between consumers' level of enduring shopping involvement and their shopping mall patronage.	Partially Supported
H3a	There is a positive relationship between consumers' need for social affiliation and their shopping mall satisfaction.	Excluded
H3b	There is a positive relationship between consumers' need for social affiliation and their shopping mall patronage.	Excluded
H4a	There is a positive relationship between consumers' need for social recognition and their shopping mall satisfaction.	Supported
H4b	There is a positive relationship between consumers' need for social recognition and their shopping mall patronage.	Rejected
H5a	There is a positive relationship between consumers' degree of brand consciousness and their shopping mall satisfaction.	Rejected
H5b	There is a positive relationship between consumers' degree of brand consciousness and their shopping mall patronage.	Partially Supported
H6a	There is a positive relationship between consumers' degree of price consciousness and their shopping mall satisfaction.	Rejected
H6b	There is a positive relationship between consumers' degree of price consciousness and their shopping mall patronage.	Partially Supported
H7a	There are no significant differences between men and women in terms of their shopping mall satisfaction.	Supported
H7b	There are no significant differences between men and women in terms of their shopping mall patronage.	Partially Supported
H8a	There are no significant differences between young and elderly people's shopping mall satisfaction.	Supported
H8b	There are no significant differences between young and elderly people's shopping mall patronage.	Partially Supported
H9a	There is a negative relationship between consumers' income level and their shopping mall satisfaction.	Rejected
H9b	There is a negative relationship between consumers' income level and their shopping mall patronage.	Rejected
H10a	There is a positive relationship between consumers' family size and their shopping mall satisfaction.	Rejected
H10b	There is a positive relationship between consumers' family size and their shopping mall patronage.	Rejected
H11a	There is no relationship between consumers' work status and their shopping mall satisfaction.	Supported
H11b	There is no relationship between consumers' work status and their shopping mall patronage.	Supported

Table 50. continued.

Hypotheses	Result
H12 There is a positive relationship between consumers' perceptions of a shopping mall environment and their emotional states at the mall.	Supported
H13 There is a positive relationship between consumers' level of enduring shopping involvement and their emotional states at a mall.	Supported
H14a There is a positive relationship between consumers' need for social affiliation and their emotional states at a shopping mall.	Excluded
H14b There is a positive relationship between consumers' need for social recognition and their emotional states at a shopping mall.	Supported
H15a There is a positive relationship between consumers' degree of brand consciousness and their emotional states at a shopping mall.	Rejected
H15b There is a positive relationship between consumers' degree of price consciousness and their emotional states at a shopping mall.	Rejected
H16 Women experience more positive emotional states at a shopping mall when compared to men.	Supported
H17a There is no relationship between consumers' age and their emotional states at a shopping mall.	Supported
H17b There is no relationship between consumers' work status and their emotional states at a shopping mall.	Supported
H18 There is a negative relationship between consumers' income level and their emotional states at a shopping mall.	Supported
H19 There is a positive relationship between consumers' family size and their emotional states at a shopping mall.	Rejected
H20 There is a positive relationship between consumers' perceptions of a shopping mall environment and their cognitive evaluations of the mall.	Supported
H21 Consumers' emotional states at a shopping mall and their cognitive evaluations of the mall are highly positively correlated.	Supported
H22a There is a positive relationship between consumers' level of enduring shopping involvement and their cognitive evaluations of a shopping mall.	Supported
H22b There is a positive relationship between consumers' need for social affiliation and their cognitive evaluations of a shopping mall.	Excluded
H22c There is a positive relationship between consumers' need for social recognition and their cognitive evaluations of a shopping mall.	Supported
H23a There is a positive relationship between consumers' degree of brand consciousness and their cognitive evaluations of a shopping mall.	Supported
H23b There is a positive relationship between consumers' degree of price consciousness and their cognitive evaluations of a shopping mall.	Rejected
H24a Women's cognitive evaluations of a shopping mall will be more positive than men.	Rejected
H24b There is a negative relationship with consumers' income level and their cognitive evaluations of a shopping mall.	Rejected
H24c There is a positive relationship between consumers' family size and their cognitive evaluations of a shopping mall.	Rejected
H25a There is no relationship between consumers' age and their cognitive evaluations of a shopping mall.	Supported
H25b There is no relationship between consumers' work status and their cognitive evaluations of a shopping mall.	Rejected

Table 50. continued.

Hypotheses	Result
H26a Consumers' level of participation in mall-related activities and their emotional states at a shopping mall are highly positively correlated.	Supported
H26b Consumers' level of participation in mall-related activities and their cognitive evaluations of a shopping mall are highly positively correlated.	Supported
H27 There is a positive relationship between consumers' perceptions of a shopping mall environment and their level of participation in mall-related activities.	Rejected
H28 There is a positive relationship between consumers' level of enduring shopping involvement and their level of participation in mall-related activities.	Supported
H29a There is a positive relationship between consumers' need for social affiliation and their level of participation in mall-related activities.	Excluded
H29b There is a positive relationship between consumers' need for social recognition and their level of participation in mall-related activities.	Supported
H30a There is a positive relationship between consumers' degree of brand consciousness and their level of participation in mall-related activities.	Rejected
H30b There is a positive relationship between consumers' degree of price consciousness and their level of participation in mall-related activities.	Rejected
H31a Women have higher levels of participation in mall-related activities than men.	Supported
H31b There is a negative relationship between consumers' income level and their level of participation in mall-related activities.	Supported
H31c There is a positive relationship between consumers' family size and their level of participation in mall-related activities.	Supported
H32a There is no relationship between consumers' age and their level of participation in mall-related activities.	Rejected
H32b There is no relationship between consumers' work status and their level of participation in mall related activities.	Supported
H33a There is a positive relationship between consumers' emotional states at a shopping mall and their mall satisfaction.	Supported
H33b There is a positive relationship between consumers' emotional states at a shopping mall and their mall patronage.	Rejected
H34a There is a positive relationship between consumers' cognitive evaluations of a shopping mall and their mall satisfaction.	Supported
H34b There is a positive relationship between consumers' cognitive evaluations of a shopping mall and their mall patronage.	Partially Supported
H35a There is a positive relationship between consumers' level of participation in mall-related activities and their mall satisfaction.	Supported
H35b There is a positive relationship between consumers' level of participation in mall-related activities and their mall patronage.	Partially Supported
H36 There is a positive relationship between mall satisfaction and mall patronage.	Rejected
H37a The impact of consumers' perceptions of mall characteristics on their emotional states at the mall is stronger for those with hedonic mall shopping motivations than for those with utilitarian mall shopping motivations.	Supported
H37b The impact of consumers' perceptions of mall characteristics on their cognitive evaluations of the mall is stronger for those with hedonic mall shopping motivations than for those with utilitarian mall shopping motivations.	Supported

Table 50. continued.

Hypotheses	Result	
H37c	The impact of consumers' perceptions of mall characteristics on their level of participation in mall-related activities is stronger for those with hedonic mall shopping motivations than for those with utilitarian mall shopping motivations.	Rejected
H37d	The impact of consumers' perceptions of mall characteristics on their mall satisfaction is stronger for those with hedonic mall shopping motivations than for those with utilitarian mall shopping motivations.	Rejected
H37e	The impact of consumers' perceptions of mall characteristics on their mall patronage is stronger for those with hedonic mall shopping motivations than for those with utilitarian mall shopping motivations.	Supported
H38a	The impact of consumers' need for social affiliation on their emotional states at the mall is stronger for those with hedonic mall shopping motivations than for those with utilitarian mall shopping motivations.	Excluded
H38b	The impact of consumers' need for social affiliation on their cognitive evaluations of the mall is stronger for those with hedonic mall shopping motivations than for those with utilitarian mall shopping motivations.	Excluded
H38c	The impact of consumers' need for social affiliation on their level of participation in mall-related activities is stronger for those with hedonic mall shopping motivations than for those with utilitarian mall shopping motivations.	Excluded
H38d	The impact of consumers' need for social affiliation on their mall satisfaction is stronger for those with hedonic mall shopping motivations than for those with utilitarian mall shopping motivations.	Excluded
H38e	The impact of consumers' need for social affiliation on their mall patronage is stronger for those with hedonic mall shopping motivations than for those with utilitarian mall shopping motivations.	Excluded
H39a	The impact of consumers' need for social recognition on their emotional states at the mall is stronger for those with hedonic mall shopping motivations than for those with utilitarian mall shopping motivations.	Supported
H39b	The impact of consumers' need for social recognition on their cognitive evaluations of the mall is stronger for those with hedonic mall shopping motivations than for those with utilitarian mall shopping motivations.	Partially Supported
H39c	The impact of consumers' need for social recognition on their level of participation in mall-related activities is stronger for those with hedonic mall shopping motivations than for those with utilitarian mall shopping motivations.	Rejected
H39d	The impact of consumers' need for social recognition on their mall satisfaction is stronger for those with hedonic mall shopping motivations than for those with utilitarian mall shopping motivations.	Rejected
H39e	The impact of consumers' need for social recognition on their mall patronage is stronger for those with hedonic mall shopping motivations than for those with utilitarian mall shopping motivations.	Rejected
H40a	The impact of consumers' level of enduring shopping involvement on their emotional states at the mall is stronger for those with utilitarian mall shopping motivations than for those with hedonic mall shopping motivations.	Supported

Table 50. continued.

Hypotheses	Result
H40b The impact of consumers' level of enduring shopping involvement on their cognitive evaluations of the mall is stronger for those with utilitarian mall shopping motivations than for those with hedonic mall shopping motivations.	Partially Supported
H40c The impact of consumers' level of enduring shopping involvement on their level of participation in mall-related activities is stronger for those with utilitarian mall shopping motivations than for those with hedonic mall shopping motivations.	Rejected
H40d The impact of consumers' level of enduring shopping involvement on their mall satisfaction is stronger for those with utilitarian mall shopping motivations than for those with hedonic mall shopping motivations.	Rejected
H40e The impact of consumers' level of enduring shopping involvement on their mall patronage is stronger for those with utilitarian mall shopping motivations than for those with hedonic mall shopping motivations.	Partially Supported
H41a The impact of consumers' level of brand orientation on their emotional states at the mall is stronger for those with hedonic mall shopping motivations than for those with utilitarian mall shopping motivations.	Rejected
H41b The impact of consumers' level of brand orientation on their cognitive evaluations of the mall is stronger for those with hedonic mall shopping motivations than for those with utilitarian mall shopping motivations.	Supported
H41c The impact of consumers' level of brand orientation on their level of participation in mall-related activities is stronger for those with hedonic mall shopping motivations than for those with utilitarian mall shopping motivations.	Rejected
H41d The impact of consumers' level of brand orientation on their mall satisfaction is stronger for those with hedonic mall shopping motivations than for those with utilitarian mall shopping motivations.	Rejected
H41e The impact of consumers' level of brand orientation on their mall patronage is stronger for those with hedonic mall shopping motivations than for those with utilitarian mall shopping motivations.	Partially Supported
H42a The impact of consumers' level of price orientation on their emotional states at the mall is stronger for those with hedonic mall shopping motivations than for those with utilitarian mall shopping motivations.	Rejected
H42b The impact of consumers' level of price orientation on their cognitive evaluations of the mall is stronger for those with hedonic mall shopping motivations than for those with utilitarian mall shopping motivations.	Rejected
H42c The impact of consumers' level of price orientation on their level of participation in mall-related activities is stronger for those with hedonic mall shopping motivations than for those with utilitarian mall shopping motivations.	Rejected
H42d The impact of consumers' level of price orientation on their mall satisfaction is stronger for those with hedonic mall shopping motivations than for those with utilitarian mall shopping motivations.	Rejected
H42e The impact of consumers' level of price orientation on their mall patronage is stronger for those with hedonic mall shopping motivations than for those with utilitarian mall shopping motivations.	Rejected

Table 50. continued.

Hypotheses	Result
H43a The impact of consumers' emotional states at the mall on their mall satisfaction is stronger for those with hedonic mall shopping motivations than for those with utilitarian mall shopping motivations.	Supported
H43b The impact of consumers' emotional states at the mall on their mall patronage is stronger for those with hedonic mall shopping motivations than for those with utilitarian mall shopping motivations.	Partially Supported
H44a The impact of consumers' cognitive evaluations of the mall on their mall satisfaction is stronger for those with utilitarian mall shopping motivations than for those with hedonic mall shopping motivations.	Supported
H44b The impact of consumers' cognitive evaluations of the mall on their mall patronage is stronger for those with utilitarian mall shopping motivations than for those with hedonic mall shopping motivations.	Partially Supported
H45a The impact of consumers' level of participation in mall-related activities on their mall satisfaction is stronger for those with hedonic mall shopping motivations than for those with utilitarian mall shopping motivations.	Supported
H45 The impact of consumers' level of participation in mall-related activities on their mall patronage is stronger for those with hedonic mall shopping motivations than for those with utilitarian mall shopping motivations.	Partially Supported
H46 The impact of consumers' mall satisfaction on their mall patronage is stronger for those with hedonic mall shopping motivations than for those with utilitarian mall shopping motivations.	Rejected

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