

MALL PATRONAGE: DIMENSIONS OF ATTRACTIVENESS IN URBAN CONTEXT

Shiet Ching Wong*
Heriot-Watt University

Praveen Balakrishnan Nair
Heriot-Watt University

ABSTRACT

Major cities in developing countries have a heavy concentration of malls and one of the main reasons for this phenomenon is the growth in urban population with comparatively higher levels of disposable income. They have better spending power but are time constrained and hence prefer one-stop shopping and entertainment solutions. This led to mushrooming of urban shopping malls. City centre malls are located in close proximity of each other and offer quite similar tenant mix. Hence, there is a need to identify the unique attributes valued by urban shoppers, which will help the shopping mall managements to devise distinctive strategies to attract shoppers. This study was undertaken with an objective to examine the dimensions of attractiveness of city centre shopping malls, based on the perception of urban shoppers, in the most cosmopolitan city of Malaysia, Kuala Lumpur. A survey was undertaken using non-probability sampling method. 320 completed questionnaires were collected and the data was analysed using factor analysis and structural equation modelling. The result showed six dimensions that makes a shopping mall attractive to urban shoppers in Malaysia. Among them, child friendliness and parking facilities were the dimensions that stood out in making shopping mall most attractive. The findings will help the urban shopping malls to differentiate themselves, serve shoppers better, and in turn increase the mall image and mall patronage.

Keywords: Shopping behaviour; Shopping mall; Mall attractiveness; Mall shopper; Malaysia.

1. INTRODUCTION

Organised retailing scenario in Malaysia, which was badly marred by the South East Asian economic crisis back in late 1990s, has experienced a strong comeback in the past one decade. This is evidenced by the proliferation of shopping malls and existence of world's leading retailer brands through the length and breadth of Malaysia. Kuala Lumpur, the capital and the most cosmopolitan city of Malaysia has especially witnessed a rapid mushrooming of shopping malls of different size and scale, primarily because of the improved economic situation and ever increasing demand from the urban dwellers and tourists. Population in Kuala Lumpur grows on an average by 5 million every 10 years; in 1980 Kuala Lumpur had approximately 13.7 million population, in 1991 approximately 18.4 million, in 2000 about 23.3 million, and in 2010, around 28.3 million (Census Malaysia, 2010). The growing urban population with better spending power and higher expectations, when it comes to shopping, is a major contributor to the rapid growth of shopping

* Corresponding author: School of Social Sciences, Heriot-Watt University, No.1, Jalan Venna P5/2, 62200, Putrajaya, Malaysia.
E Mail: S.C.Wong@hw.ac.uk

malls in Kuala Lumpur city. Williams Talhar and Wong, a leading real estate company in Malaysia stated that the lettable area in Klang Valley (the geographic region where the city of Kuala Lumpur is situated) in the year 2016 was about 53.2 million square feet compared to less than 35 million square feet in 2008. As of third quarter of 2017, Real estate services firm Nawawi Tie Leung Sdn Bhd (NTL) estimates a lettable area of around 61 million square feet in Klang valley and estimates a supply of another 16 million sq ft, from those malls under construction (The Edge, 2017). Established shopping malls in Kuala Lumpur city includes Pavilion, Berjaya Times Square, Star Hill, Lot 10, Mid Valley Megamall, Gardens, Sunway, Suria KLCC, Sungai Wang etc, to name a few with recent additions like Quill City Mall, Tropicana Mall, Paradigm Mall, NuSentral Mall etc. Later additions like IOI City Mall, Gateway KLIA, Aeon in suburban areas etc. shows that the development has started moving to suburban areas of Kuala Lumpur as well, which is a clear indication of acceptance of shopping mall culture among Malaysians irrespective of urban or suburban areas. Increase in the number of shopping malls will definitely invite intensive competition among them, requiring the mall managements to seriously consider ways and means to differentiate their malls so as to make it attractive to the shoppers. This requires the mall managers to step into the shoes of their shoppers and find what attracts them to the mall.

Present day shopping malls in many ways reflect the state of being of the society (Kuruville and Joshi, 2010). Urban shoppers have comparatively higher disposable income but are time constrained because of their busy life schedules. They find it difficult to satisfy the diverse needs of the family members in the limited time available at their disposal. This limiting factor of 'time' compels urban dwellers to seek for possible one stop solution for differing family needs, shopping being just one among them. Shopping malls play an important role here by providing a holistic experience covering shopping, dining and leisure in a conducive environment under one roof. Identifying and leveraging on what adds value to the shopper in the process of shopping mall patronising can act as a competitive advantage to the shopping mall and if strategised well, they can even act as agents of change in the society.

This study focuses on the shopping malls located in the city centre, as there will be differences in terms of expectations of shoppers, when it comes to urban and suburban shopping malls. Kuala Lumpur city centre malls are located within a limited geographical area in close proximity of each other, with quite similar tenant mix. While many studies undertaken to identify the dimensions of shopping mall attractiveness listed variables like location, convenience and tenant mix as prime factors for patronising a specific mall (Ahmed et al., 2007; Haque and Rahman, 2009; Singh and Sahay, 2012; El Hedhli et al., 2013; Singh and Prashar, 2014; El-Adly and Eid., 2015), these may not be as prime for city centre malls because of the concentration of malls within a limited geographical area. Studies on attractiveness on retail agglomerations found that location, parking and accessibility may not be crucial factors in attracting the shoppers (Teller and Reutterer, 2008; Teller and Elms, 2010). As most of the malls are centrally located and offer more or less standard offerings to the shoppers, there will be minimal differentiation between the malls, which are capable enough to stand out of competition and to attract shoppers. A very common practice of the shopping mall managements is to provide standard shopping experience and use sales and promotion like mega sales, warehouse sales, change of season sales, festive offers etc. to attract the shoppers to the mall. This is more of a tactic and may be significant for short-term attraction but may not be sufficient for maintaining long-term attention of shoppers. This necessitates the identification of dimensions other than the common elements such as location, tenant mix and offerings valued by the shoppers, and hence this study. This study primarily focuses on urban

shopper's perspectives of their choice of shopping mall, to identify what are the attractive shopping mall dimensions. An urban shopper is defined as anyone who does shopping within the boundaries of a city. This includes shoppers who live within the city boundaries and outsiders who enter city centres for shopping purpose.

2. REVIEW OF LITERATURE

A dissection of shoppers' shopping orientation may provide an understanding of why and how a shopper shops. This can further throw light to estimate the reasons behind a shoppers' patronage of a particular shopping mall. A shopping mall is considered as a place which provides centralised convenience to shoppers by providing a variety of businesses in the area of retail, service, leisure and entertainment in a clean, roofed-over protected space (Haque and Rahman, 2009). A shopping mall's success depends on how they can delight a shopper from the moment he or she drives into the parking area of the mall until driving out of the parking lot. An understanding of expectations of shoppers and the benefits they are seeking while visiting shopping malls will leverage the shopping mall managements to devise appropriate strategies to better satisfy the needs of shoppers, leading to repeated visits. Extensive shopping mall related literature is available, but most of the studies were conducted in developed countries, where the 'shopping mall concept' is in a matured stage. Studies conducted during the initial stages of shopping mall culture on mall patronage focused on objective measures such as population density in the area, distance (Brunner and Mason, 1968) and mass (retail trading area) (Bucklin, 1967) and developed gravitational models to predict mall patronage. Huff and Rust (1984) propounded retail gravity model to help in predicting mall patronage based on the principle of cost (accessibility) versus utility (size). The main drawback of these approaches was that it ignored subjective factors like consumer motives and it could be seen that later studies started giving due attention to customer focus.

Explaining product acquisition as the sole objective of shopping gives a very narrow perspective of the phenomenon. Shoppers shop for experiential and emotional reasons as well and this has been explored in many studies (Lucia-Palacios et al, 2016; Bagdare and Jain, 2013; Davis and Hodges, 2012; Ballantine et al., 2010; Jones, 1999; Holbrook and Hirschman, 1982). Researchers found that perceived total shopping experience plays a more important role than specific variables like product price or quality, which were considered to be the prime elements in product acquisition, in explaining the shoppers' value perceptions of the store/mall (Kerin et. al., 1992; Babin et. al., 1994). Hence it will be fitting here to have a look at the utilitarian and hedonic shopping behaviour to better understand the importance of total shopping experience. Holbrook and Hirschman (1982) in their work highlighted the importance of experiential aspects of shopping behaviour and in 1985, Holbrook and Corfman suggested classifying shopping values into task related (utilitarian) and hedonic (shopping experience which is entertaining or recreational) in nature. Utilitarian shopping behaviour is very much objective in nature whereby the aim is to accomplish the task in a very rational way without any wastage of time. On the other hand, hedonic values are subjective in nature, where shopping is not seen as a task to be accomplished but an entertaining and recreational activity. Various studies shows that shopping experience has a major impact on shopping intentions as many enjoy shopping as a leisure activity and hence recreation or entertainment can be considered as important deliverables in shopping (Swinyard, 1993; Bellenger and Korgaonkar 1980; Arnold and Reynolds, 2003). To cut the long story short, it is not just about product or service acquisition but total shopping experience that provides value to the shoppers. This is very much

evident in shopping malls in Kuala Lumpur such as Sunway Pyramid which offers shopping, entertainment and adventure and even includes an indoor ice skating rink and outdoor theme park. 'Total shopping experience' can be a very complex phenomenon as shoppers' needs are varied and ever-changing and in the quest of accommodating these dynamics, malls have grown to huge one stop multi activity centres which provides shopping, dining options, movie theatres, beauty salons, medical clinics, post offices and more. Bellenger and Korgaonkar (1980) in their study found that as much as sixty nine percent of their respondents fall into the category of recreational shopper and this emphasises the importance of entertainment as a major contributor to shoppers' value perceptions. Mall managements has taken advantage of this opportunity by providing spaces for interaction, organising exhibitions, fashion shows, auto shows, live music etc. to an extent where one may even feel that retailing seems secondary to entertainment. The danger is that overemphasising on a particular dimension can narrow down the scope of the target market. Shoppers' attitude to a specific mall is influenced by the functional and psychological attributes of the shopping mall. Functional attributes basically include the tangible aspects, which are observable and concrete in nature. Examples include location or parking spaces available. On the other hand, psychological attributes are intangible and are abstract in nature, like the shopping ambience. To summarise, shoppers' attitude can be towards a variety of variables like location, ease of parking, store variety, promotional activities, price, quality, customer service, ambience, mall amenities, dining and safety (Shim and Eastlich, 1998).

Extensive studies have been undertaken in the area of mall attributes and have resulted in a long list of attributes. Bloch et al. (1994) identified seven dimensions of shopping mall attractiveness: aesthetics, escape, flow, exploration, role enactment, social and convenience. Kim et al. (2005) developed a comprehensive list of vital mall attributes, collating the works of previous researchers which were grouped under: layout, design and architecture, extra facilities, mood, courtesy, getting out, exhibition, food and music and hanging around. Various other researchers developed similar lists. Ailawadi and Keller (2004) has written a conceptual paper which reviews the important findings of related research and organised it under five key dimensions for stores: access, atmosphere, price and promotion, cross-category assortment, and within-category assortment. Their work is a modification and extension of categorisations proposed by Lindquist (1974) and Mazursky and Jacoby (1986) which included dimensions related to location, merchandise, service and store atmosphere. Store dimensions may equally be applicable to shopping malls. Chebat et al. (2010) tested the nomological validity of the five key dimensions proposed by Ailawadi and Keller (2004) in relation to mall attitude, mall patronage and word of mouth communications and found the five key dimensions have a significant positive influence on mall attitude, patronage and word of mouth. El-Adly and Eid (2015) in their study conducted in the UAE, identified eight dimensions of shopping mall's perceived value and later in 2017, examined the same from a Muslim perspective, incorporating the Islamic values (El-Adly and Eid, 2017). El Hedhli et al. (2013) in their study examined 'shopping well-being' at the malls where they examined the impact of mall features in contributing to satisfaction in four key life domains: consumer life, social life, leisure life and community life. They argued that ensuring shopping well-being contributed to mall loyalty and positive word of mouth. This study is of significance as its scope extends beyond mere shopping experience but the contribution of the experience to shoppers' perceived quality of life. The researchers examined the role of functionality, convenience, safety, leisure, atmospheric, and self-identification in shopping well-being and found that the shoppers' well-being increases when the shoppers perceive that the malls are highly functional, safe, convenient, entertaining, pleasing and attracts other shoppers that the shopper can identify with. El Adly (2007) identified comfort,

entertainment, diversity, mall essence, convenience and luxury as the factors defining the attractiveness of a shopping mall in the UAE while Singh and Prashar (2014) identified ambience, convenience to shoppers, marketing focus, safety & security and physical infrastructure as factors in an Indian context. Gomes and Paula (2017) have done an extensive review of 40 years of research in the area of shopping mall attractiveness and identified a list of 1339 attributes through content analysis. This exhaustive list (later narrowed down to 39 after excluding textual matching and generic terms) highlights the importance researchers have placed in the attractiveness dimensions. Giving attention to the attributes which shoppers value will lead to shopper satisfaction and positive mall perception which ultimately leads to patronage retention and loyalty (Stoel et al., 2004; Khong and Ong, 2014).

Latest studies depicts a varied picture when it comes to attributes valued by mall shoppers because of the changing landscape and demographics. Safety and security has become a major concern for Malaysian shoppers with many untoward incidents happening in city centres and city-based malls. Studies show that safety and security of a shopping mall affects shopping well-being (El Hedhli et al., 2013). Parents prefer shopping malls that provide child friendliness and safe environment. Baby changing room and kid's play area are considered essential by Generation X shoppers (Gilboa and Vilnai-Yavetz, 2010). Considering the increasing birth rate in Malaysia whereby there was an increase of 1.6% in the year 2014 compared to the year 2013 (Department of Statistics Malaysia, 2015), it is obvious that child friendly shopping environment will be a priority for young parents. Some of the shopping malls also try to attract shoppers by providing child distance monitor in order for parents to identify the distance of their children from them, which alerts them when the children goes far away from them. Increasing rate of crimes within the shopping mall environment in Malaysia has made shoppers paranoid in the recent years (The star, 2012). Shopping malls in the city are now enhancing their security system to provide stress free shopping experience to their patrons (Zappei, 2012). City shopping malls have introduced ladies parking and buggy service for female shoppers as females are more vulnerable and 'Panic Buttons' were installed in the premises to alert shopping mall security if anything goes wrong. Most of the shopping malls in Kuala Lumpur are regional malls and super regional malls. Regional malls are malls with gross leasable area (GLA) of 400,000 to 800,000 square feet, whereas super regional malls have GLA of 800,000 square feet above. Malls of these size have few thousands car parks, and normally it will be almost full during weekends. Car park users want to have efficient and accurate parking system to access vacant bays in such huge car parks (Ji et al., 2014). Hence more and more shopping malls in the city are using car park guiding system to enable shoppers to access parking bay easily, despite the high installation costs incurred. Ease of access to the shopping malls and location was considered an important element in shoppers' mall choice decisions and many studies in the past gave attention to this (Achabal et al., 1982; Ghosh and Craig, 1983). However, the importance of location as a crucial dimension of attractiveness has later diminished due to varied reasons like internet shopping, widening radius of cities, transportation facilities, concentration of malls in a central area, advent of new retail formats with large space away from city centres etc. Interestingly, study conducted by Bell et al. (1998) found that location no longer explains a major portion of the variance when it comes to shoppers' choice of stores. Ailawadi and Keller (2004) also opined that location has become comparatively less important as a criterion for store choice due to various factors. This study focuses on city centre, where there is a high concentration of malls. There are more than ten malls in Kuala Lumpur city centre alone within a small radius, most within walking distance. Some malls are even connected to each other, whereby shoppers can cover two or more malls by walking after parking their car in a convenient place. In

these situations, location of a shopping mall does not explain most of the variance when it comes to choosing a shopping mall as shoppers try to optimize their total shopping costs. Access to the shopping mall is regarded as a fixed cost component of the total shopping cost (Bell et al., 1998) and the shoppers objective is to balance the costs so as to optimize the total costs.

Studies undertaken in the Malaysian context looked at specific variables and context. The focus of Haque and Rahman's (2009) research was on branding where they tried to measure Malaysian shopping centre branding by examining the level of awareness and care shoppers exhibit towards mall branding efforts. Karim et al. (2013) conducted a study with an objective to verify the measurement scale of shopping values. They further examined the dimensions of hedonic shopping value that are important to Malaysian shoppers and how it varies among different demographics based groups. Ahmed et al. (2007) in their study measured the shopping mall behaviour of Malaysians in terms of seven dimensions of shopping mall attractiveness as proposed by Bloch et al. (1994): aesthetics, escape, flow, exploration, role enactment, social and convenience. The researchers used the dimensions identified in the western context and found that the mall shopping behaviour of Malaysians was similar to the behaviour observed for the western consumers but the data was collected only from students which limited the generalisability of the findings and the data was not subjected to depth statistical analysis. While there were existing studies related to shopping malls in Malaysian context on branding, shopping values and mall attractiveness, no studies zooming into the characteristics of city centre malls could be found. As city centre malls are centrally located and offer more or less standard offerings to the shoppers, there will be minimal differentiation capable enough to stand out of competition and to attract shoppers. There is a need to ascertain the dimensions valued by urban shoppers so as to enable mall managements to differentiate and position appropriately. This study attempts to fill in this gap.

It is true that Malaysian shopping malls are designed more or less in the lines of malls in the developed western nations but does it mean that Malaysian shoppers share the same attitudes when it comes to shopping mall attributes? Are urban Malaysian shoppers looking for something different when it comes to their shopping experience? This study was conceived to address these questions.

A pool of items were gathered from the existing literature and was refined to suit the context of the study. Table 1 lists the summary of the literature.

Table 1: Items and supporting literature

Items	Supporting Literature
Security in the shopping mall	Singh and Prashar (2014)
Ambience	Singh and Prashar (2014)
Digital wayfinding	Dogu and Erkip (2000) Wood (2016)
Good customer service	Kursunluoglu (2014)
Baby changing room	El Hedhli, Chebat and Sirgy (2013)
Kid's play area	Gilboa and Vilnai-Yavetz (2010)
Child distance monitor	
Sufficient car park	Singh and Prashar (2014)
Tenant Mix	
Assortment	Ailawadi and Keller (2004)
Car park guiding system	Ji, Guo, Blythe, Tang and Wang, (2014)

Panic button	
Post Office	Wakefield and Baker (1998) Borgers and Vosters (2011) Yiu and Xu (2009)
Bank	
Buggy service	
Designated parking for ladies	
Loyalty program / cards	Singh and Prashar 2014
Samples and free gifts	Singh and Prashar 2014

3. METHOD

Survey approach was used to collect data for this study. Sampling units were shoppers of varying demographic profile in the urban area of Kuala Lumpur where there is a high concentration of shopping malls. Non probability sampling, based on convenience was used and a sample of 320 shoppers was used for this study.

Questionnaire was distributed to shoppers of five shopping malls in Kuala Lumpur city centre. The selected malls were: Pavilion, Suria KLCC, Times Square, Lot 10 and Quill City Mall. These malls were selected as all of them were located within the city centre, and all the malls were easily accessible by various means of transport. 357 filled in questionnaires were collected. A total of 320 responses were usable as 37 responses were discarded because of missing data. Table 1 exhibits the demographics.

Questionnaire used in the study was developed based on related literature reviews and interviews on reasons for visiting shopping mall (Karim et al., 2013; Singh and Prashar, 2014). From the review of related literature, researchers generated a pool of items for possible inclusion in the questionnaire to collect data. Shopping mall management officials were consulted and fifteen shoppers who reside in the city centre were interviewed, for finalising the items for the questionnaire. Shopping malls which are considered to be a one-stop shopping solution, usually have a tenant mix consisting food, fashion, entertainment, digital or electrical store, departmental, services and specialty stores (Wakefield and Baker, 1998; Borgers and Vosters, 2011; Yiu and Xu, 2009) and studies shows that variety of tenants affect shoppers' desire to stay in a shopping mall (Wakefield and Baker, 1998). But most of the shopping malls in Kuala Lumpur city centre offer more or less the same tenant mix and almost all the malls have cinemas and food courts. Hence tenant mix also did not appear among the priority factors influencing the shoppers' choice of shopping malls. The interesting matter was that the interviewees highlighted that service offerings such as post office and banks might be a deciding factor when choosing shopping malls and this has been incorporated into the items considered for this study. In the questionnaire, shoppers were asked to complete a statement on "The reason for my selection of a shopping mall". Five point likert scale was used ranging from '1 - not important at all' to '5 - very important' to record respondent's response to identify the reasons of shoppers choose to shop in a shopping mall. Draft questionnaire was tested by administering it to a sample of fifteen respondents.

Factor analysis, reliability test and measurement model were used to identify the dimensions of attractive shopping malls, and modification indices was used to examine the measurement model. Structural Equation Modelling has been normally used for confirmatory study, however, with the development of marketing research it is recommended to be used for generating new models

(Koubaa et al., 2013). Hence, AMOS 22 was used to examine the measurement model of the dimensions of attractive shopping mall, in this study.

The sample consisted of 46.9% of male and 53.1% of female respondents. The demographic details of the respondents shows that around 70% of the respondents fall into the category of forty and below and almost half of the respondents were married. More than 50% of the respondents favoured shopping during weekends.

Table 2: Sample Description

Variable	Frequency	%
Gender		
Male	150	46.9
Female	170	53.1
Age		
<21	85	26.6
21-30	64	20
31-40	85	26.6
41-50	40	12.5
51-60	31	9.7
>60	15	4.6
Marital Status		
Married	155	48.4
Single	165	51.6
Ethnics		
Chinese	270	84.4
Indian	19	5.9
Malay	31	9.7
Household income		
<RM5,000	99	30.9
RM5,000-10,000	100	31.3
RM10,001-15,000	55	17.2
RM15,001-20,000	37	11.6
RM20,001-30,000	14	4.4
>RM30,000	11	3.4
Transportation mode		
Own transport	286	83.9
Public transport	44	12.9
Others	10	3.2

4. RESULTS AND DISCUSSION

Data was cleaned before it was used for exploratory factor analysis. Kaiser-Meyer-Olkin (KMO) reading was used to identify the sampling adequacy for factor analysis. KMO value from 0.8 to 0.9 indicated that the sampling is good to be used for factor analysis (Hutcheson and Sofroniou,

1999). Bartlett's test value shows the strength of variables. For this study, Bartlett's test of Sphericity Chi-Square value was 2618.21 at significance level ($p=0.00$). This means that factor analysis is appropriate and suitable in this case. This is detailed in Table 2.

Table 3: KMO and Bartlett's test of Exploratory Factor Analysis

Tests	Results
Kaiser-Meyer-Olkin measure of sampling Adequacy	.85
Bartlett's test of Sphericity Approximate Chi-Square	2618.21
df	105
Significance	.00

Principal components and Varimax were used as it is suitable to measure multiple factors simultaneously. Six factors were extracted with 79.7% of the variance, which explains the dimensions of attractive shopping mall. This is demonstrated in Table 3.

Table 4: Variance explained, Internal Reliability and Convergent Validity

Construct	% of variance explained	Internal reliability		
		Cronbach Alpha	Composite reliability	AVE
Design and convenience	8.846	.810	0.815	0.596
Child friendliness/Safety	40.046	.896	0.890	0.731
Parking Facilities	12.557	.836	0.851	0.657
Tenant /Service offering	6.614	.769	0.787	0.654
Ladies /Elderly safety and convenience	4.214	.718	0.695	0.534
Mall Marketing Activities	7.363	.787	0.789	0.651

Reliability and validity

Reliability test of the questionnaire returned a Cronbach Alpha coefficient of 0.919 and the Cronbach Alpha coefficients for shopping mall dimensions ranged from 0.718 to 0.896. The coefficients surpassed the required threshold of 0.7 for each dimension and hence is suitable for the study (Nunnally and Bernstein, 1994). The results shown in Table 3.

Convergent and discriminant validity was used to assess construct validity. For examining convergent validity; factor loading, composite reliability and average variance extracted (AVE) were used (Hair et al, 1998). All the measurements of convergent validity were met in the study: composite reliability greater than 0.7 (Hair, et al., 1998) and AVE greater than 0.5 (Fornell and Larcker, 1981). The results are shown in Table 4.

AVE is also used to compare with other squared correlation constructs in order to examine the discriminant validity. If AVE is greater than other squared correlation construct, discriminant validity is supported. Another criterion to examine discriminant validity is to use cross loading. Refer to Table 4, all the constructs have lower squared correlation than each AVE construct. Loading is higher in a construct compared to other constructs. Hence, discriminant validity is supported.

Table 5: Squared correlation matrix and AVE

Constructs	1	2	3	4	5	6
Design and convenience	0.596					
Children safety environment	0.144	0.731				
Parking facilities	0.437	0.124	0.657			
Tenant / Service offering	0.155	0.130	0.075	0.654		
Ladies/ elderly safety and convenience	0.131	0.131	0.257	0.065	0.534	
Mall marketing activities	0.239	0.239	0.176	0.077	0.147	0.651

Notes: Diagonal represents the AVE others are squared correlations

Measurement model in this study use maximum likelihood method to analyse the model fit. As suggested by Hair et al. (1995, 2010) that at least one fitness index from absolute fit, incremental fit and parsimonious fit should be used; Root Mean Square Error of Approximation (RMSEA) from absolute fit category, Comparative Fit Index (CFI) from incremental fit and Chisq/df from parsimonious fit category were used in this study. Model fit indices are recommended to have RMSEA less than 0.08 (Browne and Cudeck, 1993), CFI greater than 0.90 (Hu and Bentler, 1999) and Chisq/df less than 3 (Bagozzi and Yi, 1988). In this study, RMSEA was 0.075, CFI is 0.944 and Chisq/df is 2.918. Hence, the results demonstrates the goodness of fit indices for measurement model, fitted with the data collected.

5. CONCLUSION

The business of development and running of shopping mall is capital intensive. Mushrooming of malls make the industry very competitive and in many cases the mall managements invest time and money to make their malls attractive to shoppers without exactly knowing what is valued by the shoppers in the local context. While a plethora of dimensions are available as results of various studies, it is not appropriate to implement it straightaway without knowing whether it is applicable to local context. It was noted in the literature review that most of the studies were conducted in developed western context, where mall culture is in a maturity stage. This study identified the dimensions valued by urban Malaysian shoppers when it comes to mall patronising. Among the six dimensions of mall attractiveness identified in urban Malaysian context, child friendliness, parking facilities and mall security/convenience stands out followed by mall marketing activities, service offerings and convenience offered to ladies and elderly people. Young families with children, which constitute the major portion of urban shopping mall patrons, where husband and wife are working, finds shopping mall as a one shop centre to spend their weekends outside the house. Usually customers spend few hours per shopping trip. Swamynathan et al. (2013) in their study found that more than 75% of shoppers in Coimbatore, India spent approximately 3 hours per shopping trip in a shopping mall. Shoppers like this would like a

shopping mall which provides child friendly environment such as baby changing room, play area and other child safety features. This situation, combined with the recent mishaps linked to children in malls in Kuala Lumpur city might have resulted in child friendliness and safety gaining a predominant position among the dimensions. Parking facilities is another major factor that attracts shoppers to a shopping mall as most of the patrons drive to the shopping mall. This includes sufficient car parking area, proper car park guiding systems which saves time and fuel and availability of panic buttons in the case of an emergency. The findings are consistent with other studies which found parking facilities as a factor for retailing success. An interesting observation is that location and availability of public transport were not a major concern for Kuala Lumpur residents when it comes to their choice of preferred shopping mall. This is consistent with the findings of studies conducted by Bell et al. (1998) that location of a shopping mall does not explain most of the variance when it comes to choosing a shopping mall. Shoppers consider the effort to access the location as a fixed cost component of the total cost and the objective of shoppers is to balance up the costs so as to optimise the total costs of shopping. Another interesting aspect is that this study shows it's not just products but existence of service providers such as bank, post office were also a matter of concern to the shoppers. It was observed that Malaysian shoppers also value external mall safety may be because of increased happenings of snatch thefts and carjacking targeted at women. For a shopping mall management in Kuala Lumpur, who wants to attract shoppers to visit their mall, these six factors need to be taken into consideration for planning and development.

Limitations and Future research

While authors believe that the stated objective of the study was met, certain limitations of the study need to be highlighted. The geographic scope of the study was limited to the city of Kuala Lumpur, the most cosmopolitan region in Malaysia and hence the findings of the study may not be generalisable to other cities of Malaysia. Another limitation is the use of non-probability sampling in this study due to time and resource constraints. The variables used for this study resulted from extensive literature review but the authors do not rule out the possibility of influence of their own perceptions which might have caused bias to a certain extent. Conceptualisation and studying of certain constructs especially the ones with hedonic values might not be well reflected by quantitative methods and the authors acknowledge that there could have been more variables that could have been considered in this study which may better represent the constructs. The results of this study can be considered as a good starting point to understand the dimensions of shopping mall attractiveness in Malaysian context but further research is required to get a deeper understanding and better generalisability of the outcomes of this study.

REFERENCES

- Achabal, D. D., Gorr, W. L., & Mahajan, V. (1982). MULTILOC: A multiple store location decision model. *Journal of Retailing*, 58(2), 5–25.
- Ahmed, Z. U., Ghingold, M., & Dahari, Z. (2007). Malaysian shopping mall behaviour: an exploratory study. *Asia Pacific Journal of Marketing and Logistics*, 19(4), 331-48.
- Ailawadi, K. L., & Keller, K. L. (2004). Understanding retail branding: Conceptual insights and research priorities. *Journal of Retailing*, 80(4), 331–342.

- Arnold, M. J., & Reynolds, K. E. (2003). Hedonic shopping motivations. *Journal of Retailing*, 79(2), 77-95.
- Babin, B. J., Darden, W. R., & Griffin, M. (1994). Work and/or fun: Measuring hedonic and utilitarian shopping value. *Journal of Consumer Research*, 20(4), 644-56.
- Bagdare, S., & Jain, R. (2013). Measuring retail customer experience. *International Journal of Retail & Distribution Management*, 41(10), 790-804.
- Bagozzi, R. P., & Yi, Y. (1988). On the evaluation of structural equation models. *Journal of the academy of marketing science*, 16(2), 74-94.
- Ballantine, P. W., Jack, R., & Parsons, A.G. (2010). Atmospheric cues and their effect on the hedonic retail experience. *International Journal of Retail & Distribution Management*, 38(8), 641-653.
- Bell, D. H., Ho, T. H., & Tang, C. S. (1998). Determining where to shop: Fixed and variable costs of shopping. *Journal of Marketing Research*, 35(3), 352-369.
- Bellenger, D. N., & Korgaonkar, P. K. (1980). Profiling the recreational shopper. *Journal of Retailing*, 6(3), 77-92.
- Bloch, P., Ridgway, N., & Dawson, S. (1994). The shopping mall as consumer habitat. *Journal of Retailing*, 70(1), 23-42.
- Borgers, A., & Vosters, C. (2011). Assessing preferences for mega shopping centres: A conjoint measurement approach. *Journal of Retailing and Consumer Services*, 18(4), 322-332.
- Browne, W. M., & Cudeck, R. (1993). Alternative ways of assessing model fit, In: K. A. Bollen & J. Scott Long, ed., *Testing structural equation models*, London: Sage publications, 136-162.
- Brunner, J.A., & Mason, J. (1968). The influence of driving time upon shopping centre preference. *Journal of Marketing*, 32(2), 57-61.
- Bucklin, L. P. (1967). The concept of mass in intra-urban shopping. *Journal of Marketing*, 31(4), 37-42.
- Census Malaysia. (2010). Population distribution and basic demographic characteristics report 2010. Retrieved from https://www.statistics.gov.my/dosm/index.php?r=column/cthem&menu_id=L0pheU43N WJwRWVSKlWdzQ4TlhUUT09&bul_id=MDMxdHJzWtk1SjFzTzNkRXYzcVZjd09
- Chebat, J. C., Sirgy, M. J., & Grzeskowiak, S. (2010). How can shopping mall management best capture mall image?. *Journal of Business Research*, 63(7), 735-740.
- Davis, L., & Hodges, N. (2012). Consumer shopping value: An investigation of shopping trip value, in-store shopping value and retail format. *Journal of Retailing and Consumer Services*, 19(2), 229-239.
- Department of Statistics Malaysia. (2015). Vital Statistics, Malaysia, 2014. Retrieved from https://www.statistics.gov.my/index.php?r=column/cthemByCat&cat=165&bul_id=akZ Oby9EYThSQ3V3WHpZSEdJeU50dz09&menu_id=L0pheU43NWJwRWVSKlWdzQ4 TlhUUT09
- El-Adly, M. I. (2007). Shopping malls attractiveness: A segmentation approach. *International Journal of Retail and Distribution Management*, 35(11), 936-950.
- El-Adly, M. I., & Eid, R. (2015). Measuring the perceived value of malls in a non-Western context: The case of the UAE. *International Journal of Retail & Distribution Management*, 43(9), 849-869.
- El-Adly, M. I., & Eid, R. (2017). Dimensions of the perceived value of malls: Muslim shoppers' perspective. *International Journal of Retail & Distribution Management*, 45(1), 40-56.
- El Hedhli, K. E., Chebat, J. C., & Sirgy, M. J. (2013). Shopping well-being at the mall: Construct, antecedents, and consequences. *Journal of Business Research*, 66(7), 856-863.

- Fornell, C., & Larcker, D. F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of Marketing Research*, 1(1), 39-50.
- Gilboa, S., & Vilnai-Yavetz, I. (2010). Four generations of mall visitors in Israel: A study of mall activities, visiting patterns, and products purchased. *Journal of retailing and consumer services*, 17(6), 501-511.
- Ghosh, A., & Craig, C. (1983). Formulating retail location strategy in a changing environment. *Journal of Marketing*, 47 (Summer), 56-66.
- Gomes, R. M., & Paula, F. (2017). Shopping mall image: systematic review of 40 years of research. *The International Review of Retail, Distribution and Consumer Research*, 27(1), 1-27.
- Hair, J., Anderson, R., Tatham, R. L., & Black, W. C. (1995). *Multivariate data analysis with readings*. Englewood Cliffs: Prentice-Hall.
- Hair, J. F., Anderson, R. E., Tatham, R. L., & Black, W. C. (1998). *Multivariate Data Analysis with Readings*, 4th ed. New Jersey: Prentice Hall.
- Hair, J.F., Black, W.C., Babin, B.J., & Anderson, R.E. (2010). *Multivariate Data Analysis*. 7th ed. Upper Saddle River, New Jersey: Prentice Hall.
- Haque, A., & Rahman, S. (2009). Exploring customer's shopping experiences through shopping centre branding in Malaysia. *Journal of Management Research*, 9(3), 167-181.
- Holbrook, M. B., & Corfman, K. P. (1985). Quality and value in the consumption experience: Phaedrus rides again, In: Jacoby, J. and Olson, J.C., ed., *Perceived Quality: How Consumers View Stores and Merchandise*, Lexington: Lexington books, 31-57.
- Holbrook, M. B., & Hirschman, E. C. (1982). The experiential aspects of consumption: consumer fantasies, feelings and fun. *Journal of Consumer Research*, 9(2), 132-140.
- Hu, L. T., & Bentler, P. M. (1999). Cut off criteria for fit indexes in covariance structure analysis: Conventional criteria versus new alternatives. *Structural Equation Modelling*, 6(1), 1-55.
- Huff, D. L., & Rust, R. T. (1984). Measuring the congruence of a trading area. *Journal of Marketing*, 48(4), 68-74.
- Hutcheson, G., & Sofroniou, N. (1999). *The multivariate social scientist: Introductory statistics using generalized linear models*. Thousand Oaks, CA: Sage.
- Ji, Y. J., Guo, W. H., Blythe, P., Tang, D. N., & Wang, W. (2014). Understanding drivers' perspective on parking guidance information. *The Institution of Engineering and Technology* 8(4), 398-460.
- Jones, M. A. (1999). Entertaining shopping experiences: an exploratory investigation. *Retailing and Consumer Research Journal*, 6(3), 129-139.
- Karim, J. A., Kumar, M., & Rahman, S. A. (2013). Measuring shopping of Malaysian retail consumers. *Asia Pacific Journal of Marketing and Logistics*, 25(2), 200-224.
- Kerin, R. A., Jain, A., & Howard, D. J. (1992). Store shopping experience and consumer price-quality-value-perceptions. *Journal of Retailing*, 68(4), 376-397.
- Khong, K. W., & Ong, F. S. (2014). Shopper Perception and Loyalty: A Stochastic Approach to Modelling Shopping Mall Behaviour. *International Journal of Retail & Distribution Management*, 42(7), 626-642.
- Kim, Y., Jikeyong, K., & Minsung, K. (2005). The relationship among family and social interaction, loneliness, mall shopping motivation and mall spending of older consumers. *Psychology & Marketing*, 22(12), 47-53.
- Koubaa, Y., Tabbane, R. S., & Jallouli, R. C. (2013). On the use of structural equation modelling in marketing image research. *Asia Pacific Journal Marketing and Logistics*, 26(20), 315-338.

- Kuruvilla, S. J., & Joshi, N. (2010). Influence of demographics, psychographics, shopping orientation, mall shopping attitude and purchase patterns on mall patronage in India. *Journal of Retailing and Consumer Services*, 17(4), 259-269.
- Lindquist, J. D. (1974). Meaning of image. *Journal of Retailing*, 50(4), 29-38.
- Lucia-Palacios, L., Pérez-López, R., & Polo-Redondo, Y. (2016). Cognitive, affective and behavioural responses in mall experience: a qualitative approach. *International Journal of Retail & Distribution Management*, 44(1), 4-21.
- Mazursky, D., & Jacoby, J. (1986). Exploring the development of store images. *Journal of Retailing*, 62(2), 145-165.
- Nunnally, J. C., & Bernstein, I. H. (1994). *Psychometric Theory*, New York: McGraw-Hill.
- Shim, S., & Eastlick, M. A. (1998). The hierarchical influence of personal values on mall shopping attitude and behaviour. *Journal of Retailing*, 74 (1), 139-160.
- Singh, H., & Prashar, S. (2014). Anatomy of shopping experience for malls in Mumbai: A confirmatory factor analysis approach. *Journal of Retailing and Consumer Services*, 21(2), 220-228.
- Singh, H., & Sahay, V. (2012). Determinants of Shopping Experience: Exploring the Mall Shoppers of National Capital Region (NCR) of India. *International Journal of Retail & Distribution Management*, 40(3), 235-248.
- Stoel, L., Wickliffe, V., & Lee, K. H. (2004). Attribute beliefs and spending as antecedents to shopping value. *Journal of Business Research*, 57(10), 1067-1073
- Swamynathan, R., Mansurali, A., & Chandrasekhar, U. (2013). Mall Mania: A Study of factors influencing customers' preference towards shopping malls in Coimbatore city. *Journal of Marketing Management*, 12(4), 29-41.
- Swinyard, W. R. (1993). The effects of mood, involvement and quality of shopping experience on shopping intentions. *Journal of Consumer Research*, 20(2), 271-280.
- Teller, C., & Elms, J. (2010). Managing the Attractiveness of Evolved and Created Retail Agglomerations Formats. *Marketing Intelligence & Planning*, 28(1), 25-45.
- Teller, C., & Reutterer, T. (2008). The evolving concept of retail attractiveness: What makes retail agglomerations attractive when customers shop at them?. *Journal of Retailing and Consumer Services*, 15(3), 127-143.
- The Star. (2012, June 10). Involving crime in shopping malls over the past five years. Retrieved from <http://www.thestar.com.my/news/nation/2012/06/10/cases-involving-crimes-in-shopping-malls-over-the-past-five-years/>
- The Edge (2017). Klang Valley retail occupancy rate at 5-year low. Retrieved from <http://www.theedgemarkets.com/article/klang-valley-retail-occupancy-rate-5year-low>
- Wakefield, K. L., & Baker, J. (1998). Excitement at the mall: Determinants and effects on Shopping Response. *Journal of Retailing*, 74(4), 515-539.
- William, C. H., Talhar & Wong. (2014). Property Market. Retrieved from <http://www.wtwy.com/files/reports/WTWPMR2014.pdf>
- William, C. H., Talhar & Wong. (2016). Retail Sector in Klang Valley. Retrieved from <http://www.cbre-wtw.com.my/en/latest-release/market-sector-update/retail/retail-sector-3rd-quarter-2016.html>
- Yiu, C. Y., & Xu, S. Y. S. (2009). A tenant-mix model for shopping malls. *European Journal of Marketing*, 46(3/4), 524-541.
- Zappei, J. (2012). Crime fear go viral in Malaysia. Retrieved from <http://www.mysinchew.com/node/76423?tid=10>