Goss (1993) in his research established that the mall developers’ profit accrues from the construction and sale of shopping malls, lease rent and deductions from the retail revenues. Unlike other forms of real estate, where markets have rapidly saturated and are dependent on urban and regional economic fortunes, shopping mall construction has been a relatively secure investment.

Lorch and Smith (1993) concluded that customers coming from a parking lot walk straight forward to the nearest shopping mall entrance and only those shops which are immediately adjacent to this entrance, benefit from it. Marjanen (1997) found that visitors of supermarkets and department stores consider parking as one of the most important store-choice variables.

Van der Waerden and Borgers (1994) found empirical evidence of a strong relation between the location of the chosen parking lot and the location of visited stores. The probability for Customers to visit stores in the surrounding of the chosen parking is higher than visiting stores located at some distance.

Roy (1994) in his study considered several characteristics of shoppers – such as functional shopping motivation, deal proneness, recreational shopping motivation, age, income and family size, to be a significant influence on mall shopping frequency.

(Bloch et al., 1994; Roy, 1994) demonstrated that consumers go to shopping centers to seek entertainment, boredom relief, social interaction with friends, fun, relaxation and freedom from concerns about personal safety, as well as a wide choice of comparisons hopping. However some research studies have found that value perceptions (LeHew et al., 2002) and specific anchor stores
Davies (1995) expressed that the way we think about retail location is dominated by the idea that the primary role of the retail store or the retail center is to attract the shopper to the Location. An alternative paradigm exists, of taking retailing to where there are people, either at home or in crowds and this is likely to become more important for a number of reasons. Just because a crowd exists does not mean that the people in it can be easily converted to being shoppers. A number of factors will determine the likely levels of sales: the complementarily of the merchandise with the primary activity being followed by the crowd; the ease with which they can exit from that activity; the associated issue of how much time they perceive is available to them; and the level of crowding.

Burns and Warren (1995) opined that since the store mix and product offerings of many regional shopping malls are very similar, often the primary discriminator between many of these centers is merely location. Making the choice to shop at a regional shopping mall other than the one nearest to one’s place of residence, therefore, does not appear to be a logical choice in many instances. Such behaviour, however, appears to be relatively common. It would appear, therefore, that regional shopping mall choice may not always be based solely on the offerings and location of the available shopping alternatives.

Jackson (1996) in his study observed that malls have become the place where senior citizens walk in comfort and security, where parents lead their young to Santa Clauses, where singles court, where teenagers socialize and where everybody consumes. Indeed a new term, “Mall Rats” has been coined to describe the legions of young people who spend their free time cruising indoor corridors. This proliferation of uses and of customers has led to the frequent observation that regional malls are the new downtowns, the centers of informal social interactions, the successors to the traditional marketplace. He has also noted that new so-called category-killers like Home Depot, Toys ‘r’ Us, Staples etc are taking customers from the malls. It is discount with a vengeance, a place of take–no–prisoners, no frills shopping, where mantra is value and
where the upscale shops and elaborate fixtures of the traditional malls are dismissed as frivolous affectations of a bygone era.

White (2008) in his paper has elaborated that the customer and their lifestyles have changed, and with that, shopping centres are changing to continue to attract consumers. Entertainment centres, entertainment and destination venues, once of little significance to shopping centres and malls, are now growing in importance as an essential part of the mix, since in order to attract today’s consumer, goods alone don’t work. He further states that a survey by the International Council of Shopping Centers (ICSC, 1997) found that movie theaters drew in potential shoppers who otherwise wouldn’t have been exposed to the mall and that 60% of George et al.(1997) in their book have stressed highly on the importance of trade areas and retail site selection. They have stated that to meet the increased competition from power centers, malls must be transformed into municipal and customer service centers. To regain their competitiveness, mall developers are now attempting to attract community service facilities such as libraries and health and social services. Customer service amenities like extra restrooms, diaper-changing stations, better parking and day-care facilities are a must. They suggested that whether the location for a mall is an isolated site, a clustered site or otherwise, a site should not be simply selected because it is available. A suitable site must have the right combination of access, visibility, size, topography, drainage, zoning, utilities, and traffic and travel barriers.

Ashley (1997) and Templin (1997) both in their separate researches, observed that over the years, the competition between shopping malls had increased significantly, possibly due to the overbuilding of retail centers and changing consumer shopping activities. Advancement in the transportation system had further accelerated the level of competition. Another contributing factor was the similarity of the attributes of most shopping malls, with too many stores offering
too much of the same merchandise. So given the apparent similarity in shopping center attributes, shoppers will probably choose to visit the nearest shopping mall when faced with the existence of more than one shopping mall within ‘reasonable’ traveling distance. However, not all shoppers seem to conform to such normative behaviour. Past research has revealed that many consumers make a decision regarding where to shop based on their attitude toward a mix of stores, the shopping center environment and entertaining shopping experience (Finn and Louviere, 1990; Donovan, Rossiter, Marcooly and Nesdale, 1994; Burns and Warren, 1995; and Jones, 1999).

While Kim and Kang (1997) identified seven factors influencing the patronage of malls, strip malls, power centers and factory outlets, only lower prices, easy product return and convenience—a factor comprising trading hours—were regarded as important by patrons of all four retail formats.

(Stoltman, Morgan and Angelo, 1999), enclosure is regarded as a prerequisite for success in markets subject to climatic extremes. Enclosure not only offers shoppers protection from the elements, but also the noise, traffic and odors that often characterize the shopping strip. Moreover, by creating a sheltered, pleasant environment, it can encourage shoppers to relax and enjoy the shopping experience itself (Csaba and Askegaard, 1999).

Pashigian and Gould (1998) stated that consumers are attracted to malls because of the presence of well–known anchors—department stores with recognized names. Anchors generate mall traffic that indirectly increases the sales of lesser–known mall stores. Lesser–known stores can free ride off of the reputations of better–known stores. Mall developers internalize these externalities by offering rent subsidies to anchors and by charging rent premiums to other mall tenants. The
results of this article suggested that mall developers are behaving rationally because they know that anchors attract customers to the mall and increase the sales of other mall stores

Benedict et al. (1998) opined that because of the increasing time pressure they face, many consumers are becoming more concerned about the efficiency of their shopping patterns. Retailers have recognized this trend and have improved shopping convenience by offering greater variety in product categories and making it easier for consumers to combine visits to multiple stores. The authors observed that the tendency of consumers to combine purchases differs from category to category and depends on category availability. In general, consumers combine considerably fewer purchases than could be expected if their shopping trip planning was based purely on travel cost minimization.

Waerden, Borgers and Timmermans (1998) discussed the effects of changing the parking situation in the surrounding of shopping centers on consumers store choice behaviour. The consumers’ choice of supermarkets is influenced by store characteristics and also by parking lot characteristics. The probability of choosing a parking lot decreases with an increasing size, suggesting that customers want to avoid long walking distances.

Swinyard (1998) in a national US study of heads of households, examined shopping mall behaviours and values in which three-fourths of respondents reported visiting at least one shopping mall during a 2 month period. Among mall customers, during this 2 month period the average number of mall visits was 4.69, resulting in 5.35 purchases averaging $60.00 (Rs 3,000 approx) each. It was hypothesized and found that frequent mall shoppers have higher needs than others for ‘sense of belonging’, ‘warm relationships’ and ‘security’. Their needs are also higher for ‘excitement’. It was also hypothesized that needs for ‘self-fulfillment’, ‘self-respect’, and a ‘sense of accomplishment’ are negatively related to mall–visit–frequency.
Shim and Eastlick (1998) defined mall shopping attitude as the shopper’s attitude towards a variety of dimensions including location, variety of stores, parking, mall employee behaviour, price, quality, customer service, promotional activities, ambience, mall amenities, food and refreshments and safety. They suggest that mall patrons’ attitudes to malls can be assessed by shoppers’ cognitive belief about the importance and their effective evaluation of those attributes. After an extensive review of store and shopping-center patronage literature, 12 shopping mall attributes were chosen to evaluate the importance mall patrons place on them.

Beyard and O’Mara (1999) commented in their research that one type of location may be suitable for one business and bad for another, and the placement in relation to the overall composition is often critical. Tenant grouping should follow ‘mix ‘and/ or ‘match’ principles in order to sustain the interest of shoppers, ensuring that they are drawn throughout the entire center. He added that, aside from how much rent the tenant can pay, consideration should be given to the compatibility of tenant’s merchandising practices with those of adjoining stores. The rule is, complementary tenants should be clustered, while incompatible ones should be dispersed.

Wakefield and Baker (1998) examined the relationship between three factors—tenant variety, mall environment and consumer shopping involvement and studied the influence of these factors on shopper excitement and desire to stay at a mall. Their findings indicated a differential influence from the three factors. Tenant variety had the biggest impact on shoppers’ excitement, while the mall environment had the greatest influence on their desire to stay. Wakefield and Baker gave more in-depth consideration to environmental factors by grouping them into music, lighting and temperature, layout, architectural design and interior decor. Interestingly, they also found differential influence from the environmental factors on excitement and desire to stay. Architectural design had the strongest positive influence on excitement, but no effect on desire to stay. Interior decor, on the other hand, had the strongest positive effect on desire to stay, but no effect on excitement.

Kang & Kim (1999) examined the cross-shopping in a large open-air power center and an 800,000 square foot enclosed mall located near each other in the greater Toronto, Canada area.
The power center had two mega-theaters with 42 screens in total. The mall’s cinema had 10 screens.

Kang and Kim (1999) also conducted surveys at three malls in San Diego, Cleveland and Atlanta to examine the impact of ‘entertainment as motivation for shopping.’ Their survey asked mall patrons to rate ‘The main reason I visited this type business was’

‘A’ for shopping or for finding what I needed.
‘B’ for experiences or environments that are enjoyable and entertaining.
Both ‘A’ and ‘B’.

Farhangmehr, Marques and Silva (2001) expressed hypermarket as a symbol of modernization. They opined that it not only changed the traditional retailing structure but also the consumption behaviour of people. Their results showed that, for consumers, the hypermarket is the preferred type of retail store, due to convenience (it is more practical) and low prices.

Nicholls, Li, Kranendonk and Roslow (2002) investigated changes in the shopping behaviour of today’s mall patrons as opposed to those in the early 1990s. Although not many differences were found between the demographics of the respondents in the earlier and later periods, they discovered significant differences in shopping patterns and purchase behaviours.

According to Leo and Phillipe (2002), the shopping mall image is a holistic entity created from the elements such as retail mix, infrastructure and atmosphere. Thus, the shopping mall image can be managed to create a shopping destination for its potential shoppers (Warnaby and Medway, 2004).
LeHew, Burgess and Wesley (2002) investigated the feasibility of customer loyalty towards an enclosed mall. The purpose of their research was to determine if a loyal group exists and if so, investigate their assessment of mall characteristics to provide a better understanding of those attributes influencing a loyal response. The findings clearly stated that price, store personnel and store display, merchandise, mall facilities, atmosphere and location influenced the mall loyalty of customers.

Hubbard (2003) in his paper explored the reasons for the current popularity of multiplex cinemas of night time leisure and recreation in the UK. By definition, such cinemas offering a choice of films and viewing times, are usually located in a peripheral urban location and provide free and plentiful parking.

According to Dholakia (1999), shopping behaviour are context specific; shopping has nowadays become a pass-time rather than a pure purchasing activity, such as shopping for groceries, household items, clothing and gifts. Thus, the motives and behaviours evident when a Consumer is shopping for gifts are not same as those exhibited when consumer shops for groceries.

According to Zafar et al. (2006) visiting shopping malls has become a major recreational activity among urban Malaysian consumers. They also found that the Malaysian students spending more at least 10% of their monthly expenditure in shopping mall. From the above scholars study and the consistency of the previous research results on consumer shopping behaviour, this study is to profile Malaysian shoppers based on their reason for shopping and demographics.

According to McGoldrick (2002), the shopping mall image is a multidimensional concept consisting features which are summarized into two categories: firstly tangible of functional attributes which related to its physical features; and secondly the intangible attributes which represent its atmospherics qualities. Also shopping mall image is the set of functional qualities as
perceived by shopper (e.g., convenience, parking facilities, and service quality) as well as an aura of psychological attributes (e.g., salesmanship and atmosphere) (Chebat, Hedhli, and Sirgy, 2009).

According to Gambill (2000) the primary function of a brand is to identify and distinguish a firm from other firms or the firm’s products or services from those of competitors. “Engram” is the name given to a psychology impact that a name left an impression in consumer mind (Charmasson, 1988). According to Dr. Richard Tedlow, a professor at the Harvard Business School explains branding as “a promise of reliability.” He goes on to say that “a brand is in some sense a promise, and brand equity, brand value, comes from the keeping of that promise.” Keeping this promise builds a relationship of trust between the customer and the product or service that the customer uses (Caylor, 1999). It makes the product or service special to the customer and generates loyalty, specifically brand loyalty.

Jamal et al., (2005) investigate the reasons consumers go shopping in Doha, Qatar. Four hundred supermarket shoppers completed self-administered surveys regarding their attitudes toward 57 individual shopping motivation items adopted from previous research. Their study first uses factor analysis to examine the factor structure and psychometric properties of these items. Using cluster analysis method which adopted from Reynolds et al., (2002), they identify six homogeneous groups with different emphasis on specific reason for shopping. The six groups of shopper are socializing shoppers, disloyal shoppers, independent perfectionist shoppers, escapist shoppers, apathetic shoppers and budget conscious shoppers. However, their study does not support the other three factors that generally attributed to reasons why consumers shop: adventure shopping, impulsiveness and novelty seeking.
The Evolution of Shopping Center Research: A Review and Analysis

Mark J. Eppli*
John D. Benjamin**

Retail research has evolved over the past sixty years. Christaller's early work on central place theory, with its simplistic combination of range and threshold has been advanced to include complex consumer shopping patterns and retailer behaviour in agglomerated retail centers. Hotelling's seminal research on competition in a spatial duopoly has been realized in the form of comparison shopping in regional shopping centers. The research that has followed Christaller and Hoteling has been as wide as it has been deep, including literature in geography, economics, finance, marketing, and real estate. In combination, the many extensions of central place theory and retail agglomeration economics have clearly enhanced the understanding of both retailer and consumer behaviour. In addition to these two broad areas of shopping center research, two more narrowly focused areas of research have emerged. The most recent focus in the literature has been on the positive effects large anchor tenants have on smaller non-anchor tenant sales. These positive effects are referred to as retail demand externalities. Exploring the theoretical basis for the valuation of shopping centers has been another area of interest to researchers. The primary focus of this literature is based in the valuation of current and expected lease contracts.

Growing shopping malls and behaviour of urban shoppers


Rajagopal

Shopping malls contribute to business more significantly than traditional markets, which are viewed as a simple convergence of supply and demand. Shopping malls attract buyers and sellers, and attract customers, providing enough time to make choices as well as a recreational means of shopping. However, competition between malls, congestion of markets and traditional shopping centres has led mall developers and management to consider alternative methods to
build excitement in customers. This study examines the impact of growing congestion of shopping malls in urban areas on shopping convenience and shopping behaviour. Based on the survey of urban shoppers, the study analyses the cognitive attributes of the shoppers towards attractiveness of shopping malls and intensity of shopping. The results of the study reveal that the ambience of shopping malls, assortment of stores, sales promotions and comparative economic gains in the malls attract higher customer traffic to the malls.