

Analysis of Consumer's Behavior in Tehran City Mall Shopping

Davoud Hosseinabadi Sadeh¹, Mahmoud Samadi²

Department of business management, Abhar Islamic Azad University-Abhar Branch,
Abhar, Zanjan province, Iran

1- Business Management, M.Sc, Islamic Azad University, Abhar Branch, Iran, Davoud_sadeh@yahoo.com

2- Business Management, M.Sc, Islamic Azad University, Abhar Branch, Iran, goodarz.samadi@gmail.com

Abstract- Consumer's behavior as an important subject is considered for organizations in direct of marketing strategies. The organizations which can predict consumer's behavior are successful. Development of mall shopping in Tehran in this few years, importance of verification of consumer's behavior in these mall shopping can be used for editing invasion strategies by these mall shopping owners. In this research by regarding the features of mall shopping which developed in last researches, opinions have been asked by 231 questionnaire statistical analyses ANOVA from 231 persons. The results showed that gender and age are playing a main role in consumers' behavior in mall shopping. And also some view points or developed ratios in age groups and both gender are in common. So it can be concluded that getting customer satisfaction regarding to fast development of mall shopping needs appropriate Infrastructures for goal markets.

Key words- Consumer behavior, Mall shopping, Tehran

INTRODUCTION

Mallshopping are operating in an increasingly competitive environment characterized by over capacity and declining customers (LeHew, Fairhurst, 2000). Where the promotional activities of the mall are increasingly being used to differentiate the mall through image communication, increase visits and stimulate merchandise purchases (LeHew, Fairhurst, 2000). In fact, malls play a major role in consumers' lifestyle (Terblanche, 1999). They have become not only a centre for shopping but also a community centre for social and recreational activities (Ng, 2003). Stores, food courts, restaurants, cinemas, children's play areas, interactive entertainment, social use areas, relaxation spaces and promotional areas are now major components of any mall (Terblanche, 1999). With the growing number of malls, shoppers tend to be more selective. They are more likely to patronize malls that are more attractive and have a wide variety of stores and merchandise that match their preferences. Therefore, it is essential for mall managers to know the extent to which their malls are attractive to their shoppers (Wong et al., 2001). However, mall attributes that are attractive for some shoppers are not necessarily attractive for others (El-Adly, 2007). Across the mall shopping where the research study was conducted, it was found that four major factors drive the Iranian shoppers towards mall shopping. It can be understood from factor analysis that Iranian shoppers give more importance to visual merchandising mix, shopping mood, customer care, and mall shopping facilities (Meremadi et al., 2013). The assortment of services and products, spatial ambience and amusement facilities target the 'shopper-tourist' (Robertson, 1995). Shopping malls have become a part of a contemporary consumer shopping culture where the diverse shopping behavioral needs are addressed (Ahmed et al., 2007). Malls presage more than stores and selling (Gottdiener, 1995) and promote a different lifestyle and buying phenomenon. The objective of this research was to understand consumers' perception of mall attributes and its impact across gender and age groups. Consequently, it is believed that by attending to these mall attributes, mall managers could influence the buying behavior of various target age groups of consumers in the small city malls.

LITERATURE REVIEW

Many empirical studies found that there is a positive and significant relationship between attractiveness factors and shoppers' satisfaction in shopping malls (Khalaf Ahmad, 2012). Shopping as an everyday activity permeates our societal processes and social conventions (Miller, 1998). The shopping behavior is acquired through social interaction and is context and situation-based. The shopping malls have been of much interest for researchers in recent times (Buss, 1997; Stassen et al., 1999; Csabe, Askegaard, 1999; Castaldo, Botti, 2001; Michon et al., 2008). Malls are viewed as cultural and entertainment centers (Rintamaki et al., 2006). They help retailers satisfy the utilitarian and emotional needs of the consumers (Bloch et al., 1994). This paper looks at the mall attributes that influence consumer behavior which were identified by Bloch et al. (1994). They are categorized as follows: Aesthetics: Belk (1975) concludes that physical and social surroundings of shopping centers are important attributes affecting shopping behavior. The variables such as locations, de'cor, noise, aromas, lighting intensity, physical layout, and presence of other shoppers in a shopping environment influence consumer's shopping behavior (Meremadi et al., 2013). Escape: Shoppers seek respite from their daily routines in the malls. The mall environment provides positive cues which have an impact on the consumers' moods (Bittner, 1992; Ghee, Ahmad, 2010). Flow: Mall patronage motives are also influenced by variety, entertainment, social, leisure, fashion, convenience, and relaxation (Haynes, Talpade, 1996).

The malls house cinema theaters, food courts, recreational centers and gaming areas where consumers relax. (khare, 2011). Exploration: Wakefield and Baker (1998) suggest that variety of shops in malls generate positive effect and excitement. The consumers' choice of retailers is influenced by assortment, price, transactional convenience, and shopping experience (Messinger, Narasimhan, 1997).

Role enactment: Tauber (1972) states, “Many activities are learned behaviors, traditionally expected or accepted as part of a certain position or role in society like mother, housewife, husband, or student. Social: Malls facilitate social interaction (Kelly, 1983). Malls increase the consumers’ patronage by appealing to their social motives and offering variety in assortments (Khare, 2011). Tauber (1972) posits some shopping trips may result in direct encounters with friends (e.g., neighborhood women at a super-market). The opportunity for social interaction and watching others’ shop is enhanced in malls. Convenience: Research also suggests that convenience has the largest impact on the shopping center choices (Kirkup, Rafiq, 1994; Severin et al., 2001). “A wide selection of products also can minimize the perceived costs (e.g., travel time, effort) associated with each shopping trip and ease the shopping task” (Pan, Zinkhan, 2006). Malls are spacious and provide shoppers with access to all kinds of products under one roof (Berry et al., 2002).

H1. The consumer attitudes towards mall attribute that influence their behaviors vary between the two genders.

H2. The consumer attitudes towards mall attribute that influence their behaviors vary between different age groups.

RESEARCH METHODOLOGY

The questionnaire contained twenty-seven items for seven mall attribute constructs: five items for aesthetics, five items for escape, five items for flow, four items for exploration, two items for role enactment, two items for social, and four items for convenience. The responses were taken on a five-point Likert scales, with one denoting strongly agree and five denoting strongly disagree. A list of all the items, by mall attribute, is presented in Table 1.

SAMPLE

Random convenience sampling technique was used. The questionnaire was administered in Tehran city (in 2013). Total sample comprised of 231 completed questionnaires which were used for analysis. The scale items cohere with each other. The Chronbach alpha for the seven variables ranged between .739 and .801 (see Table 1 for details), showing that the scale was reliable.

FACTORS AND ITEMS	CHRONBACH ALPHA
<p><i>Aesthetics</i></p> <p>The interior design of the malls usually attracts my attention</p> <p>I notice the color of the mall interior</p> <p>I notice the texture of the mall interior</p> <p>The environment (i.e. lighting and decoration) in the malls attracts my attentions</p> <p>I am usually in a good mood when I am in mall</p>	.796
<p><i>Escape</i></p> <p>When I am bored, the mall is a good place to go</p> <p>When I am alone and need something to do, the mall is a good place to go</p> <p>When I am stressful, the mall is a good place to go</p> <p>I feel relaxed during my mall visit</p> <p>I visit the mall to avoid the bad weather</p> <p>I visit the mall to avoid traffic congestion</p> <p>I visit the mall as a diversion from the daily routine life as a student</p>	.746
<p><i>Flow</i></p> <p>When I am in the mall, I feel like I am in another world</p> <p>I lose track of time, when I am inside the mall</p> <p>When I leave the mall, I am sometimes surprised to find out it is dark outside</p>	0.748
<p><i>Exploration</i></p> <p>Mall is a good place to find out what is new</p> <p>Certain stores are fun to visit because they sell products that interest me</p> <p>I consider a visit to the mall as a learning experience</p> <p>I enjoy handling the merchandise and trying it on</p>	0.739
<p><i>Role enactment</i></p> <p>I perceive myself as a wise shopper by looking at price bargain between stores in the mall</p> <p>Grocery shopping is a customary activity of the housewife</p>	0.801
<p><i>Social</i></p> <p>Going to the mall is an enjoyable experience when I am with friends</p> <p>The sales person in the mall is more responsive and friendly</p>	0.755
<p><i>Convenience</i></p> <p>I visit the mall because of its convenient location to my house or study place</p> <p>I visit the mall because it is easier to find a parking space at economy rate</p> <p>The mall store hours are convenient</p> <p>Mall is a one-stop shopping place</p>	0.753

Table 1: Chronbach alpha values for mall shopping behavior.

ANALYSIS AND DISCUSSION

The first ANOVA test was run on the sample to understand whether there existed any significant difference in the mall shopping behavior of male and female respondents. The results are shown in Table 2. The results suggest that Iranian consumer's mall shopping behavior for different gender is significant at .05 levels for Escape, Flow, Role enactment, Social, Convenience.

FACTORS	SUM OF SQUARES	DF	MEAN SQUARE	F	SIG.
Escape					
Between Groups	13.637	1	13.637	21.301	.000
Within Groups	144.054	225	.640		
Total	157.691	226			
Flow					
Between Groups	10.190	1	10.190	10.794	.001
Within Groups	207.679	220	.944		
Total	217.869	221			
Role					
Between Groups	3.528	1	3.528	5.062	.025
Within Groups	153.302	220	.697		
Total	156.830	221			
Social					
Between Groups	2.908	1	2.908	4.297	.039
Within Groups	148.895	220	.677		
Total	151.803	221			
Convenience					
Between Groups	2.612	1	2.612	4.631	.032
Within Groups	124.065	220	.564		
Total	126.677	221			
Aesthetic					
Between Groups	.240	1	.240	.701	.403
Within Groups	77.206	225	.343		
Total	77.446	226			
Exploration					
Between Groups	1.420	1	1.420	2.626	.107
Within Groups	118.924	220	.541		
Total	120.343	221			

Table 2: ANOVA gender

Escape ($F(1,225) = 21.301$, $p = 0.00$), flow ($F(1,220) = 10.794$, $p = 0.001$), role enactment ($F(1,220) = 5.062$, $p = 0.025$), social ($F(1,220) = 4.297$, $p = 0.039$) and convenience ($F(1,220) = 4.631$, $p = 0.032$) variables. The p value of mall shopping behavior attributes related to aesthetics, and exploration is not significant. For further understanding relationship and differences across groups for the specific items of escape, flow, role, social and convenience shopping behavior variables, a separate ANOVA test was run on all the twelve items of these five variables.

The results are shown in Table 3. The results show that the differences between gender groups for all the four items are significant at the .05 level. The significant differences for the social variable reflect the difference in the motives of males and females visiting the malls (Khare, 2011).

Previous research posits that gender differences play an important role in consumer shopping behavior (Pahl, 1990; Wood, 1998). Research results show that women tend to mall shopping when they are tired especially in 20-30 years old age group. Women tend to go shopping more than men and they believe that mall shopping are places for relieving stress. They get more relax in mall shopping even in a bad weather situation. They feel they are in another world and lose the time when they are in mall shopping. This is not true about men. Women enjoy shopping when they are with their friends and mall shopping is the first choice between other places for them.

FACTORS	ITEMS	SUM OF SQUARES	DF	MEAN SQUARE	F	SIG.
Escape	When I am bored, the mall is a good place to go					
	Between Groups	24.109	1	24.109	16.297	.000
	Within Groups	332.860	225	1.479		
	Total	356.969	226			
	When I am alone and need something to do, the mall is a good place to go					
	Between Groups	28.060	1	28.060	17.874	.000
	Within Groups	351.657	224	1.570		
	Total	379.717	225			
	When I am stressful, the mall is a good place to go					
	Between Groups	23.515	1	23.515	15.918	.000
	Within Groups	330.914	224	1.477		
	Total	354.429	225			
	I feel relaxed during my mall visit					
	Between Groups	10.424	1	10.424	11.775	.001
	Within Groups	198.306	224	.885		
	Total	208.730	225			
I visit the mall to avoid the bad weather						
Between Groups	6.907	1	6.907	4.376	.038	
Within Groups	351.982	223	1.578			
Total	358.889	224				
I visit the mall as a diversion from the daily routine life as a student						
Between Groups	9.304	1	9.304	.638	.018	
Within Groups	363.043	220	1.650			
Total	372.347	221				
Flow	When I am in the mall, I feel like I am in another world					
	Between Groups	8.068	1	8.068	5.821	.017
	Within Groups	300.763	217	1.386		
	Total	308.831	218			
	I lose track of time, when I am inside the mall					
	Between Groups	15.144	1	15.144	9.987	.002
	Within Groups	332.077	219	1.516		
	Total	347.222	220			
	When I leave the mall, I am sometimes surprised to find out it is dark outside					
Between Groups	10.312	1	10.312	7.281	.008	
Within Groups	305.909	216	1.416			
Total	316.220	217				
Role enactment	Grocery shopping is a customary activity of the housewife					
	Between Groups	13.622	1	13.622	9.209	.003
	Within Groups	325.427	220	1.479		
Total	339.050	221				
Social	Going to the mall is an enjoyable experience when I am with friends					
	Between Groups	10.011	1	10.011	7.180	.008
	Within Groups	303.966	218	1.394		
Total	313.977	219				
convenience	The mall store hours are convenient Mall is a one-stop shopping place					
	Between Groups	10.400	1	10.400	11.791	.001
	Within Groups	194.055	220	.882		
Total	204.455	221				

Table 3: ANOVA for genderon escape, flow, role, social, convenience shopping variables

The ANOVA results (Table 4) show significant differences in the one mall consumer behavior attributes of the Iranian consumers. The Tukey's post-hoc tests were conducted for the flow mall consumer behavior variables to understand the differences between various age segments (see Table 5 for the post-hoc analysis).

FACTORS	SUM OF SQUARES	DF	MEAN SQUARE	F	SIG.
Aesthetic					
Between Groups	2.555	3	.852	2.548	.057
Within Groups	75.223	225	.334		
Total	77.778	228			
Escape					
Between Groups	2.327	3	.776	1.114	.344
Within Groups	156.668	225	.696		
Total	158.995	228			
Flow					
Between Groups	12.677	3	4.226	2.762	.043
Within Groups	335.099	219	1.530		
Total	347.776	222			
Exploration					
Between Groups	.192	3	.064	.117	.950
Within Groups	120.266	220	.547		
Total	120.459	223			
Role					
Between Groups	4.436	3	1.479	2.140	.096
Within Groups	152.046	220	.691		
Total	156.482	223			
Social					
Between Groups	.179	3	.060	.087	.967
Within Groups	150.855	220	.686		
Total	151.035	223			
Convenience					
Between Groups	8.944	3	2.981	2.280	.054
Within Groups	287.610	220	1.307		
Total	296.554	223			

Table 4: ANOVA-agegroups

(I) AGE	(J) AGE	MEAN DIFFERENCE (I-J)	STD. ERROR	SIG.	95% CONFIDENCE INTERVAL	
					LOWER BOUND	UPPER BOUND
20 - 30	31 - 40	.29548	.20714	.155	-.1128	.7037
	41 - 50	.59088*	.24871	.018	.1007	1.0810
	51 - above	.52515*	.25846	.043	.0158	1.0345
31 - 40	20 - 30	-.29548	.20714	.155	-.7037	.1128
	41 - 50	.29540	.27692	.287	-.2504	.8412
	51 - above	.22967	.28572	.422	-.3334	.7928
41 - 50	20 - 30	-.59088*	.24871	.018	-1.0810	-.1007
	31 - 40	-.29540	.27692	.287	-.8412	.2504
	51 - above	-.06573	.31714	.836	-.6908	.5593
51 - above	20 - 30	-.52515*	.25846	.043	-1.0345	-.0158
	31 - 40	-.22967	.28572	.422	-.7928	.3334
	41 - 50	.06573	.31714	.836	-.5593	.6908

Table 5: post-hoc Tukey's test dependent Variable: Flow

The post-hoc Tukey's test results between groups for "flow" variable show a significant difference between 20–30 years and 41–50 years ($p = .018$; significant at .05 level), and between 20–30 years and 51 and above years ($p = .043$, significant at .05 level).

In Khare (2011) research indicates to developing foundations and creates more attractiveness for older in mall shopping and in this research we have concluded that attractiveness should be created for older such as: parking, relaxing places, heating and cooling system, lightning, escalator, guiding system.... .

El-Adly(2007) introduces the effect of simplicity as an attractiveness of mall shopping. In 31-40 age group, creating relative attractiveness such as cinema, theater and restaurants can be important. This facility can be a motivation for increasing social characteristic which meeting mall shopping collective would be preferred. Meremadi and his coworkers research (2013) shows that architecture, decoration and good ambient situation can change consumer's behavior to shopping behavior. Playing happy and light music can be a motivator. Creating clubs and coffee shops and collective places can attract people in younger age group. In Meremadi research (2013) mall shopping facilities present as an important factor in Iran mall shopping.

The recreational stimulants available at malls reinforce consumers' mall shopping behavior. The age group of consumers between 30–50 years constitutes consumers with kids (in full nest family life cycle stage) and malls connote recreational places for them. The older consumers, 50 and above age groups, generally do not have children staying with them so the entertainment aspects of mall do not attract them (khare, 2011).

ACKNOWLEDGEMENT

The author wants to extend her gratitude towards the anonymous Reviewers' for their indispensable suggestions and comments that improved the quality of the paper significantly.

REFERENCES

- Ahmed, Z.U., Ghingold, M., Dahari, Z., (2007). Malaysian shopping behavior: an exploratory study. *Asia Pacific Journal of Marketing and Logistics* 19 (4),331–348.
- Belk, Russell W., (1975). Situational variables and consumer behavior. *Journal of Consumer Research* 2, 157–164.
- Berry, Leonard, Seiders, K., Grewal, D.,(2002). Understanding service convenience. *Journal of Marketing* 66, 1–17.
- Bitner, Mary Jo, 1992. Servicescapes: the impact of physical surroundings on customers and employees. *Journal of Marketing* 58 (April), 57–71.
- Bloch, P.H., Richins, Marsha L., (1983). A theoretical model for the study of product importance perceptions. *Journal of Marketing* 47 (Summer), 69–81.
- Buss, Dale D., (1997).Entertailing. *Nation's Business* 85 (12), 12–18.
- Castaldo, S., Botti, C., (2001). Lo shopping esperienziale. In: Castaldo, S. (Ed.), *Retailing and Innovazione*, pp. 185–213.
- Csaba, Fabian, Askegaard, Soren, (1999). Malls and the orchestration of shopping experience in a historical perspective. In: Eric, J., Arnould, Scott, Linda M (Eds.), *Advances in Consumer Research*, 26. Association for Consumer Research, Provo, UT, pp. 34–40.
- El-Adly ,Mohammed Ismail, (2007) "Shopping malls attractiveness: a segmentation approach", *International Journal of Retail & Distribution Management*, Vol. 35 Iss: 11, pp.936 – 950
- Ghee, W.Y., Ahmad, K.Z., (2010). How do in-store environmental cues influence Malaysian shoppers? A study of hyper market customers in Malaysia''. In: *Proceedings of the Asian Business and Management Conference*, Osaka, Japan, October, pp. 121–139.
- Haynes, J.B., Talpade, S., (1996). Does entertainment draw shoppers? The effect of entertainment centers on shopping behavior in malls. *Journal of Shopping Center Research* (2), 29–48.
- Kelly, John R., (1983). *Leisure Identities and Interactions*. George Allen, London.
- Khalaf Ahmad, Ala'Eddin Mohammad,(2012) "Attractiveness Factors Influencing Shoppers' Satisfaction, Loyalty, and Word of Mouth: An Empirical Investigation of Saudi Arabia Shopping Malls" , *International Journal of Business Administration*, Vol. 3, No.6, pp. 101-113.
- Khare, Arpita (2011), Mall shopping behavior of Indian small town consumers, *Journal of Retailing and Consumer Services*,Vol.18, pp. 110-118.
- Kirkup, Malcolm H., Rafiq, Mohammed, (1994). Managing tenant mix in new shopping centers. *International Journal of Retail and Distribution Management* 22 (6), 29–37.
- LeHew ,Melody L. A., Fairhurst, Ann E, (2000) "US shopping mall attributes: an exploratory investigation of their relationship to retail productivity", *International Journal of Retail & Distribution Management*, Vol. 28 Iss: 6, pp.261 – 279.
- Meremadi, A, Sadeh, F, Borji, N, Naji, S (2013), "Driving Factors and Effectiveness of Sales Promotion in Shopping Malls in Iran" , *Proceedings of 6th International Business and Social Science Research Conference* , Novotel Hotel World Trade Centre, Dubai, UAE.
- Messinger, Paul R., Narasimhan, Chakravarthi, (1997). A model of retail formats based on consumers' economizing on shopping time. *Marketing Science* 16 (1),1–23.
- Michon, R., Yu, H., Smith, D., Chebat, J-C., (2008).The influence of mall environment on female fashion shoppers' value and behavior. *Journal of Fashion Marketing and Management* 12 (4), 446–456.



- Miller, D., (1998). *A Theory of Shopping*. Cornell University Press, Ithaca, NY.
- Ng, C.F. (2003), "Satisfying shoppers' psychological needs: from public market to cyber-mall", *Journal of Environmental Psychology*, Vol. 23, pp. 439-55.
- Pan, Y., Zinkhan, G.E., (2006). Determinants of retail patronage: a meta-analytical perspective. *Journal of Retailing* 82 (3), 229–243.
- Rintamaki, T., Kanto, A., Kuusela, H., Spence, M.T., (2006). Decomposing the value of department store shopping into utilitarian, hedonic and social dimensions— evidence from Finland. *International Journal of Retail and Distribution Management* 34 (1), 6–24.
- Robertson, K.A., (1995). Downtown redevelopment strategies in the United States. *Journal of the American Planning Association* 61 (4), 428.
- Severin, V., Louviere, J.J., Finn, A., (2001). The stability of retail shopping choices over time and across countries. *Journal of Retailing* 77 (2), 185–202.
- Stassen, R.E., Mittelstaedt, J.D., Mittelstaedt, R.A., (1999). Assortment overlap: it's effect on shopping patterns in a retail market when the distributions of prices and goods are known. *Journal of Retailing* 75 (3), 371–386.
- Tauber, E.M., (1972). Why do people shop? *Journal of Marketing* 36 (October), 46–49.
- Terblanche, N.S. (1999), "The perceived benefits derived from visits to a super-regional shopping centre: an exploratory study", *South Africa Journal of Business Management*, Vol. 30 No. 4, pp. 141-6.
- Wakefield, Kirk L., Baker, J., (1998). Excitement at the mall: determinants and effects on shopping response. *Journal of Retailing* 74 (4), 515–539.
- Wong, G., Yu, L. and Yuan, L. (2001), "SCATTR: an instrument for measuring shopping centre attractiveness", *International Journal of Retail & Distribution Management*, Vol. 29 No. 2, pp. 76-86.