

Shopping Mall Motivation: Structural Equation Modelling (SEM) Approach

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ABSTRACT

The purpose of this research is to investigate young consumer motivation in regards to shopping mall. Young adults are an emerging age group that has economic autonomy and power of making independent decisions. In addition, this young segment providing an interesting challenges and opportunities for marketing professionals. Therefore, it is pertinent to analyse their shopping motivations, so that the marketers can understand and influence the consumption behaviour of this specific group. A survey using self-administered questionnaire was conducted to assess the mall-directed shopping habits and shopping orientations. A total of 164 usable surveys were obtained. In addition of exploratory factor analysis, confirmatory factor analysis and structural equation modeling was applied to prove the hypotheses. We have found that young Australian shoppers were motivated to visit malls primarily by the role enactment and exploration dimensions. They were the strongest motivators which explaining why young Australian consumers patronize malls. Young consumers of Australia enjoyed the mall environment, exploring new things, socializing with friends, comparing prices and the variety of products and services offered. The results of our study have several implications that should be of benefit to the retailing industry and mall management. Developers of malls must develop their mall more than simply a place for buying products. As such, mall management should make sure that their mall atmospherics offer a mall environment that is pleasing to multiple senses, to ensure it is conducive for shoppers to stay and spend more of their time and money. Mall management must execute strategies to maintain their attraction to younger consumers, perhaps by including stores that are futuristic and offer the most advanced styles or technologies, and appeal to somewhat older adults by offering the tenant, entertainment, and experience mix they will prefer. It is recommended that future research utilize random sampling methods to ensure the generalizability of results.

Keywords Consumer Behavior, Shopping, Motivation, Young Australia

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1. Introduction

Kowinski (1985) find out that the shopping mall has been recognized as one of the top 50 innovations that revolutionized the lives of American consumers. Seventy-five per cent of Americans visit a shopping mall at least once a month, pending more time in shopping malls than anywhere else outside of home and work. Maturation of the mall industry has lead to a tendency for many malls to closely resemble one another, with many offering comparable products at comparable prices. Due to the increased crowding in the mall market space, many malls have lost their individual profile (Boedeker, 1995). Underhill (1999) observed that when you enter a shopping mall today, you are never sure if you are in a store or a theme park. The importance of creating a positive, vibrant, and interesting image has led innovative marketers to blur the line between shopping and theater.

In the meantime, developers attracted consumers to malls through the promise of a wide assortment of stores and merchandise available in a single location (Ahamed et. al., 2007). Malls are now becoming giant entertainment centers, almost to the point where their traditional retail occupants seem secondary. At the same time, to gain the loyalty of shoppers, malls must appeal to consumers' social motives and experiential needs, not simply provide access to desired goods. In response to changing consumer needs, malls have grown larger and their one stop convenience has expanded to include service outlets and entertainment providers (Ahamed et. al., 2007).

On the other hand consumer's shopping orientation offer insights into how and why he/she shops and, more specifically, why he/she visits a particular type of retail venue, including malls (Reid and Brown, 1996). Given that the prevalence of theories and accepted truths about shopping behaviors are based on study and observation of mostly USA and UK consumers, so an interesting question is whether these theories and descriptions hold for Australian shoppers or not . Hence, the overall for the study is to determine, the factors that motives young Australian consumers to go for a shopping mall.

2. Reviews

Several major stores and shopping malls in the USA have been constructed with substantial square footages allocated to entertainment, for example, Nike Town, Mall of America and River Falls Mall (Haynes and Talpade, 1996). Shopping centre entertainment is a strategic marketing tool that can extend a shopping centre's trading areas, lengthen shopper stays, and increase revenues for tenants (Shim and Eastlick, 1998). One of the key decisions facing retail consumers is where to shop. However, the choice decision is becoming more complicated given the increasing number and variety of shopping alternatives, now spanning strip shopping centers, factory outlet centers,

home shopping and the Internet (Frasquet et al., 2001). Given that retail image reflects the total value of a shopping centre, a more favorable and unique retail image should create a sustainable competitive advantage that is not easily duplicated by competitors (Howard, 1997, Steenkamp and Wedel, 1991).

Majority of these studies have used the sampling groups that were limited to adult shoppers. Nevertheless, some studies point that age may be a difference factor in motivations and attitudes between young and elderly adults (Williams and Drolet, 2005; Drolet et al., 2007). Young adults are an emerging age group that has economic autonomy and power of making independent decisions (Arnett, 2000). This segment, which represents the population, providing interesting challenges and opportunities for marketing professionals (Xie and Singh, 2007) as well as brands (Sheriff and Nagesh, 2007). Therefore, it is pertinent to analyse the shopping motivations so that they can influence the consumption behaviour of this specific group.

This study intends to identify the key dimensions that explain the motivations to shop among young consumers and to categorize possible groups based on those dimensions. Since young consumer present interesting opportunities for marketing professionals (Xie and Singh, 2007), we consider it relevant to analyse the shopping motivations of this specific group. We think this knowledge can be interesting for retailers since it can give valuable inputs to develop marketing strategies to attract shoppers. These classifications will allow retailers to identify opportunities and to develop their strategies according to the different types of consumers.

The findings of the study would also contribute to the existing mall shopping literature at the theoretical and practical levels in the following ways. This study will test a theory developed in the West in a non-Western country (i.e. Australia). Although previous studies have examined the attitude-intention (Bagozzi et al., 2000; Ajzen, 2008;) and attitude-behaviour/intention relations (Teng et al., 2007; Kim and Chung, 2011) of western consumers, to the best knowledge of the authors, there are not many studies out there that has put shopping motivation, attitude, intention and behaviour into the same model in a mall setting in Asia Pacific nation.

Bloch et al. (1994) have identified seven dimensions of shopping malls that collectively explain consumers' motives for visiting malls. These dimensions are aesthetics, escape, flow, exploration, role enactment, social, and convenience. Some of these dimensions are briefly discussed below.

2.1. Aesthetic Dimension

Mall planners are devoting increasing resources to environmental and architectural aspects of the mall. According to Lui (1997), modern mall interiors have evolved from “comfortable” to architecturally rich, with lavish materials and sophisticated design elements. Interior design

actually continues the mall's image-fostering process (Loudon and Bitta, 1993). Study showed that architectural design had the strongest positive influence on mall excitement, while interior de'cor had the strongest positive effect on desire to stay (Wakefield and Baker, 1998). Consumers broadly evaluate malls in terms of their intangibles, including music, colors, scents, and lighting, or "atmospherics". Research on atmospherics indicates: that light colors impart a feeling of spaciousness and serenity and signs in bright colors create excitement (Solomon, 1994). Additionally, some malls have successfully used restful music and warm color schemes to encourage people to linger (Peter and Olson, 1994). More generally, shopping malls are trying to become more conducive to sensual (aesthetic) shopping by offering on-premises features such as bakeries, which fill the air with warm, homey scents (Underhill, 1999).

2.2. Exploration Dimension

Exploration, or learning about new trends, also attracts consumers to malls (Tauber, 1972). Wakefield and Baker (1998) discovered that gathering information by exploring new products or stores was a perceived benefit of the mall experience. They suggested that exploration taps consumers' desire for variety. Having a variety of stores or mix of tenants that work well together to meet the needs of many types of customers, including those valuing exploration, will enhance the performance of the entire shopping mall (Kaufman, 1996).

2.3. Role Enactment Dimension

Soloman (1994) has argued that some consumers relish the buyer's role in the process of haggling and bargaining, viewing it almost as a sport. Additionally, recreational shoppers were found to visit malls more frequently than those who shop strictly for utilitarian purposes (i.e. fulfilling responsibilities as wife, mother, or father) (Wakefield and Baker, 1998).

2.4. Escape Dimension

Sensory stimulation resulting from mall atmospherics also attracts shoppers by offering a relief from boredom or loneliness (Ahmed et.al. 2007). They also mentioned that a shopping trip can offer a consumer the opportunity for diversion from everyday life and, as such, represents a form of recreation. Visiting a mall can provide free or low cost family entertainment that is available without the necessity of formal dress or preplanning. The common term "browsing" and the phenomenon of masses of people strolling through a shopping mall reinforce the belief that shopping is a popular pastime. Malls may offer access to new information or experiences as a break

from the consumer's, for example. Many malls currently offer high levels of sensory stimulation (Underhill, 1999, 2005).

2.5. Convenience Dimension

According to Kaufman (1996), many shoppers select shopping areas based on hours of operation and travel time. Retail location theory also posits that consumers prefer to shop as close to home as possible. Loudon and Bitta (1993) found that consumers were very convenience-oriented, they disliked spending a lot of time finding a parking space and trekking from one end of a mall to another. Convenience is also important to anti-shoppers – consumers who make fewer mall visits and fewer purchases (Loudon and Bitta, 1993). According to Kaufman (1996), as shoppers sought better ways to meet their needs retailers were advised to broaden their business definitions. Shopping malls moved toward more expansive assortments typical of hyper stores, facilitating shopping that could be completed in one-stop. Shoppers will tend to favor centers that enable the completion of all essential shopping and related tasks at one concentrated location (Kaufman, 1996).

2.5.1. Theoretical Framework

Based on the literature review; this research concentrates on conceptual framework of factors influencing Australian consumers' motivation for shopping mall. This framework emphasizes those variables like aesthetic, exploration, role enactment, escape, convenience which affect Australian consumers' motivation for shopping mall. These independent variables are positively related to the Australian consumers' motivation for shopping mall. The detailed diagram framework is given below:

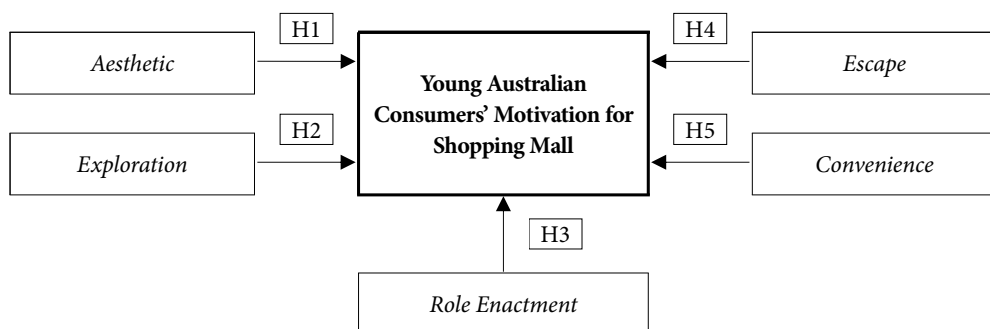


Figure 1 Factors influencing of Young Australian Consumers' Motivation for Shopping Mall

To test our variables we construct the following hypotheses-

H1: Aesthetic significant with Australian consumers' motivation for shopping mall.

H2: Exploration does have significance Australian consumers' motivation for shopping mall.

H3: Role enactment is related with Australian consumers' motivation for shopping mall.

H4: Escape dimension is significant with Australian consumers' motivation for shopping mall

H5: Convenience dimension is significant with Australian consumers' motivation for shopping mall.

2.5.2. Methods

A self-structured questionnaire was developed to collect the required primary data from the general people from Australian young consumer. A convenience sampling method is used in this study.

The survey using questionnaire consists of four distinct sections, each of which contains relevant questions pertaining different parts of the study. Sections I and II variables used closed ended multiple choice format.

Section III contained measures of respondents' shopping activities in a mall.

Section IV sought to measure the various dimensions of shopping orientations described in our conceptual model. The items covered a variety of possible shopping motivations and benefits the respondents might seek during their mall visits, as adapted from Bloch et al. (1994) and Tauber (1972).

Twenty seven items representing the five variables that are significant with Australian consumers' motivation for shopping mall. Each item utilized a five point Likert scale, ranging from 1 "strongly disagree" to 5 "strongly agree". The sampling frame for conducting the principal component analysis would comprise 164 general people which would be taken from both male and female. Exploratory factor analysis used in the study to identify the salient attributes that have impact on factors that are significant with Australian consumers' motivation for shopping mall. In addition, SEM (structural Educational Modeling) has been carried out to investigate the relationship among the variables which influence the Shopping Mall behavior motivation.

3. Results

3.1. Reliability Coefficient

Reliability coefficient tested by using Cronbach's alpha (α) analysis. In order to measure the reliability for a set of two or more constructs, Cronbach alpha is a commonly used method where alpha coefficient values range between 0 and 1 with higher values indicating higher

reliability among the indicators (Hair, et al., 1992). Hence, 1 is the highest value that can be achieved (Table 1). In accordance with the Cronbach alpha test, the total scale of reliability for this study varies from .90 to .98, indicating an overall higher reliability factors. The reliability of this study is substantial in every perspective, as the highest reliability value that can be achieved is 1.0.

Table 1 Reliability Analysis for all Variables

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.843	.844	28

3.2. Factor Analysis

The results obtained from 164 respondents have been thoroughly analyzed and the outputs of the results have been clearly explained in this section. Applying SPSS, the principal component analysis (PCA) was carried out to explore the underlying factors associated with 24 items. The constructs validity was tested applying Bartlett's Test of Sphericity and The Kaiser–Mayer–Olkin Measure of sampling adequacy analyzing the strength of association among variables. The Kaiser–Mayer–Olkin measures of sampling adequacy (KMO) were first computed to determine the suitability of using factor analysis. It helps to predict whether data are suitable to perform factor analysis. KMO is used to assess which variables to drop from the model due to multicollinearity problem. The value of KMO varies from 0 to 1, and KMO overall should be 0.60 or higher to perform factor analysis. If this does not have achieved, then it is necessary to drop the variables with lowest anti image value until KMO overall rises above .60. Result for the Bartlett's Test of Sphericity and the KMO reveal that both were highly significant and eventually concluded that this variable was suitable for the factor analysis (Table 2).

Table 2 KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.792
Bartlett's Test of Sphericity	Approx. Chi-Square	1314.643
	Df	253
	Sig.	.000

Table 3 Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	6.049	26.299	26.299	6.049	26.299	26.299	3.448	14.993	14.993
2	2.040	8.870	35.168	2.040	8.870	35.168	2.695	11.719	26.713
3	1.778	7.731	42.900	1.778	7.731	42.900	2.460	10.694	37.407
4	1.462	6.356	49.256	1.462	6.356	49.256	2.428	10.554	47.962
5	1.414	6.149	55.405	1.414	6.149	55.405	1.712	7.443	55.405
6	1.128	4.904	60.309						
7	.980	4.263	64.571						
8	.904	3.931	68.502						
9	.868	3.775	72.278						
10	.731	3.178	75.456						
11	.709	3.082	78.538						
12	.654	2.843	81.381						
13	.642	2.792	84.173						
14	.564	2.453	86.625						
15	.499	2.170	88.796						
16	.457	1.986	90.782						
17	.437	1.900	92.682						
18	.391	1.701	94.383						
19	.342	1.489	95.871						
20	.318	1.384	97.256						
21	.258	1.120	98.376						
22	.215	.935	99.311						
23	.158	.689	100.000						

Extraction Method: Principal Component Analysis.

Deciding upon the number of factors that can be retained is difficult but initial runs-based on eigenvalues showed three factors. To determine the minimum loading necessary to include an item in its respective constructs, Hair et al. (1992) suggested that variables with loading greater than 0.30 is considered significant, loading greater than 0.40 more important, and loading 0.50 or greater are very significant. For this study, the general criteria were accepted items with loading of 0.40 or greater. Not a single factor had been dropped out under this circumstance which means the factor analysis ran on an ultimate success. The result showed in Table 3 explained total variance explained by the six factors was 55.405%. The values of the following Table 4 indicate the affiliation of the items to a factor. The higher loading (factor) indicates the stronger affiliation of an item to a specific factor. The findings of this study indicate that each of the five dimensions (Role

enactment= F1, Escape= F2, Aesthetic=F3, Exploration= F4, and Convenience=F5) was homogeneously loaded to the different factors.

Table 4 Factor Loading Matrices Following Rotation of Three-factor Solutions

Items	Component				
	F1	F2	F3	F4	F5
<u>Role enactment:</u>					
Feeling good mode by looking mall interior	.773				
Role of sales person	.721				
Mall is good place to go to feel relax	.677				
Enjoyable experience with my friends	.670				
Mall is good place to go to overcome stressful	.587				
Exploration of merchandise	.431				
<u>Escape:</u>					
Mall is good place to go to avoid traffic congestion		.777			
Mall is good place to go to avoid bad weather		.729			
Mall is good place of escaping bored		.590			
Mall is good place when i am alone and need something		.495			
Role of customary activity as housewife		-.418			
<u>Aesthetic</u>					
Notice the color of the mall interior design			.807		
Notice the texture of the mall interior design			.806		
The interior design of the malls usually attracts my attention			.732		
Interior environment in the malls attracts attentions			.577		
<u>Exploration:</u>					
Exploration of good place				.759	
Exploration of fun and fantasy				.705	
Exploration mall as a learning experience				.696	
Mall is good place to go as a daily routine				.428	
<u>Convenience:</u>					
Convenient for parking place					.741
Convenient store hours					.671
Convenient location					.517
Convenient as one stop shopping place					.483

Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.
a. Rotation converged in 7 iterations.

3.3. Reliability Test

Reliability is the degree to which the observed variable measures the “true” value and is “error free”; thus, it is the opposite of measurement error. If the same measure is asked repeatedly, for example, more reliable measures will show greater consistency than less reliable measures (Hair et al., 2006). The coefficient alpha estimates for the multi-item scales used in this study are presented in Table 5. Reliability coefficients (Cronbach’s Alpha) were computed for the items that formed each factor. The reliability coefficients for the five factors: role enactment, escape, aesthetic, exploration, and convenience dimensions were 0.782, 0.612, 0.752, 0.713, and 0.727 respectively. As Table shows, all alpha coefficients for the data exceed the minimum standard for reliability of 0.70 recommended by Nunnally (1978) for basic research. Thus, the results indicate that these multiple measures are highly reliable for measuring each construct.

Table 5 The Reliability Coefficients for Derived Factors.

Factor	Number of Cases	Number of Items	Cronbach’s Alpha
Role enactment	164	6	0.782
Escape	164	5	0.706
Aesthetic	164	4	0.752
Exploration	164	4	0.713
Convenience	164	4	0.727

3.4. Confirmatory Factor Analysis

Typically in our study a transformation method such as Varimax rotation was used to improve the interpretation result. In contrast the path diagram will be utilized that will represents a clear hypothesis about the factor structure. Models of this kind are called restricted or Confirmatory factor analysis (CFA) models. CFA is actually the measurement part of structural equation modeling (SEM). Although we have done EFA for verifying grouping and loading pattern of measuring scale items, we further attempted to screen our EFA examination by conducting CFA among all the exogenous variables (aesthetic, exploration, role enactment, escape, and convenience) with measuring items retained by EFA.

3.5. Role Enactment Dimension

For Role enactment, the modification indices for the covariance of measurement errors were: 8.561 between r5 (“role of customary activity as housewife”) and r6 (“enjoyable experience with my friends”) and 11.212 between r2 and r5 (“mall is good place to go to overcome stressful” and “role of customary activity as housewife”). These two sets of measurement error are logically conceivable to be correlated (Figure2). Therefore these correlated relations were allowed in the model. Each pair was added to the measurement model one at a time. After adding these three parameters, testing of the revised measurement model showed: $\chi^2/d.f. = 1.651$ ($\chi^2=11.559, d.f.=7$); GFI= .978, AGFI=.935, CFI=.985, NFI=.963 and RMSEA= .063.

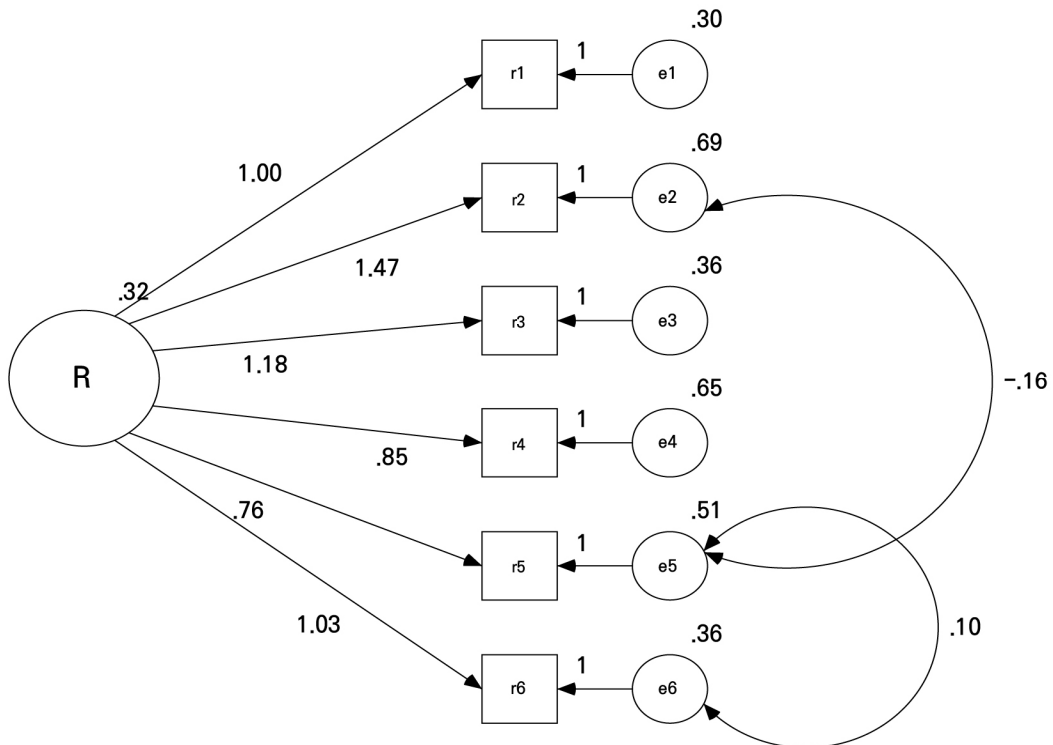


Figure 2 Confirmatory factor analysis for role enactment dimensions

3.6. Escape Dimension

From our EFA as shown in table 4, we have retained five measuring items for escape dimensions. The examination of the modification indices revealed that the measurement errors 7.318 between f4 (“mall is good place to go to avoid traffic congestion”) and f5 (“role of customary activity as housewife”) were correlated. The Logical possibility for the correlation was allowed; therefore, these measurement errors were allowed to be related (Figure 3). After adding this parameter, the measurement model fit indices of price showed an adequate fit: $\chi^2/d.f. = .0575$ ($\chi^2=.2.3, d.f=4$); **GFI= .994, AGFI=.979, CFI=1.00, NFI= 0.988 and RMSEA= .000.**

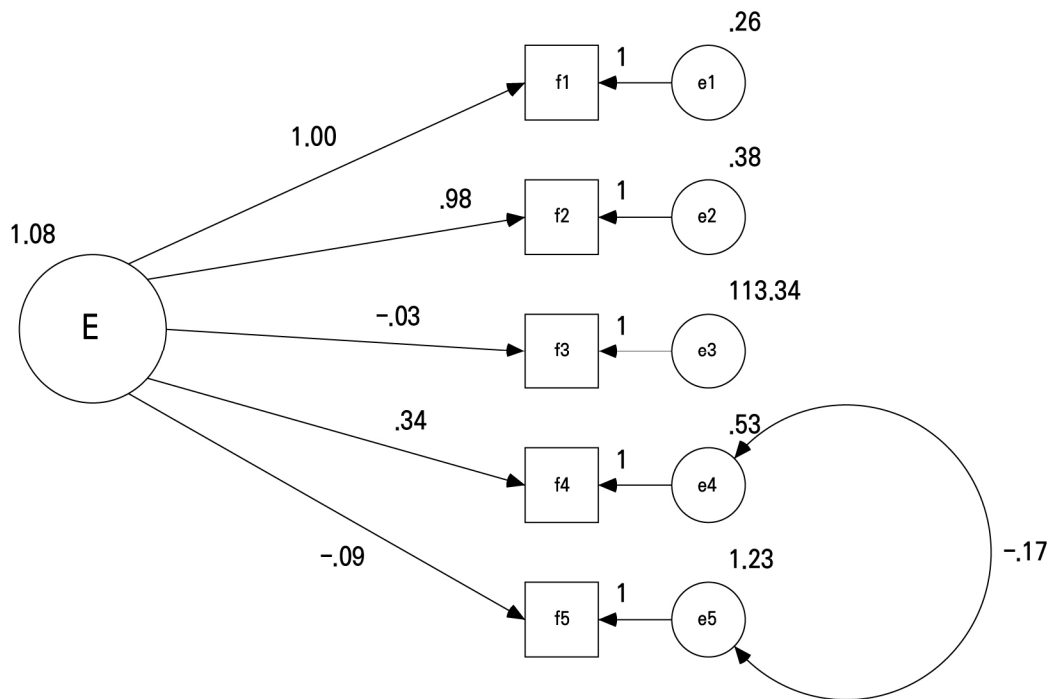


Figure 3 Confirmatory factor analysis for escape Dimensions

3.7. Aesthetic Dimension

From our EFA as shown in Table 4, we have retained four measuring items for aesthetic dimensions. The fit indices from the default measurement model (Figure 4) were: $\chi^2/\text{d.f.} = 2.25$ ($\chi^2=4.5$, $\text{d.f.}=2$); $\text{GFI} = .987$, $\text{AGFI}=.935$, $\text{CFI}=.983$, $\text{NFI} = 0.971$ and $\text{RMSEA} = .087$. All indices represent an adequate fit of the model, except the value of RMSEA therefore, there was no need to examine the modification indices.

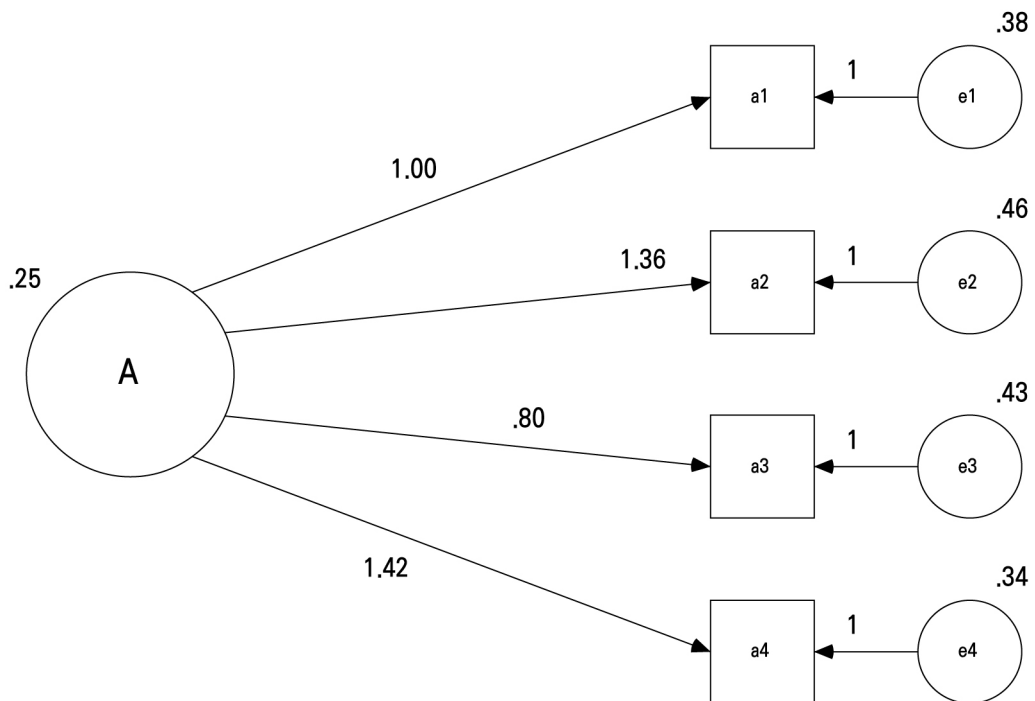


Figure 4 Confirmatory factor analysis for aesthetic dimension

3.8. Exploration Dimension

From our EFA as shown in Table 4, we have retained four measuring items for exploration dimension. The fit indices from the default measurement model (Figure 4) were: $\chi^2/\text{d.f.} = 2.25$ ($\chi^2=3, \text{d.f.}=2$); GFI= .991, AGFI=.956, CFI=.991, NFI= 0.974 and RMSEA= .057. All indices represent an adequate fit of the model, so there was no need to examine the modification indices.

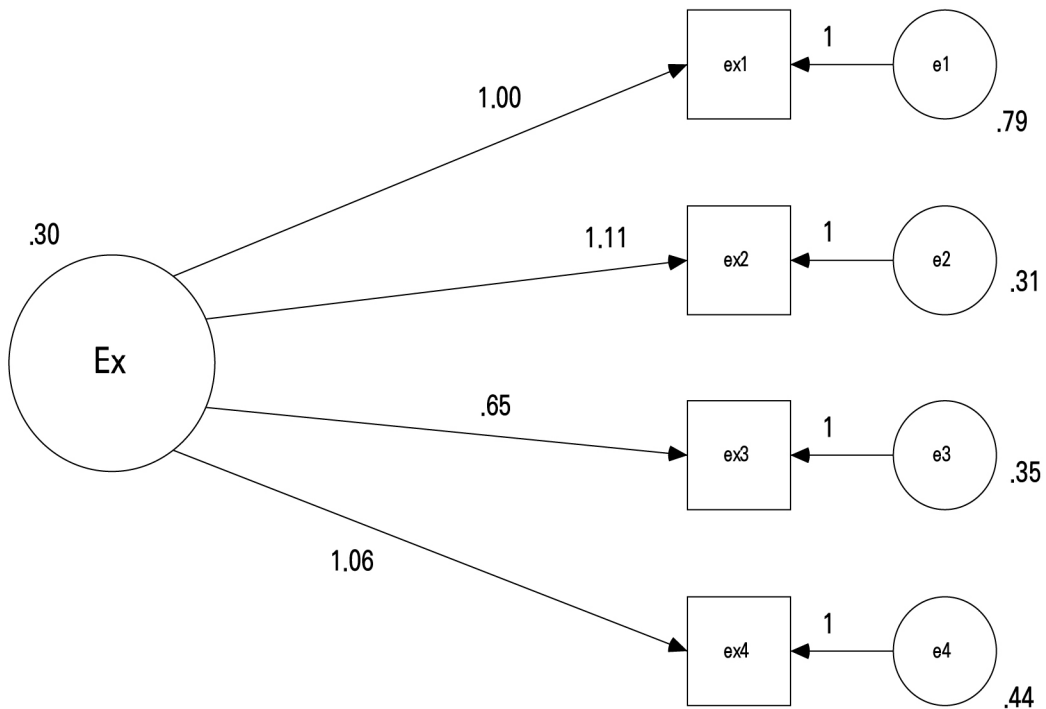


Figure 5 Confirmatory factor analysis for Exploration Dimension

3.9. Convenience Dimension

From our EFA as shown in Table 4, we have retained 3 measuring items for convenience dimension. The fit indices from the default measurement model (Figure 5) were: $\chi^2/\text{d.f.} = 2.25$ ($\chi^2=0.150$, $\text{d.f.}=2$); $\text{GFI} = 1.00$, $\text{AGFI}=.998$, $\text{CFI}=1.00$, $\text{NFI}= 0.996$ and $\text{RMSEA} = .000$. All indices represent an adequate fit of the model, so there was no need to examine the modification indices.

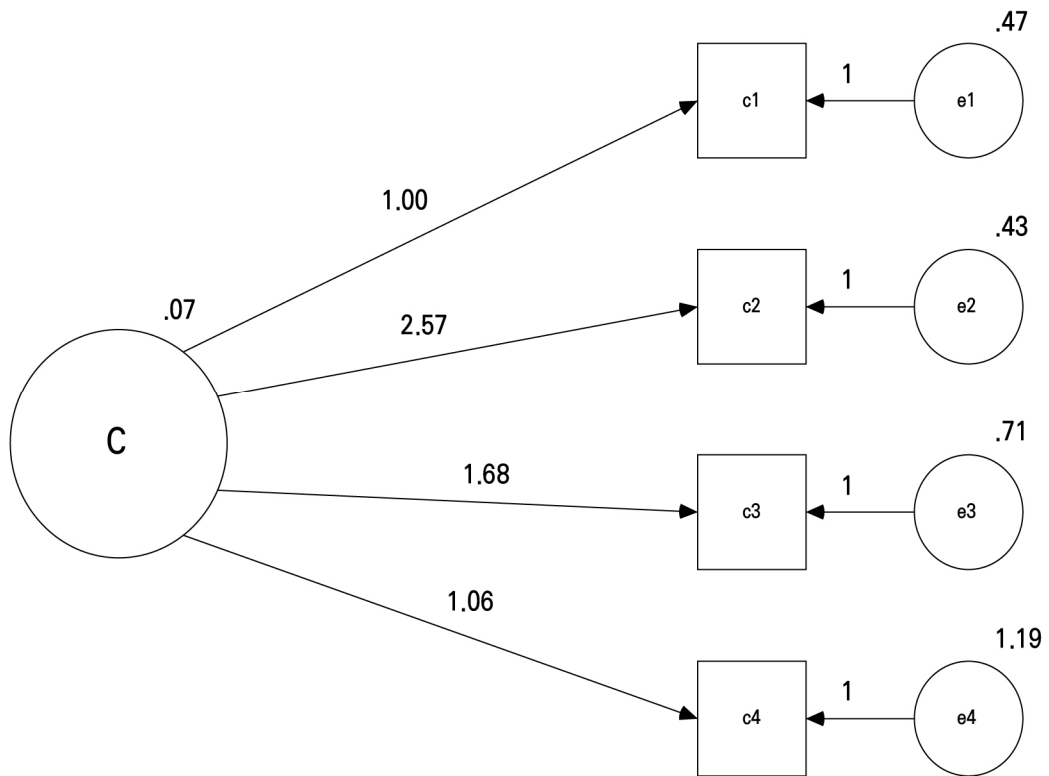


Figure 6 Confirmatory factor analysis for Exploration Dimension

Structural equation modeling (SEM) was performed to test the hypothesized model using AMOS 7. SEM is known as latent variable analysis or causal modeling as it provides parameter estimates of the direct and indirect links between observed variables. In Figure 4, boxes represent manifest or measured variables, whereas circles indicate latent or unobserved variables. As shown in Figure 4, the model's exogenous variables (Role enactment= R, Escape= E, Aesthetic=A, Exploration= Ex, and Convenience=C) were measured by X variable. There are four indicators used for the construct of consumers' motivation (CM); six indicators used for the construct of role enactment dimension; five indicators used for the escape construct, four indicators for Aesthetic, Exploration, and Convenience construct. Similarly, the model's endogenous variables were measured by Y (consumers' motivation) variable. Four indicators measured the construct of consumers' motivation (CM).

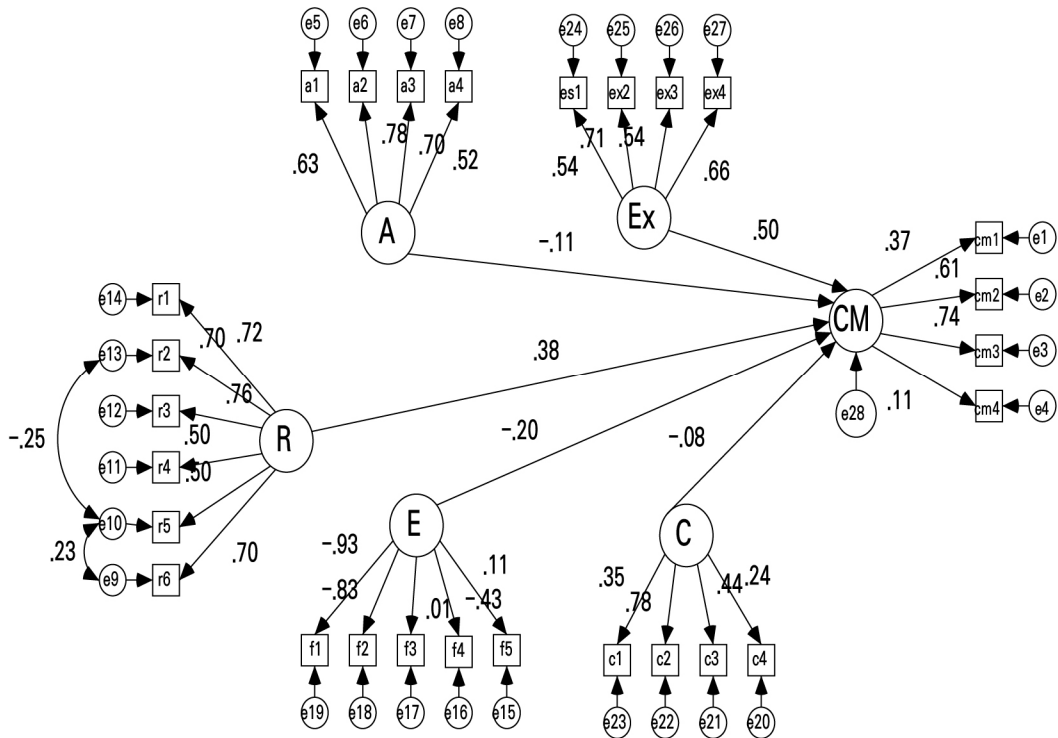


Figure 7 Factors Influencing Australian Consumers' Motivation for Shopping Mall
(For Total Sample) : Default Model

3.9.1. Statistical Significance of Parameter Estimates

The test statistic here is the critical ratio (C.R), which represents the parameter estimate divided by its standard error, as such, it operates as a z-statistic in testing that the estimate is statistically different from zero. Based on a probability level 0.05, then, the test statistic needs to be $>\pm 1.96$ before the hypothesis (that estimates equals 0.0) can be rejected. Nonsignificant parameters, with the exception of error variances, can be considered unimportant to the model; in the interest of scientific parsimony, albeit given an adequate sample size, they should be deleted from the model. On the other hand, it is important to note that nonsignificant parameters can be indicative of a sample size that is too small (Byrne, 2001).

Table 7 Standard Estimation of the Main Model

	Standardized regression weight		Estimate	S.E.	C.R.	P value
H3	Role enactment (R) ←	Customers Motivation(CM)	0.239	.083	2.877**	0.004
H4	Escape(E) ←	Customers Motivation(FP)	-.629	.584	-1.076	.282
H1	Aesthetic(A) ←	Customers Motivation(FP)	-0.082	.073	-.1.124	.261
H2	Exploration(Ex) ←	Customers Motivation(CM)	0.323	.109	2.951**	0.003
H5	Convenience (C) ←	Customers Motivation(CM)	-.113	.149	-0.759	.448

3.9.2. Hypotheses Testing

The structural equation model was examined to test the relationship among constructs. Goodness-of-fit indicators for this model were **chi-square/df = (682.414/317) = 2.15**, **GFI = 0.768**, **AGFI = 0.724**, **CFI = 0.707**, **NFI = 0.573**, **RMSEA= 0.084**. Figure 6 depicts the full model. Of the five paths hypothesized in the model, not all the paths were significant at $p < 0.05$. (H1) Consumers' aesthetic dimension is not significant with Australian consumers' motivation for shopping mall. Therefore null hypotheses H1 is rejected at 0.5 level of significance $p > 0.000$. Regarding the H2: Exploration does have significance Australian consumers' motivation for shopping mall. Our results also revealed that factor exploration has positive effect on Australian consumers' motivation for shopping mall. Therefore, this null hypothesis is accepted at $p < 0.000$.(H3) Role enactment is related with Australian consumers' motivation for shopping mall. Our results also revealed that factor role enactment has positive effect on Australian consumers' motivation for shopping mall.

Therefore, this null hypothesis is accepted at $p < 0.000$. On the other hand, (H5) consumers escape dimension is not significant with Australian consumers' motivation for shopping mall. Therefore, null hypothesis is not accepted at $p < 0.000$. The result showed that convenience dimension is not significant with Australian consumers' motivation for shopping mall. Therefore, null hypotheses H5 is not accepted $p > 0.000$. Among all the significant variables, from our result, consumers' exploration dimensions and role enactment dimensions are the most important which influences Australian consumers' motivation for shopping mall.

4. Discussion and Conclusion

In terms of shopping mall dimensions, the results showed that role enactment and exploration dimensions were the strongest motivators explaining why young Australian consumers patronize malls. Young consumers of Australia enjoyed the mall environment, exploring new things, socializing with friends, comparing prices and the variety of products and services offered. Our result also relates with Ahmed et. al. (2006) which indicated that shopping malls have become social and recreational centers where people go for multiple purposes: shopping, recreational pursuits, entertainment, meeting friends and simply browsing around. Much of this echoes Underhill's assessments (2005) of Western shoppers' affiliation with malls. Generally, younger respondents were more enthused about exploration elements of malls than older respondents. These findings indicated that young consumers are having quiet similar characteristics across the continent.

4.1. Academic Implication

Bloch et al. (1994) have identified seven dimensions of shopping malls that collectively explain consumers' motives for visiting malls. These dimensions are aesthetics, escape, flow, exploration, role enactment, social, and convenience. Though these dimensions have been identified very long time ago but it is still relevant. This study proved that Bloch et al. (199) conceptual model are still relevant till today. The results also shown that the model framework has proven consistent finding across the continent.

4.2. Managerial Implications

With the growing number of modern shopping malls in the major cities in Australia it is obvious that competition in this industry is intense. The results of our study have several implications that should be of benefit to the retailing industry, and mall management. Therefore, developers of malls must develop their mall more than simply a place for buying products. Role enactment factors were

highly valued by Australian students. Statements related to Feeling good mode by looking mall interior, relaxation, enjoyable experience, overcome of stressful, exploration of merchandises have high preference scores. As such, mall management should make sure that their mall atmospherics offer a mall environment that is pleasing to multiple senses, to ensure it is conducive for shoppers to stay and spend more of their time and money. Exploration, dimensions were preferred by Australian students. The students favored a good place, fun and fantasy, learning experiences. Lastly mall management must execute strategies to maintain their attraction to younger consumers, perhaps by including stores that are futuristic and offer the most advanced styles or technologies, and appeal to somewhat older adults by offering the tenant, entertainment, and experience mix they will prefer, as well.

5. Limitation and Future Research Recommendation

The sampling frame for this research was limited to young consumer in the Australia. Study findings, although interesting, are clearly not generalizable to all populations of Australian consumers in all age group. Convenience sampling methods were used in this research due to time and resource constraints. It is recommended that future research utilize random sampling methods to ensure the generalizability of results. Future research should also consider a broader demographic profile (not just students) representing multiple geographical locations in Australia.

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