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► **To cite this version:**

Muhammad Soban Badar, Muhammad Irfan. Shopping Mall Services and Customer Purchase Intention along with Demographics. Journal of Market-Focused Management, 2018. halshs-01839613

**HAL Id: halshs-01839613**

**<https://shs.hal.science/halshs-01839613v1>**

Submitted on 15 Jul 2018

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# Shopping Mall Services and Customer Purchase Intention along with Demographics

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## Abstract

Malls are continuously adopting the positive change and promoting the creativity in the people lifestyle. There are various determinants which help the customer on the selection of shopping mall. Important factors were studied to see the customer preference for the shopping mall with the help of the structured questionnaire. We collected the data from 416 random visitors through a survey. Data were analyzed using simple linear regression. The study will also help the shopping mall management to understand the customer likeness for the services. Future research can be directed toward the shopping mall purchase intentions and customer loyalty.

## Keywords:

Shopping Mall Services, Motivations, Purchase Intention, Customer Patronage.

## Introduction

In the last two decades, the shopping centers are impacting the customer shopping decision dramatically. Customers are switching from retail stores to shopping malls rapidly. The reason behind the switching from the retail shop to shopping malls is environment and comfort provided in shopping malls. The choice of particular shopping malls by customer depends upon the position of that mall in customer minds. Nowadays, customers are utilizing shopping malls for several reasons as to have the social communication with other, to feel unwind by having some amusement, to purchase the things under one rooftop, to invest the cheerful energy and so forth. All these services create the positive effect on the customer mind and affect their shopping center choices. The customer is much aware and wants the more cheerful services in shopping malls as it usually takes more time while shopping in a mall as instead of retails shops. Therefore, by one means or another, shopping malls are enhancing their services in order to cater to the emerging needs of the customer.

Shopping malls are improving their facilities day by day in order to attract customers. Shopping choices of customers vary according to their distinctive demographic attributes. In the United Kingdom, shopping malls are named "shopping plazas" or "shopping regions". Most of the shopping malls are situated in the main city areas, which are surrounded by open-air shopping streets in the United Kingdom (Ifrah, 2011). Because of shopping centers, it acquires the modernization the way of life of

the client, in which client feels looks current, look great, and feel the better life in Kaula Lumpur (Nurani, 2003). As the distinctive nations have the diverse shopping center culture. In Hong Kong, the term "shopping center" or plaza are mostly used instead of the shopping mall (Ifrah, 2011). Present day nations are in a battle of making uber shopping center with unique customer facilities. Nine Million square foot an uber shopping center has been build in Dubai, named "Dubai shopping center" is the biggest shopping center on the planet in 2007(Andersen, 2003, 2005). Each nation has a diverse culture and characteristics which impacts their shopping tendency. Many of the factors like difference in culture, lifestyle, income/economic wealth, and country weather have changed the UAE consumers shopping preference (EI-Adly, 2001). Loved places by customers are neither unequivocally beautiful nor do these places induce magnificent sensory experiences, and are not always perfectly functional. A few places and structures are quite extremely magnetics for the guests. Those places have several features which attract the public towards them but none of them physically pull anyone towards it.

Different individuals have different shopping needs at shopping however they may be looking for the comparable reason like enhancement, accommodation, amusement and so forth (Ahmad, 2007). Shopping centers are not meeting the shopping needs of the customers but also their recreational needs (Ng, 2003). The reasonable information about the client visiting the shopping centers is truly helpful for the shopping center administration for better evaluation of the need of the client. Understanding of customer preferences helps mall administration to fulfill its needs towards shopping centers (Ahmad 2007). If a customer feels dissatisfaction regarding services, shopping mall then it brings change in the customer choice of a shopping mall. Due to perceived dissatisfaction regarding feature options and services of shopping malls customers switch towards small departmental stores; despite the wide range of quality products provided at shopping malls (Cheng, Li, & Yu, 2007, Finn and Louviere, 1996; Wakefield and Baker, 1998; Sit, Merrilees, and Birch, 2003). The emerging topic for marketing research in retailer concern is the patronage and re-patronage (Machleit, Meyer and Eroglu, 2005). The patronage and re patronage of the shopping malls for the customer is only possible on basis of services regarding malls. Different criteria should be considered in the decision-making process such as population & Economical Characteristics, environmental consideration, attractiveness, accessibility & transportation, etc. (eswa, 2013).

## Literature Review

The development of shopping centers industry brings the enormous changes in the basic style of shopping centers, now shopping centers are changed over into retails which are serving the client as indicated by request of clients (Berman and Evans, 2004). It is not as simple as it looks, shopping malls are confronting with various types of difficulties like a way of life of shopper, store solidification comparative stock, commercial center immersion (Field, 2006, Reda, 2009). One of the most heavily examined topics in the shopping center is patronage (Yavas, 2003). Presently the customers shopping style is changed towards one-stop shopping in which individuals feels more unwind. These factors create the positive effect on the overall performance of shopping mall, increases the economic wealth of the malls and patronage towards the malls (EI-Adly, 2001). From the past examinations, it is discovered that the attraction of the shopping center passionate the consumer loyalty for a shopping center (Ala'Eddin Mohammad Khalaf Ahmad,2012). The intestinal things like music, smell and lighting manufacturers the enthusiasm for customer mind and these components delight the purchaser mind-sets, shopper normally like these elements on its high inclinations (Ezeh and Harris, 2007). Format, Ambience, Music, Color, and Decoration are the five regular climatic things measured for the attraction (Chime, 1999; Frasquet et al,2001).

Brand Image can help in the estimation of shopping centers achievement, and it additionally hit consumer loyalty and business accomplishment of shopping centers. So, pouring the brand pictured in

the shopping centers helps the client fascination (Dennis et al, 2002). According to the American Marketing Association (2008), the brand extension also means “a product line extension marketed under the same generic brand as a previous item or items”. A number of different varieties and different product on shelves in the shopping malls are more attractable for the customer (Boatwright and Nunes, 2001). Selection of the shopping mall purely depends on the satisfaction of the customer. Subsequently, the customer has to go through complex decision-making stage while deciding either to purchase from a retail or shopping mall ( Alavi, Sajat Et al: 2015).

## **2.7 Aesthetic Dimension People and Customer Purchase Intention:**

Aesthetic dimension asthenic is basically the “Physical environment, review, inner appearance, outline, regular spots and lighter are the source of client attraction”. The atmosphere affects the customer both, emotionally and psychologically (Jackson and Konell, 1993; Babin and Attaway, 2000; Beyard et al., 2001; De Nisco and Napolitano, 2006; Ooi and Sim, 2007; Ghee and Ahmad, 2010). Shopping malls are required to provide the such an environment that enables a customer to shop and feel engaged in shopping, which enables individuals to shop and they feel abundantly engaged amid shopping (Ahamad,2007). The shopping center atmosphere is an effective stimulus for attracting clients towards stores (Phillips and Sternthal, 1977; Laroche et al., 2005; Michon et al., 2008). The "wow sound" inside from the client for the shopping centers demonstrate his resemblance for the shopping centers. Customers feel delighted in shopping centers due to its environment. Aesthetic services have the strong impact on purchaser conduct and on administration assessments (Turley and Milliman, 2000; Zeithaml et al, 2006). Music, Smell, and light have been the beneficial outcome on purchaser intrigue, and by tentatively it is discovered that these variables are more loved and ideal by the client (Ezeh and Harris, 2007).

## **2.8 Escape Dimension & Customer Purchase Intention:**

For clarifying the escape dimension, we have to clearly understand its definition. Escape Dimension is described as “The psychological sensory stimulation resulting from mall atmospherics, is an attracting factor relieving from boredom or loneliness”.

Customers additionally visit shopping centers to occupy their energy. Customers become exhausted due to the everyday schedule. So, they move toward shopping centers as these centers are the best places for refreshing their temperaments. Shopping centers are the best places to vanish their exposed state. A shopping center is a place where the general population gets diversion at low costs; it is not just, where individuals run for shopping with family or companions (Ahmed et al., 2007). In some cases, they feel alone at home and need some appeal, so the shopping center is a place to accomplish something.

The relationship between loneliness and older consumers' mall patronage motives was explained by (Kim, Kang and Kim, 2005). Clients have strong perfectness for The shopping center with the distinctive assortments and updated things. The shopping centers situations provide energized climate, which has the strong impact on the purchaser dispositions (Bittner, 1992; Michon et al., 2008; Ghee and Ahmad, 2010). Shopping center facilities expand the day-by-day routine existence of purchaser, make them energized, and feel them revive.

## **2.9 Flow Dimension & Customer Purchase Intention:**

For clarifying the flow dimension its necessary to understand its definition, “to get into the fantasy, or indulge in the specific activity for some time, or feel shocked after completing the activity,” states the flow dimension. It is the desire to state for the client in the shopping centers. As the present day, shopping centers are made out of various engaging exercises like films, eateries, gaming zones, social spots and so forth in which individuals feel amid the shopping. The customer feels them in the other world when they are in the shopping center. There is generally the high constructive outcome from the youthful customers in stores when shopping excitement is high (Rajgopal, 2007). Due to the flow dimension, the customer mood saturated into the pleasure able state in the shopping mall. They now and then feel dim outside when leaving the shopping center. Variety of entertainment is nowadays much attractable for the customer which surely increases the patronage motives, towards malls, in which customer feels excited (Haynes and Talpade, 1996; Klara, 1997; Kasrel, 1998; Wakefield and Baker, 1998; Michon et al., 2005). The benefactors of shopping centers are sometimes influenced by the time and climate.

## **2.10 Exploration Dimension and Customer Purchase Intention:**

Shopping centers are the great place to stay updated for the client. Since each shopping center is attempting to renovate their operations to attract client support. The store serves the client by providing them the awareness of new trend. A shopping center is a place to discover new things to purchase, it likewise the place where individuals cooperate with each other and locate the social hotspot (Ifrah Babar, 2009). It likewise serves to take in the encounters on various stage. The investigation, or finding out about new patterns, is a noteworthy drawing in considering. Shopping centers are much similar to capable for the client because of new items in the shopping centers. It is the immense advantage for the shopping centers to invest age the new items by the client in the shopping centers which reflect their thought processes them in support (Wakefield and Baker, 1998). Marked Shops, Household items, Entertainment are the which get a kick out of the chance to be the pioneer by a client in shopping centers. Empower purchasers to inspect items (Abratt et al., 1985; McGoldrick and Thomson, 1992; Prendergast et al., 1998; Yavas, 2003). It is essential for the administration to decide the diverse assortment of inhabitant for the ideal assortment which is more attractable for the client.

## **2.11 Role Enactment and Customer Purchase Intention:**

To clarify the definition, we must clearly understand the Role Enactment “patterned characteristics of social behavior during shopping in the shopping mall”. Various type of individuals visits the shopping centers to perform distinctive kind of shopping, look at their costs, and deal with them.

People like to bargain in the store and feel like a wise shopper in the malls, generally, customer like to perform the bargain in the malls, grocery shopping is usually performing by the homemakers. Homemakers, Mother, Student and so forth act customarily expected and acknowledged as a feature of part of certain position amid shopping (Tauber,1972). Consumer reacts in the malls differently according to shopping behavior and social roles. Different people perform different types of roles to visit the malls, like being single, married, father and mother etc; they behave differently in malls during shopping (Wakefield and Baker, 1998). Several studies learned many different things from the diverse behavior of the customer who visits the mall and deals with shopkeepers or preference for shopping are different.

Some consumer feels that the bargaining power of the purchaser or the process of haggling is viewed as a sport (Soloman, 1994). The recreational shoppers visit more frequently than the ordinary shoppers



do because they are having a responsibility in shopping (mother, father etc.) (Wakefield and Baker, 1998). Many consumers used to go to malls because they have to fulfill their shopping need, which is significant to their identity.

### **2.12 Social Dimension and Customer Purchase Intention:**

Social Dimension describes the following idea “to perform the social activity in the shopping mall like meeting with people, activates with family, visit with the friends etc.” Shopping malls are proving the social platform for a customer. Role of a shopping center is to perform activates like recreational activities, social activities and community center (Ng, 2003). Shopping center provides the best place for people to enjoy with family, friends or some social conversation. There are distinctive approaches to build the faithfulness of clients with shopping centers by giving them desired products and by giving them social conditions and experiential needs (Ahamd, 2007). In the present modern era shopping is the process that provides the opportunity for doing social experience outside the home, like meeting with other peoples, or meeting with the opposite sex. A client gets a kick out of the chance to shop from where salespeople are useful and receptive to them, help them in the shopping, and act in the courteous way (Loudon and Bitta 1993). Shopping centers are assuming the part likewise the meeting places for senior and more youthful individuals (Ahmad, 2007). A guest in the shopping center is appreciated by the motion picture in multiplex with the companions and feel energized in the shopping center time. Shopping centers are not assuming the part of just purchasing exercises but rather accommodating individuals for the social communication and social exercises like sustenance, motion pictures, or getting together with family or companions (Ahmad, 2007).

### **2.13 Convenience Dimension and Customer Purchase Intention:**

For the purpose of getting the clear understanding of the concept of Convenience Dimension we first define it as “the location of the shopping mall, the operation timing, and friendly environment in which client feels more relax”. Client preference for shopping mall depends upon shopping malls. Location and this factor have the great impact on the success of the business (eswa, 2013). Consumers are increasingly undertaking multi-purpose shopping trips they like one-stop shopping centers as it fulfills his multiple purposes for visiting the shopping center (Arentze et al, 2005). Nowadays centers are competing on basis of time (Richbell and Kite, 2007). Convenience (comprising trading hours) is the most important factor that affects customer satisfaction and has center revisit frequency (Anselmsson, 2006). Mostly, people live in the focal point of urban communities; and due to the huge sizes of the urban areas, individuals feel trouble to reach the shopping centers, which are much far from them. Therefore, they, as a rule, favor the shopping centers that are closest to them. Location of a shopping mall dictates demographics of the area, growth patterns, traffic patterns and competitor’s location (Mariotti, 2004). Shopping centers distinguished on basis of various items including the environment of the shopping centers, Parking and so (Ruiz, 1999). Area of a shopping center manages socioeconomics of the region, development designs, movement examples and contender's area (Mariotti, 2004).

All dimensions that we discuss are important but the location of the shopping malls is the backbone factor for the patronage of the customer towards malls. The wide variety of products available in the shopping malls can decrease the perceived cost (Pan and Zinkhan, 2006). Simple location of the shopping center and the accessibility of the items is the best criteria for the client. The shopping centers comfort, exertion, wellbeing transport, parking, shopping centers timing are the characteristics, which are the basis for the client attraction towards shopping center (Ibrahim, 2002).

Shopping malls are now more concentrated because of the inclusion of all essential shopping related attributes (Kaufman, 1996). The mixture of the different tenant in the shopping malls and the role of a bargain by the customer during shopping satisfies the customer motivational level. There are some standard parking structures in shopping centers which are likes by the customer.

This exploration is being done in the number of nations like Canada, USA, Saudi Arab and the Middle East yet not directed in Pakistan with the particular measurements. What's more, the components are not clarified in detail. Still, there is a gap in the moderating variables. Demographics of customers are or moderating variable. The demographic variable is measured on the basis of only three attributed named Gender, Income, and Age.

The other gap examines specific factors that customers use to judge their enjoyment of a shopping experience in regional centers (John W. Cadogan.,2005). Further research would also be valuable in identifying other consumer segments than the ones identified in this study (John W. Cadogan.,2005). Another gap from the study is “First, the research should be simulated with other region and cities in KSA or other Gulf countries to further examine the attractiveness factors in the other industry (Ala'Eddin Mohammad Khalaf Ahmad,2012). Second, studying the proposed model in the service sector for examples spa villages, or hotels provide more validation for the model and more generalized findings (Ala'Eddin Mohammad Khalaf Ahmad,2012).

## Demographics and Purchase Intentions

### 2.4 Age

Age is one of the demographic factors that has the impact on consumer purchase intention (Findsen, 2005). Customers are categorized into three categories on basis of age like teenage and old generation adult and each of these categories has different purchasing preferences. It does not mean that mature people are not interested in purchase the updated things. Mature consumers those new products that fit their aging needs, such as reader-friendly labels, helpful sales staff and increased print size (Laukkanen et al., 2007). Mature people feel themselves to enough knowledgeable, and they need to take the advice from the youngster. Mature female clothing shoppers in South Africa have identified three segments: clothing moderates, clothing enthusiasts and clothing unconcerned (Visser, Du Preez and Du Toit, 1996). Older female consumers, who actively participated in leisure and formal social activities, were interested and involved in fashion and enjoyed apparel shopping (Joung and Miller,2002). It's all depend on client personal choice e.g. Mature consumers look for healthy food options, value quality more than quantity, is more inclined to utilitarian shopping and purchase apparel for pleasure or need rather than conformity (Hu & Jaspers, 2007). Usually, young consumer tries new things because its trendy to time. Perusing the most youthful and most established individuals in society will open doors for organizations (Irani and Rahmati, 2010).

### 2.5 Gender:

Shopping behavior also changes on the gender bases. Because though many researchers it is proved that males and females have different preferences. Each male and female have the distinctive part in the shopping conduct, they have diverse styles and desires, which recognized them from the shopping conduct. Therefore, Gender influences high in the shopping conduct (Bakashi, 2012). Moderating effect of gender on purchasing behavior was also considered by (Gagandeep Kaur Nagra R Gopal Pradip Manjrekar, 2012). Men invest more energy in shopping centers and went to shopping center often. Females are keener on fashion related items. Shopping centers are one of the mainstream places to purchasing the different items for both man and women (Kuruvilla, Joshi and shah, 2009). “State of

gender differences in environmental attitude, environmental importance and understanding of the environmental responsibility of young consumers' purchasing behavior in Hong Kong" suggested that young women have more considerable scores in environmental attitudes, environmental importance and environmental responsibility in their purchasing behavior than men in Hong Kong (Lee, 2009). "Evaluating the effect of green marketing mixture on consumers' purchasing decision making process" found that green marketing mixture can impact the women's purchasing decision more than men (Seyyedeh Hedieh Tondkar, Mohammad Rahim Ramezani, Reza Ismailpour, 2010). Male customers are substantially quicker and much dependable than females about their purchase choices (Dr.Krithika,2005).

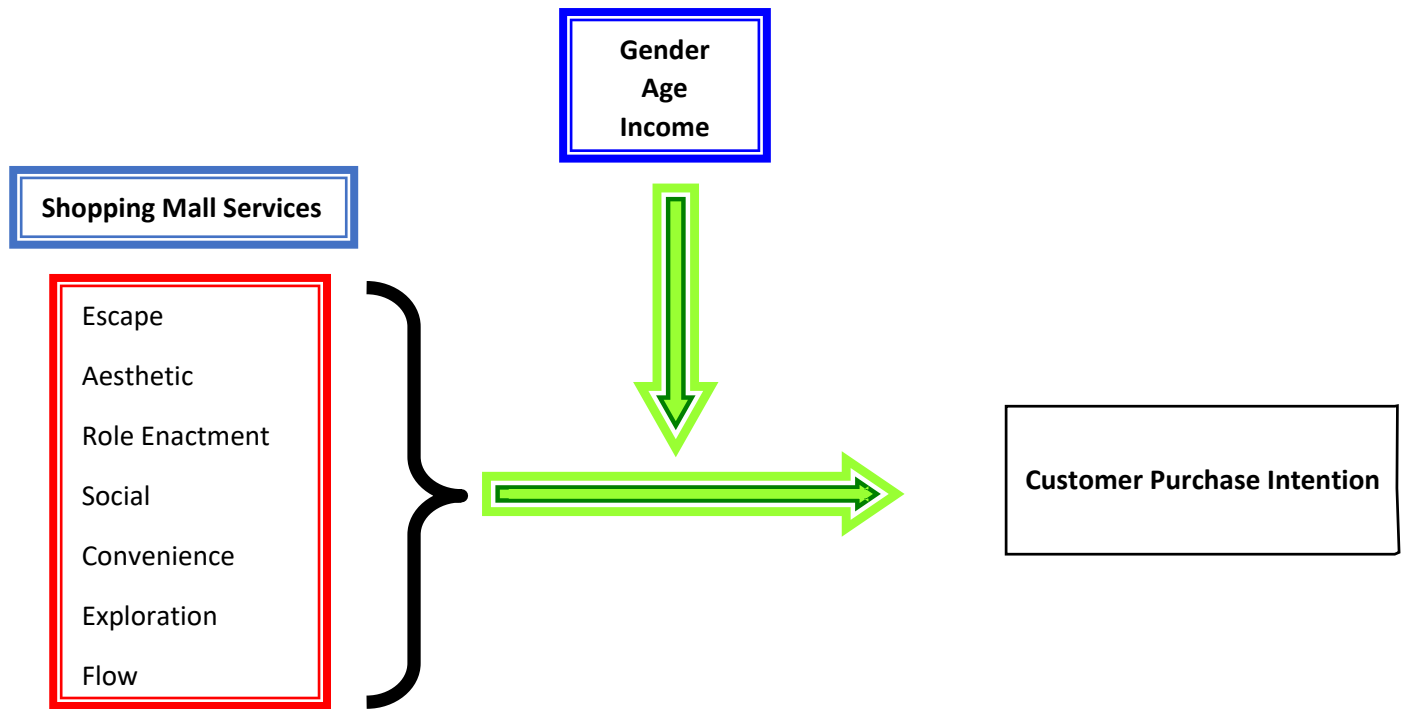
## **2.6 Income:**

Income is viewed as a crucial determinant of shopping decision. Since the level of income enables the client to determine the extent of shopping, and also customers purchase decision for a certain item and also. How often he visits the shopping center (Muhammad Ali Tirmizi,2009). As the number and spending power of customer increases and matures, the satisfaction factor needs more services from the shopping mall to achieve self-actualization stage of people (Ifrah Babar, 2011).

A number of studies have noted that mature segment has attractive financial status (Hu & Jaspers, 2007; Laukkanen, Sinkkonen, Kivijarvi & Laukkanen, 2007; Moschis, Bellenger & Cusari, 2003; Walker & Mesnard, 2012). Therefore, some malls are equipped with the high class of brands which are usually unaffordable for the normal customer; whereas some malls have the economical shops that usually cannot make the strong positing in the mature customer mind. In Pakistan, there are four sorts of value lists; Consumer Price Index (CPI), Wholesales Price Index (WPI), Sensitive Price Index (SPI) and GDP Deflator, which are utilized to figure inflation. In this manner, the wage of the customer is the backbone for the shopping choice.



### 3.2 Theoretical framework:



**Figure 1: Conceptual Framework**

### 3.3 Hypothesis Development:

H1: The greater a Pakistani consumer's preference for aesthetic stimulation, the greater that consumer's motivation to go to a shopping mall.

H2: The greater a Pakistani consumer's desire for escape activity, the greater that consumer's motivation to go to a shopping mall.

H3: The greater a Pakistani consumer's preference for flow, the greater that consumer's motivation to go to a shopping mall.

H4: The greater a Pakistani consumer's desire for exploration, the greater that consumer's motivation to go to a shopping mall.

H5: The greater the Pakistani consumer's drive to enact a role, the greater that consumer's motivation to shop in a mall.

H6: The greater a Pakistani consumer's desire for social interaction, the greater that consumer's motivation to go to a shopping mall.

H7: The greater a Pakistani consumer's desire for shopping convenience, the greater that consumer's motivation to go to a shopping mall.

### Research Methodology

This research is quantitative in nature. The data is collected from the respondents of main cities of the country. It is a cross sectional study, the data was collected at one point of time. The targeted population in this study was regular visitors of the shopping malls. The measure was based on 32 items based on five point Likert scale measuring the concepts. The questionnaires was adopted from Zafar. U Ahmad (2007). The data was

collected through online as well as self-administered questionnaires. Total 490 out questionnaires were filled out of them 416 were found complete and were considered fit for the analysis.

Data was analyzed through SPSS 24 software. Firstly, data was checked for missing entries. Then it was checked for regression assumption such as multicollinearity, homoscedasticity, overfitting and normality, skewness and kurtosis. The data was found fit for running regression on it. Cronbach Alpha test was run to check the reliability of the measure. The value of 0.954 for shopping mall facilities shows that the measures was highly reliable to collect the data. While the value of 0.60 for Customer purchase intention is acceptable. {Citation}

### Descriptive Statistics:

Gender	Frequency	%	Marital Status	Frequency	%
Male	199	47.5	Single	244	58.9
Female	215	52	Married	166	39.7
Prefer Not Say	2	.5	Other	6	1.4
Age			Source of Income		
15-25	142	34.1	Scholarship or study loan	18	4.4
26-35	177	42.5	Sponsored by parents	157	38.2
36-45	77	18.5	Self-sponsored	233	55.4
46 & Above	20	4.9	Others	8	2
Education			Monthly Personal Income		
Matric	29	6.9	0-10000	100	23.9
Intermediate	55	12.8	11000-25000	98	23.2
Bachelors	128	30.8	26000-50000	109	26.6
Master degree	166	39.6	51000-100000	57	13.8
MPhil/PhD	38	9.9	100000 and above	46	11.1

**Table 1- Variables description**

### Results and Discussions

The impact of services provided by the shopping mall management on the customer purchases intention was analyzed with the help of regression model. The regression model confirms that all the independent variable has positive and significant impact on the purchase intention.

**Table 1 ANOVA**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	174.161	7	24.880	117.50	.000 <sup>b</sup>
	Residual	86.341	408	.212		
	Total	260.501	415			

a. Dependent Variable: Purchase Intention

b. Predictors: (Constant), Convenience Dimension, Social Dimension, Flow Dimension, Role Dimension, Explorer Dimension, Escape Dimension, Aesthetic Dimension

According to Saunders et al. 2012, if 'F value' in ANOVA table is large and having p value less than 0.05 then it is designated as statistically significant, So, Table 1 shows that 'F value' is larger than 'p

value' which means that our predictors are significantly associated with dependent variable i.e. purchase Intention.

**Table 2 Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.818 <sup>a</sup>	.669	.663	.46002

Predictors: (Constant), Aesthetic Dimension, Escape Dimension, Flow Dimension, Explorer Dimension, Role Dimension, Social Dimension, Convenience Dimension

Table 2 represents that the value of R Square is .669 which indicates that there is 66 percent variance explained by dependent variable (purchase intention) due to change in predictors.

**Table 3 Coefficients**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.531	.116		4.579	.000
	Aesthetic	.104	.042	.128	2.470	.014
	Escape	.076	.022	.165	3.409	.001
	Flow	.186	.036	.221	5.183	.000
	Explorer	.274	.042	.300	6.586	.000
	Role	.457	.031	.582	4.581	.000
	Social	.078	.035	.096	2.217	.027
	Convenience	.154	.043	.160	3.602	.000

a. Dependent Variable: Purchase intention

Table 3

shows that independent variables i.e. aesthetic, escape, flow, explorer, role, social and convenience had come to be significant with the p value less than 0.05 which means that these independent variables effects significantly and positively on the dependent variable i.e. Purchase intension.

### Moderation variables:

#### 5.12.1 Income:

The above table shows the value of moderation variable of income. Income has positive relationship with Aesthetic, Escape and Social Dimension.

Hypothesis Statements	Significance	Hypothesis Status
<b>Income Moderation</b>		
<b>H1:</b> Positive Relation Ship Between Income and Aesthetic Dimension.	0.044	Accepted
<b>H2:</b> Positive Relation Ship between Income And Escape Dimension.	0.042	Accepted
<b>H3:</b> Positive Relation Ship between Income And Social Dimension.	0.019	Accepted

**Table 10.1: Hypothesis Income**

### 5.12.2 Gender:

The above table shows the value of moderation variables of Gender. It confirms that gender has the positive link with the Aesthetic, Escape, Explorer, Role and Social dimesion.

Hypothesis Statements	Significance	Hypothesis Status
<b>H1:</b> Positive Relation between Gender and Aesthetic Dimension.	0.000	Accepted
<b>H2:</b> Positive Relation between Gender and Escape Dimension.	0.000	Accepted
<b>H3:</b> Positive Relation between Gender and Explorer Dimension.	0.037	Accepted
<b>H4:</b> Positive Relation between Gender and Role Dimension.	0.052	Accepted
<b>H5:</b> Positive Relation between Gender and Social Dimension.	0.001	Accepted

**Table 11.1: Hypothesis Gender as Moderator**

## Age:

The above table shows the value of moderation variable of age. Age has the positive link with Flow and convince Dimension.

Hypothesis Statements	Significance	Hypothesis Status
H1: Positive Relation between Age and Flow Dimension.	0.066	Accepted
H2: Positive Relation between Age and Convenience Dimension.	0.044	Accepted

**Table 12.1: Hypothesis Age as Moderator**

## Conclusion and Recommendations

This study was focused on the shopping mall marketing strategies. As per the brick and kiln model this study is helpful to the mall administration to shifting the shopping trend under one roof. it is significant for the managerial side to know customer preference which increases the customer patronage in shopping mall. It is contribution towards literature as well as for managers.

This paper some limitations. This study is conducted in the big cities only. Future research can be directed to include other relevant variables considering, respondent from small cities which gives more accurate results.

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