

“Dimensions of Buyer’s Motivation in Malls –An Empirical study in Ludhiana”

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Abstract

Purpose – The purpose of this paper is to understand buyer’s motivational factors at malls in Ludhiana city.

Design/methodology/approach – 400 shoppers completed self administered surveys regarding their attitudes toward shopping motivation’ variables in Ludhiana. The paper first uses both exploratory and confirmatory factor analysis to examine the factor structure and psychometric properties of these items. The shoppers purchasing behavior of the shopping mall were identified by 24 items and captured in four dimensions by conducting exploratory factor analyses. Structural Equation Modeling (SEM) using AMOS version 16 was utilized for model testing and to verify the four dimensions of shoppers purchase intentions. Confirmatory factor analyses successfully validated the items used to measure four dimensions of shoppers buying intentions.

Findings – This research study identified four dimensions of shopper’s purchase intentions are labeled as: Hedonic seeking buyers; Convenience seeking buyers; Value seeking buyers; and Quality seeking buyers.

Practical implications – The shopper’s purchase intention influenced by several factors. This study will help the marketers to understand the shopper’s buying behavior and help them to make their marketing strategies accordingly.

Originality/value – The study validates the usefulness of four factors such as Hedonic seeking buyers; Convenience seeking buyers; Value seeking buyers; and Quality seeking buyers and these dimensions are better predictor of shoppers purchase intention towards shopping mall.

Keywords: Shopping mall, Hedonic, Convenience, Value, Quality and SEM.

Introduction:

The purpose of this study is to find out the motivating factors of retail shoppers and to examine similarities and differences among shopper segments based on demographics membership. A stream of research has sought to segment consumers using their motivations for shopping. This research identified four dimensions of shopper's motivations: (1) Hedonic seeking buyers; (2) Convenience seeking buyers; (3) Value seeking buyers; and (4) Quality seeking buyers. ***The first type of buyers in shopping mall labeled as Hedonic seeking buyers.*** In doing so, the research has provided by (Bloch et al., 1994; Reynolds et al., 2002; Reynolds and Beatty, 1999) deep insights into the consumer psyche. The research has investigated the hedonic reasons people go shopping and focused on developing some taxonomy of shoppers based on their hedonic shopping motivations (Arnold and Reynolds, 2003; Hirschman and Holbrook, 1982). Hedonic shopping is viewed as a positive experience where consumers may enjoy an emotionally satisfying experience related to the shopping activity regardless of whether or not a purchase was made. Hedonic shopping motivations are in a way similar to the task orientation of utilitarian shopping motivations, only the "task" is concerned with hedonic fulfillment, such as experiencing fun, amusement, and sensory stimulation (Babin et al., 1994). These hedonic satisfactions may be derived from ambience, entertainment, browsing, and social experiences outside the home (e.g., meeting friends, watching people). Hedonic shoppers have sense of enjoyment and pleasure that the consumer receives from the entire buying experience associated with shopping at a store (Griffin, Babin and Modianos, 2000) and this value perception could vary depending on individual shopping orientations, the cultural orientations as well as the economic and competitive environment in which the consumer shops (Woodruffe, Eccles and Elliott, 2002). The studies conducted by Johnston (1995) and Osman and Ismail (1989) also found that customers if found shopping comfortable, were more likely to visit shopping mall again. Furthermore, researchers like Johanna and Jan (2000), Gianfranco and Vincent (2005) and Minoos et al. (2000) also found Hedonic shopping to be one of the important dimensions affecting customers' behavior towards shopping malls.

The second types of consumers are Convenience seeking buyers. Many shoppers enter malls with the objective of purchasing particular products. They are convenience shoppers, looking for functional product benefits (Tauber, 1972). Convenience seeking buyers come under the utilitarian motivation. Utilitarian motivation involves satisfying functional or economic needs (Babin, et al, 1974) and often been characterized as task related and rational (Batra & Ahtola, 1991). Convenience seeking shoppers may visit shopping malls only for the product(s) they want to purchase, thereby neglecting all the other motivations (Babin, et al. 1994). They pay less attention to other products and the decoration of the mall, as these elements are considered "irrelevant" to their shopping objectives and motives (Fischer and Arnold, 1990). Utilitarian motivations includes convenient shopping; procuring goods, services, or specific information; and reducing the costs (i.e., money, time, and effort) that may have to be expended in transportation, finding specific products or services, and waiting in check-out lines (Kim & Kang, 1997).

The third types of consumers relating to shopping mall shoppers are Value seeking buyers. Value seeking buyers: decision style of consumers who are concerned with getting lower prices. They are likely to be comparison shoppers. The value seeking consumer is concerned with price and product assortment. The variable "best value for money" also turned out to be significant in affecting customers' behavior towards buying from a particular retailer in studies conducted by John (1994), Hansen and Deutscher (1978), Scarlett et al. (2006), Carmen et al. (2007), whereas the variable "more variety" was found significant in a study conducted by Gianfranco and Vincent (2005). The Value seeking buyer, before purchasing, weighs the price against the perceived values of using the product. Consumers differ in the values they assign to different product features and marketers often vary their pricing strategies for different consumer segments. Sales at concessional price, price reductions, discount offers and free gifts are commonly used as sales promotion tools by marketers. Value seeking buyers sometimes defer purchases to avail of price reductions during an off-season sale.

The fourth types of consumers are called Quality seeking buyers. These consumers systematically search for the best quality products possible. Consumers have high standards and expectations for consumer goods, and are concerned with the function and quality of products. Quality seeking buyers have tendency to seek perfection or highest possible quality in products while shopping; they are expected to shop more carefully, more systematically and are not likely to be satisfied with good enough brands (Sproles and Kendall 1986).

This paper begins with a review of literature on motivating factors of shopping mall shoppers, discussing the linkages with the four dimensions of shopping mall shoppers. This is followed by a discussion on the motivation constructs of shopping mall shoppers, establishing the position that there is a need for exploring beyond the present motivations of shoppers. This paper proposes a conceptual framework for examining four dimensions of shopping mall shoppers. Using structural equation modeling, this study examines the proposed model and finds that four dimensions of shopping mall shoppers varies depending on consumer perception and that it is neither as universal nor as strong as shopping malls and researchers tend to believe.

Litrature Review

There is no dearth of literature on shopping mall buying behavior. Researchers from all parts of the world have tried to analyze the shopping malls, their significance, usage, limitations, challenges etc. from different angles. Motivation is normally defined as 'an inner drive that reflects goal-directed arousal' (Arnould et al., 2002, p. 378). In a shopping context, motivation can be described as the driving force within consumers that makes them shop. In a widely acknowledged study of shopping motivations, Tauber identified a number of shopping motivations with the premise that consumers are motivated by various needs.

In reviewing the literature, motivations for shopping in malls range from hedonic seeking motivation to quality seeking motivation. This study indicates that hedonic shopping environments, in almost all cases,

have been found to have a positive impact on all dependent variables. However, the effects of arousal are less consistent. Sherman, Mathur, and Smith (1997) reported that arousal increases purchasing intentions a spending; Milliman (1982) observed the opposite effect; and Smith and Curnow (1966) found no effect. Baker, Levy, and Grewal (1992) found that arousal increases approaching orientation, but Sweeney and Wyber (2002) obtained no effect. Dube, Chebat, and Morin (1995) and Sweeney and Wyber (2002) reported that arousal increases affiliation. According to Babin et al. (1994), the hedonic aspects of shopping experience reflect shopping's potential entertainment and emotional worth and can involve increased arousal, heightened involvement, perceived freedom, fantasy fulfillment, and escapism (Arnold and Reynolds, 2003; Babin et al., 1994; Bloch and Richins, 1983; Holbrook and Hirschman, 1982).

The 'economic consumer' is concerned with price, product assortment and quality. The 'personalizing consumer' seeks social relationships with retail personnel. The 'ethical consumer' is concerned with moralistic concerns and is willing to give up lower prices or a larger assortment to help out the little retailer, for example. Finally, the 'apathetic consumer' shops out of necessity and is not involved at all with shopping. Shim et al. (1998) came up with four grocery shopping segments: Food safety/health shoppers, convenience shoppers, middle-of-the-road shoppers, and home shoppers. Therefore, recreational shoppers are likely to expect high levels of hedonic value from their shopping experience (Babin et al., 1994). Williams, Painter and Nichols (1978) found four shopping segments: low-price shoppers, convenience shoppers, involved shoppers and apathetic shoppers. The motives behind shopping behaviour were explored by Tauber (1972) in his well known article why do people shop? Eleven motives for people shopping were identified, with six being of a personal nature and five being of a social nature. Personal motives were role playing, diversions, self-gratification, learning about new trends, physical activity and sensory stimulation. Social motives were social experiences outside the home, communication with others having a similar interest, peer group attraction, status and authority and pleasure of bargaining. Stephenson and Willett (1969) proposed a conceptual taxonomy on shoppers based on actual patronage and shopping behavior. The four types of shoppers identified were store loyal shoppers, compulsive and recreational shoppers, convenience shoppers, and price bargain conscious shoppers. The consumer and environment for this study was very specific, being adult buyers of apparel, shoes and toys. In order to infer shopping motivations, various taxonomies of retail shoppers were developed by researchers Stone (1954) offered the first typology based on consumers' attitudes towards shopping. A study by Stone (1954) into different social characteristics within a social structure was one of the earliest key papers that led to the topic of shopping behavior being explored in greater depth. Stone (1954) study of Chicago housewives in a social context was set in an urban shopping environment. Findings showed four different types of shoppers: economic, prescriptive, ethical and apathetic.

Research Methodology

Research Objective

The main objectives of the study is to explore factors that determines Indian consumers buying behaviour at shopping malls.

Instrument Design

A total of 400 respondents were selected from Ludhiana. The method of purposive sampling was employed whereby the respondents had to fulfill the criteria of having visited the shopping malls before even if they had not made any purchases. The questionnaires were personally hand-delivered in workplaces, homes, educational institutions and shopping malls. The questionnaire was developed with the help of literature, consultation with academicians and shopping mall shoppers. Respondents were asked to rate the 24 statements relating to shopping malls. Responses to all the statements in the questionnaire were measured on five-point Likert scale, ranging from 1= strongly disagree to 5= strongly agree. Demographic information such as gender, age, marital status, education level and income was also collected. The validation of survey instrument was checked through pilot testing of 50 respondents and variables were finalized after ensuring the balanced approach and objectivity of the survey. A proposed hypothetical Model was developed for the purpose of applying SEM (Structural Equation Modeling). Collected data were processed in the statistical software package of SPSS-17 and AMOS-16 (Analysis of Moment Structure) used to prove the hypothetical model and checked by goodness -of -fit model index shows the model fit.

Respondents' Profile

**Table-1:
Respondents' Profile**

Demographic Variables		Percent
Education	Intermediate	2.5%,
	Graduation	17.2%
	Post graduation	28.7%
	Professionals	51.6%
Gender	Male	62.4%
	Female	37.6%
Age(in Years)	16-25	71.3%
	26-35	7.6%
	36-45	3.8%
	46-55	12.1%
	Above 55	5.1%
Occupation	Govt. job	24.2%
	Private job	5.1%
	Self-employed	4.5%
	Unemployed	5.7%
	Students	60.5%
Income (Rs.)	Below 20,000	24.57%
	20,001- 40,000	27.84%
	40,001- 60,000	32.58%
	60,001-80,000	05.26%
	Above 80,000	09.75%

The profiles of respondents are as follows: Education: Intermediate-2.5%, Graduates-17.2%, Post graduates-28.7%, Professionals-51.6%. Gender: Male -62.4% and Female- 37.6%. Age: 16-25 year- 71.3%, 26-35 year- 7.6%, 36-45 year- 3.8%, 46-55 year-12.1% and above 55 year- 5.1%. Occupation: Govt. job-24.2%, Private job-5.1%, Self-employed-4.5%, Unemployed-5.7%, Students-60.5%. Income: Less than Rs.20, 000 p.m.:24.57%, Rs.20, 001- 40,000 p.m.:27.84%, Rs.40, 001-60,000 p.m.:32.58%, Rs.60, 001 - 80, 0000:5.26% & Above Rs. 80, 0000 - 09.75%.

Analysis and Discussion

Exploratory factor analysis

The exploratory factor analysis was used in order to identify the various motivational factors of visiting malls in Lucknow. Principal Component analysis was employed for extracting factors and orthogonal rotation with Varimax was applied. As latent root criterion was used for extraction of factors, only the factors having latent roots or Eigen values greater than one were considered significant; all other factors with latent roots less than one were considered insignificant and disregarded. The extracted factors along with their eigen values are shown in table-2.

Table-2: Exploratory factor analysis results

Statements	Factor - 1	Factor - 2	Factor - 3	Factor - 4	Communalities	Composite Reliability (α)
HSB1	0.648				0.810	0.874
HSB2	0.884				0.682	
HSB3	0.663				0.795	
HSB4	0.749				0.837	
CSB1		0.837			0.682	0.735
CSB2		0.782			0.795	
CSB3		0.819			0.754	
VSB1			0.762		0.809	0.878
VSB2			0.693		0.759	
VSB3			0.852		0.719	
VSB4			0.738		0.674	
QSB1				0.867	0.633	0.694
QSB2				0.748	0.546	
QSB3				0.840	0.743	
Eigen Values	4.094	3.010	2.634	1.872		
% of Variation	24.858	18.46	16.892	13.8		
Cumulative % of Variation	24.858	43.318	60.21	74.01		

The factors have been given appropriate names on the basis of variables represented in each case. The names of the factors, the statements, the labels and factor loading have been summarized in Tables. There are four factors each having Eigen value exceeding one for shopping motivational factors. Eigen values for four factors are 4.094, 3.010, 2.634 and 1.872 respectively. The remaining 24 items were again subjected to EFA and a final four-factor model was estimated, while none of the items exhibited low factor loadings

(<0.40) or high cross-loadings (>0.40). The four-factor solution accounted for 74.01 % of the total variance, and exhibited a KMO measure of sampling adequacy of 0.698. It is a pretty good extraction because we are able to economise on the number of choice factors (from 24 to 4 underlying factors), we lost 25.99 % of information content for choice of variables. The percentages of variance explained by factors one to four are 24.858, 18.46, 16.892 and 13.8 respectively. Large communalities indicate that a large number of variance has been accounted for by the factor solutions. The first factor, hedonic seeking buyer, accounted for the largest proportion, that is, 24.858% of the total explained variance. This factor was defined by four scale items and was primarily related to the hedonic shopping buyer. The second factor, convenience seeking buyer, explained 18.46% of the variance and was constructed by three scale items, which were primarily associated with the concept of providing convenience shopping to customers, namely, convenience seeking buyer. The third factor, value seeking buyer, explained 16.892 % of the variance and was constructed by four scale items, which were primarily associated with discounted price and bargaining the products in shopping mal. Finally, the fourth factor, quality seeking, explained 13.8 % of the variance, and encompassed three items related to the quality seeking buyer. Varimax rotated factor analysis results for shopping motivational factors are shown in table 1 which indicates that after 4 factors are extracted and retained the communality is 0.810 for variable1, 0.682 for variable 2 and so on. It means that approximately 74.01 % of the variance of variable1 is being captured by 4 extracted factors together. The proportion of the variance in any one of the original variable which is being captured by the extracted factors is known as communality (Nargundkar, 2002).

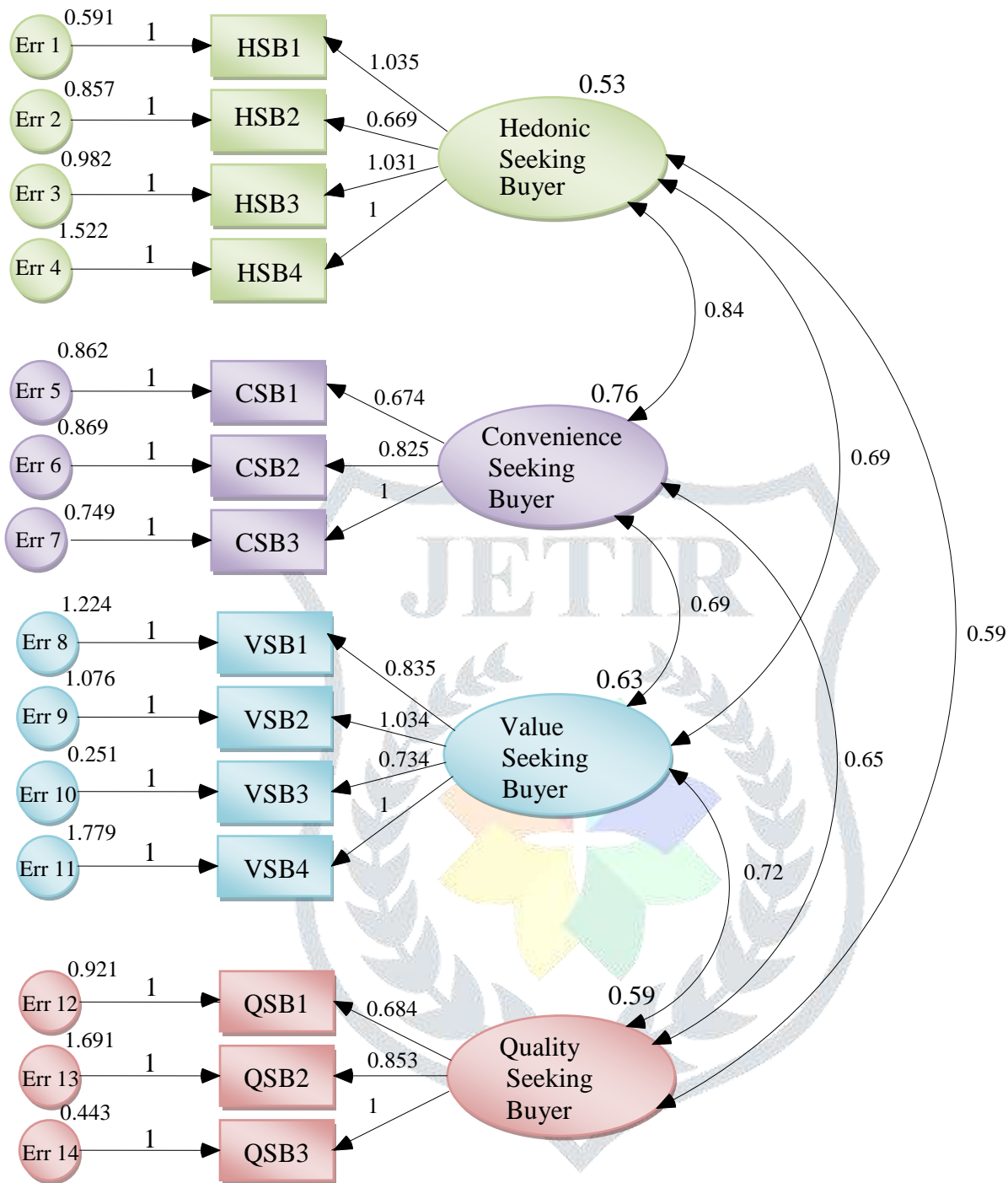


Figure-1: Confirmatory Factor Analysis of Four Basic Dimensions

Confirmatory Factor Analysis

In order to further test the validity of the measures used in the study, CFA using Amos 16 was conducted (Byrne, 2001). Confirmatory factor analysis with partial disaggregation was performed on the four dimensions of shopping mall motivations. The partial disaggregation technique was applied instead of the traditional structural equation approach (or total disaggregation) although the traditional disaggregation

technique provides the model detailed analysis for construct testing (each item is used as a separate indicator of the relevant constructed), it has a tendency to be cumbersome due to potentially high levels of random error in typical items and the many parameters that must be estimated. In contrast, partial disaggregation allows one to proceed with meaningful research by combining items into composites to reduce higher levels of random error and yet it retains all the advantages of structural equations, including accounting for measurement error, allowing for multiple, multidimensional variables and testing for hierarchal factor structures. To operationalized partial disaggregation in this study, items that relate to a given construct (dimension) were combined to create two composite indicators for each construct instead of several single-item indicators. The factor loadings and covariances obtained from the confirmatory factor analysis are as shown in figure-1. The score obtained from the analysis suggested an excellent fit between the data and the model ($X^2=144.110$, degree of freedom = 71, GFI = 0.889, AGFI = 0.836, TLI = 0.902, CFI = 0.912, NFI = 0.894, RMSEA = 0.081) all the fit indices comply with the values recommended by Heir et al(1998) and Arbuckle and Worthke(1995) except for chi-square/ degree of freedom.

Table- 3: Fit Statistics in the structural Equation Model

S.No.	Goodness- of -fit model index	Recommended value*	Shopping mall motivation model
1.	Chi-square/degree of freedom**	≤ 2.00	2.034
2.	Goodness-of-index (GFI)	≥ 0.90	0.889
3.	Adjusted goodness-of-index (AGFI)	≥ 0.90	0.836
4.	Tucker –Lewis index (TLI)	≥ 0.90	0.902
5.	Comparative fit index (CFI)	≥ 0.90	0.912
6.	Normalized fit index (NFI)	≥ 0.90	0.894
7.	Root mean square of approximation (RMSEA)	≤ 0.08	0.081

*These criteria are according to Arbuckle and Worthke (1995) and Hair et al (1998)

**Segars And Grower (1993) recommended chi-square/degree of freedom value of ≤ 3.00

Reliability and Validity Results:

Construct reliabilities were computed for the overall scale as well as at the dimension level. The results of the test indicated that the shopping mall motivations are a very much reliable instrument, registering an overall Cronbach alpha value of 0.93. All of the dimensions except for quality seeking buyer (which returned a coefficient of 0.694) also recorded coefficient alphas above 0.70, adhering to the minimum value of 0.70 suggested by Nunnally (1978). Nonetheless, the coefficient for quality seeking buyer is still considered to be satisfactory as it is over 0.6 (Malhotra, 1993). Hence, the internal consistency reliabilities of the measures used in this study were all acceptable. Next, the validity of the instrument is assessed using two methods; content validity and discriminant validity. Content validity refers to the degree which an instrument covers the meaning of the concepts included in a particular research (Babbie, 1992). For this study, the content validity of the proposed instrument is adequate enough because the instrument has been carefully constructed, supported by an extensive literature review. Now, we also endeavored to test the discriminant validity of this instrument. Discriminant validity gauges the extent to which measures of 2 different constructs are comparatively distinctive from each other, and that their correlation values are neither an absolute value of 0 nor 1 (Campbell and Fiske, 1959). A correlation analysis was run on all the

dimensions of shopping mall motivations and the results are as presented in Table-4. It is found that all the dimensions are not perfectly correlated as their correlation coefficients fall between 0 and 1, hence establishing the discriminant validity of the shopping mall motivations model.

Table - 4: Correlation results

Dimensions	Hedonic seeking buyer	Convenience seeking buyer	Value seeking buyer	Quality seeking buyer
Hedonic seeking buyer	1.000	0.327**	0.303**	0.299**
Convenience seeking buyer	0.327**	1.000	0.482**	0.200**
Value seeking buyer	0.303**	0.482**	1.000	0.216**
Quality seeking buyer	0.299**	0.200*	0.216**	1.000

**Correlation is significant at the 0.01 level (2-tailed).

*Correlation is significant at the 0.05 level (2-tailed).

Relative importance of the four dimensions:

In order to determine the relative importance of the four dimensions in influencing customers' overall satisfaction we regress the overall shopping mall buyers for the individual dimensions. The results of such a regression analysis are shown in table-5. The adjusted R^2 value is statistically significant. The first dimension, hedonic seeking buyer is most critical dimension for shopping mall. Convenience seeking buyer is the second most important dimension. A striking result in terms of the dimensions in predicting overall shopping mall buyers are that value seeking and quality seeking buyers are the least important dimensions for shopping mall.

Table-5: Relative importance of the four dimensions in predicting overall shopping mall buyers

Dimensions	Standard Coefficient	Significance Level	Adjusted R^2
Hedonic seeking buyer	0.498	0.000	0.946 (p<0.000)
Convenience seeking buyer	0.253	0.000	
Value seeking buyer	0.238	0.000	
Quality seeking buyer	0.193	0.000	

Discussion and managerial implications

Prior research has called for identifying and investigating the shopping motivations, which are likely to vary across retail shopping formats and occasions (Westbrook and Black, 1985). While ours is not a cross-cultural comparative study, our findings reveal hedonic seeking buyer, convenience seeking buyer, value seeking buyer and quality seeking to be important factors that drive consumers to shop in a India.

The first segment our study is hedonic seeking buyers. Since hedonic seeking buyers appear to actively seek redress for their problems, retail managers need to focus on improving store atmospherics, introducing recreational and fun activities adding to the entertainment and emotional worth of shopping experiences (Wakefield and Baker, 1998). The fact that this segment attaches significant importance to the hedonic dimension of shopping is also significant for retailers and brand managers because individuals driven

largely by hedonism are likely to pay more attention to retail and brand attributes (merchandise quality, in store promotions). They are also likely to have a larger number of inputs in their brand evaluation and decision making (Arnold and Reynolds, 2003; Dawson et al., 1990). Therefore, such a segment can best be targeted using experience-based advertising by focusing on what it feels to use a brand or service as these customers are likely to focus on messages that are perceived to be self-relevant, self fulfilling and idealistic. Those who value hedonic dimension of shopping are also likely to experience increased arousal, heightened involvement, perceived freedom, fantasy fulfillment and escapism (Babin et al., 1994).

Similarly, the second segment, convenience seeking buyer, report their primary shopping motivations to be social, habitual brand loyal and utilitarian with least value attached to gratification seeking. Therefore, these shoppers appear to see shopping as a leisure activity (Martin and Mason, 1987), fulfilling some important role in family and social life.

Furthermore, the third segment, value seeking buyer, places a lot of emphasis on seeking value and self gratification and a moderate emphasis on brand loyalty and brand consciousness. In other words, they watch out for value, use the shopping as a self-gratifying activity and visit the same brands and stores. However, they care least for the hedonic side of their shopping experience and are not confused by over-choice. The segment is composed of a fair majority of females who are mostly Indian nationals. The segment compares very well with the functional or economic shopper reported by Westbrook and Black (1985) who scored high on the motivation to search for the right product and make product/price comparisons to obtain value. Marketing communication messages with typical sales promotional offers and price reductions are likely to be very effective for this segment. This is because the price promotion based messages are likely to provide savings, quality and convenience benefits to these consumers improving their overall shopping experience (Chandon et al., 2000; Davis et al., 1992).

The fourth segment, quality seeking buyers, represents perfectionist, high-quality-conscious consumers who search carefully and systematically for best quality in brands and stores. These are brand loyal, high quality seekers who also attach some value to utilitarian aspects of shopping. In other words, they have strong preference for brands and stores that they visit on a repeated basis to minimize their cognitive efforts as they also treat shopping as a task related activity. They do not appear to be socially oriented, are not interested in role-playing and attach little value to seeking self-gratification and value seeking. The segment is composed of a fair majority of males, and has a large number of professionals who are mostly Indian nationals. This segment does not appear to value the liberal ethos of the marketplace (Firat and Venkatesh, 1993; van Raaij, 1993) due to their traditional views about the gender roles in the society. Since these customers are highly conscious of the quality of the brand, marketing communication messages that could utilize strong brand imagery reinforcing brand values and quality perceptions (Aaker, 1991, 1992) are likely to be effective here.

CONCLUSION

The present study divided shopping mall shoppers into four categories. First types of customers, named as hedonic seeking buyers, are enjoying at shopping mall because they think that working environment of shopping mall is superb. Shoppers from this segment attaches significant importance to the hedonic dimension of shopping is also significant for retailers and brand managers because individuals driven largely by hedonism are likely to pay more attention to retail and brand attributes. These buyers enjoy recreational and fun activities adding to the entertainment and emotional worth of shopping experiences. Second kind of customers has been named as convenience seeking buyers. Convenience seeking buyers come under the utilitarian motivation. Utilitarian motivation involves satisfying functional or economic needs and often been characterized as task related and rational. Convenience seeking shoppers may visit shopping malls only for the product they want to purchase, thereby neglecting all the other motivations. The third category of shoppers, named as value seeking buyers, they feel that durable products are cheaper than traditional outlets. These consumers do not buy costly products. Value seeking buyers watch out for value, use the shopping as a self-gratifying activity and visit the same brands and stores. However, they care least for the hedonic side of their shopping experience and are not confused by over-choice. The segment is composed of a fair majority of females who are mostly Indian nationals. The segment compares very well with the functional or economic shopper who scored high on the motivation to search for the right product and make product/price comparisons to obtain value. Last but not least category of shoppers named as quality seeking buyers. These shoppers have tendency to seek perfection or highest possible quality in products while shopping; they are expected to shop more carefully, more systematically and are not likely to be satisfied with good enough brands. Marketers should understand these factors and make effective marketing strategies to attract the shopping mall shoppers.

Annexure-1: Measures of shopping motivations used in the study

Table-6: Measures on Shopping mall Motivations

Code	Measures
1.(HSB-1)	I always enjoys at shopping mall
2.(CSB-1)	Wide ranges of products are available at shopping mall
3.	When it comes to purchasing products, I try to get the very best or perfect choice
4.	I want to experiment while buying new products
5.	Usually I want to buy daily uses products
6.(VSB-1)	Durable products are cheaper at shopping mall than traditional outlets
7.(QSB-2)	I do not bother about price
8.(VSB-2)	I want to buy the discounted products
9.	I always buy something when I go to the shopping mall
10.	I do not buy costly products
11.(HSB-2)	Working environment is super at shopping mall
12.(HSB-3)	Generally I visit shopping mall with my friends
13. (QSB-3)	Getting very good quality is important to me
14.	Usually I buy branded products at shopping mall
15.	I always compare prices
16. (QSB-1)	My standards and expectations for the products that I buy are high
17. (VSB-4)	I go shopping when there are sales
18.	I can change my products easily at shopping mall
19.	I always take food at shopping mall

20.(HSB-4)	I love to go shopping when I can find time
21.	Find specious place
22. (CSB-2)	It is easy to find items
23. (VSB-3)	I always bargain the products
24. (CSB-3)	I can save my times to buy the products

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