THE EFFECT OF ATTRACTIVENESS FACTORS ON MALL SHOPPERS' SATISFACTION IN JORDAN

BY

THAIR ABED ALRAHMAN MOHAMED HABBOSH

Thesis submitted in fulfillment of the requirements
For the degree of
Doctor of Philosophy

April 2013

ACKNOWLEDGMENT

I humbly thank Allah, who gave me the ability and strength to achieve my goal. I wish to take this opportunity to thank and express my sincere appreciation to my supervisor, Associate Professor Dr. Mohd Wira Mohd Shafiei, for his assistance and guidance throughout my PhD candidacy. I extremely appreciate his valuable comments and insight into my work. Without his supervision and support I would have never been able to write and complete this dissertation.

A generous note of appreciation is extended to the school of Housing Building and Planning, University Science Malaysia, for the opportunity given to me to continue my study in this field. I am also indebted to everybody who had helped me during my data collection, especially Dr. Saa'd Annouz, Dr. Salem Harahsheh, Dr. Mohammed Betar and Mr. Osama Betar. I am indebted to them for their help. Last, but certainly not least, my deepest gratitude goes to my family, especially my parents for their love, support, and understanding throughout my PhD study. This thesis would be incomplete without mention of the support given to me by my parents, to whom this thesis is dedicated. Many thanks also go to my brother, Eng. Abed-Alfatah Habboush, for supporting me financially, and boosting my morale during my study in USM. Finally, I dedicate this thesis to my beloved wife and children for their understanding and patience.

TABLE OF CONTENTS

CHAPTER THREE – RESEARCH METHODOLOGY

CHAPTER FOUR - RESULTS ANALYSIS AND FINDINGS

CHAPTER FIVE - DISCUSSION OF THE FINDINGS

CHAPTER SIX- CONCLUSION AND RECOMMENDATIONS

LIST OF TABLES

LIST OF FIGURES

LIST OF ABBREVIATIONS

KESAN DARIPADA FAKTOR DAYA TARIKAN TERHADAP KEPUASAN PEMBELI BELAH DI KOMPLEKS MEMBELI BELAH DI JORDAN

ABSTRAK

Kompleks membeli belah bertukar menjadi persekitaran penting bagi perniagaan dengan impak yang besar terhadap mereka yang terlibat dalam perniagaan, penjualan dan membeli belah, yang amat tertarik dengan kompleks membeli belah modern, bukan hanya untuk membeli belah, malahan untuk menikmati kemudahan dan perkhidmatan rekreasi yang tersedia. Dengan bertambahnya minat pembeli belah di kompleks membeli belah di Jordan, dan kepentingan projek tersebut terhadap ekonomi negara secara keseluruhan, maka adalah penting untuk mengkaji status semasa kompleks membeli belah dan minat pembeli belah dan keinginan untuk mencapai kejayaan. Dalam konteks ini, tidak banyak kajian terdahulu dijalankan tentang kesan faktor daya tarikan terhadap kepuasan pembeli belah di Jordan. Justeru, penyelidik cuba merungkai permasalahan ini. Kajian ini cuba memperincikan kesan daripada lapan faktor daya tarikan terhadap kepuasan pembeli belah di beberapa kompleks membeli belah terpilih di Jordan. Sehubungan dengan ini, perkara pertama yang dilakukan adalah mengenal pasti lapan factor tersebut. Kedua, memperincikan tahap atau sejauh mana faktor tersebut memberi kesan terhadap kepuasan pembeli belah. Bagi mencapai objektif kajian ini, soal selidik kajian digunakan untuk mengukur kepuasan pembeli belah. Instrumen soal selidik yang digunakan adalah yang diubah suai daripada soal selidik kajian terdahulu. Ia merangkumi (57) items yang diagihkan dalam (9) domain. Sampel kajian ini terdiri daripada (775) orang pembeli belah yang sering datang membeli belah. Kompleks membeli belah yang dipilih mewakili empat buah kompleks membeli belah terbesar di Jordan, iaitu Mecca Mall, Mukhtar Mall, Sameh Mall dan Arabella Mall. Keempat-empat kompleks ini terletak di tiga buah bandar terbesar di Jordan, iaitu Amman, Al-Zarqa' dan Irbid. Data yang terkumpul dianalisis menggunakan statistik deskriptif, korelasi, analisis regresi pelbagai, ujian T, ANOVA satu hala dan ujian Scheffe. Dapatan kajian menunjukkan bahawa faktor daya tarikan mempunyai kesan paling tinggi terhadap kepuasan pembeli belah adalah: lokasi, hiburan, kemudahan dan perkhidmatan, nilai estetik, harga, promosi, kepelbagain dan kualiti. Namun demikian, dapatan menunjukkan bahawa secara teori, pembeli belah hanya berpuas hati apabila faktor daya tarikan terdapat sebagaimana sepatutnya dan berkualiti tinggi. Di samping itu, nilai estetik dan harga merupakan faktor kepuasan yang mencapai peratusan tertinggi. Kewujudan faktor seperti hiburan, nilai estetik, kualiti, harga dan kemudahan serta perkhidmatan adalah faktor yang paling signifikan dalam menarik pembeli belah. Selanjutnya, penyelidik mendapati bahawa kecenderungan pembeli belah adalah lebih didorong oleh hiburan, nilai estetik dan kepelbagaian. Dengan kata lain, daya tarikan pembeli belah di Al-Zarqa' dan Irbid adalah harga. Dapatan ini menjelaskan bahawa terdapat suatu isu lain yang penting, iaitu perbezaan pendapatan bulanan di antara mereka yang tinggal di bandar-bandar besar (seperti Al-Zarqa' dan Irbid) dengan mereka yang tinggal jauh dari bandar. Sebagai kesimpulan, diharapkan agar dapatan yang signifikan ini diberi pertimbangan sewajarnya apabila membina komplek membeli belah yang baru atau menaik taraf kompleks membeli belah yang sedia ada. Dicadangkan juga agar pembuat keputusan, pengurus dan pereka bentuk memasukkan faktor daya tarikan untuk mencapai kepuasan pembeli belah dan kejayaan pengurus. Pembeli belah sepatutnya diutamakan dan dianggap sebagai sasaran akhir. Hal ini kerana mereka dapat diibaratkan sebagai batu asas bagi keseluruhan proses penjualan. Dalam kata lain, semakin diutamakan pembeli belah, maka semakin besar pulangan yang bakal dijana.

THE EFFECT OF ATTRACTIVENESS FACTORS ON MALL SHOPPERS' SATISFACTION IN JORDAN

ABSTRACT

Shopping malls have turned into be a vibrant milieu for business with a wide–ranging impact on traders, retailers, and shoppers, who are attracted to modern malls not only to do shopping, but also to enjoy the recreational facilities and services. Due to the growing interest of shoppers in shopping malls in Jordan, and to the importance of such project to the overall economy of the country as a whole, it has become contingent to examine the current statues of both shopping malls and shoppers' interests and desires to achieve an utter success in various related walks. In this vein, it has been noticed that only few studies have investigated the effect of attractiveness factors on shoppers' satisfaction in Jordan. Accordingly, the researcher has stepped forward to bridge the gap of lack of updated knowledge in this respect. That is to say, the present study will tackle in detail the effect of eight attractiveness factors on shoppers' satisfaction in selected Jordanian malls. Such a study requires first identifying the available attractive factors in the selected malls. Second, showing the extent to which the available attractiveness factors affect achieving shoppers' satisfaction. For the purpose of achieving the objectives of this study, questionnaire surveys have been used to measure shopper's satisfaction. The questionnaire instruments are an adaptation of the previous studies'. They contain (57) items distributed on (9) domains. As for the sample of the study, it consists of (775) shoppers who visit malls frequently. The chosen malls represent the biggest four malls in Jordan. These include the following: Mecca Mall, Mukhtar Mall, Sameh Mall and Arabella Mall. These malls exist in the three largest cities in Jordan, Amman, Al-

Zarqa' and Irbid. The data have been analyzed using descriptive statistics, correlations, multiple regression analysis, T test, one way-ANOVA, and scheffe' test. Results obtained have shown that the attractiveness factors that highly affect shoppers' satisfaction are the following: location, entertainment, facilities and services, aesthetic, price, promotion, diversity and quality. However, the findings have shown that theoretically shoppers would only be satisfied when the attractiveness factors exist properly and with a high quality. In addition, the following attractiveness factors: entertainment, aesthetic and price have achieved the highest percentage with respect to shopper's satisfaction. More so, the existence of such factors as entertainment, aesthetic, quality, price and facilities and services are the most significant factors in attracting shoppers to malls. Furthermore, the researcher has noticed that the tendencies of the shoppers in the capital city are towards entertainment, aesthetic and variety. On the other flip, the tendencies of the shoppers in Al-Zarqa' and Irbid are towards the price. Such a result clearly convey another important issue, which is that of the differences in the level of the monthly income between the people who live in the capital and those who live in cities away from the capital, such as Al-Zarqa' and Irbid. Finally, it is hoped that such significant findings to be taken into account when constructing or refurbishing a new or an existent mall, respectively. He further recommends malls' decision-makers, managers and designers to concentrate on the tackled attractiveness factors to achieve the two-end project, shoppers' satisfaction and managers' success. More so, it is highly recommended to put shoppers the first and last target. This is because they represent the corner stone of the whole process of selling. In other words, the more taking care of shoppers, the greater the revenues will be.

CHAPTER ONE

INTRODUCTION

1.1 Introduction

This study aims to determine the effect of attractiveness factors on shoppers' satisfaction with the Jordanian shopping malls. In this chapter, research background, research problems, research question, objectives of the study, brief discussions on research methodology and the importance of the study will be discussed. The scope of the study and thesis organization will also be tackled. The chapter ends with a figure which shows the structure of the research.

1.2 Background of the Study

In the last few decades, many Asian countries have witnessed significant economic growth that was manifested in many sectors. This boom in the economy effected new changes in many economic trends. In particular, shoppers' behavior started to take new dimensions with the emergence of a new culture of shopping which is known as shopping malls.

Researchers like Anuradha and Manohar (2011) emphasized the fact that in developing countries like India and elsewhere, mall '*mania*' is taking hold of the attention of the rich and the relatively poor as well. Malls are no longer a venue for the elite but all segments of society can come and visit the one stop shop as the malls are '*mushrooming*' all over the big cities.

The emergence of shopping malls has attracted the attention of many categories of people as a place that meets their requirements. Normally, shopping malls provide various kinds of products and services. The most important thing for the shopping mall management is shoppers' satisfaction. However, shoppers have different perspectives on their preferable shopping mall. Some shoppers hunt low price products while others look for quality. Other shoppers prefer to visit the nearest shopping mall while others visit the most beautiful one. Still others only visit the mall for leisure and entertainment (Babin et al., 1994; Bloch et al., 1994 and Nicholls et al., 2000).

In terms of their functions, shopping malls serve many purposes. As Ng (2003) believes, shopping malls are not only shopping centers but rather community centers for social and amusement activities. Malls do not only have products to sell but also offer services of different kinds including banking, entertainment, food, cinemas, playing areas for children, and promotional areas (Terblanche, 1999). Shopping malls mean different things for shoppers who go there including buying, entertainment, relaxation, and meeting friends. Michon and Chebat (2004) explains that what shoppers do in shopping malls is an indication of their social needs and values such as recreation, entertainment, comfort and that such factors influence the shoppers' decision making. Different shoppers have in mind different views about shopping. For certain shoppers, it's a question of looking for a bargain or buying something dirt cheap. For others, shopping is a social event where they bump into or meet an old friend, and for young men it's a place to pick up a date. Still, other shoppers might find joy in a new environment away from office and household chores (Reid & Brown, 1996).

The availability of different assortments of malls and the expanse of environment have an impact on excitement and desire to stay in malls, which would essentially lead to positively or negatively affect patronage intentions and shopping desire in malls (Wakefield & Baker, 1998). Shoppers always look for what suits their needs best. For example, people who work late and want to buy stuff after their working hours will most probably prefer stores or malls with the label " *Open 24 hours*" (Ting, 2009).

According to Chetthamrongchai and Davies (2000), shopping is not for buying and selling but for fun and for spending a good time with someone. The people who are fun seekers may do unplanned shopping and cherish it for the love of a warm social gathering. In other words, shopping gives them the chance to meet people and socialize with them by spending a time full of fun. This is all done without much concern about variety of goods and the long distance between their home and the shopping mall. For such shoppers, a mall is a place to have a good time in a place that has become to them a social paradise. There are always plenty of things to do in one single place, the mall, like eating out or even having a hair cut. According to Wong et al. (2001) it has become extremely vital for "*mall managers to know the extent to which their malls are attractive to their shoppers*". However, certain features of malls that appeal to some shoppers might not necessarily appeal to others (EL-Adly, 2007). In fact, the studies that tackled motivational aspects that drive shoppers to visit and stay at the mall are quite few (Bodkin & Lord, 1997; Ruiz, 1999; Nicholls et al., 2000 and Dennis et al., 2001).

At the very start, attractiveness was solely based on economic factors, but later, some shoppers became interested in emotional motives. In other words, shopping appeals to their feelings and senses and they are likely to visit a place for its beauty, atmosphere or because it reminds them of someone or something dear to them and even some were attracted by a combination of these motives that they were called multi-purpose shoppers (Ruiz, 1999). According to Farrag et al. (2010) malls are basically homogeneous despite being dispersed across the world. It does not matter where they are whether it is in the U.S, Singapore, the UK, Malaysia, or Egypt. However, these are surface similarities due to the existence of cultural diversity and differences on how to conceptualize the mall as the economic and social differences make up a different background that influences the shopping mall concept. For example, in Kuala Lumpur, shopping malls are conceptualized in a way that combines state of the art lifestyles and convenience to shoppers and appeal to those who desire to look good, feel good, and live a better life (Nurani, 2003). Rather differently in Britain, shopping malls provide safe environments for family shopping, and also an attractive venue for the elderly to take a walk therein (Miller et al., 1998).

It is worth noting that culture plays a decisive factor in the display of products or even shoppers' preferences. In a Muslim country like Jordan, malls do not have alcohol or pork in stock since such products are considered as taboo in Islam. On the other hand, most Muslim shoppers look for "*Halal*" food in non-Muslim countries like UK or the USA. As argued by Jin and Kin (2003) motives might be related to retail, cultural, economic and social dimensions. Previous studies on motivational factors and attraction to the malls did not refer to the Arab environment as mentioned by El-Adly (2007). Such statement lends support to the importance of our study which investigates malls in Jordan as an Arab country. Jordan is situated in the West part of Asia and specifically in the heart of the Middle East and the Arab World. It is relatively a new country that was established in 1921 by the Hashemite ruling family. Jordan, despite having very few resources, is strategically important and has been a crossing point between the East and West over the centuries. This importance, along with it being an oasis for peace and stability, attracted many tourists to visit it and many business people to invest their capital in the kingdom. Jordan has borders with Syria on the North, Saudi Arabia on the South and Southeast, Iraq on the East, and Occupied Palestine on the West as shown in Figure 1.1", where the Figure contains the three cities used in this study.

From a religious point of view, Jordan is cherished by Muslims, Christians and Jews who regard it as a holy land. Historically, a number of civilizations took turns ruling the region. The Nabateans, Romans and Byzantines had left ruins that can still be seen in cities like Petra, Amman and Jerash to name but a few. Even today Petra is celebrated as one of the Seven Wonders of the World, which makes it a tourist destination for tourists across the Globe.

The shopping mall culture is relatively new in Jordan and this phenomenon has turned to be accessible to the public in comparison with the situation twenty years ago. Malls at that time were patronized by the rich in the West of Amman. Two malls in particular, Abdoun and Amman malls were frequented by the elite of the society. Nowadays, however, more malls have spread all over Jordan and all strata of society have started patronizing the malls. In addition to the capital city, Amman, there are other major cities that attract business and boast some malls which are the focus of our study. These cities, namely, Zarqa and Irbid. (Abdulkarim, 2004)**.**

Jordanian malls are distributed all over the major cities and they differ greatly in size, design, decoration and novelty of architecture. Some malls are located in the rich parts of the capital Amman but the tendency has now shifted to other cities and other areas. The first mall established in Jordan is Amman mall dating back to 1998 (Al-Khawaldeh, 2010).

Figure 1.1 case study sites (Source: http://www.memnav.com/im/jordan-map.gif)

1.3 Problem Statement

In the last few years shopping malls industry have become phenomenal with an increasing number of shoppers flocking such places, where they can find all what they need due to large variety of products, services and entertainments. Nowadays, entertainment has become a complementary part of shopping practices and an advantage to be added to the process of shopping. In other words, when constructing a mall, one has to take into account the entertainment factor. This is because shoppers do not necessarily come to malls for the sake of doing shopping. Rather, they may only come to have fun and spend their leisure time (Özsoy, 2010). Accordingly, mall designers and managers should compete among themselves in providing better recreational atmospheres to gain shoppers' satisfaction. Bloch et al. (1994) stated that the influence of mall background environment on shoppers such as the architecture design, colors, decorations and layouts have become attractions that encourage shoppers to visit malls. Ahmed et al. (2007) reported that malls were frequented by shoppers not only for shopping but for other activities as well such as entertainment and fun. Mall planners have also become attentive to providing more resources to environmental and architectural external appearance of the shopping malls.

In Jordan, the mall building has recently become fashionable and paved the way for a new culture in shopping practices. It is necessary to know the shoppers' behavior when they choose their shopping malls. Hence, the planners and developers can specify the significance dimensions that control these behaviors (Al-Khateeb, 2009; Al-Khawaldeh, 2010). In a related context, Nicholls et al. (2002) concluded that shopping malls these days tend to attend to more leisure than they did in the past.

Recently, Anuradha and Manohar (2011) investigated the customers' shopping experience as well as the factors that affect their behaviour when visiting the mall. These factors involve the following: entertainment, facilities, design, architecture, decoration, and social considerations all turned out to have a positive effect on the shoppers' behaviour and desire to visit or stay at the mall. In light of the above, it would be interesting to look into the factors that attract shoppers to visit the shopping malls since the aim is to guarantee shoppers' satisfaction and make shopping a pleasurable experience for them.

In what has been stated so far, it has become essentially important for decision- makers and managers in malls to identify the shoppers' behaviour when patronizing any mall. That is to say, the designers should take into consideration the points that make shoppers feel pleased and satisfied with the malls merchandise and service (Wong et al., 2001; El-Adly, 2007 and Özsoy, 2010).

However, few studies in Jordan observed that attractiveness factors are one of determinants for shoppers in the shopping malls in Jordan, which effect on shoppers' satisfaction when they visit malls (Al-Khateeb, 2009). Moreover, Al-Khawaldeh, (2010) clearly stated that the shopping malls in Jordan encounter difficulties in attracting shoppers and maintaining business. In addition, the literature reveals that there are many factors that attract shoppers to the shopping malls (Wong & Yu, 2003; Jason et al., 2003 and Özsoy, 2010). Some of these factors are location, entertainment, facilities and services, aesthetic, price, promotion, diversity and quality. Shopping malls are unable to determine which of these factors are the most effective ones in attracting shoppers. Therefore, there is an urgent need to determine the most prominent factors which shoppers find unsatisfactory to them. The determination of these factors can help the shopping malls modify their policies accordingly to enhance Jordanian malls performance. Therefore, it is very important to investigate the significant factors that could influence shoppers' satisfaction. Accordingly, this study comes to deal with broader factors that have considerable effect on shopper's satisfaction.

Few studies have been conducted to see the relationship between attractiveness factors and shoppers' satisfaction in malls. But, due to the growing interest of shoppers in shopping, and to the importance of shopping to the economy of the country as a whole, the researcher has stepped forward to conduct a new study in this regard. However, the present study is somehow different from the previously conducted studies in this field. This is because it represents an attempt to provide updated information about the following: the current status of malls in Jordan, the attractiveness factors they display, and the current interests and desires of shoppers. Besides, the researcher intends throughout the present study to see the impact of eight attractiveness factors on shoppers' level of satisfaction. Another important point is that the researcher further intends to sort and arrange these factors in accordance with their level of impact on shoppers. Such information is hoped to be properly invested when constructing or refurbishing any shopping mall to gain the desired results on the part of both shoppers' first and the country second.

1.4 Research Questions

The research seeks to address the following questions**.**

Q1**:** What factors make shopping malls in Jordan attractive to shoppers?

Q2**:** What is the relationship between attractiveness factors and shoppers satisfaction in the Jordanian malls?

Q3**:** Which of the attractiveness factors are most significant in attracting shoppers to malls?

1.5 Research Objectives

Shopping is part and parcel of the life for most Jordanians. Shoppers visit shopping malls for several reasons: obtaining essential products and services, looking for social interaction, entertainment, meeting friends, and watching free exhibits. The present study aims to determine the effect of attractiveness factors on malls shoppers’ satisfaction in Jordan. Therefore, the following objectives are proposed:

1- To determine the factors that makes shopping malls attractive to shoppers in Jordan.
2- To examine the relationship between attractiveness factors and shoppers satisfaction in the Jordanian malls.
3- To identify the degree of importance of attractiveness factors in attracting shoppers to the mall.

1.6 Brief on Research Methodology

The current study has been conducted using a quantitative method to achieve the objectives of the study. A questionnaire has been adapted from other researchers for the purpose of achieving the objectives and answering the research questions of the study. As for the data, it has been collected in the summer of 2011 from Jordanian shoppers in the selected shopping malls**.** The latter include Mecca Mall, Mukhtar Mall, Sameh Mall and Arabella mall, which are malls located in the capital of Jordan, Amman, Zarqa and Irbid, respectively. For the purpose of analyzing the data of the study, the researcher has used SPSS to describe the characteristics of the sample of the study. The analysis is descriptive by nature and it include Means, Standard Deviation and Frequencies, Pearson Coefficient Correlation, Stepwise Linear Regression, T test, One way- ANOVA, and Scheffe' test.

1.7 Significance of the Study

The idea of constructing big malls in Jordan represents a new phenomenon that has been risen to cope with the changing interest and tendencies of shoppers. Accordingly, the present study represents a step forward towards identifying shoppers' preferences. Moreover, it is a guide for the shopping mall developers to develop effective strategies and plans to enhance their business and profits based on their understanding to their customers' needs and desires. The study further improves the quality of products and services that are offered for shoppers, and the way such products are displayed. Such knowledge helps in return knowing about the weak points of the mall to be later treated and taken into account in accordance with shoppers' desires and interests. Finally, the study is expected to level up the competitive spirit among mall designers and managers and be oriented towards innovative and creative ideas that motivate shoppers to go to shopping malls.

It is hoped that the findings of the present study will be taken into account and be well invested by mall developers and designers in their planning. For instance, they should consider the location of the mall and the possible entertainment they can offer. In addition to the facilities and services provided for shoppers, it has been noticed that the architectural design is among the priorities that planners must carefully study. Another importance lies in the possible need for a comprehensive advertising campaign which shows clearly the high quality of products and services along with their diversity. Furthermore, mall managers should fix prices that suit people from different social classes.

The increased interest of shoppers in shopping malls in Jordan and the rarity of studies in this respect have urged the researcher to conduct the present study. The latter is expected to investigate and examine carefully the current status of malls in Jordan, the interests, desires and concerns of shoppers, the attractiveness factors the Jordanian malls invest and the impact of such factors on shoppers in an attempt to match the malls with shoppers' expectations and desires. In addition, the focus of the researcher will be on investigating attractiveness factors, such as the following: location, entertainment, facilities and services, aesthetic, price, promotion, diversity and quality in four malls at Amman, Zarqa and Irbid cities. Finally, it is hoped that the findings of this study together with the contributions of the previous studies that have been conducted in this regard in the United States, United Kingdom, Canada, and Malaysia will be properly invested in the shopping mall industry to achieve the main target consequently. That is, mall designers and managers should take a considerable care of the shoppers as they represent the cornerstone in the domain of marketing and to update them with the current attitudes and desires of shoppers. So, the benefits will not be limited to an aspect to another. Instead, it will be comprehensive advantage that includes all the elements within the marketing domain. Such elements include the following: shoppers, employees, managers, and mall owners. Consequently, there will be a positive impact on the economy of the country generally and on business in the mall industry sector particularly. Theoretically, the present study will contributes to the literature by highlighting the issues and filling the gap with regard the lack of information on the attractiveness factors and shoppers satisfaction. Moreover, the current study represents an updated attempt to the previously conducted research in this area. The researcher through this study tried to depict as realistically as possible the current status of both the shopping malls in Jordan and people's interests and the relationship between these two variables.

1.8 Scope of the Study

The scope of the present study is confined to the shopping malls in Jordan as represented by the capital of Jordan Amman, Zarqa, and Irbid. These areas were selected because they have the largest number of shopping malls in Jordan due to their high density of population. The sample has been selected from different malls in the above -mentioned cities such as Amman (i.e., Mecca mall, Mukhtar mall), Irbid (i.e., Arabella mall) and Zarqa (i.e., Sameh mall). It should be pointed out that the study is concerned with shopping malls with reference to the attractive factors as outlined in the questionnaire which was given conveniently to different social classes.

1.9 Organization of the Research

The research is organized in six main chapters.

The first chapter introduces the background of the research, problem statement, research questions, research objectives, briefly of methodology of the Study, significance and scope of the Study. Chapter 2 overview of the shopping malls and surveys the literature review for shopping malls attractiveness factors and shoppers' satisfaction. In chapter 3 the research methodology is proposed. It discussed the theoretical framework and covers sampling design, the structure of questionnaire, data collection method and statistical analysis methods. Chapter 4 provides a statistical result of respondents from the data collected. It also analyses and explains the survey findings. Chapter 5 discussion of the findings. The last chapter conclusion and recommendation obtained by this study. Also presented here are the major findings, implications, contributions, limitations of the study together with giving recommendations for future studies (See Figure 1.2)

1.10 Summary

The chapter had provided thoroughly description of the main research aspects conducted in this dissertation. The problem elements are related to shopping malls attractiveness factors and shopper satisfaction. The main objective is to determine the effect of the attractiveness factors on shoppers' satisfaction in the Jordanian shopping malls.

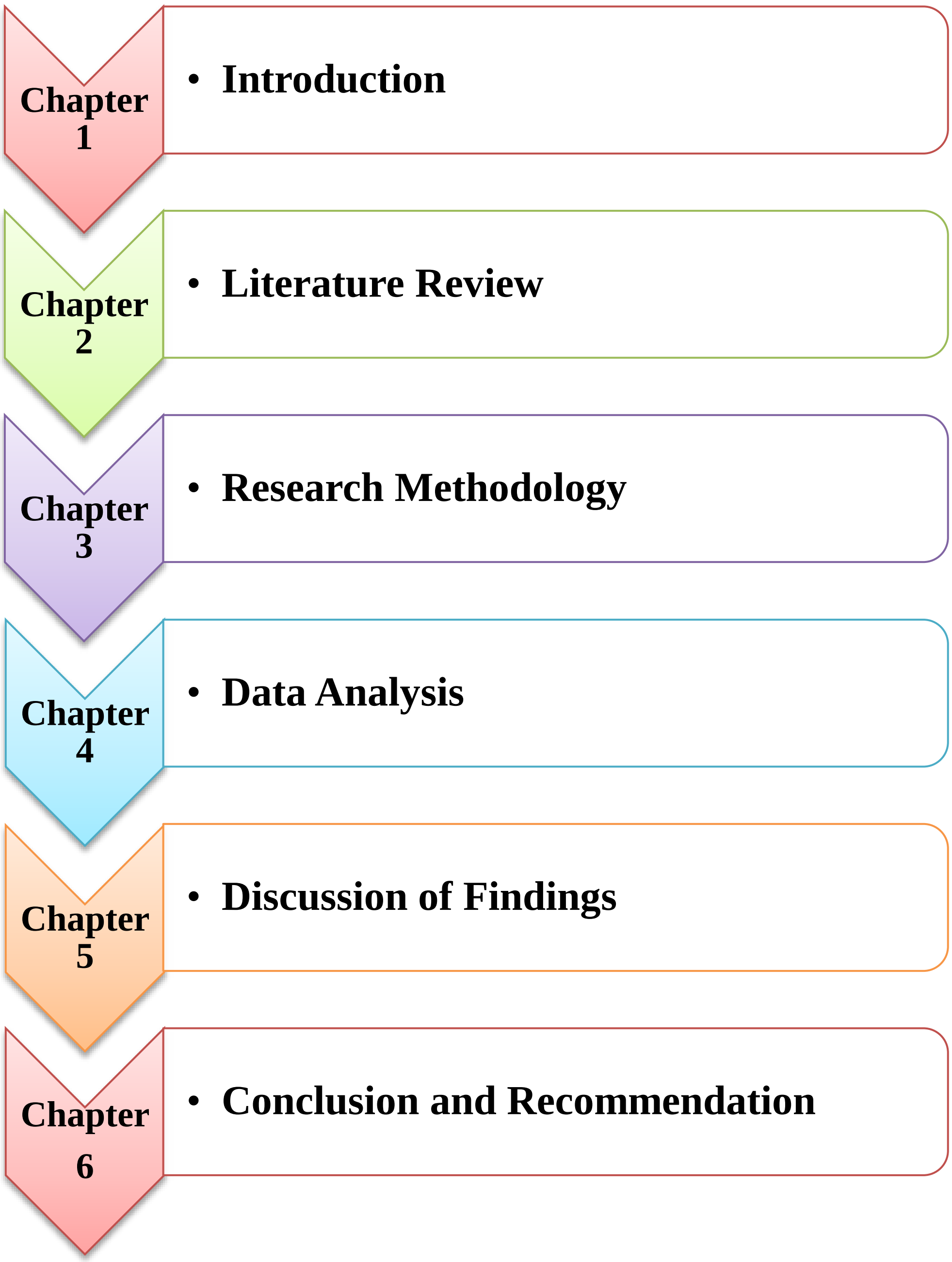

Figure: 1.2: Research Structure

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter will review the literature related to this study. The chapter starts with an introduction to define shopping and shopping malls. Then a discussion will follow on shopping behavior, types of shoppers. Shopping malls in Jordan including Mecca mall, Mukhtar mall, Sameh mall and Arabella mall. Next an extensive discussion about shopping malls attractiveness factors, namely, location, entertainment, facilities and services, aesthetic, price, promotion, diversity, and quality. Finally, shopper's satisfaction is dealt with at the end of this chapter.

2.2 Definition of Shopping and shopping malls

Shopping is a human activity which includes at least two parties who engage in an exchange of mutual benefits. Such activity is undoubtedly important for all parties to have their needs met.

Shopping in its modern sense has gone beyond the mere transaction of buying and selling to include other dimensions. Underhill (1999) for example, explains that shopping goes beyond purchasing what shoppers need to include their acceptance of the product, brand or stores, depending on a mixture of senses - seeing, smelling, tasting, hearing and even tasting.

According to Dholakia (1999), shopping is concerned with making physical contact with the shopping center or mall in a way that combines doing one of many household chores but with recreation and entertainment included. For some researchers, e.g South and Spitze, (1994); Fram and Axelrod, (1990), shopping is considered a gendered activity where women bear the responsibility for household shopping.

Howard (2007) looks into shopping as a leisure activity especially in view of the increase of the shopping centers as retailers and mall developers compete to make shopping a more pleasurable activity. A number of studies tackled the issue of the motives behind shopping, Babin et al. (1994); Howard (2007) gave a dichotomy based on dividing the activity of shopping as utilitarian that is shopping for goods and non- utilitarian or hedonic. In another study concerning the reasons behind motivation for shopping, Dholakia (1999) carried out empirical research where he found three reasons that include 'interactions with family', 'utilitarian' and 'shopping as pleasure'.

In today's world, shopping malls have become a witness to the vibrant, dynamic life that people of the modern age are experiencing. Modern shopping centres and malls have eclipsed conventional shopping sites in the sense of being monumental erections artistically built with a single image administered by a central management.

A shopping centre, as defined by ICSC (2004) is "*a group of retail and other commercial establishments that is planned, developed, owned and managed as a single property, with on-site parking provided*". A shopping mall as defined by Sankar (2005) is "*typically, a shopping complex connected by walkways. It provides shopping as well as entertainment options to the target consumers. It generally contains one anchor store which consumes twenty five percent of its retail space. In addition a mall contains specialty stores for clothes, accessories, home needs, books, as well as food court, multiplexes and entertainment zones*". Nicholls et al. (2002) perceives the shopping mall as avenue with a mixture of retail goods under one roof and that it is anchored by a number of retail stores to attract a large number of visitors.

Ooi and Sim (2007) highlightes the advantage of combining goods, services, and entertainment in one place. This is an enticing and alluring situation for shoppers and acts as a “crowd puller”. Other advantages as pointed out by Bloch et al. (1994); Erkip (2003), include shopping away from inconveniences like tension due to traffic congestions, parking problems or security concerns. All shopping is done in a single place and under a unified management (Prendergast et al., 1998).

Based on Malaysian research, Ahmed et al. (2007) focus on the leisure, entertainment and social aspects of the shopping mall apart from buying services and goods. Thus, a shopper may visit to have some rest, socialize with friends and have fun. In light of the above, the shopping mall can be defined as a complex with typically attractive, bright and beautiful architectural designs aimed to attract the largest possible number of shoppers by providing various goods and services, in addition to recreational services to meet the varied needs, desires and tastes of all shoppers’ categories.

2.3 Shopping behaviour

As held by Tauber (1972) there are three interrelated elements that constitute a consumer's behavior. These include the following: shopping, buying and utilizing. In the same vein, Assael (1987) states that shoppers have the tendency to buy gifts, clothing, groceries, gifts and household items are the highly frequented items on the shopping list. Underhill (1999) states' shopping does not only reflect what one wants, but also the customer’s reaction to the product, its brand and even the store. The process of shopping gets the five senses of the customer get involved, seeing, smelling, tasting, hearing and even touching.

In this respect, Solomon (2004) maintains that consumer's behaviour depends on two components: process of buying, and factors that influence it. In other words, it involves informative questions, such as “how people buy, what they buy, when they buy, why they buy and what are the elements that take place in the purchasing decision”. Shopping behavior is closely linked with the concept of motivation; the latter has been defined by Arnold and Reynolds (2003) as “*an internal drive that reflects the achieving goal rise*”. It is the major cause of the shoppers being attracted to do shopping in a certain mall.

Speaking of factors, Nicholls et al. (2000) identified four factors that could influence the Shoppers’ behavior; these include the following: their motivations for shopping, criteria for mall selection, buying patterns and purchase decision making. For Bloch et al. (1994), aesthetics, exploration, convenience, role enactment, social, flow and escape at shopping are seven effective factors that highlight shoppers’ motivation. They further classified mall visitors into four groups: grazers, enthusiasts, minimalist and traditionalists. By analogy, the above can be labeled as customers of full experience, mission customers, recreational customers and traditional customers, respectively. To some other researchers, some motivation factors are stronger than others. For instance, Jason et al. (2003), who applied their research to US data, believed that escapism and thrill, seeking and socializing are considered the main motivational factors. Such factors should be highly considered by managers to run their malls as efficiently as possible and to maximize their profits as well. Previous research incorporated the emotional satisfaction with services or goods availability, arriving by that at two motivational dimensions, ‘motivation oriented use’ and ‘experience motivation’.

Howard (2007) noted that shopping experience might be pleasurable to some people, but not for all. Furthermore, he pointed out that some store environments play a role in influencing shoppers' emotions.

2.4 Types of Shoppers

People go shopping to meet different needs and may have other things to do once they reach their destination. Researchers have come up with different classifications as to the type of shoppers**.** Some of these studies have categorized shoppers in terms of what they do regardless of who they are (Ruiz et al., 2004). Basically, four main types of customers have been identified : (1) those who frequent the mall to buy, eat, hang around, and in general, experience the mall atmosphere (Bloch et al., 1994; Ruiz et al., 2004); (2) those who seek certain services or facilities (e.g., children's entertainment, movies, or the gym) or to browse without buying (Bloch et al., 1994; Ruiz et al., 2004; Millan and Howard, 2007); (3) those who go to pass the time, to socialize with others, or to engage in impulse buying (Bloch et al., 1994; Ruiz et al., 2004); and finally,(4) those who seldom go to the mall for any reason and are hardly involved in any mall activity (Bloch et al., 1994).

Broadly, shoppers may be distributed into two categories based on their objectives which vary widely: utilitarian shoppers who do shopping as a kind of job or an errand which be done Babin et al. (1994); Batra and Ahtola, (1991) until they buy something. The other category includes hedonistic shoppers whose main concern is to have fun and joy on their exciting shopping journey. For them, shopping is considered as a leisure activity that provides them with fun along with their act of buying goods (Rook, 1987). Previous researches have also noted that for the most part, shoppers hold on to both utilitarian and experiential values as they do their shopping activities (Nichols et al., 2002). According to Babin et al. (1994)

economies in the developed nations markets largely depend on hedonic shopping. However, the economies of the developing countries do not depend heavily on that type of shopping as held by (Millan & Howard, 2007).

Table 2.1: Studies on types of shoppers

Author/ year	Research focus	Sample size	Shopper types
Roy (1994)	♦ Number of trips to the mall ♦ Functional economic motivation ♦ Recreational shopping motivation	710 in one mall	♦ Frequent mall shopper ♦ Infrequent mall shopper
Bloch et al. (1994)	♦ Behaviors ♦ Benefits	600 in three different malls	♦ Mall enthusiasts ♦ Traditionalists ♦ Grazers ♦ Minimalists
Frasquet et al. (2001)	♦ Socio-demographic characteristics ♦ Perceived value	402 recruited from three different postal code districts	♦ Middle- aged married people ♦ Housewives ♦Youngsters ♦ single people in their twenties and thirties
Reynolds et al. (2002)	♦ Attributes	1097 in a traditional mall 827 in an outlet mall	♦ Basic ♦ Apathetic ♦ Destination ♦ Enthusiasts ♦ Serious
Ruiz et al. (2002)	♦ Psychographic ♦ perception ♦ Emotion ♦ Atmospheric ♦ Density ♦ Approach avoidance reaction ♦ Behavior ♦ Non- economic costs ♦ Socio-demographic characteristics	889 in one mall	♦ Recreational customers ♦ Full-experience mall customer ♦ Traditional ♦ Mission customers
Millan and Howard (2007)	♦ shopping motives ♦ shopping values ♦ shopping enjoyment ♦ shopping behavior ♦ Socio-demographic characteristics	355 in seven different malls	♦ Relaxed shopper ♦ Strict shopper ♦ committed shopper ♦ Browsers

Source of Gilboa, (2009)

2.5 Shopping malls in Jordan

The pace of spread of shopping malls in the developed countries is far much faster than in the developing countries. In the US for example, the number of shopping malls has increased rapidly over the past fifty years from around 100 shopping malls in the 1950s up to more than 43,662 at the end of 1998 (Beyard, O'Mara et al., 1999). As a developing country, Jordan has many shopping centres and some mega malls. These are located in major cities, especially in the capital city, Amman which boasts the finest malls with attractive designs that add to the grace and grandeur of the city. Business people feel it is a must to provide locals and foreigners coming to Jordan with the finest mall services (Al-Khawaldeh, 2010).

There are four reasons that have led the researcher to choose these four malls. These include the size, position, popularity, and the number of people criteria. It has been noticed that the selected malls represent the biggest malls in Jordan; they occupy strategic position, in their respective cities, being located in the most populous regions in Jordan, and represent the most famous malls in Jordan as a whole. Regarding of the size, position and popularity criteria of the selected malls, Al- Khawaldeh (2010) maintained that for Mecca Mall, it is the largest mall in Amman, whose area is more than 180000 square meters. It overlooks Mecca Road, a very strategic and rapid road in Amman that represents an access point to several main sectors in Amman. As far as Mukhtar Mall is concerned, it lies in a very strategic area that represents the center of the capital Amman. Its area is about 45,000 square meters, and is surrounded by many areas and serves many people. Concerning Sameh Mall in Zarqa city, it represents the biggest and most well-known mall among the three malls available in the city. Its area is 28,000 square meters. Finally, Arabella Mall is regarded the biggest and most famous mall out of the three malls available in Irbid city. Its area is 57,000 square meters.

In terms of the number of people criterion, the Department of Statistics in Jordan (DOS, 2013) revealed that the number of the Jordanian people in 2011 was 6,249,000; 2,419,600 were in Amman; 931,100 in Al-Zarqa and 1,112,300 were in Irbid city. This means that these cities contain 4,463,000 (71.4%) of the total Jordanian population. In effect, they are the most populous cities in Jordan (See Table 2.2).

Table 2.2: Shopping Malls in Jordan

No.	**city**	**No. of population**	**Shopping malls**	**No. of malls**
1	Amman	2,419,600	Mecca Mall, Mukhtar Mall, Amman Mall, Abdoun Mall, Makseem Mall, Al-Barakeh Mall, City Mall, Al-Esteklal Mall, Plaza Mall, Nazal Mall	**10**
2	Zarqa	931,100	Sameh Mall, Mary Mall, Mahmoud Shaheen Mall	**3**
3	Irbid	1,112,300	Arabella Mall, Irbid Mall, Mukhtar Mall	**3**

It would be worth it to give a briefing on some of the most important malls in Jordan, especially those chosen for the study sample. Jordan most famous shopping malls include:

2.5.1 Mecca Mall

According to what stated in the official website of Mecca mall, the opening of Mecca Mall in 2003, Jordan witnessed its first mega shopping mall, further revolutionizing the concept of shopping in Jordan. This center became the core of shopping in Jordan. Consequently, a major expansion took place to fill the needs of the market accommodating a total customer capacity of the 180.000 m². Mecca Mall provides abundant parking space on all sides of the mall, including a parking tower. Designers of the mall were very much occupied with the intricate details of the architecture. The interior design, decoration and the very layout were well thought of and carried out with the state of the art techniques.

The location of Mecca mall is on western Amman hills, near Medina Hospital, next to Carrefour. It is a huge mall with so many parking areas, shops, and restaurants. In fact, Mecca mall holds 490 shops, a cinema, kid’s area, a lovely food court and super-markets. More than 1200 cars can be accommodated easily in the parking area.

2.5.2 Mukhtar Mall

As mentioned in the official website of Mukhtar mall, Mukhtar Mall was established in September 2006 and is located at Queen Rania St. in Amman - Sport City Circle, which is a strategic location in the middle of the capital city of Amman. Mukhtar Mall is 45000 square meters one–stop family shopping destination offering an extensive range of brands, coffee shops, restaurants, and an exciting family entertainment zone, distributed over eight levels of floors. Mukhtar Mall is owned by Al Mukhtar Group which is a recently established Jordanian company. Al Mukhtar Group vision is to be a world class organization by providing services & products that exceeds customer's expectations. Mukhtar Mall has a huge parking area with the capacity of more than 500 cars, which gives the visitor comfort and safety. Mukhtar Mall consists of eight floors, two basement floors used as additional parking areas in addition to the huge storage depots. This mall, it should be mentioned, is frequented by the populace from every walk of life since it is in a strategic location accessible to the vast majority of shoppers.

2.5.3 Sameh Mall

According to what stated in the official website of Sameh mall, this mall is located on the Highway connecting Amman and Zarqa cities. It is considered the first mall in Zarqa City and was established in 2009. It has an area of four floors totaling an area of 28,000 square meters. The mall is patronized by a large number of shoppers who come to visit for different reasons. Sameh Mall has a variety of products and meets the needs of almost all shoppers.

2.5.4 Arabella Mall

As mentioned in the official website of Arabella mall, the biggest Mall in the second biggest city in Jordan, Arabella Mall was inaugurated in 2009 thus changing shopping habits in the city through a considerable change. Indeed, the mall is the first in the north of Jordan. It was designed in a way compatible with the latest international standards. It is distinguished for its interior and exterior design, lighting, decoration, and relaxed atmosphere attracting a large spectrum of shoppers from all strata of society. Located in the heart of the city near Yarmouk University, Al Hassan Youth City and the Governorate building, Arabella Mall is easily frequented by almost all residents of the city. It has an area of 37, 000 Square meters and has two parking areas 20,000 Square meters. Its stores occupy an area of 4000 Square meters. In addition, the mall houses the largest indoor playground in the north, a 2000 Square meter dining hall, and famous local and international brand stores. Arabella Mall is a four -floor building in addition to two large basements selling all kinds of household goods (See Table 2.3).

Table 2.3: Names and characteristics of malls in Jordan

Name	Date of establishment. or inauguration	Size of indoor area (m2)	Location
Mecca Mall	2003	180,000	Western Amman hills-Amman
Mukhtar Mall	2006	45,000	Queen Rania St-Amman
Sameh Mall	2009	28,000	On the road to Amman-Zarqa – Zarqa
Arabella mall	2009	57.000	Al Hassan Youth City-Irbid

2.6 Shopping malls attractiveness factors

Shopping malls differ greatly in terms of size, design, facilities, services and management among other things. Shoppers can be attracted to one or more factors that influence their tastes and choices depending on a variety of reasons. As the mall industry keeps growing, there has been a turn to give more considerations to the attractiveness factors when building a new mall. Many academic studies covered different aspects of the shopping malls. Few researches, however, focused on the concept of shopping malls attractiveness, with a goal to determine the dimensions of attractiveness and the image of the center, the predictive power of production and the level of consistency amongst them (Ruiz, 1999; Dennis et al., 2002a; Denis et al., 2002b; Wong & Yu, 2003; El-Adly, 2007).

Roy (1994) conducted a study to see the effect of several characteristics on shoppers' level of satisfaction. These characteristics embed the following: the functional shopping motivation, deal proneness, recreational shopping motivation, age, income and family size. Results showed that all these factors play a significant role on the shoppers' frequent visits.

Bloch (1994) conducted a study to see the reasons that push shoppers to go to the shopping malls. Results showed that consumers usually go to shopping centers to seek entertainment, boredom relief, social interaction with friends, fun, relaxation and freedom from concerns about personal safety, as well as a wide choice of comparison shopping.

Tabak et al. (2006) identified those attributes that preserve the mall image and are crucial to gain patronage and loyalty. Their study was applied to Turkish High school girls to see their expectations, experiences and perceptions towards shopping malls. The study has concluded that hypermarket-led shopping malls with large department stores are not favored among girls. The latter seem to seek utilitarian value when they go to malls for shopping, and so malls are not the proper place for them to shop. Instead, they are places for having fun and meeting friends. Accordingly, entertainment is the main motive that pushes girls towards malls. Location, on the other flip, represents the second crucial motive for girls to do shopping.

Economic motives were the factors that made some shoppers set out to malls while others were driven by emotional motives. Multi-purpose shoppers had a combination of such motives (Ruiz, 1999). Others stated that the most important reasons for selecting malls were convenience, presence of a specific store in the mall, prices and services (Bodkin & Lord 1997). Those in charge of developing the malls were customarily concerned with attracting shoppers through promising them a place with all kinds of stores that sell all kinds of goods all in a single location. Yet with the further development of the mall industry, there has been a tendency for many malls to closely resemble one another, aiming to offer products at competitive prices (Ahmed et al., 2007).

Attractiveness factors were studied from the perspective of shoppers as in El-Adly's (2007) UAE - based study that identified six main attributes of shopping mall attractiveness: comfort, entertainment, diversity, mall essence, convenience and luxury. Such shopping mall attractiveness attributes are compatible with three broad segments of shoppers: stress-free shoppers, demanding shoppers and pragmatic shoppers. Responding to these factors are essential for mall developers and managers to do profitable business (El-Adly, 2007). Underhill (1999) observed that nowadays there is a thin line between the mall as service provider or entertainment theatre noting that the latter should be part and parcel of today's mall where shoppers come not only for shopping but to a vibrant atmosphere appealing to their other needs. Rajagopal (2006) explains that concerning buying decisions, the three distinct dimensions of emotions, pleasantness, arousal and mall attractiveness, have been identified as major drivers for making buying decisions among shoppers.

There have been a number of academic researches concerning how to determine different aspects of the shopping malls. The mall industry has grown into a thriving business and it has been noticed that investors build malls of grand size and great height and that millions of square feet are added to the industry every year (Bernan & Evans, 2004).

According to Lehew and fairhurst (2000) the link between malls productivity and attributes was investigated**.** Yavas (2003) believes that the most highly examined topics are patronage motives. Actually, Dennis et al. (2001) and Nicholls et al. (2002) from Chilean states that shoppers' motivational aspects were analyzed by empirical studies to show their motivation and attraction to shopping centers. However, Nicholls et al. (2000) claimes that Dubai shopper's visits to the shopping mall were driven by purchasing factors. It would be interesting if our study could establish any similarities and differences to be compared with this study since Jordan and the UAE are both Arab countries in the Middle East though with different standards of living.

Research into the image of malls greatly focuses on stimulating mall patronage. For instance, Sit et al. (2003) believe that researchers have focused on how important the image of malls as a shopper patronage decision's critical determinant. In particular, certain studies have shown the importance of four dimensions related to mall patronage, namely, socializing, functional, convenience and recreational (Terblanche, 1999). Within the same context, Ibrahim (2002) holds that components of travel which consist of effort value, tension, transport mode reliability, comfort and distance, are significant to impact shopping malls patronage.

The new concept of merging shopping and recreation gives benefit for visitors when considering time, expense and energy efficiency. People can be involved in a number of activities and satisfy their needs as they combine both buying goods and enjoying services at the same place. City dwellers have the inclination to do easy and fast shopping as they have limited spare time. Hence, it is crucial to develop public facilities in shopping malls to meet such different needs (Paulus, 2005).

According to Kupke (2004) the image of the shopping center can be improved, managed and promoted only if the shopping center manager realizes and recognizes this. Dennis et al. (2002a) from UK claim that brand images measurements techniques and strategies can be positively used for malls and would greatly help he malls' commercial success and the shopper satisfaction. Dennis et al. (2002b) state the image nature of the shopping mall has three dimensions; these are parking, variety and shopping environment, professionalism and shopping atmosphere.

Wong et al. (2001) in a study conducted in China, developed instrument for measuring, shopping centre attractiveness “SCATTER" tool made up of 21 attributes aimed at joint venture enterprises in China with high internal consistency. The “SCATTER" is an instrument that is categorized into five factors: popularity, variety and quality, incentives, facilities, and location. The “SCATTER" main use is to assess the attractiveness of shopping centers from the shoppers’ point of view. Wong concluded that successful retail services requires constant monitoring and adequate responses to changing behavior and needs of shoppers.

Table 2.4: Studies of Attractiveness Factors all over the World

No	Researchers	All factors studied	No. of factors	Country
1	Bloch et al. (1994)	Aesthetics, escape, flow, exploration, role enactment, social and convenience	7	USA
2	Hokanson, (1995)	Friendly employees, courteous employees, knowledgeable employees, helpful employees, accuracy of billing, competitive pricing, service and product quality, and quick service	8	Michigan USA
3	Miller et al., (1998).	Safety, exciting and accessible	3	Britain
4	Terblanche, (1999)	Recreational, convenience, functional and socializing	4	South African
5	Nicholls et al. (2000)	Motivations for shopping, criteria for mall selection, buying patterns and purchase decision making	4	Chilean
6	Wong et al. (2001)	Popularity, variety and quality, incentives, facilities, and location	5	China
7	Frasquet, (2001)	atmosphere, qualities of aesthetic judgment, interest, subjectivity, exclusivity, thoughtfulness and internality	6	Spain
8	Dennis et al. (2002)	Parking, variety and shopping environment, shopping atmosphere	3	UK

No	Researchers	All factors studied	No. of factors	Country
9	Jason et al. (2003	Escapism and thrill, seeking and socializing	2	USA
10	Jin and Kim, 2003	A food court, free kids lounge, free shuttle bus services, ATM machines, and dry cleaners	5	Korean
11	Anselmsson, (2006)	Selection, atmosphere, convenience, sales people, refreshments, location, promotional activities and merchandising policy	8	Sweden
12	El-Adly, (2007)	Comfort, entertainment, diversity, mall essence, convenience and luxury	6	UAE
13	Ahmed et al. (2007	Aesthetics, escape, flow, exploration, role enactment, social and convenience	7	Malaysia
14	Gilboa, (2009)	Availability and accessibility	2	Israeli
15	Ting, (2009)	products, location, mall atmosphere, promotion, price and services	6	China
16	Chepat et al. (2009)	Access, store atmosphere, price and promotion, cross-category assortment, and within-category assortment	5	United States
17	Rajagopal, (2009)	leisure shopping, ambience, store loyalty, point-of-sale promotions, buying decision process, point-of-sale arousal	6	Mexico
18	Hanif et al. (2010)	Price fairness and customer services	2	Pakistan
19	Tiwari and Abraham, 2010)	Atmospheric, variety of products	2	India
20	Farrag et al. (2010)	bowling alleys, billiard centers, clean coffee, air-conditioned, spaces a crucial outlet	5	Egyptians'
21	Özsoy, (2010)	Physical attractiveness, entertainment and leisure, retail environment, importance of location, and socializing	5	Turkish

No	Researchers	All factors studied	No. of factors	Country
22	Hanzaee et al. (2011)	Atmosphere and parking	2	Iranian
23	Saleh Alqahtani, (2011)	Comfort, conservative environment, entertainment, diversity, and luxury	5	Saudi Arabia
24	Anuradha and Manohar, (2011)	Entertainment, facilities, design, variety of shops, , architecture and social considerations	6	India

2.6.1 Location

This is a major factor that is especially important to the shopper when considering a visit to the mall. It includes the issue of how close or far the mall is from the shopper's home, which is related to how much effort and time he will spend. It is also relevant to whether the mall is near parks, cafés and other shopping centers. Many shoppers, it is true, think seriously about the mall's location and how attractive it is before they make any move. In the literature, location is suggested as probably the most important success factor for a shopping mall Dowson (1983); Nicholls et al. (2002) Location is usually discussed as proximity to city and easiness of access.

Some researchers such as Bloch et al. (1994); Ahmed et al. (2007); El-Adly, (2007) argue that location is a component of convenience which may have a positive or negative effect from the shopper's perspective. According to El-Adly, (2007) location is referred to as "*ease of reaching to the mall*" and it is critical in meeting shoppers' needs for comfort. Ahmed et al. (2007) claims that there is a type of shoppers who are not very much interested in shopping which is perceived as an unwelcome and as a necessary evil. “Anti-shoppers”, as they are labeled by Ahmed et al. (2007) consider shopping as a burden to get off one’s back and thus it has to be carried out hurriedly. With that in mind, anti-shoppers like malls where they can pop in and out quickly. Convenience of location for such sort of shoppers will be a priority to consider.

Location is not only important for shoppers but for those managers in charge of running the mall. Actually, location of a business is one of the most difficult activities for the administrators as decision-makers who have to assess a number of alternatives against well-defined criteria for the best location (Koçak, 2010). Tanan (1998) proposed five essential factors as attraction power of shopping mall which includes location, business concept, design, tenant mix, and management. Location has a very broad meaning which comprises catchment area, on the way home, accessibility, and neighborhood development. Location has a very close relationship with the accessibility of shopping mall. The key success of a shopping center is “location, location and location” (Syahara & Ristiana, 1992). In broad terms, location of shopping center occupies either the city center or the suburban areas in a housing complex. The distance or travel time depends on road condition and availability of the means of transportation (Carn et al., 1988).

In theory, if shoppers were given the choices between two suburban regional shopping malls, they would most probably choose the one with a “reasonable” driving distance closest to their place of residence. Thus, it is expected that the location factor is decisive in solving the issue (Burns & Warren, 1995). In a comparative study by Rajagopal (2008a) he notes that with reference to the suburban regional shopping malls, particular concern is being given to the question of selecting a shopping location. In the USA, for instance, suburban regional shopping malls are not much of a phenomenon as in European countries whose suburban malls started making a phenomenon.

Location was also studied considering its interplay with other competing factors that attract certain shoppers who have their own preferences despite the easy reach to the mall. For some researchers, the two most salient features of retail patronage are accessibility and visibility (Simmons, 1992; Ownbey et al., 1994; Forgey et al., 1995). However, quality and size of facilities are also to be considered in retail patronage to the extent that unfavorable design characteristics may override the advantage of the mall being near and easily accessible (Brown, 1999). A similar survey study by Rajagopal (2009) was conducted in which visitors to malls were asked where they lived and whether they came from home. More attractive malls were expected to attract customers from greater distances**.**

Location of malls was also studied with relation to other nearby facilities. For example, experts across Malaysia have realized the importance of students as key targets for shopping malls. Thus there is a tendency now for shopping malls to be built close to institutions of higher learning. For instance, ‘‘Mines Shopping Mall’’ is located not far from the University Putra Malaysia and University Tenaga National, ‘‘Mid Valley Mega Mall’’ is built near University Malaya, ‘‘One Utama Mall’’ is set up in close proximity to the College Damansara Utama and College Bandar Utama, ‘‘Bangsar Shopping Complex’’ is built close to the help Educational Institutes. Obviously, taking students’ as major customers into consideration has played a major role in choosing the location of malls in Malaysia (Ahmed et al., 2007).

Quite related to the question of location is transportation whose ease plays an important role in frequenting a mall by shoppers. That’s why planners and designers attach a great importance to how accessible the mall would be to shoppers. For instance, the availability of modern transportation and having enough time to attract many people to frequent shopping clusters while on their way to work, or engage in social and recreational activities (Ahmed et al., 2007). On other hand, Gilboa (2009), claim that Israeli malls have become a focal point for both the Israeli retail business and the public. Israeli malls are different from world malls in their availability and accessibility for all the population, including those who depend on public transportation. Their urban locations have helped greatly in their being set up as public centres for city residents. For some, location was investigated with relation to security and safety. For instance, in Britain, shopping malls are seen as a safety haven for family shopping, in addition to being an exciting and accessible place for old men and women to take a walk (Miller et al., 1998).

In a recent study, some researchers referred to location as interchangeable with the term, "*access*" and related it to the mall image for shoppers. Of these Chebat et al. (2009) working in the same vein of Ailawadi and Keller's (2004) maintain that store-image dimension may equally apply to shopping malls. Access in the context of malls (rather than stores) refers to the location of the mall that shoppers must travel to. Shoppers would thus prefer to visit easily accessible malls than malls that are difficult to reach. Chebat et al. (2009) further suggests ways and means by which access to the mall can be enhanced. They recommend that a number of procedures and actions be taken for that purpose including building roads and off ramps in addition to providing directional signs to minimize traffic congestion. Furthermore, parking lots should be taken care of to ease access to the mall. Some physical and psychological elements were combined with relation to location including search time and stress factors. In order to encourage patronage, a shopping centre should be within easy reach to limit the searching time and psychological costs of shoppers such as stress and frustration (Levy & Weitz, 1998).

Anselmsson (2007) identified eight underlying factors of varying characters were found essential to customers' satisfaction in Sweden. They comprised selection, atmosphere, convenience, sales people, refreshments, location, promotional activities and merchandising policy. It was also noted that only 15% of variation in visit frequency was related to overall satisfaction. He further stated that though that the concept of satisfaction is important to businesses, it has only been theoretically emphasized in the domain of marketing. Besides, it has been noticed that location is the most important factors among the rest that contributes to the frequent visits. Accordingly, he recommended examining this factor alone to be able to estate as meticulously as possible its role in highlighting the concepts of satisfaction and visit frequency among shoppers.

Basically, location can be considered in terms of easiness of reach to the mall. Many people who don't have driving licenses, location is considered very important to them, since they would rather visit the nearest place. Hence, they have a preference for places really close to their schools, supporting centres, work and homes, and those shopping malls in the vicinity of their best friends' homes.

2.6.2 Entertainment

The entertainment factor undoubtedly plays a significantly major role in attracting shoppers to the shopping mall and it has been the concern for a good number of researchers who realize its importance to mall patronizes. Mall developers and designers have as well made sure that entertainment be part and parcel of the mall with all its diversity since people especially those in the city have started casting a new look at the modern mall as a place not only for shopping but for fun as well. That is why nowadays malls have child play areas, cinemas, gyms, restaurants of all kinds and many other entertainments that appeal to the tastes of various shoppers of all age groups. This, many believe, will positively reflect on the mall image and ability to compete in the retail industry.

Entertainment is related to pleasure and enjoyment**.** Though there is some research on entertainment, few researchers believe that there is a little academic research on it with relation to shoppers' satisfaction (Bellenger et al., 1977 and Sit et al., 2002)**.** Comprehending the effect of entertainment on shopper's satisfaction will push mall designers, managers, and researchers to take this aspect into consideration when constructing any mall or conducting any study, respectively (Sit et al., 2003). The idea of the mall has changed a great deal since entertainment has become part and parcel of the shopping process in contrast with the idea that a mall is only to buy things. Malls are now considered highly organized social spaces for entertainment, interaction, and other types of consumer excitement (Frat & Venkalesh, 1993; Pine & Gilmore, 1999).

Sit and Merrilees (2003) build a conceptual model to help understand the formation of shopping satisfaction in Australia, holding that very little research has looked into the concept of entertainment consumption in shopping centers. The model comprised five key constructs, namely hedonic motives, functional evaluation, affective evaluation, overall satisfaction, and behavioral loyalty. The researchers proposed that affective experiences are also likely to be influenced by functional attributes relative to the concept of entertainment consumption.

In order to meet the change of taste for consumers, malls have been expanded to encapsulate entertainment. Nowadays shopping malls have turned into places with restaurants, food courts, video arcades, movie theatres, beauty salons, dental offices, and more. Malls have also turned into important meeting places, especially for young people and seniors. Mall managers have utilized this trend and have started making room for art exhibits, health screening, auto shows, and live music. Malls have now grown into monumental entertainment centres, almost to the point where their traditional retail shoppers seem secondary (Ahmed et al., 2007). Underhill (1999) notes that when entering a mall today, you are not sure if you are in a mall or a park. Hence, dissociating shopping from entertainment is becoming hazy and complicated because shopping centre patronage nowadays goes beyond purchasing goods and/or services to include the pursuit of leisure activities like entertainment (Smith, 2003).

A study claims that shopping mall entertainment is an innovation emerging worldwide and become a major element in shopping activities (Groover, 2005). The new shopping perspective has now blended leisure and entertainment (Erkip 2005). Shopping is in itself a form of leisure as noted by some researchers argue that shoppers in shopping malls are leisure seekers. One striking fact about shopping is that it is a major leisure activity for Americans and in fact it is the second most important leisure activity, after television watching (Goss, 1993). Shoppers' motivation differs with reference to hedonic or utilitarian concerns. Those driven by utilitarian concerns believe "*shopping is a form of work*". Others are enticed by hedonic concerns and they comprise enjoyment, excitement, experiences obtained from shopping activities (Nicholls et al., 2002; Kim et al., 2003).

For more profit-making, entertainment has turned into a strategy to make shoppers stay longer, tenants make revenues, and extend a shopping center's trading areas (Shim & Eastlick, 1998). In other words, entertainment (such as movie theatres, food courts and fashion shows) can boost the spaciousness of a shopping centre necessary for an exciting and pleasant experience for shoppers (Sit et al., 2003). Entertainment plays a pivotal role in enhancing dedication to the shopping experience with reliance on excitement or delight. This means establishing more loyalty and having a reguler customer to the shopping centre (Haynes & Talpade, 1996). Terblanche (1999) from South Africa investigated the effect of four factors affecting shopping mall visit, namely, recreational, convenience, functional and socializing. These were dealt with in terms of the benefit that the shoppers enjoy when visiting a super-regional shopping mall. As a finding in the study, recreation made a great deal of benefits for shoppers who visit a super-regional shopping mall. Entertainment can be delivered by a variety of means and take different forms. Generally, entertainment events that are often seen in shopping centres include kids' entertainment, fashion shows, celebrity appearances and band performances (Barbieri, 2005). These entertainment events are seen as special event entertainment and are usually offered on a seasonal basis (Sit et al., 2003).

Studying why a certain segment of people namely the young are interested in coming to visit the mall has had the attention of researchers like Anselmsson (2006) from Sweden who maintains that entertainment plays an important role in attracting young people to the mall. Younger people use shopping malls as a place to' *hang out'*, meet friends, or to make new ones. Entertainment might be viewed from a cultural point of view as peoples generally differ in their cultural tendencies and preferences. In a cross- cultural study, Nicholls et al. (2000) reports that Chilean shoppers' mall visits were mainly enticed by purchasing factors while shoppers in the USA patronage their mall for different causes, with entertainment being a key reason.

From an emotional perspective, Bloch et al. (1994)),working in an American context, investigate the impact of mall physical environment on shoppers' emotional states and confirmed that malls were viewed by shoppers as a place not only for shopping, but also for entertainment. Similarly, Nicholls et al. (2002) from Chile claims that today's shopping mall visitors are inclined to be more enticed by enjoyment than shoppers in the early 1990s. Barreto and Konarski (1996) distinguish between different entertainments categories on grounds of their functional duration. For instance, specialty entertainment and food entertainment are more permanent while special event entertainment, such as fashion shows and celebrity singing, is temporary and occasional. However, Jones (1999) made an attempt to organize a framework in order to grasp an entertaining shopping experience. Jones utilized the critical incident technique and came up with nine factors contributing to the essence and experience of shopping entertainment. He identified two categories: customer factors that include social, task, time, involvement and financial resources; and retail factors representing selection, prices, store environment and salespeople. Analyzing responses coming from shoppers, he found that customer factors were rather surprisingly chosen more than retail factors.

Young people have their own motivation to visit one mall rather than another. In essence, they differ in shopping motivation, shopping criteria, shopping patterns and purchase behavior (Li et al., 2004). Basically, shopping malls have special designs especially for teenagers, so that they can have a lot of fun, release their psychological stress and loneliness, enjoy entertainment and meet their friends (Bloch et al., 1994).

Entertainment is closely related to spending more money on things that are not necessarily basic but joyful. As Wakefield and Baker (1998) found that the enjoyment of shopping has to do with excitement. Basically, people who spent more money and time in the shopping mall had most fun, but others with less time and money did their shopping quickly and did not have any fun. So to attract hedonic shoppers, mall managers need more than just creating utilitarian value (Wakefield & Baker 1998). In a recent study by Rajagopal (2009) about southern residential areas in Mexico City, leisure shopping respondents were found to have like- mindedness in shopping behavior with regard to leisure shopping, impact of shopping mall ambience on shopping visits, store loyalty, point-of-sale promotions, buying decision process, point-of-sale arousal towards store promotions and influence of recreational satisfaction in malls on buying.

In a Turkey-based study by Özsoy (2010) concerning the behavior of Turkish shoppers towards the factors that attract them most to the malls, it was found that the entertainment and leisure factors play the greatest role in enhancing the good image of the mall and they represent the most attractiveness factors for shoppers among the other attractiveness factors.

2.6.3 Facilities and Services

This factor is no less important than the other factors that attract shoppers to the shopping malls. People who visit the malls are of different ages and backgrounds. They look for the best facilities products, and services to meet their demands. Examples include the availability of spacious parking lots, escalators, mail service, air conditioning, security, courteous employees, restaurants and dining halls, and other facilities that attract and encourage shoppers to come and visit.

Generally, malls go by the services they provide and the ways and means by which they deliver them. These might include courtesy, knowledge and friendliness which can be considered a must for any modern mall that appreciates the sensitivity of the shopping industry. Thus these services can be classified as personal service (Lovelock et al., 1998). Not only personal service is taken care of, but also shopping centres provide services for the public in terms of ambulance such as escalators, lifts and sign boards and amenities such as restrooms (Berman & Evans, 2001).

Some researchers like El-Adly (2007) dealt with the services and facilities as comfort factor noting that shoppers look for comfort realized in parking, cleanness, width and security of the shopping mall. Enough comfortable seats together with rest rooms, central heating, spacious parking, and safety must be made available to enable shoppers to spend time, to shop, or to socialize in the mall. El-Adly adds that the management has to ensure that shoppers are comfortable if they want to keep up with the attractiveness factors. Most shopping malls are patterned in a linear way where parking and public conveniences are made available in the mall. It is common to have the ambience around a shopping mall reserved for parking except in cases where the multi-level parking is available (Carter & Vendell, 2005).

In a study in the Middle East Region, particularly in Egypt, a country where 65% of its population is under 30, Farrag et al. (2010) investigate the motives behind the young Egyptians' visits to the malls. They hold that availability of bowling alleys, billiard centers, and clean coffee houses with air-conditioned spaces have provided a crucial outlet for the consumer-oriented younger generation. Yet Farrag et al. (2010) warn that despite such entertaining facilities, many Egyptians who live in critical economic conditions cannot afford them and their shopping is thus based on basic needs like food and drink. Shoppers are presumably more inclined to trade where staff, especially salespeople, and cashiers are perceived as helpful, friendly, and courteous (Loudon & Bitta, 1993). People will head for a mall where they feel wanted and will be ready to pay a little more for the privilege (Underhill, 1999 as quoted in Ahmed et al., 2007).

In the Korean market, there have been fierce competitions to improve the services in shopping malls through creating a more relaxed atmosphere. Other competitive ideas for a better service include a food court, free kids lounge, free shuttle bus services from various residential areas to the store, ATM machines, and dry cleaners under one roof to attract more customers (Jin & Kim, 2003). The Korean mall houses a variety of "*family*" stores for clothes, shoes, accessories, sportswear, electronic appliances, and mobile services, in addition to kiosks selling candy (Jin & Kim, 2003).

In addition to do shopping, Korean families come to eat various Korean and Western fast foods at a reasonable price. Such multi-service (e.g. food court, free child care, freshly cooked snacks and dinner dishes, etc.) offered by Korean shopping malls today can be attributed to their efforts to attend to consumers' needs for socialization and diversion being among their shopping motives (Jin & Kim, 2003).

Shoppers have different perceptions and expectations from a service in the shopping mall, which mainly focus on the salespeople being knowledgeable, courteous and helpful. Warm gestures like smiling, greeting, kind eye contact all play on the positive impression about the store or the mall in general (Winsted, 1997). Service quality is hard to determine as it has to do with what happens on the ground. Yet Wisniewski (2001) has identified service quality as "*the difference between customer expectation of service and perceived service*". Accordingly, if the expectation is higher than the performance, then quality can be perceived as less satisfactory causing dissatisfaction on the customer's part.

Among the many concerns for services in the shopping mall, security has a part to play, Some studies Sit et al. (2003); Haytko and Baker (2004) show that security can be an important factor in attracting shoppers to a certain mall, yet lack of security can lead to disruptions in the shopping process and even perpetrating crimes there, especially in the communities where violence rate is high. In the same context Sit et al. (2003); Haytko and Baker (2004) they added that security plays a fundamental role in attracting shoppers to the mall, especially in guarding the entrance to the mall for any negligence could lead to serious problems. Despite its importance, security has taken limited assessment and usually associated with different attributes like quality of the mall, facilities, clientele, and atmosphere.

Devgan and Kaur (2010) mentioned in a joint paper six factors, upon which the success of any shopping mall would largely depend. These were: the value of money, customer delight, information security, credibility, store charisma and product excellence. The authors further explicated that the customers of the modern day lay more emphasis on the value of money. Besides, both comfort and enjoyment were almost given an equal weightage. More so, it was noticed that customers also do care about factors like personal information security and payment security. That is, they wish to buy only from shopping malls that are known by their reliability.

2.6.4 Aesthetic

From the title, '*aesthetic*' has to do with beauty, neatness and design among other things. In modern malls, further attention has been directed to this once neglected aspect in the past. To motivate shoppers means to invest in the inside and outside environment of the mall including layout and architecture so that the shopper may stay longer and repeat his visits to the mall (Craig & Turley, 2004).

In a study by Loudon and Britta (1993) it was found that a better interior design helps to boost the mall image over time. Shoppers thus assess the mall by heavily drawing on some physical features as lacking or being available such as air-conditioning, elevators, and washrooms as well as design features like high ceilings, architecture, flooring/carpeting, interior landscaping, and store layout. For Loudon and Britta, the mall is a drama staged and maximized by the inclusion of more physical attractive features.

There have been some investigations in the literature as to the importance of atmosphere and the environment on evaluating, patronizing and being loyal to a certain mall. Much evidence has been given in support of such importance (Grewal et al., 2003; Andreu et al., 2006 and Michon et al., 2007). According to the study conducted by Lui (1997) today's Malls have witnessed a shift in terms of interior design; moving from a quiet classic design to a more sophisticated one with picturesque and eye-catching layout and decoration. Decorations are important and spaces should be kept as bright and spacious as possible (Anselmsson, 2006). In the same line Lui (1997) added that apart from the products and services offered within the mall, the mall itself as a venue for consumable experience. Ever since their establishment, some malls have focused on the atmosphere that would consider the advantages of comfort coming from the quiet and serenity away from traffic in contrast to other shopping venues. Pro-aesthetics holds that quiet and soft music are more tend into the shopping mood rather than “noisy” environment in some shopping venues. Accordingly, mall planners have paid particular attention to the resources that lead to better environmental and architectural aspects of the mall. Rich and more sophisticated designs and fascinating environments have been the concern of mall developers and mall evolution in today’s world Tiwari and Abraham (2010) from India.

Özsoy (2010) carried out a field survey in Park Mavi Shopping Centre in Izmir, the third largest city in Turkey. The centre lies in a suburban area that is set as a high-income housing settlement. The results of the data showed that this center attracts teenagers due to its physical attractiveness and to the offered entertainment, leisure facilities and social interaction more than the shopping activities themselves. Ozsoy concluded that there a current tendency to transform shopping centers into private urban spaces (community spaces) in Turkey. This is because the Turkish city consumers prefer well-designed and comfortable spaces with a positive image. In addition, the second pushing factors for shopping malls as far as the youth are concerned are both leisure and entertainment facilities. Özsoy also shed light on a very important aspect stating that shopping centers give people the chance to build social ties and show a sense of belonging to the community.

Hanzaee et al. (2011) investigated the impact of attractiveness factors on the shopper’s satisfaction in the Iranian shopping malls. These factors are atmosphere and parking. The findings revealed that the atmosphere and parking factors influenced shopper's satisfactions that are consistent with Teller and Elms' (2010) findings. The atmosphere influenced only satisfaction and retention proneness but not patronage intention.

Today's shoppers evaluate shopping malls which have unique design or architecture, entertainment such as theaters and playgrounds, and sometimes attractive restaurants are the central focus in certain shopping areas (Yan & Eckman, 2009). Accordingly, architects should be attentive and sensitive to shopping and the shopping centers. Architects do not design malls for architects; In other words they design malls to serve the purpose of retailers, developers and shoppers whose frequent visits are more than welcome (Richards, 1990).

Wakefield and Baker (1998) look into aesthetics with relation to what they term an "*emotional response*" which can be generated in shoppers, and the excitement they have stemming from physical features and environment factors (e.g. ambient lighting and temperature) that positively affect their decision to stay longer at the mall. In the same study, Wakefield and Baker found out that the architectural design of the mall was the most decisive factor which affected mall excitement, while a mall's interior design highly influenced the shoppers' desire to stay longer in the mall. Wakefield and Baker (1998) also identified a positive and strong relationship between the mall's layout and desire to stay/mall excitement. They concluded that shoppers not only evaluate the product assortments inside the mall but they also give consideration to the "*intangibles*" offered at the mall including colors, ambience, fragrance, lighting and music.

Visitors are magnetized to clean public places that boast attractive appearance that is modern in nature and design. In particular, enticing and inviting stimuli (e.g., store lighting) have an influence on the shopper's state of mind and arouse his feeling of pleasure thus encouraging him to be willing to buy. For instance, a store with dim, romantic-like lights may make a shopper feel the place inviting and cozy and decide to stay longer (Puccinelli et al., 2009). It should be noted, however, that there are a number of studies that came with different results claiming that atmosphere has a more limited role in choosing a certain mall than the social and cultural aspects that have more bearing on such choice (Erkip, 2005).

In a recent study by Chebat et al. (2009) atmosphere of stores is discussed in terms of aesthetics and ambiance. Color, music, and crowding necessarily reflect the store atmosphere which refers to the degree to which the mall is perceived as pleasant and arousing. Respondents were asked whether they perceived the mall as boring or stimulating, dull or entertaining, depressing or cheerful, and drab or colorful. For a store to be pleasant, it has to moderately arouse the shopping atmosphere in a bid to add to the overall "*favorableness*" of the store or mall, which would mean more frequent visits to it. For Chebat et al. (2009) malls that are moderately arousing are likely to be more favored than those that are perceived to be highly arousing or not arousing at all.

Frasquet (2001) from Spain found atmosphere to be a major factor in people's decisions to visit a shopping centre and a good atmosphere encourages people to stay longer and buy more. Five essential qualities of aesthetic judgment, interest, subjectivity, exclusivity, thoughtfulness and internality, have to be considered in a bid to convince the shopper to buy. The in-store aura and shoppers' arousal together with promoters determine the extent in which shopping is concerned with an enhanced quality of life (Dobson, 2007).

A number of studies dealt with particular aspects of the aesthetic elements mainly focusing on color and music types. Light colors suggest spaciousness and calmness, while bright colors mentally evoke shoppers' excitement. Serene music when combined with warm colors had an effect on motivating shoppers' desire to stay (Solomon, 1994; Peter & Olson, 1994). In general, atmospheric characteristics can be considered an extension to variety of products and can be well exploited to affect the buyers' mood and behavior positively and hence the mall image as a whole (Tiwari & Abraham, 2010).

In order to make the mall as much similar as the home environment with a cozy feeling reminding one of the real meaning of "*feel at home*", mall developers try to come up with ideas to evoke that feeling. As a case in point, some shopping malls include bakeries on their floors in order to arouse the feeling of warmth together with the home-like scents of bread coming from the oven, which arouses and tickles the shopper's sensation (Underhill, 1999).

Ahmed et al. (2007) studied a number of aspects that stimulate Students to patronize a mall. Features related to the aesthetic factor (architectural design and interior layout to other dimensions that include space, surroundings, colors, aromas, and sound) add to the goods displayed a new dimension, which influences a shopper's behavior. The results showed that the aesthetic factor is the strongest motivators explaining why students patronize malls. Students rated the interior design of the mall as the most important motivation for visiting a shopping mall (Ahmed et al., 2007).

2.6.5 Price

Hypothetically, pricing is one of the most important factors that concern retailers and shoppers. While retailers are mostly concerned with profit making, shoppers are more often than not**,** interested in paying less and having more. According to Kotler and Armstrong (2010) price is value in money paid for a commodity or service, or the total of the values that customers exchange for the benefits of having or using the product or service. While Stanton et al. (1994)

defined price as the sum of money or goods needed to obtain some combination of another goods and its accompanied services.

Bell and Lattin (1998) describe how pricing strategy is always considered by store managers as one of the top five priorities in retail management, and how supermarket retailers are often involved in thinking up pricing strategies that would attract shoppers to visit and re-visit their malls.

In the same study, Bell and Lattin (1998) identify two pricing strategies (everyday low price across a wide assortment of product, and temporary deep discount in certain product categories), which are the most common practices among retailers. Shoppers make their buying decisions relying on the pricing strategy and the amount they intend to spend. Generally, shoppers who spend more are more likely to opt for every-day low price, while those who have little to spend will choose the temporary deep discount. This finding was supported by Singh et al. (2004) they believed that large basket buyers are more likely to choose the everyday low price strategy.

Yavas (2003) maintained that stores with acceptable prices are likely to be favored by shoppers than malls with unreasonable prices. Similarly, malls that promote shoppers more store bargains are favored than malls that do not. To state it more clearly, both the factors of pricing and promotion highly affect shoppers' behavioral responses.

Since pricing has an upper-hand decisive factor in any purchasing being a salient feature of the product (Desai & Talukdar, 2003). Researchers have looked into the ways and means by which shoppers perceive retail prices and promotion strategies (Lichtenstein et al., 1993; Alba et al., 1999; Monroe and Lee, 1999). Lichtenstein et al. (1993) found that consumer perception of price can have a positive or negative impact on the purchasing behaviour. People would not hesitate to pay a high price for a product when they perceive price in a positive role, when connecting high price to prestige, status or high quality. On the other hand, those who have a negative perception of price would opt for low prices and appreciate discounts. For them, quality is not a big issue for what they pay (Moore & Carpenter, 2008).

Only little effort has been paid in an attempt to understand the intricacy of how shoppers value a product or form conceptual relationship between the price and the product (Zeithaml, 1988). In the same context, little research has been directed to the concept of “perceived value” due to the problem of the value being a fuzzy concept as price often interacts with quality (Zeithaml, 1988).

In addition, Dodds et al. (1991) claim that the information into the price-quality relationship is scarce as clearly suggested from recent assessments of the price-perceived quality research domain and the recommendations for additional research. The findings are by no means robust or to be generalized. One reason is that it is hard to know when, or under which circumstances, a shopper will relate price to quality in a price-perceived quality relationship. Stiglitz (1987) adds to this that the quality-price relationship delivers a blow to the constancy of the paradigm and remains a riddle to economic theorists.

In so far as the price and promotion are concerned, shoppers usually develop an attitude to a store (and hence a mall) influenced by how they perceive average prices, the variations of prices over time, and the frequency and depth of the store's promotion. Put differently, shoppers favor a store (and will most probably visit again and again) if they believe it has acceptable prices, those prices do not vary significantly over time, and that the store offers shoppers many promotion opportunities (Chepat, 2009).

It is often believed that malls with reasonable prices would be frequented more than those with unacceptable prices. Likewise, malls that are preoccupied with promotions giving shoppers a chance to have bargains are preferred over malls that do not engage in such promotions. Such findings are prolific in literature concerning price and promotion (Leo and Phillipe, 2002; Yavas, 2001, 2003; Parsons, 2003). Marketing literature investigated the interrelatedness between customer satisfaction and price fairness (Hermann et al., 2007; Kukar-Kinney et al., 2007). Price fairness denotes shoppers' evaluation of whether a seller's price is reasonable, acceptable or justifiable (Kukar-Kinney et al., 2007). Price fairness is a crucial issue that paves the way for satisfaction. Labeling goods with reasonable prices helps to enhance customer satisfaction and loyalty. As has been shown in the literature, a shopper's willingness to accept a certain price has a direct and indirect consequence on satisfaction level and loyalty (Martin-Consuegra et al., 2007). In another study by Herrmann et al. (2007), they conclude that customer satisfaction is directly influenced by price perceptions and indirectly through the perception of price fairness. How reasonable the price is and how it is offered all play a great role in shoppers' satisfaction.

Hanif et al. (2010) investigated those factors that affect customer satisfaction is of paramount importance in order to know the reasons or the factors which lead to creating satisfaction among customers for a particular brand. This study was conducted in Pakistan and was focused on shopper satisfaction in terms of price fairness and customer services. The findings indicate that both factors contributed to explain customer satisfaction but comparatively price fairness had the larger impact on customer satisfaction than customer services.

2.6.6 Promotion

Speaking of the concept of promotion there has been found no one unified definition for this term. In this context, Peattie and Peattie (1994a) defined sales promotion as "marketing activities usually specific to a time period, place or customer group, which encourage a direct response from consumer or marketing intermediaries, through the offer of additional benefits." On the other hand, Kotler and Armstrong (2006) defined sales promotion as a "short-term incentive to encourage the purchase or sale of a product or service". From the above definitions, one can conclude that the aim of any promotion campaign is to address the minds and hearts of shoppers or channel intermediaries to buy products or services through an immediate action.

According to Shimp (2003), sales promotion is any incentive used by the manufacturer to invigorate business (wholesalers, retailers, or other channel members) and/or shoppers to purchase a product or service and urge those in charge to sell them. Totten and Block (1994) tackled the term from the effect perspective. He stated that promotion involves many types of selling incentives and maneuvers aimed to produce instant or short-term sales benefit. The common sales promotions can be realized in coupons, samples, in-pack premiums, displays, price-offs, and so on.

As far as the advantages of promotion are concerned, LeHew and Fairhurst (2000) emphasizes the competitive perspective embedded in this concept. They maintains that different malls use outstanding capacities to attract declining shoppers and to keep their mall image as attractive as possible. In certain cases, the competition requires to pent one quarter of the marketing budget on promotion efforts (Raghubir et al., 2004).

Moore and Carpenter (2008; Ruiz and Descals, 2008) stated that promotion helps build patronage and store traffic Kumar and Leonne (1998); Sivakumar (2003); Ruiz and Descales (2008) mentioned that it increases short-term sales of the promoted products and affect sales of other items. However, Martinez and Montaner

(2006) found that not all shoppers equally and positively respond to sales promotion. Hence, marketers should be aware enough about the individual differences and about the different methods used to polarize shoppers to buy their services and/or products.

As for the types of promotion, Alexander and Muhlebach (1992) pointed out that promotional activities can be either institutional advertising or price-based and entertainment-based. The (price-based) promotion is the commonest among all; it includes giving gift-with-purchase, or discounts on a certain minimum purchase. Such techniques are believed to encourage more visits as Folkes and Wheat (1995); Smith and Sinha (2000) thought and increase sales as Kendrick (1998) maintained.

Parsons (2003) in his study analyzed the common promotional activities employed by shopping mall marketers. These activities were been ranked by the selected sample of customers. Results pinpointed to two key indicators that of mall nourishments; these are sales and visits. Besides, in spite of the fact that mall–wide sales represent the preferred promotion by the majority of shoppers, still there are other factors that play a role in this regard. The latter embed both entertainment and price–based promotions; these two factors were found to be a strong alternative that encourages visits and spending. Shoppers' arousal as held by Platz and Temponi (2007) and Rajagopal (2007) can be enticed through blending sales promotions, customers' perceptions, value for money and product features. In particular, the relationship between the retailer and shopper functions as the key in the selling and buying process with regard to in-store promotions. One great shortcoming in the process is the perceptional problems with the shopper and lack of understanding to a common value weight concept.

Zhou and Wong (2004) differentiated between two types of in-store promotions. They said that the factors that lead to have impulsive buying behavior include displaying point-of-sale posters, exhibiting promotional discounts, and offering cheaper prices. However, the atmosphere dimension concerning enjoyment, elegance and attractiveness is achieved by the ambience inside the shopping mall. Such behavioral stimuli may also be referred to as an in-store promotional effect and the atmospheric effect.

Higgins (1998) shed light on two types of promotions and distinguished between them in terms of shoppers' preference. This means people use different strategies and respond differently to orientation in achieving their goals. Arguably, Higgins (1998) explicated that the two systems exist in an individual, so what is needed is to trigger the right orientation strategy that entices shoppers, using some situational cues.

Jackson et al. (2011) in their paper expressed that the customers' segments seek out relevant shopping venues based on their shopping wants and needs. Knowing about the preferences of distinct consumer groups is useful in the development of marketing communications and promotional strategies. Such knowledge has also proves its importance in domain of mall designing configurations that are likely to generate patronage due to the value creating potential of the mall. Advertising materials could express the specific attributes the mall has to offer to the cohorts that comprise its customer base, either by gender, generation, or both. When a retailer or mall owner finds that a large segment of its consumers are from particular segments (e.g. generation, gender), the company can focus on that segment to facilitate and promote a shopping experience that will drive shopping value and create potential for patronage.

2.6.7 Diversity

People have different tastes, attitudes, and dispositions that lay heavy demands on mall developers to please their shoppers who come to the malls with different backgrounds and expectations in terms of what they want and prefer. More often than not shoppers search for and upgraded product and their thirst for variety can only be quenched through the process of exploration. This necessarily calls upon the mall management to provide a multitude of products and services for a better performance of the entire shopping mall which can be enhanced further by a cooperative mix of stores and tenants to meet the multi-needs of shoppers (Kaufmann, 1996).

Two types of variety or assortment can be distinguished. "*Cross-category assortment refers to shoppers' perceptions of the breadth of different products and services offered by a store under one roof*". Stores that offer multi cross-category assortments will be favored by shoppers due to more convenience and ease of shopping. On the other hand, "*within-category assortment refers to the depth of a store's assortment within a product category*". Those shoppers looking for depth of variety would likely appreciate a store that would satisfy their particular needs. This would inevitably add to the positive image of the mall and would mean higher patronage as maintained by US-based studies (Chepat et al., 2009).

In a recent study by Al Qahtani (2012), the effect of five attractiveness factors were investigated in relation to the Saudi customers in a shopping center in the Capital city of Al-Riyadh. These factors involve the following: comfort, conservative environment, entertainment, diversity, and Luxury. The researcher through his study measured the role such factors play in activating shoppers' satisfaction, by taking into account three shoppers' related variables, such as age, education and marital status. The findings of the study have shown that each of the five factors has a positive effect on attracting shoppers to choose a specific shopping center among the rest in Saudi Arabia

It is proposed that a larger shopping mall would provide a variety of products through its large number of shops that would give more freedom of choice for shoppers thus encourage them patronize the mall frequently and stay longer. This is indeed a challenge for managers of shopping malls being their main concern of how to win shoppers to their malls (Ooi and Sim, 2007). As pointed out by Ahmed et al. (2007) the traditional practice of malls competing for a large variety of products and multi-services in a single location has created much of a similarity in terms of what is offered and led mall managers to start a race of providing services and products with competitive prices in comparison with other malls. Ahmed et al. (2007) added that Malaysian students preferred, among other things, a wide assortment of products in a one–stop shopping, emphasizing the need for a mix of services to attract shoppers to contemporary Malaysian malls.

A similar study by Tiwari and Abraham (2010) showed that shoppers preferred one stop shopping, an assortment of products and a place for recreation with friends and acquaintances. Their advice is that mall managers and marketers should bundle the above elements to provide a variety for shoppers in order to lure them to visit, stay longer and spend more. Other studies look negatively into the issue holding that the same products found in different malls makes one bored. Similar assortment of products and services that look alike makes shoppers whose shopping time is limited feel bored with the experience (Lowry, 1997; Wakefield & Baker, 1998).

Wakefield and Baker (1998) state that since malls offer a similar variety of products and services, shoppers would most probably patronize malls that provide the highest level of variety and within –category assortment that would satisfy their needs. This gives a multi-variety mall more credit for evaluation purposes and consequently higher patronage. Furthermore, assortment of stores is positively linked to excitement and the desire to stay longer in the mall and visit again. Wakefield and Baker (1998) also discuss variety with relation to exploration which taps shoppers' desire for learning about new trends in technology, fashion and the like. As they come to the mall to learn about such things, even without the prior intention to buy, they are more likely to do so once they find what appeals to their taste. Stores within a mall that come first with a new variety of products would often receive a category of shoppers interested in the latest they offer.

With reference to planning and assortment of products, a Mexico-based study by Rajagopal (2009) maintains that socio-demographic factors should be taken into consideration to satisfy shoppers through a mix of anchor tenants and new age tenants who would work cooperatively with no conflict of interest. Prospective shopping malls should be planned thoroughly with consideration to a comprehensive system that would incorporate multi-products and stores that would attract higher customer traffic to the malls.

Malls that offer more variety are most likely to be preferred to others with limited sorts of products. Shoppers find comfort and ease of shopping as they look for different brands and types. Hence, when their tastes are appealed to by the malls with the greatest mix of goods, they are more likely to patronize that mall rather than go to one whose products are limited in variety. Distinction is made between cross-category and within category assortment. Malls with higher levels of within-category assortment are likely to be more favoured than malls with lower levels of within-category assortment. In other words, within a certain type of store (i.e., shoe stores, jewellery stores, electronic stores), malls that offer a variety are likely to be held in favourable consideration than those that do not offer such variety. This is true on the grounds that shoppers who go to a mall to buy a piece of jewellery, for example, are more likely to be spoiled for choice and find the best of what they are looking for if the mall houses a variety of jewellery stores than if it houses only one jewellery store. Other researchers lend evidence to the existing relationship between the cross-category and within –category assortment on shoppers' preferences and behaviour (Brown, 1992; Balazs, 1995; Nicholls et al., 2002 and Yavas, 2001).

In a UAE study, El-Adly (2007) sets four factors that contribute to diversity; they include plurality and variety of restaurants, availability of international stores branches, existence of large food court and presence of cinemas in the shopping mall. His findings emphasize the importance of this dimension and conclude that shopping mall managers should not overlook ethnic diversity in their trading areas. Hence, they would do best to have a multi-store and service variety to appeal to the various tastes of mall patrons.

In a very recent study by Ahmad (2012), investigated the attractiveness factors influencing shoppers' satisfaction, loyalty, and word of mouth in Saudi shopping mall centers. Represented by aesthetic, convenient aesthetic, convenience and accessibility, having varieties of products, entertainment, and service quality. The results showed that there is a correspondence between shopping malls attractiveness factors and shoppers' satisfaction. However, the most significant factor in this respect was product variety.

2.6.8 Quality

Quality is such a fuzzy concept due to its relatedness to other factors. This concept has been defined differently in the literature. Price, store image, brand reputation, market share, country of manufacture, and product features are only few elements that consumers often attach to them the quality of a product (Lambert, 1972).

The term quality has become a frequently repeated household word when talking about products and services. In the world of purchasing and buying, the concept has become of much concern for both shoppers and providers who try to understand the nature of shopper behavior. A number of works tried to dig into the nature and scope of the term. As cases in point are the following: Holbrook and Corfman (1985); Zeithaml (1988); Steenkamp (1990) and Sweeney and Soutar (1995) all admit the difficulties faced in defining the concept quality from an academic point of view. However, there was a slight attention directed towards consumers, who also found it difficult to be defined. Zeithaml (1988) for instance defined it in a broadly as "superiority or excellence" and specifically as "the consumer's judgment about a product's overall excellence or superiority". Monroe and Krishman (1985) added that the term quality refers to the actual technical excellence of the product that can be verified and measured.

Shim and Eastlick (1998) defined mall shopping attitude as shopper's attitude towards a variety of dimensions, including location, variety of stores, parking, mall employee behavior, price, quality, customer service, promotional activities, ambience, mall amenities, food and refreshments and safety. They suggested that mall patrons' attitudes to malls can be assessed by shoppers' cognitive belief about the importance and the effective evaluation of those attributes. After extensively reviewing the selected store and shopping–center patronage literature, there has been chosen 12 shopping mall attributes to evaluate the importance mall patrons place on them. The study revealed that the most common attributes measured in past patronage research are: price, tenants/variety of stores, personnel, customer service, promotions, merchandise quality, mall facilities, parking, atmosphere/ambience, location, refreshments available and safety.

In a study by Charters and Pettigrew (2006), they pointed out that shoppers found it hard to explain this concept in relation to wine. Accordingly, they called for more focused attention to be exerted when explicating this term as it bears to take into account the individual differences. For instance, people who are highly involved in wine drinking are able to perceive the quality of wine differently from the low ones or the non-drinkers. In this regard, Tsiotsou (2005) admitted that “quality is a multidimensional concept that cannot be easily defined or measured”. Tsiotsou’s investigation into quality confirmed the previous findings with reference to the way a product is perceived by a consumer. He further stated that little attention has been paid in this regard though understanding such a relationship can help academics develop a model about consumer's decision making for goods. Likewise, it will provide practitioners with the best indications that help satisfy shoppers in this context.

Some researchers’ linked the perceived quality directly to positive purchase intentions (Carman, 1990; Parasuraman et al., 1996). Others, on the other hand, believed that the relation between the two is indirect (Cronin and Taylor, 992; Sweeney et al., 1999). However, still others arguably held that both relationships do exist (Tsiotsou, 2006). In addition, some scholars often use satisfaction and perceived quality interchangeably; especially among practitioners. In this respect, Rust and Oliver (1994) proposed that the two are different in two ways: perceived quality is a more specific concept relying on product and service features whereas satisfaction can stem from any dimension (e.g. loyalty, expectations). Furthermore, perceived quality can be harnessed to a certain degree by a company while satisfaction cannot. Accordingly, it was suggested that “when perceived quality and satisfaction are regarded as overall assessments, perceived quality is understood as an antecedent of satisfaction and therefore precedes it” (Liusar et al., 2001).

Wong et al. (2001) developed a “SCATTER" tool that was made up of 21 attributes. This instrument that was categorized into five factors: variety and quality, popularity, incentives, facilities, and location. The main use of this model is to assess the degree of attractiveness shopping centers are from the shoppers’ point of view. In addition, variety and quality represent the most crucial among the rest whereas sales incentives and location came next. Besides, the most salient attribute was variety and quality followed by location, popularity and facilities.

Tsiotsou (2006) studied quality in relation to involvement by taking a number of indicators called cues into account. He reported that there is a direct relationship between these two constructs and explained that product involvement is a significant predictor of perceived product quality. In this regard, Zaichkowsky (1988) illustrated that low-involvement consumers have the inclination to adopt price as a cue whereas high-involvement consumers, in addition to price, take into consideration other cues.. However, no deep and direct connection was made in research between involvement and the perceived quality.

Yoon and Kijewski (1997) elaborated more in this context, saying that shoppers highly depend on their perception of quality to distinguish products, depending on two categories. The latter embed intrinsic cues, which are related to the physical composition of a product, and extrinsic cues that make up the outside of the product related to it, but that is not part of its physical components. They added that some attributes as flavor, color, texture, and the degree of sweetness make the intrinsic cues of some juice. So, without changing the nature of the product itself, one cannot change its intrinsic attributes. Extrinsic cues to quality, on the other flip, include the brand name, price, and level of advertising. Both marketers’ control and consumer’s evaluation play a role in affecting the level of product quality . Consequently, it is of paramount importance for marketers to pinpoint those intrinsic and extrinsic cues that consumers use to distinguish quality; because such an aspect is liable to change with time. Thus, there is much room to educate shoppers, enlighten them, and even direct them to evaluate quality. That’s why investigating the associations between quality evaluation and an intrinsic/extrinsic cue has received a lot of researchers' attention (Holbrook and Corfirian, 1985; Nowlis and Simonson, 1996).

Chebat and Michon (2003) examined the concept of quality in relation to shoppers’ intention to stay longer in a mall. They found significant effects of quality on the shopper’s decision to stay longer if s/he is satisfied with the mall.

2.7 Shoppers’ Satisfaction

In order for business to thrive, managers and developers work hard to have the shoppers satisfied and pleased with their products and services. Shopper satisfaction has been the concern of many researchers who believe that such concept is crucial to any buying and selling transaction. The literature comprises many old and quite recent definitions of the term. For example, satisfaction is defined as a person‘s feeling of pleasure or disappointment resulting from comparing a product‘s perceived performances and the expectation (Kotler & Keller, 2006). Shopper satisfaction is essential for the need to create a sense of belongingness, emotional binding and brand loyalty among shoppers. Satisfaction works in two dimensions in a way as “*if needs or demands of customers are fulfilled through particular product or service*” or if shopper feels that he gets the desired benefits from the goods or services for which they have paid to a particular firm **(**Hanif et al., 2010). Some researchers looked into the issue of shoppers’ satisfaction with special emphasis on feelings and attitudes. For instance, Hoyer and MacInnis (2001) maintain that satisfaction can be associated with feelings of acceptance, happiness, relief, excitement, and delight. Satisfaction is the pleasant response of shoppers to products or services which satisfied their needs and wants (Oliver, 1997).

Other researchers approached shoppers' satisfaction with consideration of shoppers' evaluation and judgment. Hence, shopper satisfaction is defined as an "*evaluation of the perceived discrepancy between prior expectations and the actual performance of the product*" (Tse & Wilton, 1988; Oliver, 1999). To seek shoppers' satisfaction is to engage in a competitive quest for success (Hennig & Klee, 1997). Customer satisfaction is in effect how a customer actually evaluates the ongoing performance (Gustafsson et al., 2005). As maintained by Kim et al. (2004) customers' satisfaction comprises their reaction to the state of satisfaction and their judgment about the level of satisfaction.

Many other factors affect customers' satisfaction, As investigated by Hokanson (1995), who conducted his study in Michigan, USA, these factors include knowledgeable employees, courteous employees, friendly employees, accuracy of billing, helpful employees, billing timeliness, competitive pricing, good value, service and product quality, billing clarity and quick service. For managers and service providers, shoppers' satisfaction means everything as it is crucial to the success of their whole business or its collapse. Thus, in today's business world according to Deng et al. (2009) the competency of a service provider to achieve a high degree of satisfaction is critical for differentiating among the products and enhancing a strong relationship with customers.

Majumdar (2005) in his study on customers' loyalty in shopping malls found that mall accessibility and mall ambience have a significant influence on mall loyalty. He also established that mall loyalty, value perception (price-quality) and overall store impressions are found to be significant predictors of store loyalty. Besides, he maintained that if customers are not satisfied with the existent shopping malls as such, their loyalty to a particular store will decline. Therefore, mall managers are highly recommended to see that sound strategies to implemented to maintain a satisfactory level of patronage and loyalty.

In a study by Ting from china (2009), a comparison was made with respect to the relative importance of mall attributes. The findings showed that products, price and mall atmosphere are the three most important factors in determining customers' loyalty. Furthermore, the customer's satisfaction level is highly affected by all attractiveness factors, save that of promotion. The findings further highlighted that satisfaction and loyalty are proportionally related; this is because re-patronage intention is supposed to increase when a customer's satisfaction level rises. Thus, satisfaction will ultimately lead to loyalty formulation. The study also pinpointed to the fact that products, price, promotion, services, location and store atmosphere are attractive attributes that affect customer's satisfaction level and encourage them to visit the mall. Satisfied customers were also found to be loyal; a matter that proves the positive linkage between mall attributes, customer's satisfaction and mall loyalty.

In their strife to achieve customer satisfaction, organizations must have the ability to satisfactorily meet their customers' needs and wants (LaBarbera & Mazursky, 1983). Customers' needs are seen as the felt deprivation of a customer Kotler (2000) whereas customers' wants, according to Kotler (2000) refer to "*the form taken by human needs as they are shaped by culture and individual personality*". For some researchers, shoppers' satisfaction was closely linked to loyalty and re-visiting the mall. This was proved by undoubtedly direct links between a shopper's satisfaction and his shopping behavior. Thus, a shopper may become loyal, committed and willing to re-buy or to change brands and stop buying a product (Kotler & Keller, 2006).

Among the studies that investigated the effect of repeat purchase, loyalty and retention. Zairi (2000) noted that it is most likely for satisfied customers to share their experiences with about five or six people. On the other hand, dissatisfied customers would probably convey their unfortunate experience to as many as ten people. In addition, shoppers may not complain depending on different sectors of industry. Although some consider achieving shopper satisfaction costly, it is in fact less costly as shopper satisfaction does have a positive effect on an organization's profitability. According to Hoyer and MacInnis (2001) satisfied shoppers play a pivotal role in any successful business as shopper satisfaction which results in repeat purchase, brand loyalty, and positive word of mouth. Many other researchers' emphasize the positive effect of shoppers' satisfaction on loyalty including (Oliver, 1999; Bodet, 2008; Adjei et al., 2009; Armstrong & Kotler, 2009).

For Alam and Yasin (2010) shoppers' satisfaction is the ultimate goal towards which efforts are directed so as to meet shoppers' expectations**.** If they are satisfied with the product, shoppers will have stronger intentions to re-visit and re-buy. Looking at the issue of shoppers' satisfaction from a negative point of view. It was noted that the effects of not satisfying shoppers can be severe. According to Hoyer and MacInnis (2001) if shoppers are dissatisfied, they have many options by which they can express their exacerbation as they may discontinue purchasing the good or service, complain to the company or to a third party and perhaps return the item, or even have strong words or heated argument with the service providers.

Aaker (1995) emphasized the fact that there should be strategic planning for a business to thrive and compete in the market. Such competitiveness can only be realized through customer satisfaction/brand loyalty, product/service quality, brand/firm associations, relative cost, new product activity, and manager/employee capability and performance. Bowen and Chen (2001) distinguished levels of satisfaction. They argue that having satisfied shoppers is not enough, but there has to be extremely satisfied shoppers. They emphasize this argument since shopper satisfaction must pave the way for shopper loyalty. Bansal and Gupta (2001) maintain that satisfaction is a mere goal that service providers must meet without fail. They note that satisfaction is connected with loyalty and is the only way to compete in the market and carry out strategic moves. To build a loyal shopper, these points have to be seriously considered.

Shoppers' satisfaction is very much connected to decision-making. In a study by L é o and Philippe (2002) they draw attention to the vitality of satisfying shoppers in metropolitan areas where commercial areas are many to count, thus giving the shopper a variety of choices. Decisions made for such choices take into consideration perception of shopping possibilities, expected pricing practices and general global environment of each shopping mall. Each of these factors positively or negatively affects the shopper's decision. With reference to the buying decision process model, satisfaction plays an important role in the last step of the decision making post-purchase behavior (Kotler & Keller, 2006). This step is crucial as a shopper will later decide to re-buy or re-visit whereas if s/he is dissatisfied, s/he will look for competitors with better goods or services or s/he might complain or express his/her exacerbation with harsh words.

In a study by Ali and Ong (2010), investigated the attractiveness factors that influence consumer' decision-making in choosing a shopping mall in Malaysia. Apart from that, the study also determined the effect of differences these factors have on shoppers' decision by taking into account five of their related variables, gender, age, ethnicity, marital status, education level and their monthly income. Results have shown that the entertainment, variety, mall essence and design are the main factors that influence consumers in choosing a shopping mall. It was also found that there is no significant difference between male and female, age, education level and monthly income among the respondents. Meanwhile, there are significant differences among the respondents when taking into account the role of the variables of ethnicity and marital status vs. mall attractiveness factors.

Singh (2006) concluded the previously done work on shoppers' satisfaction that satisfaction is the ticket to loyalty and the retention to malls though purchase might not be guaranteed. In light of this conclusion, Singh stressed the need on the part of organizations to make every effort to have their customers satisfied. In light of the above, shoppers' satisfaction is all what is business. Both shoppers and service's providers represent the two active poles in the selling and buying process. In a well-captured and rather comprehensive definition as seen by Hansemark and Albinsson (2004) "satisfaction is an overall customer's attitude towards a service's provider, or an emotional reaction to the difference between what customers anticipate and what they receive, regarding the fulfillment of some need, goal or desire".

To recap, the concept of satisfaction means having the ability to judge, make a decision positively and to be loyal as well. Being psychological content with the physical atmosphere of the mall, the services and products, the way of treatment, the facilities available, the customer will be spontaneously pushed towards not only dropping the same mall a visit, but also repeating his/her visits and even asking others to share this awesome experience. As it is shown, shoppers represent the cornerstone of the process of shopping as a whole. They consume what is promoted in the mall and at the same time can be the promoters themselves if they are well-satisfied and taken care of.

2.8 Summary

This chapter has provided some various definitions and some historical background of the mall in a manner relevant to our study. Jordanian shopping malls have been described with some briefing on each mall. Shopping behavior has also been discussed and researchers' findings have been looked into concerning the attractiveness factors (location, entertainment, facilities and services, aesthetic, price, promotion, diversity and quality). Finally, shopper's satisfaction has been discussed in terms of definition and importance. The items of shoppers satisfaction is tackled in this section, namely, shoppers' judgment, loyalty and decision-making

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This chapter illustrates the research methodology used by the researcher to accomplish the objectives and answer the research questions. It provides a detailed description of research methodology carried out in this study. It begins with theoretical framework, research design, sampling method, followed by a discussion of the study variables, research instrument, population sample, pilot study, the data collection procedure to be discussed and types of analyses.

3.2 Theoretical Framework

3.2.1 Shoppers Satisfaction as Dependent Variable

Customers' satisfaction in the domain of marketing is the main motive behind conducting the present work. This aspect is believed to play a crucial role in the processes of both buying and selling. Indeed, businesspeople look at it as a great challenge in the marketing business for those who look or success (Band, 1978; Oliver & DeSarbo, 1988; Parasuraman et al., 1988; Bitner, 1990).

However, early in the 70s, there was a shift in the point of view with respect to the concept of customers' satisfaction. This was due to the new concepts being highlighted in this regard. Accordingly, formal queries started to be addressed and pinpointed in this respect. For instance, recently, there has been a consensus on three-factor structure that affects customers' satisfaction (Oliver, 1997; Anderson et al., 2004; Berman, 2005; Fuller et al., 2006). Accordingly, a theory has been developed by Kano (1984), carrying the name of customers' satisfaction. In (2002), both Matzler and Sauerwein examined the theory carefully to see that the theory hinges on three distinguished satisfaction factors: i) Basic; ii) excitement; and iii) performance factors. As for the basic factors, they embed the minimal requirements which must be met to achieve satisfaction and which their lack leads to dissatisfaction. They are called so as they are crucial to any business and are sure to cause harm or dissatisfaction on the part of the customer if not being properly fulfilled Excitement factors, on the other flip, help maximize the chances for gaining customers' satisfaction. That is, the more excitement factors, the greater chances for an overall satisfaction. Such factors are intended to appear expectedly to create a gentle 'delight' on the part of the customer. Finally, performance factors are thought to be in a linear and symmetric relationship with the overall satisfaction of a customer. That is, the higher the performance is, the higher the satisfaction will be and the reverse is true.

Furthermore, different dependent and independent variables have been investigated in a variety of studies in this regard. For example, Anselmsson (2006) studied the factors that affect shopper’s satisfaction. In his study, he dealt with the concept of shopper's satisfaction as a dependent factor. On the other hand, he considered selection, convenience, atmosphere, location, sales people, refreshments, promotional activities and merchandising policy, as independent factors.

Hanzaee and Abghari (2011) conducted their study on the attractiveness factors at Iranian shopping malls from the shopper’s point of view. Throughout the study, shopper’s satisfaction was recognized as a dependent variable whereas accessibility, parking, atmosphere, merchandise value, product range, sales personnel, orientation and infrastructural facilities, were seen as independent variables.

The present study deals with investigating the theory of customers' satisfaction. Such an investigation sheds light on points, such as: the basic goods and services that have to be provided in malls, the availability and quality of goods and services, and on the positive performance and communication with them. Some of these points are considered basic in the sense that their availability is urgent in every mall. Others on the other hand are desired and still many others are considered essential for achieving an overall satisfaction. Generally speaking, such factors are theoretically proven to increase the level of satisfaction on the part of customers and help guarantee his frequent visits to the mall.

To recap, when shopping in the Jordanian mall system is considered, the Jordanian shopper will be more attract. This finding is in line with previous studies and research conducted in Bloch et al. (1994); Terblanche (1999); Sit et al. (2003); Anselmsson (2006); El-Adly (2007); Özsoy (2010); Hanzaee et al. (2011) for other environments. Interestingly, this study conducted is within the same argument of the previous study.

To this end, the concept of satisfaction means having the ability to judge, make a decision positively and to be loyal as well. The items of shoppers satisfaction is tackled in last chapter, literature review, namely, shoppers' judgment, loyalty and decision-making. Kim et al. (2004) mentioned that customers' satisfaction comprises their reaction to the state of satisfaction and their judgment about the level of satisfaction. Ting (2009) stated that satisfied customers were also found to be loyal; a matter that proves the positive linkage between mall attributes, customer's satisfaction and mall loyalty. With reference to the buying decision process model, satisfaction plays an important role in the last step of the decision making post-purchase behavior (Kotler & Keller, 2006).

3.2.2 Role of Attractiveness Factors as Independent Variables

Despite the many researches in the shopping malls field, only few researches focused on the concept of shopping malls attractiveness, their main objective was aimed at pinpointing the dimensions of attractiveness and the image of the center. Besides the independent factors cited above by Anselmsson (2006) and Hanzaee et al. (2011), there have been a number of studies which tackled the attractiveness factors and considered them as independent variables for instance, Wong et al. (2001) developed a “SCATTER" tool aimed at joint venture enterprises in China with high internal consistency. The “SCATTER" is a five-factor instrument comprising popularity, variety and quality, incentives, facilities, and location. The “SCATTER" main use is to assess the attractiveness of shopping centers from the shoppers’ perspective. These factors were studied as independent variables.

Another study which handled independent variables is that of El-Adly (2007) who identified six main attributes of shopping mall attractiveness, namely, comfort, entertainment, diversity, mall essence, convenience and luxury, and considered them as independent variables.

Based on the discussion above Figure (3.1) presents the conceptual framework of the current research, the researcher modified the models of (Sit et al., 2003; Ting, 2009; Teller & Elgms, 2010; Hanzaee et al., 2011 and Anuradha & Manohar, 2011).

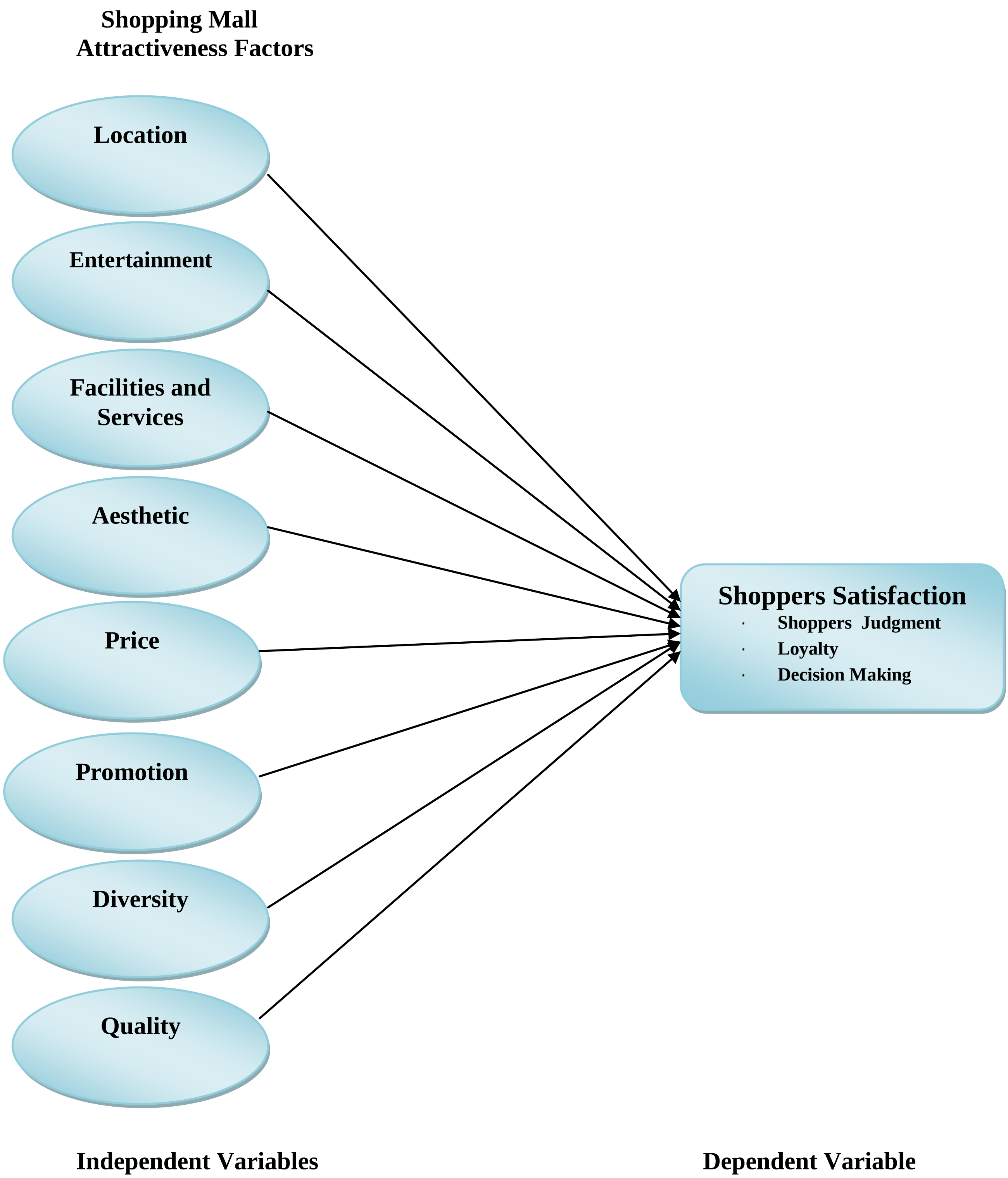

Figure 3.1: Conceptual Framework of the study

3.3 Study Design

This section discusses the guiding framework for collecting and gathering relevant data with a view to providing answers to the various research questions. The main aim is to determine the attractiveness factors affecting shoppers' satisfaction with the Jordanian malls. The sampling method used is the convenience sampling. It has been employed to gather data from a number of malls in Jordan that are located in three major cities. The researcher made sure that there was no controlling or manipulating of the variables on his side. The answers to the questionnaire comprising 57 items were statistically analyzed in a way relevant to the aims of the study. The study is also considered correlational as it investigates the relatedness of the different variables surveyed in the study.

The design followed was chosen for a number of good reasons the researcher believes in based on studies in the literature: 1) The study is realistic and in need have concrete data. 2) It is descriptive and analytical of data gathered on the ground. 3) The data have been randomly chosen without bias and are representative according to the population size studies (See figure 3.2).

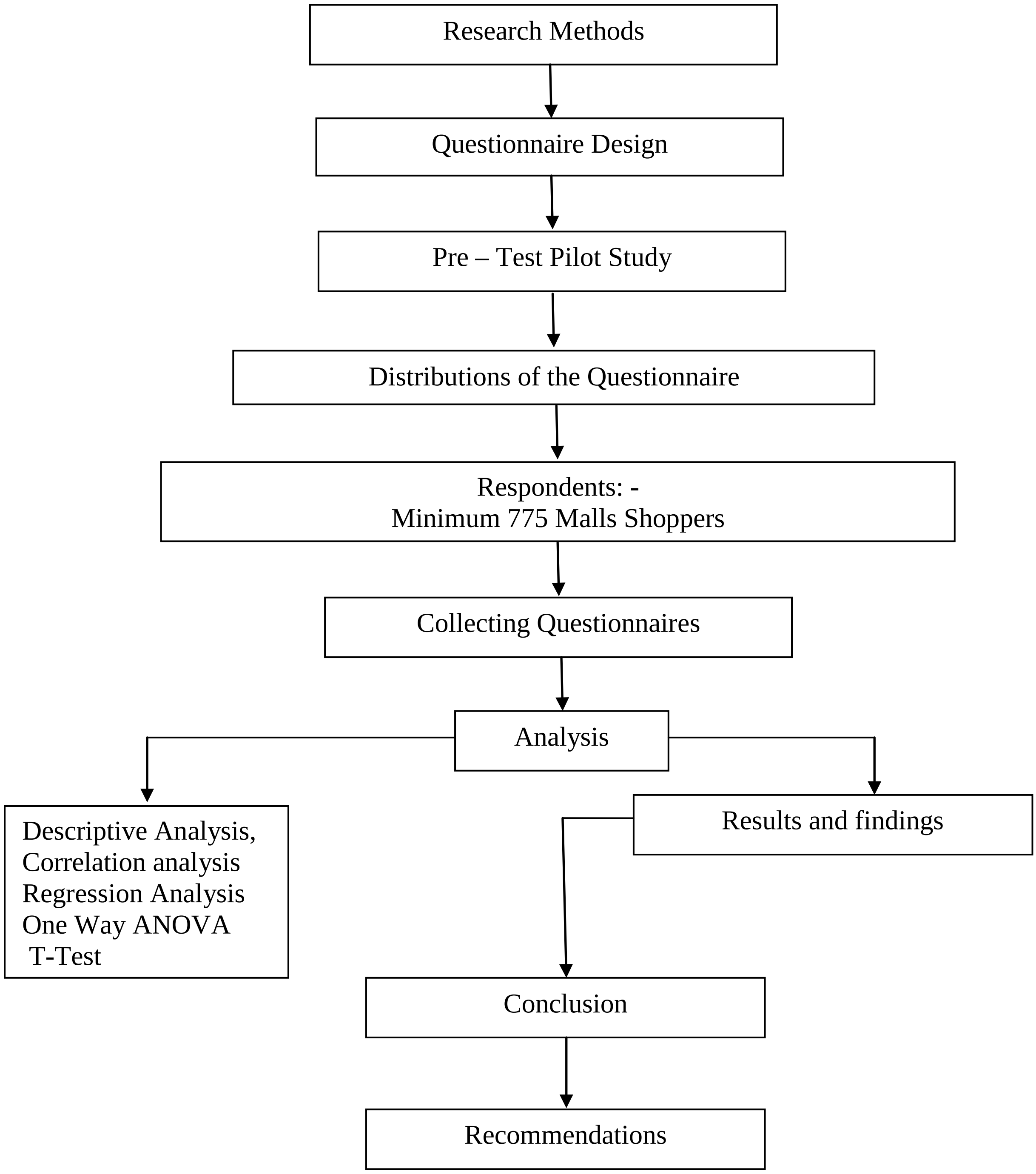

Figure 3.2: Research Design

3.4 Sampling Method

The population of this study comprised all Jordanian shoppers that visit shopping malls and have the willingness, ability and tendency to do shopping there.

Choosing a sample that is suitable to the nature of the study and its variables leads to achieving representative results that properly match the population of the study. Hence, the researcher has chosen the convenient sampling method to select the sample from the population. The convenient way of sampling is non-probability sampling design used for gathering data from individuals used to collect data from a sample which the research can easily be gathered. This method of sampling is one of the best methods in accessing information quickly and at a low cost (Sekaran, 2003). Accordingly, the researcher observed the flow of shoppers coming to malls at different times of the day to achieve a better representation of the population. In the same vein, the researcher concentrated on the peak time when most shoppers tend to make shopping after they finish their work. The researcher observed that shoppers crowd into malls in the evening.

The method used for conducting the present study was questionnaire survey-based. The researcher while preparing the questionnaire depended on many attractiveness factors to shopping malls that are adapted by (Lysonski et al., 1996; Arnold & Reynolds, 2003; Rohm & Swaminathan, 2004; Jamal et al., 2006; Ahmed et al., 2007; Ting, 2009; Anuradha & Manohar, 2011). This questionnaire was distributed in Arabic language because most of malls' visitors are Arab. Then, the English version of the questionnaire has been prepared to explicate the method adapted in the current work and facilitate analyzing the theoretical data of the study. To calculate the size of the data of the study, the researcher has been provided by the decision makers and managers of the selected malls to be studied with relevant and sufficient information. The latter include the numbers of the shoppers, who visit such malls. Then, the total number of shoppers has been compared with Sekaran table. Moreover, a number of (900) copies of the set questionnaire has been distributed to the shoppers of the selected malls. Only (775) copies have been received and are fit for the analysis.

The sample consisted of (775) shoppers who visit malls frequently. The chosen malls represent the biggest four malls in Jordan. The first two malls were in the capital of Jordan Amman Mecca Mall (320 shoppers) and Mukhtar Mall (210 shoppers), the third mall Sameh Mall (155 shoppers) in Zarqa in the middle of Jordan and the fourth was Arabella Mall (90 shoppers) at Irbid in the north of Jordan. The following tables and charts show the distributions of the sample according to the study variables: (see Table, 3.1)

Table 3.1: Distributing of the sample size a according to the malls

Malls	Number of Shoppers (population)	Sample size
Mecca	32.000	320
Mukhtar	21.000	210
Sameh	15.500	155
Arabella	9.000	90
Total	77.500	775

3.5 Primary and Secondary Data Collection

Secondary data refers to the data that have gathered from the Journal articles, previous studies, and related books. While the primary data based on the quantitative data collected from the adopted questionnaire that consisted of two main parts. The first section addressed the personal information that included: gender, age, marital status, household size, education level, occupation, gross monthly household income, weekly expenditure in the malls. On the other hand, the second part addressed the eight attractiveness factors and its effects on the shoppers' satisfaction. The eight attractiveness factors are location, entertainment, facilities and services, aesthetic, price, promotion, diversity, and quality.

3.6 Demographic Variables for Shoppers

3.6.1 Gender:

The subjects of the sample study were distributed according to the gender variable as shown in Table 3.2

Table 3.2: Frequencies and percentages for the gender

Gender	Frequencies	Percentages
Male	353	45.55%
Female	422	54.45%
Total	**775**	**100.00%**

Table 3.2 shows that frequency of (male) was (353) with percentage (45.55%), while frequency of (female) was (422) with percentage (54.45%).

3.6.2 Age:

The subjects of the sample study were distributed according to the age group variable as shown in Table 3.3

Table 3.3: Frequencies and percentages for the age

Age group	Frequencies	Percentages
16-25	227	29.29%
26 -35	185	23.87%
36 -45	213	27.48%
46 -55	112	14.45%
>56	38	4.90%
Total	**775**	**100.00%**

Table 3.3 shows that frequency of age group (16-25) was (227) with percentage (29.29%), age group (26 -35) was (185) with percentage (23.87%), age group (36 -45) was (213) with percentage (27.48%), age group (46 -55) was (112) with percentage (14.45%), while frequency of age group (>56) was (38) with percentage (4.90%).

3.6.3 Marital status:

The subjects of the sample study were distributed according to the marital status variable as shown in Table 3.4

Table 3.4: Frequencies and percentages for the marital status

Marital Status	**Frequencies**	**Percentages**
Single	342	44.13%
Married	391	50.45%
Divorced	27	3.48%
widow	15	1.94%
Total	**775**	**100.00%**

Table 3.4 shows that frequency of marital status (Single) was (342) with percentage (44.13%), marital status (Married) was (391) with percentage (50.45%), marital status (Divorced) was (27) with percentage (3.48%), while frequency of marital status (widow) was (15) with percentage (1.94%).

3.6.4 Household size:

The subjects of the sample study were distributed according to the household size variable as shown in Table 3.5

Table 3.5: Frequencies and percentages for the household size

Household Size	Frequencies	Percentages
1- 2	97	12.52%
3 - 4	204	26.32%
5 - 6	285	36.77%
7 - 8	137	17.68%
>9	52	6.71%
Total	**775**	**100.00%**

Table 3.5 shows that frequency of household size (1-2) was (97) with percentage (12.52%), household size (3-4) was (204) with percentage (26.32%), household size (5-6) was (285) with percentage (36.77%), household size (7-8) was (137) with percentage (17.68%), while frequency of household size (>9) was (52) with percentage (6.71%).

3.6.5 Education level:

The subjects of the sample study were distributed according to the education level variable as shown in Table 3.6

Table 3.6: Frequencies and percentages for the education level

Education Level	Frequencies	Percentages
Secondary School or below	137	17.68%
Diploma	176	22.71%
BA	345	44.52%
Master	78	10.06%
PhD	39	5.03%
Total	**775**	**100.00%**

Table 3.6 shows that frequency of education level (Secondary School or below) was (137) with percentage (17.68%), education level (Diploma) was (176) with percentage (22.71%), education level (BA) was (345) with percentage (44.52%), education level (Master) was (78) with percentage (10.06%), while frequency of education level (PhD) was (39) with percentage (5.03%).

3.6.6 Occupation:

The subjects of the sample study were distributed according to the occupation variable as shown in Table, 3.7

Table 3.7: Frequencies and percentages for the occupations

Occupations	Frequencies	Percentages
Own business	102	13.16%
Private	339	43.74%
Government	207	26.71%
Others	127	16.39%
Total	**775**	**100.00%**

Table 3.7 shows that frequency of occupation (Own business) was (102) with percentage (13.16%), (Private occupation) was (339) with percentage (43.74%), (Government occupation) was (207) with percentage (26.71%), while frequency of (Other occupations) was (127) with percentage (16.39%).

3.6.7 Gross monthly household income:

The subjects of the sample study were distributed according to the gross monthly household income variable as shown in Table, 3.8

Table 3.8: Frequencies and percentages for the gross monthly household income

Gross Monthly Household Income	Frequencies	Percentages
Less than JD 300	77	9.94%
JD 300 - 599	314	40.52%
JD 600 -899	151	19.48%
JD 900 - 1199	105	13.55%
Greater than JD1200	128	16.52%
Total	**775**	**100.00%**

Table 3.8 shows that frequency of gross monthly household income (Less than JD 300) was (77) with percentage (9.94%), gross monthly household income (JD 300 - 599) was (314) with percentage (40.52%), gross monthly household income (JD 600 -899) was (151) with percentage (19.48%), gross monthly household income (JD 900 - 1199) was (128) with percentage (13.55%), while frequency of gross monthly household income (Greater than JD1200) was (128) with percentage (16.52%).

3.6.8 Weekly expenditure in the malls:

The subjects of the sample study were distributed according to the weekly expenditure in the malls variable as shown in Table 3.9

Table 3.9: Frequencies and percentages for the weekly expenditure in the malls

Weekly Expenditure in the Malls	Frequencies	Percentages
Less than JD 50	445	57.42%
JD 50 - 99	239	30.84%
JD100-199	65	8.39%
Greater than JD 200	26	3.35%
Total	**775**	**100.00%**

Table 3.9 shows that frequency of weekly expenditure in the malls (Less than JD 50) was (445) with percentage (57.42%), weekly expenditure in the malls (JD 50 - 99) was (239) with percentage (30.84%), weekly expenditure in the malls (JD100-199) was (65) with percentage (8.39%), while frequency of weekly expenditure in the malls (Grater than JD 200) was (26) with percentage (3.35%).

3.7 Population of the study

The population of this study comprised all Jordanian shoppers, who have the will, ability and time to buy from the malls, as represented by the capital of Jordan Amman, in addition to Zarqa, and Irbid. These areas were selected because they have the largest number of shopping malls in Jordan due to their high density of population. The sample has been selected from different malls in the above-mentioned cities such as Amman (i.e., Mecca mall, Mukhtar mall), Irbid (i.e., Arabella mall) and Zarqa (i.e., Sameh mall).

3.8 Instrumentation

The purpose of this research is to study the relationship between the attractiveness factors and shopper's satisfaction in the Jordanian malls. Thus, a questionnaire set was prepared that covered the following items:

1. The first page is the cover letter of the study including the purpose of the study.
2. Section A: it show cases informative questions about the background of the respondent; hence it is entitled "Respondent's background information".
3. Section B: This section highlights questions that address the relationship between the attractiveness factors and shoppers' satisfaction. Accordingly,

this section is entitled "Questions addressing the attractiveness factors and shoppers satisfaction".

The preparation and development of the questionnaire design, scale-items layout and wordings were prepared in accordance with the suggestions offered by Hair *et al.* (2000), Cohen *et al*. (2000) and Sekaran (2003). Following such a layout will help test the validity of the questionnaire as well as it's the reliability. Based on Sekaran (2003) the questionnaire design should concentrate on three main issues:

1. The first issue is wording.
2. The second issue is planning of how variables can be categorized, scaled and coded.
3. The third issue is the general appearance of the questionnaire.

3.9 Measurements and Instrumentation

There are eight independent variables and one dependent variable in this research. All variables are subjected to the validity and reliability tests before the main survey was carried out, i.e. a pilot test was performed. The purpose for the pilot study is: 1) to emphasize the validity and reliability of the instruments used in the study, 2) to define the researcher with the related fieldwork, and 3) to anticipation the barriers in the data collection method. Kululanga et al. (1999) claimed that the purposes of the pilot study are: 1) to select the most suitable participants', 2) to examine the understanding of the participants' of the questionnaires prepared, and 3) to know the effectiveness of measuring instrument. Moreover, Cohen et al. (2000) added that there is a need for pilot study to improve the content of the questionnaire, wording, and length that is suitable for the sample being targeted.

3.10 Analysis of Reliability of Instruments

The researcher examines the reliability of the questionnaire through Cronbach's alpha so as to ensure the reliability of respondent's answers to all statements. Analysis of reliability of the instrument related to how the items in the questionnaire are linked among themselves and one of the most famous methods suggested by Churchill (1979) is the internal harmony method. It requires only one measurement in the administration for the instrument. It represents the consistency of the items of the measure that tap the construct (Sekaran, 2003). Furthermore, it provides the essential probable reliability of the instruments (Nunnally, 1978). This is done by the alpha (μ) coefficient value, more determination; Cronbach's alpha (μ) value is sufficient to pinpoint the reliability of the constructs (Zikmund, 2000; Sekaran, 2003).

Before conducting the questionnaire in its final form, a pilot study was accomplished by the researcher on a sample of 50 shoppers. Internal reliability was measured in accordance with Cronbach's alpha (μ).

The reliability coefficients ranged between (0.85 – 0.93) for the domains, (0.94) for the whole questionnaire. The result of the pilot study is summarised in (table, 3.10)

Table 3.10: Reliability Level of Instruments – During Pilot Study

Domains	Items	Cronbach Alpha
Location	8	0.88
Entertainment	7	0.86
Facilities and services	10	0.90
Aesthetic	8	0.87
Price	5	0.85
Promotion	5	0.89
Diversity	5	0.93
Quality	5	0.90
Total	**53**	**0.94**

3.11 Analysis of Validity of Instruments

The validation of the instruments was carried out by using face validity. The face validity of the instrument is to examine what it is designed for. The face validity was conducted by seeking the opinion of the experts in the field to validate and prove the questionnaires adapted. The researcher asked for expert thoughts by sending the questionnaire of the study, after explaining its objectives, for their recommendation. The experts involved in this procedure included eight professional referees. The process of adapting the questionnaire has gone through a set of procedures. The original questionnaire consisted of 62 items distributed into seven domains (See Appendix A). As far as the questionnaire of the present work, it is not a true copy of the previous questionnaires done in this regard. However, it involves some modifications to some of the items, which can be in the form of addition or deletion of some of the items. Then, the modified version of the questionnaire has been sent to eight professors of marketing, management and tourism marketing to give their opinions on the changes by the researcher and/or add their own changes. Some of the latter changes involve separating price from promotion in domain five, and diversity from quality in domain six and put each one of them into two different domains, respectively. As a result, the final version of the questionnaire consisted of 57 items distributed to nine domains (See Table, 3.11).

Table 3.11: Questionnaire Referees

number	Name of referees	Scientific position	Place of work	country
1	Rae'f Tawfig	Prof. In Marketing	Yarmouk Uni.	Jordan
2	Jamal Abu Dolleh	Associate. In Management	Yarmouk Uni.	Jordan
3	Mahmoud al kelani	Associate. In Marketing	Yarmouk Uni.	Jordan
4	Mamoun Akroush	Associate. In Marketing	Germany Uni.	Jordan
5	Mohammad Nser	Associate. In Management	Newyourk Uni.	Jordan
6	Mohammad abudat	Prof. In Marketing.	Jordan Uni.	Jordan
7	Akrum Rawashdeh	Associate. In tourism Marketing	Yarmouk Uni.	Jordan
8	Salem Harahsheh	Assistant. In tourism Marketing	Yarmouk Uni.	Jordan

3.12 Data Collection

To achieve the study goals, the researcher prepared and designed a questionnaire for data collection. The data gathered from the target subjects personally by the researcher were used to explain the impact of the attractiveness factors on shoppers’ satisfaction in the Jordanian shopping malls. The researcher chose three cities which are, the capital of Jordan Amman, Zarqa and Irbid because they are a big city in Jordan, in addition, these cities contains a large population which they represent, and social strata which they are located, and then was selected four malls distinctive in these cities which are: Mecca Mall, Mukhtar Mall, Sameh Mall and Arabella Mall. Three hundred sixty eight questionnaires were distributed in Mecca Mall of which forty eight were considered invalid and three hundred and twenty were collected back and considered sample representative of Mecca Mall. (See Table, 3.12).

Table 3.12: Sample size for malls

Malls	Number of shoppers (Population)	Sample size	Number of distributed questionnaires	Number of invalid questionnaires
Mecca	32.000	320	368	48
Mukhtar	21.000	210	233	23
Sameh	15.500	155	192	37
Arabella	9.000	90	107	17
Total	77.500	775	900	125

Through designing and developing the questionnaire, double-barrelled, vague wording, jargon, ambiguous items, double-negative words, and technical terms were avoided. Care was taken in light of the foregoing to make sure that the respondents understood the question items without ambiguity or confusion (Sekaran, 2003). The questionnaire consisted of (57) items distributed on (9) domains and the questionnaire set was prepared to cover the following domains:

1. Location: items (1-8), Adapted from (Ahmed et al., 2007; Ting, 2009; Anuradha & Manohar, 2011).
2. Entertainment: items (9-15), Adapted from (Arnold & Reynolds, 2003; Jamal et al., 2006 and Ahmed et al., 2007).
3. Facilities and Services: items (16-25). Adapted from (Ahmed et al., 2007; Ting, 2009 and Anuradha & Manohar, 2011).
4. Aesthetic: items (26-33), Adapted from (Ahmed et al., 2007; Anuradha & Manohar, 2011).
5. Price: items (34-38), Adapted from (Rohm & Swaminathan, 2004 and Ting, 2009).
6. Promotion: items (39-43), Adapted from (Arnold & Reynolds, 2003 and Ting, 2009).
7. Diversity: items (44-48), Adapted from (Jamal et al., 2006 and Anuradha & Manohar, 2011).
8. Quality: items (49-53), Adapted from (Lysonski et al., 1996 and Anuradha & Manohar, 2011).
9. Shopper's satisfaction: items (54-57), Adapted from (Ting, 2009).

The study employed a five-point scale to measure the perceptions of the respondents to the impact of the attractiveness factors on shoppers' satisfaction in the

Jordanian shopping malls, where, 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, and 5 =strongly agree

3.13 Method of Data Analysis

Statistical Package for the Social Sciences software (SPSS) of the version 17.0 was used in order to test the previously set research questions of the present research. The data were analysed following the six ways: (1) descriptive statistics, which embeds measuring the Means, Standard Deviation and Frequency; (2) Pearson Coefficient Correlation; (3) Stepwise Linear Regression; (4) T test; (5) One way-ANOVA; and (6) Scheffe' Test.

3.13.1 Descriptive Statistics

Descriptive statistics such as the mean score, standard deviation and frequencies. As far as the descriptive analysis is concerned, it has been used to present the raw data in a way that it is easy to be understood and interpreted. Besides, it helps describe the responses of subjects of the sample. In addition, the researcher has used the means and standard deviations to show the degree of the responses of the subjects in relation to the distributed questionnaire.

3.13.2 Pearson Coefficient Correlation

With respect to Pearson's correlation coefficient, it has been used to determine the existence of a relationship between a variable and other variables. In this study, a correlation test has been conducted to meet the two objective of this study. The latter are exemplified by examining the relationship between the variables of the study and findings arrived with respect to the relationships between attractiveness factors and shoppers' satisfaction in the selected Jordanian malls. To state it clearly, the present study has used the Pearson correlation coefficients to measure the effect of factors, such as the following: (location, entertainment, facilities and services, aesthetic, price, promotion, diversity and quality) on customers' satisfaction. Such a way of analysis helps trace the mutual influence of variables on one another.

3.13.3 Stepwise Linear Regression

As for regression analysis, it has been used to explore the relationship between a dependent variable and a number of independent variables. In this study, the Linear Regression has been calculated to determine the effect of each of the following factors: location, entertainment, facilities and services, aesthetic, price, promotion, diversity, and quality on shoppers' willingness to visit the malls. The beta coefficients have also been utilized to provide a useful comparison about the relative importance of the attractiveness factors. Results have revealed that the factor of entertainment has the highest impact on consumers' satisfaction towards the mall with a linear regression that is equal to ($\beta = .504$).

3.13.4 T test

Concerning the T-test, it is used to specify the statistical significance of the responses of the subjects that consist of only two levels, for instance, of males and females. In this study, such a test has been used to confirm the existence of significant differences between the means obtained from the gender-based responses of the subjects. Results have shown that the female respondents were higher than males with respect to the following factors: Entertainment, Facilities and services.

3.13.5 One way- ANOVA

With respect to the analysis of one-way ANOVA, it is usually used in analyzing the variance to show the statistical significance of the differences in subjects' responses. Usually such a method is used when there is a variable that has more than two categories or levels, such as that of Age, Income, Education level, and Household Size. In this regard, it has been noticed that there are differences among the means of the subjects' responses according to their age criterion.

3.13.6 Scheffe' Test

As for Scheffe's test, it is used to determine the sources of differences when the test of variance analysis confirms the existence of statistically significant differences in subjects' responses. As for the present study, it has been noticed that there are significant differences among the means obtained from the subjects' responses towards shoppers' educational level at all domains, except for (Aesthetic) domain. To determine the sources of these differences, Scheffe' test was used.

3.14 Summary

The objectives of this chapter were to describe the research methodology used in this study. It also illustrates the statistical techniques used to analyze quantitative data. Next chapter will present the results analysis and findings.

CHAPTER FOUR
RESULTS ANALYSIS AND FINDINGS

4.1 Introduction

This chapter begins by describing the results of the descriptive statistics which will then be followed by answering the study questions posed in the questionnaire. Data will be analyzed through description analysis (means and standard deviation), frequencies, Pearson Coefficient Correlation, Stepwise Linear Regression, T test, One way- ANOVA, and Scheffe' test.

4.2 The factors make shopping malls in Jordan attractive to shoppers

To answer that, descriptive statistics (means and standard deviations) for the domains of attractions of shoppers in the Jordanian malls were computed. The results were shown in Table 4.1

Table 4.1: Description the domains of attraction shoppers to the Jordanian malls arranged in descending order

Domains of Attraction	Mean*	SD	Ranking
Entertainment	4.30	.67	1
Facilities and services	4.28	.67	2
Location	4.00	.59	3
Aesthetic	3.98	.56	4
Price	3.81	.70	5
Quality	3.80	.68	6
Diversity	3.32	.62	7
Promotion	3.08	.75	8
Total	3.83	.44	-

* Out of (5).

Table 4.1 shows that the mean of the “Location” domain is (4.00) standard deviation (0.59), the mean of the "Entertainment" domain is (4.30) and standard deviation (0.67), the mean of the "Facilities and services" domain (4.28) standard deviation (0.67). As shown in the table above, the mean of the "Promotion" domain is (3.08) standard deviation (0.75). The whole attractions mean perceived by the shoppers was (3.83) standard deviation (0.44).

4.2.1 Location

Descriptive statistics (means and standard deviations) of the shoppers' responses in the Jordanian malls to this domain items were worked out. The results are shown in Table 4.2

Table 4.2: Description the Location attraction domain for shoppers arranged in descending order

No.	Items	Mean*	S.D
6	I intend to keep frequenting a shopping mall that has attractive location.	4.57	1.03
3	I visit a shopping mall that is easy to get to.	4.49	1.00
2	I prefer a shopping mall to be near other public places such as parks, cafes, restaurants.	4.24	1.16
8	I like visiting a shopping mall which is located near my workplace.	4.12	1.11
4	I like visiting a shopping mall that is close to other shopping centres.	4.04	1.09
1	I like a shopping mall to be located near my house.	4.02	1.28
7	I always go to the same shopping mall even if it is far away.	3.56	1.19
5	I need more than one means of transportation to reach the nearest shopping mall.	3.00	1.29
Total Domain		4.00	.59

* Out of (5).

Table 4.2 shows that means range between (3.00 – 4.57), being the mean of item number 6 "*I intend to keep frequenting a shopping mall that has an attractive location*" ranked firstly with mean (4.57) and standard deviation (1.03), item number 3 " *I visit a shopping mall that is easy to get to*" ranked secondly with mean (4.49) standard deviation (1.00), item number 5 " *I need more than one means of transportation to reach the nearest shopping mall*" ranked finally with mean (3.00) standard deviation (0.59). The whole attractions mean perceived by the shoppers on this domain was (4.00) standard deviation (0.59).

4.2.2 Entertainment

Descriptive statistics (means and standard deviations) of the perceptive shoppers in the Jordanian malls of this domain items were calculated. The results are shown in Table 4.3

Table 4.3: Description the Entertainment attraction domain of shoppers to the Jordanian malls arranged in descending order

No.	Items	Mean*	S.D
15	Entertainment activities give me more excitement that makes me stay longer.	4.60	1.18
14	Entertainment places make me visit a shopping mall more than once.	4.49	1.12
12	I prefer a shopping mall with youth areas such as cinema, gym, and the like.	4.45	1.29
13	Going shopping is one of the enjoyable activities of my life.	4.41	1.24
11	I visit a shopping mall that has playing space for kids.	4.23	1.31
10	I visit the mall to break the daily routine of my life.	4.07	1.28
9	When I am bored or stressed, the mall is a good place to go.	3.83	1.39
Total Domain		4.30	0.67

* Out of (5).

Table 4.3 shows that means range between (3.83 – 4.60), being the mean of item number 15 " *Entertainment activities give me more excitement that makes me stay longer* " ranked first with mean (4.60) and standard deviation (1.18), item number 14 " *Entertainment places make me visit shopping a mall more than once* " ranked second with mean (4.49) standard deviation (1.12), item number 9 " *When I am bored or stressed, the mall is a good place to go*" ranked finally with mean (3.83) standard deviation (1.39). The whole attractions mean perceived by the shoppers on this domain was (4.30) standard deviation (0.67).

4.2.3 Facilities and services

Descriptive statistics (means and standard deviations) of the shoppers' responses in the Jordanian malls to this domain items were calculated. The results were shown in Table 4.4

Table 4.4: Description of the facilities and services of attraction domain of shoppers in the Jordanian malls arranged in descending order

No.	Items	Mean*	S.D
16	I visit the mall because parking is easily available.	4.57	0.78
21	I prefer a shopping mall with electric lifts, escalators, and banks with ATM services.	4.45	0.81
19	I prefer a shopping mall to be air- conditioned properly.	4.41	0.87
22	I prefer a shopping mall with a worshipping place.	4.37	0.91
20	I prefer all kinds of easy shopping like many cashiers and less crowded places.	4.34	0.87
25	I prefer a shopping mall with a variety of restaurants that have comfortable dining halls.	4.30	0.99
17	When the employees are kind and helpful, I visit the shopping mall again.	4.29	0.88
18	I prefer a shopping mall in which security is of high priority.	4.11	0.98
24	I prefer visiting a shopping mall with branches for famous companies such as telecommunications companies.	4.07	1.02
23	I prefer a shopping mall with fully-equipped and clean rest rooms.	3.90	1.14
Total Domain		4.28	0.67

* Out of (5).

Table 4.4 shows that means range between (3.90 – 4.57), being the mean of item number 16 " *I visit the mall because parking is easily available* " ranked first with mean (4.57) and standard deviation (0.78), item number 21 " *I prefer a shopping mall with electric lifts, escalators, and banks with ATM services*" ranked second with mean (4.45) standard deviation (0.81), item number 23 " I prefer a shopping mall with fully-equipped and clean rest rooms " ranked finally with mean (3.90) and standard deviation (1.14). The whole attractions mean perceived by the shoppers on this domain was (4.28) standard deviation (0.67).

4.2.4 Aesthetic

Descriptive statistics (means and standard deviations) of the shoppers' responses in the Jordanian malls to this domain items were calculated. The results are shown in Table 4.5

Table 4.5: Description of the Aesthetic of attraction domain of shoppers in the Jordanian malls arranged in descending order

No.	Items	Mean*	S.D
26	The shopping mall layout makes it easy for me to find what I need.	4.27	0.76
33	I am usually in a good mood when I am in a nice mall.	4.19	0.80
28	The environment (i.e. lighting and decoration) in the malls attracts my attention.	4.08	0.84
32	The merchandise display in a shopping mall attracts me.	4.07	0.82
29	Mall architecture design encourages me to visit it frequently.	3.96	0.91
30	Environment and interior design encourage me to stay longer in the mall.	3.92	0.93
27	The bright colors in the mall motivate me to visit.	3.78	0.99
31	The background music motivates my shopping activity.	3.53	1.20
Total Domain		3.98	0.62

* Out of (5).

Table 4.5 shows that means range between (3.53 – 4.27), being the mean of item number 26 " *The shopping mall layout makes it easy for me to find what I need* " ranked first with mean (4.27) and standard deviation (0.76), item number 33 " *I am usually in a good mood when I am in a nice mall* " ranked second with mean (4.19) standard deviation (0.80), item number 31" *The background music attracts my shopping activity* " ranked finally with mean (3.53) standard deviation (1.20). The whole attractions mean perceived by the shoppers on this domain was (3.98) standard deviation (0.62).

4.2.5 Price

Descriptive statistics (means and standard deviations) of the shoppers' responses in the Jordanian malls to this domain items were calculated. The results are shown in Table 4.6

Table 4.6: Description of the Price attraction domain of shoppers in the Jordanian malls arranged in descending order

No.	Items	Mean*	S.D
34	I prefer a shopping mall which has overall lower prices than its competitors.	4.12	0.98
36	I am careful about how much I spend in a mall.	3.97	0.99
35	I have chosen shopping in this mall because the prices are reasonable.	3.93	1.00
37	I visit more than one shopping mall to take advantage of low prices.	3.71	1.12
38	I am not willing to make extra effort to find low prices.	3.34	1.17
Total Domain		3.81	0.70

* Out of (5).

Table 4.6 shows that means range between (3.34 – 4.12), being the mean of item number 34 " *I prefer a shopping mall which has overall lower prices than its competitors* " ranked first with mean (4.12) and standard deviation (0.98), item number 36 " *I am careful about how much I spend in a mall* " ranked second with mean (3.97) standard deviation (0.99), item number 38 " *I am not willing to make extra effort to find low prices* " ranked finally with mean (3.34) standard deviation (1.17). The whole attractions mean perceived by the shoppers on this domain was (3.81) standard deviation (0.70).

4.2.6 Promotion

Descriptive statistics (means and standard deviations) of the shoppers' responses in the Jordanian malls to this domain items were calculated. The results are shown in Table 4.7

Table 4.7: Description of the Promotion attraction domain of shoppers in the Jordanian malls arranged in descending order

No.	Items	Mean*	S.D
39	I like visiting a shopping mall that always has discounts and offers.	3.31	0.96
40	A mall that advertises for promotion using media attracts me to visit.	3.10	0.94
43	I enjoy buying products with a free gift.	3.09	1.03
41	I am attracted to shopping malls that always use promotion samples.	3.01	0.98

42	I visit a shopping mall that always organizes special events (e.g., lucky draw, festival, show).	2.82	1.12
Total Domain		3.08	0.75

* Out of (5).

Table 4.7 shows that means range between (2.82 – 3.31), being the mean of item number 39 " *I like visit a shopping mall that always offers discounts and offers* " ranked first with mean (3.31) and standard deviation (0.96), item number 40 " *A mall that advertises for promotion using media attracts me to visit* " ranked second with mean (3.10) standard deviation (0.94), item number 42 " *I visit a shopping mall that always organizes special events (e.g., lucky draw, festival, show)*" ranked finally with mean (2.82) standard deviation (1.12). The whole attractions mean perceived by the shoppers on this domain was (3.08) standard deviation (0.75).

4.2.7 Diversity

Descriptive statistics (means and standard deviations) of the shoppers' responses in the Jordanian malls to this domain items were calculated. The results are shown in (Table 4.8).

Table 4.8: Description of the Diversity attraction domain of shoppers in the Jordanian malls arranged in descending order

No.	Items	Mean*	S.D
44	Diversity in stores and products encourage me to visit the shopping mall more frequently.	3.44	0.82
48	Variety stores and products spoil me for choice.	3.40	0.77
45	Diversity of products increases my desire to stay longer for shopping at the mall.	3.30	0.86
46	When I don't find what I need here, I go shopping somewhere else.	3.24	0.92
47	Diversity of products attracts me to visit shopping malls with my family.	3.19	0.98
Total Domain		3.32	0.62

* Out of (5).

Table 4.8 shows that means range between (3.19 – 3.44), being the mean of item number 44 " *Diversity in stores and products encourage me to visit the* *shopping mall more frequently* " ranked first with mean (3.44) and standard deviation (0.82), item number 48 " *Variety stores and products spoil me for choice* " ranked second with mean (3.40) and standard deviation (0.77), item number 47 " *Diversity of products attracts me to visit shopping malls with my family* " ranked finally with mean (3.19) standard deviation (0.98). The whole attractions mean perceived by the shoppers on this domain was (3.32) with standard deviation of (0.62).

4.2.8 Quality

Descriptive statistics (means and standard deviations) of the shoppers' responses in the Jordanian malls to this domain items were computed. The results are shown in Table 4.9

Table 4.9: Description of the Quality attraction domain of shoppers to the Jordanian malls arranged in descending order

No.	Items	Mean*	S.D
50	Getting very good quality goods is very important to me.	4.28	0.78
51	I usually try to buy the best and newly-updated product.	4.11	0.87
49	I have favorite brands I buy over and over.	3.96	1.02
53	I always prefer buying the quality products even if the price is high.	3.47	1.17
52	For me, the higher the price of the product, the better quality it has.	3.19	1.25
Total Domain		3.80	0.68

* Out of (5).

Table 4.9 shows that means range between (3.19 – 4.28), being the mean of item number 50 "*Getting very good quality goods is very important to me* " ranked first with mean (4.28) and standard deviation (0.78), item number 51 " *I usually try to buy the best and newly-updated product* " ranked second with mean (4.11) standard deviation (0.87), item number 52 " *For me, the higher the price of the* *product, the better quality it has*" ranked finally with mean (3.19) and standard deviation (1.25). The whole attractions mean perceived by the shoppers on this domain was (3.80) standard deviation (0.68).

4.2.9 The Overall Satisfaction

Descriptive statistics (means and standard deviations) of the shoppers' responses in the Jordanian malls of the overall satisfaction items were calculated. The results are shown in Table 4.10

Table 4.10: Description of the overall satisfaction of shoppers with the Jordanian malls arranged in descending order

No.	Items	Mean*	S.D
56	I will frequently visit the mall after this experience.	3.94	0.85
57	I have made the right decision when I chose to come shopping here.	3.89	0.90
54	I have felt satisfied and gratified after visiting the mall.	3.79	0.92
55	I do not intend to go to another mall as long as I find what I need here.	3.61	1.10
Total Domain		3.81	0.74

* Out of (5).

Table 4.10 shows that means range between (3.61 – 3.94), being the mean of item number 56 " *I will frequently visit the mall after this experience* " ranked first with mean (3.94) and standard deviation (0.85), item number 57 " I *have made the right decision when I chose to come shopping here* " ranked second with mean (3.89) standard deviation (0.90), item number 55 " *I do not intend to go to another mall as long as I find what I need here* " ranked finally with mean (3.61) standard deviation (1.10). The whole attractions mean perceived by the shoppers was (3.81) with a standard deviation (0.74).

4.3 The relationship between attractiveness factors and shopper's satisfaction in the Jordanian malls

The researcher computed the correlation between the factors (Location, Entertainment, Facilities and services, Aesthetic, Price, Promotion, Diversity, and Quality) and shopper's satisfaction in the Jordanian malls, as shown in Table 4.11

Table 4.11: coefficients correlation values for each the attractiveness factors and shopper's satisfaction in the Jordanian malls.

Domains	Statistics	Location	Entertainment	Facilities and services	Aesthetic	Price	promotion	Diversity	Quality	Overall satisfaction
Location	**R**	1.000	.353	.424	.321	.170	.289	.230	.260	.255
	Sig.	.	.000*	.000*	.000*	.000*	.000*	.000*	.000*	.000*
Entertainment	**R**		1.000	.440	.545	.185	.298	.369	.357	.664
	Sig.		.	.000*	.000*	.000*	.000*	.000*	.000*	.000*
Facilities and services	**R**			1.000	.498	.295	.372	.435	.417	.333
	Sig.			.	.000*	.000*	.000*	.000*	.000*	.000*
Aesthetic	**R**				1.000	.320	.431	.489	.430	.534
	Sig.				.	.000*	.000*	.000*	.000*	.000*
Price	**R**					1.000	.489	.315	.147	.526
	Sig.					.	.000*	.000*	.000*	.000*
promotion	**R**						1.000	.371	.229	.252
	Sig.						.	.000*	.000*	.000*
Diversity	**R**							1.000	.393	.303
	Sig.							.	.000*	.000*
Quality	**R**								1.000	.362
	Sig.								.	.000*
Overall satisfaction	**R**									1.000
	Sig.									.

* (Significant at $\mu \leq 0.05$) level (2-tailed).

Table 4.11 shows that there are significant positive correlations between all the factors (Location, Entertainment, Facilities and Services, Aesthetic, Price, Promotion, Diversity, and Quality) and shoppers' satisfaction in the Jordanian malls.

The result of correlation analysis shows that there are statistically significant positive correlation with shopper's satisfaction such as entertainment factor that have a significant positive correlation with all attractiveness factors. Also, it gained the highest percentage (0.664) among the other attractiveness factors with shoppers' satisfaction. In the same context, the second highest percentage was the aesthetic factor which gained (0.534) while the third factor was the price factor with the percentage of (0.526). The other factors were approximate with each other. Furthermore, all the attractiveness factors have a strong a significant positive correlation with shoppers' satisfaction.

4.4 The Most Significant Attractiveness Factors towards Malls

The researcher calculated the models correlations for the factors (Location, Entertainment, Facilities and services, Aesthetic, Price, Promotion, Diversity, and Quality) for the attractions shoppers to the Jordanian malls, as shown in Table 4.13

Table 4.12: The models correlations for the attractiveness factors in malls

Model	R	R Square	Sig.
1	.664	.440	.000*
2	.695	.483	.000*
3	.699	.489	.003*
4	.701	.491	.047*
5	.703	.494	.035*

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

Table 4.12 shows that there are high significant positive correlations between the factors (Entertainment, Facilities and services, Aesthetic, Price, and Quality) in attracting shoppers to the Jordanian malls.

Then the researcher calculated the Stepwise Linear regression to determine the most significant factors: location, entertainment, facilities and services, aesthetic, price, promotion, diversity, and quality in attracting shoppers to the Jordanian malls, as shown in Table 4.13

Table 4.13: Stepwise Linear regression and Coefficients for the attractiveness factors in attraction shoppers to the Jordanian malls

Model	Included Variables	B	t	Sig.
1	**(Constant)**	**1.373**	13.639	.000*
	Entertainment	**.738**	24.663	.000*
2	(Constant)	.561	3.991	.000*
	Entertainment	.589	17.159	.000*
	Aesthetic	.327	7.954	.000*
3	(Constant)	.413	2.772	.006*
	Entertainment	.573	16.539	.000*
	Aesthetic	.289	6.739	.000*
	Quality	.093	2.950	.003*
4	(Constant)	.287	1.777	.046*
	Entertainment	.572	16.547	.000*
	Aesthetic	.267	6.032	.000*
	Quality	.092	2.936	.003*
	Price	.57	1.993	.047*
5	(Constant)	.369	2.228	.026*
	Entertainment	.587	16.672	.000*
	Aesthetic	.289	6.370	.000*
	Quality	.108	3.353	.001*
	Price	.068	2.326	.020*
	Facilities and services	-.075	-2.113	.035*

* Significant at ($\mu \leq 0.05$) level (2-tailed).

Table 4.13 shows that there the most significant factors (Entertainment, Aesthetic, Quality, Price, and Facilities and Services) in attracting shoppers to the Jordanian malls.

4.5 Respondents Demographics Characteristics in the Jordanian Malls

4.5.1 Gender

The researcher computed descriptive statistics (Means, Standard Deviations) for the subjects' responses to what attracts them to the Jordanian malls according to their gender; the results were shown in Table 4.14

Table 4.14: Descriptive Statistics (Means and Standard Deviations) of shoppers' responses for their gender

Domains	Gender	N	Mean	Std. Deviation
Location	Male	353	4.00	.58
	Female	422	3.99	.60
Entertainment	Male	353	4.22	.69
	Female	422	4.36	.64
Facilities and services	Male	353	4.22	.68
	Female	422	4.33	.65
Aesthetic	Male	353	3.96	.55
	Female	422	3.99	.56
Price	Male	353	3.80	.74
	Female	422	3.82	.66
promotion	Male	353	3.07	.74
	Female	422	3.06	.75
Diversity	Male	353	3.37	.59
	Female	422	3.35	.64
Quality	Male	353	3.78	.68
	Female	422	3.84	.68
TOTAL	Male	353	3.80	.44
	Female	422	3.86	.45

Table 4.14 shows that there are significant differences among the means obtained from the subjects' responses of both genders with respect to shoppers'

attraction towards the Jordanian malls. To test the significant of these differences, independent samples (t) test was used as shown in Table 4.15

Table 4.15 (T) test results for the shoppers' responses to their domains of attraction to the Jordanian malls for to their gender

Domains	Gender	Mean	Std. Deviation	df	(t) Value	Sig.
Location	Male	4.00	.58	773	.019	.985
	Female	3.99	.60			
Entertainment	Male	4.22	.69	773	-3.083	.002*
	Female	4.36	.64			
Facilities and services	Male	4.22	.68	773	-2.201	.028*
	Female	4.33	.65			
Aesthetic	Male	3.96	.55	773	-.817	.414
	Female	3.99	.56			
Price	Male	3.80	.74	773	-.407	.684
	Female	3.82	.66			
promotion	Male	3.07	.74	773	.073	.942
	Female	3.06	.75			
Diversity	Male	3.37	.59	773	-1.725	.085
	Female	3.35	.64			
Quality	Male	3.78	.68	773	-1.089	.277
	Female	3.84	.68			
TOTAL	Male	3.80	.44	773	-2.119	.034*
	Female	3.86	.45			

· Significant at (μ = 0.05).

Table 4.15 shows that there are significant differences between the means of the subjects' responses for their attraction shoppers to the Jordanian malls according to their gender at (Entertainment, Facilities and services) domains in favor of females.

4.5.2 Age

The researcher computed descriptive statistics (Means, Standard Deviations) for the subjects' responses for their attraction of shoppers to the Jordanian malls according to their age; the results were shown in Table 4.16

Table 4.16: Descriptive Statistics of shoppers' responses for their age

Domains	Age group	N	Mean	Std. Deviation
Location	16-25	227	3.96	.62
	26 -35	185	4.05	.49
	36 -45	213	4.02	.67
	46 -55	112	3.98	.58
	>56	38	3.97	.41
Entertainment	16-25	227	4.36	.68
	26 -35	185	4.31	.63
	36 -45	213	4.30	.67
	46 -55	112	4.15	.68
	>56	38	4.26	.66
Facilities and Services	16-25	227	4.26	.73
	26 -35	185	4.31	.54
	36 -45	213	4.33	.67
	46 -55	112	4.20	.70
	>56	38	4.18	.69
Aesthetic	16-25	227	4.06	.58
	26 -35	185	4.03	.52
	36 -45	213	3.92	.50
	46 -55	112	3.90	.56
	>56	38	3.78	.79
Price	16-25	227	3.78	.75
	26 -35	185	3.87	.71

	36 -45	213	3.85	.65
	46 -55	112	3.79	.57
	>56	38	3.56	.90
Promotion	16-25	227	3.13	.79
	26 -35	185	3.10	.70
	36 -45	213	3.05	.69
	46 -55	112	2.96	.76
	>56	38	2.87	.89
Diversity	16-25	227	3.33	.61
	26 -35	185	3.32	.63
	36 -45	213	3.36	.64
	46 -55	112	3.26	.60
	>56	38	3.16	.55
Quality	16-25	227	3.84	.70
	26 -35	185	3.80	.66
	36 -45	213	3.87	.64
	46 -55	112	3.67	.74
	>56	38	3.78	.69
TOTAL	16-25	227	3.86	.47
	26 -35	185	3.86	.40
	36 -45	213	3.85	.43
	46 -55	112	3.76	.49
	>56	38	3.71	.43

Table 4.16 shows that, there are observed differences among the means of the subjects' responses showing attraction of shoppers to the Jordanian malls according to their age. To test the significant of these differences, one way-ANOVA test was used as shown in Table 4.17

Table 4.17: One way-ANOVA test results for the shoppers' responses to their attraction domain to the Jordanian malls for their age

Domains	Source of Variance	Sum of Squares	df	Mean Square	F	Sig.
Location	Between Groups	.921	4	.230	.656	.623
	Within Groups	270.432	770	.351		
	Total	271.354	774			
Entertainment	Between Groups	3.193	4	.798	1.794	.128
	Within Groups	342.614	770	.445		
	Total	345.806	774			
Facilities and services	Between Groups	2.027	4	.507	1.143	.335
	Within Groups	341.355	770	.443		
	Total	343.382	774			
Aesthetic	Between Groups	5.270	4	1.317	4.312	.002*
	Within Groups	235.269	770	.306		
	Total	240.539	774			
Price	Between Groups	3.717	4	.929	1.907	.107
	Within Groups	375.274	770	.487		
	Total	378.991	774			
Promotion	Between Groups	3.836	4	.959	1.728	.142
	Within Groups	427.300	770	.555		
	Total	431.136	774			
Diversity	Between Groups	1.622	4	.405	1.062	.374
	Within Groups	293.986	770	.382		
	Total	295.608	774			
Quality	Between Groups	3.146	4	.787	1.701	.148
	Within Groups	356.060	770	.462		
	Total	359.206	774			
TOTAL	Between Groups	1.398	4	.349	1.773	.132
	Within Groups	151.789	770	.197		
	Total	153.187	774			

- Significant at (μ = 0.05).

Table 4.17 shows that there are no significant differences among the means of the subjects' responses for the attraction of shoppers to the Jordanian malls according to their age at all domains, except for (Aesthetic) domain. To determine the sources of these differences, Scheffe' test was used as shown in Table 4.18

Table 4.18: Scheffe' test results for the shoppers' responses to their attraction to the (Aesthetic) domain for their age

Age Group		16-25	26 -35	36 -45	46 -55	>56
	Means	4.06	4.03	3.92	3.90	3.78
16-25	4.06					
26 -35	4.03	0.03				
36 -45	3.92	0.14	0.11			
46 -55	3.90	0.16	0.13	0.02		
>56	3.78	0.28*	0.25*	0.14	0.12	

- Significant at (µ = 0.05).

Table 4.18 shows that there are significant differences between the means of (16-25 and 26 -35) groups age and (>56) group age in favor of (16-25 and 26 -35) groups age.

4.5.3 Marital Status

The researcher computed descriptive statistics (Means, Standard Deviations) for the subjects' responses for the attraction of shoppers to the Jordanian malls according to their marital status; the results were shown in Table 4.19

Table 4.19: Descriptive Statistics of shopper's responses for their marital status.

Domains	Marital Status	N	Mean	Std. Deviation
Location	Single	342	4.04	.58
	Married	391	3.93	.60
	Divorced	27	4.38	.44
	widow	15	4.31	.35
Entertainment	Single	342	4.29	.64
	Married	391	4.27	.68
	Divorced	27	4.86	.74
	widow	15	4.92	.41

Facilities and Services	Single	342	4.26	.70
	Married	391	4.27	.66
	Divorced	27	4.48	.45
	widow	15	4.56	.19
Aesthetic	Single	342	4.00	.55
	Married	391	3.95	.55
	Divorced	27	3.89	.80
	widow	15	4.12	.34
Price	Single	342	3.44	.69
	Married	391	3.96	.69
	Divorced	27	3.81	1.02
	widow	15	3.84	.51
Promotion	Single	342	3.09	.75
	Married	391	3.03	.75
	Divorced	27	3.15	.70
	widow	15	3.33	.35
Diversity	Single	342	3.28	.62
	Married	391	3.35	.61
	Divorced	27	3.26	.71
	widow	15	3.29	.58
Quality	Single	342	3.81	.68
	Married	391	3.79	.69
	Divorced	27	4.00	.67
	widow	15	4.11	.49
TOTAL	Single	342	3.83	.43
	Married	391	3.82	.46
	Divorced	27	3.94	.45
	widow	15	4.11	.28

Table 4.19 show that there are observed differences among the means of the subjects' responses for the attraction of shoppers to the Jordanian malls according to their marital status. To test the significant of these differences, one way-ANOVA test was used as shown in Table 4.20

Table 4.20: One way-ANOVA test results for the subjects' responses for the attraction of shoppers to the Jordanian malls for their marital status

Domains	Source of Variance	Sum of Squares	df	Mean Square	F	Sig.
Location	Between Groups	7.613	3	2.538	7.419	.000*
	Within Groups	263.740	771	.342		
	Total	271.354	774			
Entertainment	Between Groups	6.962	3	2.321	5.281	.001*
	Within Groups	338.844	771	.439		
	Total	345.806	774			
Facilities and services	Between Groups	2.362	3	.787	1.780	.150
	Within Groups	341.020	771	.442		
	Total	343.382	774			
Aesthetic	Between Groups	.974	3	.325	1.045	.372
	Within Groups	239.565	771	.311		
	Total	240.539	774			
Price	Between Groups	4.612	3	1.537	3.166	.024*
	Within Groups	374.379	771	.486		
	Total	378.991	774			
Promotion	Between Groups	1.864	3	.621	1.116	.342
	Within Groups	429.273	771	.557		
	Total	431.136	774			
Diversity	Between Groups	1.175	3	.392	1.026	.381
	Within Groups	294.433	771	.382		
	Total	295.608	774			
Quality	Between Groups	2.423	3	.808	1.745	.156
	Within Groups	356.783	771	.463		
	Total	359.206	774			
TOTAL	Between Groups	1.524	3	.508	2.582	.052
	Within Groups	151.663	771	.197		
	Total	153.187	774			

· Significant at (μ = 0.05).

Table 4.20 shows that there are no significant differences among the means of the subjects' responses for the attraction of shoppers to the Jordanian malls according to their marital status at all domains, except for (Location, Entertainment and Price) domains. To determine the sources of these differences, Scheffe' test was used as shown in Table 4.21

Table 4.21: Scheffe' test results for the subjects' responses to (Location, Entertainment and Price) domains for their marital status

Domains	Marital Status		Single	Married	Divorced	widow
		Means	4.04	3.93	4.38	4.31
Location	Single	4.04				
	Married	3.93	0.11			
	Divorced	4.38	0.34*	0.45*		
	widow	4.31	0.27*	0.38*	0.07	
Domains	**Marital Status**		Single	Married	Divorced	widow
		Means	4.29	4.27	4.86	4.92
Entertainment	Single	4.29				
	Married	4.27	0.02			
	Divorced	4.86	0.57*	0.59*		
	widow	4.92	0.63*	0.65*	0.06	
Domains	**Marital Status**		Single	Married	Divorced	widow
		Means	3.44	3.96	3.78	3.84
Price	Single	3.44				
	Married	3.96	0.52*			
	Divorced	3.81	0.37*	0.15		
	widow	3.84	0.40*	0.12	0.06	

- Significant at (μ = 0.05).

Table 4.21 shows that there are significant differences between the means of (divorced and widow) and (single and married) at location and Entertainment domains in favor of (single and married). There are significant differences between the means of (single) and (married, divorced and widow) at price domain in favor of (married, divorced and widow).

4.5.4 Household Size

The researcher computed descriptive statistics (Means, Standard Deviations) for the subjects' responses for the attraction of shoppers to the Jordanian malls according to shoppers' household size; the results were shown in Table 4.22

Table 4.22: Descriptive Statistics of shopper's responses for their household size

Domains	consumers' household size	N	Mean	Std. Deviation
Location	1-2	97	3.88	.57
	3 -4	204	3.92	.54
	5 -6	285	4.00	.57
	7 - 8	137	4.38	.68
	>9	52	4.45	.68
Entertainment	1-2	97	4.12	.70
	3 -4	204	4.15	.65
	5 -6	285	4.13	.70
	7 - 8	137	4.66	.62
	>9	52	4.68	.53
Facilities and Services	1-2	97	4.11	.49
	3 -4	204	4.22	.48
	5 -6	285	4.17	.69
	7 - 8	137	4.64	.86
	>9	52	4.77	.70
Aesthetic	1-2	97	3.96	.67
	3 -4	204	4.02	.48
	5 -6	285	3.96	.58
	7 - 8	137	3.97	.55
	>9	52	3.93	.47
Price	1-2	97	3.82	.78
	3 -4	204	3.83	.73
	5 -6	285	3.77	.63
	7 - 8	137	3.93	.71
	>9	52	3.66	.71
Promotion	1-2	97	3.01	.70

	3 -4	204	3.10	.72
	5 -6	285	2.98	.77
	7 - 8	137	3.70	.73
	>9	52	3.98	.79
Diversity	1-2	97	3.22	.64
	3 -4	204	3.31	.55
	5 -6	285	3.30	.65
	7 - 8	137	3.55	.58
	>9	52	3.65	.70
Quality	1-2	97	3.88	.68
	3 -4	204	3.90	.58
	5 -6	285	3.77	.72
	7 - 8	137	3.74	.71
	>9	52	3.74	.73
TOTAL	1-2	97	3.89	.44
	3 -4	204	3.91	.36
	5 -6	285	3.78	.48
	7 - 8	137	3.81	.50
	>9	52	3.78	.37

Table 4.22 shows that there are observed differences among the means of the subjects' responses for the attraction of shoppers to the Jordanian malls according to shoppers’ household size. To test the significant of these differences, one way-ANOVA test was used as shown in Table 4.23

Table 4.23: One way-ANOVA test results for the subjects' responses for the attraction of shoppers to the Jordanian malls for household size

Domains	Source of Variance	Sum of Squares	df	Mean Square	F	Sig.
Location	Between Groups	3.922	4	.980	2.823	.024*
	Within Groups	267.432	770	.347		
	Total	271.354	774			
Entertainment	Between Groups	6.127	4	1.532	3.472	.008*
	Within Groups	339.679	770	.441		
	Total	345.806	774			
Facilities and services	Between Groups	11.342	4	2.836	6.576	.000*
	Within Groups	332.040	770	.431		
	Total	343.382	774			
Aesthetic	Between Groups	.586	4	.146	.470	.758

	Within Groups	239.953	770	.312		
	Total	240.539	774			
Price	Between Groups	3.662	4	.915	1.878	.112
	Within Groups	375.329	770	.487		
	Total	378.991	774			
Promotion	Between Groups	7.469	4	1.867	3.394	.009*
	Within Groups	423.667	770	.550		
	Total	431.136	774			
Diversity	Between Groups	4.769	4	1.192	3.156	.014*
	Within Groups	290.839	770	.378		
	Total	295.608	774			
Quality	Between Groups	3.407	4	.852	1.843	.119
	Within Groups	355.799	770	.462		
	Total	359.206	774			
TOTAL	Between Groups	2.525	4	.631	3.226	.012*
	Within Groups	150.661	770	.196		
	Total	153.187	774			

- Significant at (μ = 0.05).

Table 4.23 shows that there are no significant differences among the means of the subjects' responses as to the attraction of shoppers to the Jordanian malls according to shoppers' household size at all domains, except for (Location, Entertainment, Facilities and Services, Promotion and Diversity) domains. To determine the sources of these differences, Scheffe' test was used as shown in Table 4.24

Table 4.24: Scheffe' test results for the subjects' responses to attractiveness factors for to household size

Domain	**Consumers' household size**		**1-2**	**3 -4**	**5 -6**	**7 - 8**	**>9**
		Means	3.88	3.92	4.00	4.38	4.45
Location	**1-2**	3.88					
	3 -4	3.92	0.04				
	5 -6	4.00	0.12	0.08			
	7 - 8	4.38	0.50*	0.46*	0.38*		
	>9	4.45	0.57*	0.53*	0.45*	0.07	
Domain	**Consumers' household size**		**1-2**	**3 -4**	**5 -6**	**7 - 8**	**>9**
		Means	4.12	4.15	4.13	4.66	4.68
Entertainment	**1-2**	4.12					
	3 -4	4.15	0.03				
	5 -6	4.13	0.01	0.02			

	7 - 8	4.66	0.54*	0.51	0.53*		
	>9	4.68	0.56*	0.53*	0.55*	0.02	
`Domain	**Consumers' household size**		**1-2**	**3 -4**	**5 -6**	**7 - 8**	**>9**
		Means	4.11	4.22	4.17	4.64	4.77
Facilities and services	**1-2**	4.11					
	3 -4	4.22	0.11				
	5 -6	4.17	0.06	0.05			
	7 - 8	4.64	0.53*	0.42*	0.47*		
	>9	4.77	0.66*	0.55*	0.60*	0.13	
Domain	**Consumers' household size**		**1-2**	**3 -4**	**5 -6**	**7 - 8**	**>9**
		Means	3.01	3.10	2.98	3.70	3.98
Promotion	**1-2**	3.01					
	3 -4	3.10	0.09				
	5 -6	2.98	0.03	0.12			
	7 - 8	3.70	0.69*	0.60*	0.72*		
	>9	3.98	0.97*	0.88*	1.00*	0.28	
Domain	**Consumers' household size**		**1-2**	**3 -4**	**5 -6**	**7 - 8**	**>9**
		Means	3.22	3.31	3.30	3.55	3.65
Diversity	**1-2**	3.22					
	3 -4	3.31	0.09				
	5 -6	3.30	0.08	0.01			
	7 - 8	3.55	0.33*	0.24*	0.25*		
	>9	3.65	0.43*	0.34*	0.35*	0.10	

· Significant at (μ = 0.05)

Table 4.24 shows that there are significant differences between the means of (1-2, 3-4 and 5 -6) shoppers' household size (7-8 and >9) shoppers' household size in favor of (7-8 and >9) shoppers' household size.

4.5.5 Education level:

The researcher computed descriptive statistics (Means, Standard Deviations) for the subjects' responses as to the attraction of shoppers to the Jordanian malls according to the shoppers' education level; the results were shown in Table 4.25

Table 4.25: Descriptive Statistics of shoppers responses for their education level.

Domains	Variable Levels	N	Mean	Std. Deviation
Location	Secondary School or below	137	3.91	.65
	Diploma	176	3.94	.56
	BA	345	3.95	.61
	Master	78	4.36	.54
	PhD	39	4.47	.32
Entertainment	Secondary School or below	137	4.27	.65
	Diploma	176	4.25	.67
	BA	345	4.23	.65
	Master	78	4.75	.77
	PhD	39	4.81	.63
Facilities and services	Secondary School or below	137	4.36	.87
	Diploma	176	4.37	.52
	BA	345	4.15	.68
	Master	78	3.64	.53
	PhD	39	3.52	.37
Aesthetic	Secondary School or below	137	4.02	.58
	Diploma	176	4.00	.48
	BA	345	3.97	.55
	Master	78	3.90	.73
	PhD	39	3.96	.43
Price	Secondary School or below	137	3.92	.69
	Diploma	176	3.88	.72
	BA	345	3.76	.67
	Master	78	3.42	.85
	PhD	39	3.39	.42
promotion	Secondary School or below	137	3.30	.76
	Diploma	176	3.15	.70
	BA	345	2.99	.77
	Master	78	2.51	.79
	PhD	39	2.42	.48
Diversity	Secondary School or below	137	3.20	.73
	Diploma	176	3.37	.61
	BA	345	3.38	.57
	Master	78	3.45	.51
	PhD	39	2.82	.62
Quality	Secondary School or below	137	3.90	.71
	Diploma	176	3.88	.69
	BA	345	3.80	.68
	Master	78	3.86	.63
	PhD	39	3.34	.53
TOTAL	Secondary School or below	137	3.78	.50
	Diploma	176	3.91	.43

	BA	345	3.80	.44
	Master	78	3.84	.45
	PhD	39	3.93	.26

Table 4.25 shows that, there are observed differences among the means of the subjects' responses for the attraction of shoppers to the Jordanian malls according to the shoppers' education level. To test the significant of these differences, one way-ANOVA test was used as shown in Table 4.26

Table 4.26: One way-ANOVA test results for the subjects' responses of the attraction shoppers to malls for education level

Domains	Source of Variance	Sum of Squares	df	Mean Square	F	Sig.
Location	Between Groups	5.901	4	1.475	4.279	.002*
	Within Groups	265.453	770	.345		
	Total	271.354	774			
Entertainment	Between Groups	5.385	4	1.346	3.045	.017*
	Within Groups	340.421	770	.442		
	Total	345.806	774			
Facilities and services	Between Groups	10.004	4	2.501	5.777	.000*
	Within Groups	333.378	770	.433		
	Total	343.382	774			
Aesthetic	Between Groups	.861	4	.215	.691	.598
	Within Groups	239.678	770	.311		
	Total	240.539	774			
Price	Between Groups	5.087	4	1.272	2.619	.034*
	Within Groups	373.904	770	.486		
	Total	378.991	774			
Promotion	Between Groups	7.035	4	1.759	3.193	.013*
	Within Groups	424.101	770	.551		
	Total	431.136	774			
Diversity	Between Groups	11.710	4	2.927	7.940	.000*
	Within Groups	283.898	770	.369		
	Total	295.608	774			
Quality	Between Groups	4.759	4	1.190	2.585	.036*
	Within Groups	354.447	770	.460		
	Total	359.206	774			
TOTAL	Between Groups	1.994	4	.499	2.539	.039*
	Within Groups	151.192	770	.196		
	Total	153.187	774			

- Significant at (μ = 0.05).

Table 4.26 shows that there are significant differences among the means of the subjects' responses for the attraction of shoppers to the Jordanian malls according to the shoppers' education level at all domains, except for (Aesthetic) domain. To determine the sources of these differences, Scheffe' test was used as shown in Table 4.27

Table 4.27: Scheffe' test results of the subjects' responses to (All domains except for aesthetic) for their education level

Domain	**Consumers' education level**		**S**	**D**	**B**	**M**	**P**
		Means	3.91	3.94	3.95	4.36	4.47
Location	Secondary School or below	3.91					
	Diploma	3.94	0.03				
	BA	3.95	0.04	0.01			
	Master	4.36	0.45*	0.42*	0.41*		
	PhD	4.47	0.56*	0.53*	0.52*	0.11	
Domain	**Consumers' education level**		**S**	**D**	**B**	**M**	**P**
		Means	4.27	4.25	4.23	4.75	4.81
Entertainment	Secondary School or below	4.27					
	Diploma	4.25	0.02				
	BA	4.23	0.04	0.02			
	Master	4.75	0.48*	0.50*	0. 52*		
	PhD	4.81	0.54*	0.56*	0.58*	0.06	
`Domain	**Consumers' education level**		**S**	**D**	**B**	**M**	**P**
		Means	4.36	4.37	4.15	3.64	3.52
Facilities and services	Secondary School or below	4.36					
	Diploma	4.37	0.01				
	BA	4.15	0.21	0.22			
	Master	3.64	0.72*	0.73*	0.51*		
	PhD	3.52	0.84*	0.85*	0.63*	0.12	
Domain	**Consumers' education level**		**S**	**D**	**B**	**M**	**P**
		Means	3.92	3.88	3.76	3.42	3.39
Price	Secondary School or below	3.92					

	Diploma	3.88	0.04				
	BA	3.76	0.16	0.12			
	Master	3.42	0.50*	0.46*	0.34*		
	PhD	3.39	0.53*	0.49*	0.37*	0.03	
Domain	**Consumers' education level**		**S**	**D**	**B**	**M**	**P**
		Means	3.30	3.15	2.99	2.51	2.42
Promotion	Secondary School or below	3.30					
	Diploma	3.15	0.15				
	BA	2.99	0.31	0.16			
	Master	2.51	0.79*	0.64*	0.48*		
	PhD	2.42	0.88*	0.73*	0.57*	0.09	
Domain	**Consumers' education level**		**S**	**D**	**B**	**M**	**P**
		Means	3.20	3.37	3.38	3.45	2.82
Diversity	Secondary School or below	3.20					
	Diploma	3.37	0.17				
	BA	3.38	0.18	0.01			
	Master	3.45	0.25	0.08	0.07		
	PhD	2.82	0.38*	0.55*	0.56*	0.63*	
Domain	**Consumers' education level**		**S**	**D**	**B**	**M**	**P**
		Means	3.90	3.88	3.80	3.86	3.34
Quality	Secondary School or below	3.90					
	Diploma	3.88	0.02				
	BA	3.80	0.10	0.08			
	Master	3.86	0.04	0.02	0.06		
	PhD	3.34	0.56*	0.54*	0.46*	0.52*	

- Significant at (μ = 0.05).

Table 4.27 shows that there are significant differences between the means of (Secondary School or below, Diploma and BA) shoppers' education levels and (Master and PhD) shoppers' education levels in favor of (Master and PhD) shoppers' education levels at (Location and Entertainment) domains, and in favor of (Secondary School or below, Diploma and BA) shoppers' education levels at (Facilities and services, Price and Promotion) domains. However, there are significant differences between the means of (Secondary School or below, Diploma, BA and Master) shoppers' education levels and (PhD) shoppers' education level in favor of (Secondary School or below, Diploma, BA and Master) shoppers' education levels at (Diversity and Quality) domains.

4.5.6 Occupation

The researcher computed descriptive statistics (Means, Standard Deviations) for the subjects' responses for their attraction of shoppers to the Jordanian malls according to the consumers' Occupation; the results are shown in Table 4.28

Table 4.28: Descriptive Statistics of subjects' responses for the attraction of shoppers to malls for their occupation.

Domains	Consumers' Occupation	N	Mean	Std. Deviation
Location	Own business	102	4.05	.51
	Private	339	4.11	.64
	Government	207	3.87	.59
	Others	127	3.96	.50
Entertainment	Own business	102	4.18	.68
	Private	339	4.32	.65
	Government	207	4.28	.70
	Others	127	4.34	.67
Facilities and Services	Own business	102	4.29	.72
	Private	339	4.25	.76
	Government	207	4.33	.52
	Others	127	4.28	.57
Aesthetic	Own business	102	4.24	.55
	Private	339	4.21	.51
	Government	207	3.73	.62
	Others	127	3.75	.57
Price	Own business	102	4.08	.65
	Private	339	3.99	.74
	Government	207	3.63	.70
	Others	127	3.65	.61

Promotion	Own business	102	3.16	.73
	Private	339	3.11	.76
	Government	207	3.05	.71
	Others	127	3.00	.76
Diversity	Own business	102	3.26	.69
	Private	339	3.33	.63
	Government	207	3.31	.59
	Others	127	3.33	.58
Quality	Own business	102	3.86	.68
	Private	339	3.76	.68
	Government	207	3.86	.73
	Others	127	3.84	.60
TOTAL	Own business	102	3.82	.47
	Private	339	3.85	.46
	Government	207	3.83	.43
	Others	127	3.81	.40

Table 4.28 shows that, there are observed differences among the means of the subjects' responses for the attraction of shoppers to the Jordanian malls according to the shoppers' Occupation. To test the significant of these differences, one way-ANOVA test was used as shown in Table 4.29

Table 4.29: One way-ANOVA test results of the subjects' responses for the attraction shoppers to malls for to their occupation.

Domains	Source of Variance	Sum of Squares	df	Mean Square	F	Sig.
Location	Between Groups	2.730	3	.910	2.612	.051
	Within Groups	268.624	771	.348		
	Total	271.354	774			
Entertainment	Between Groups	2.027	3	.676	1.516	.209
	Within Groups	343.779	771	.446		
	Total	345.806	774			
Facilities and services	Between Groups	.915	3	.305	.686	.561
	Within Groups	342.467	771	.444		
	Total	343.382	774			
Aesthetic	Between Groups	3.734	3	1.245	4.053	.007*
	Within Groups	236.805	771	.307		
	Total	240.539	774			
Price	Between Groups	5.720	3	1.907	3.938	.008*

	Within Groups	373.271	771	.484		
	Total	378.991	774			
Promotion	Between Groups	4.366	3	1.455	2.629	.053
	Within Groups	426.770	771	.554		
	Total	431.136	774			
Diversity	Between Groups	.389	3	.130	.339	.797
	Within Groups	295.219	771	.383		
	Total	295.608	774			
Quality	Between Groups	1.652	3	.551	1.187	.314
	Within Groups	357.554	771	.464		
	Total	359.206	774			
TOTAL	Between Groups	.167	3	5.554E-02	.280	.840
	Within Groups	153.020	771	.198		
	Total	153.187	774			

- Significant at (μ = 0.05).

Table 4.29 shows that there are no significant differences among the means of the subjects' responses for the attraction of shoppers to the Jordanian malls according to the shoppers’ Occupation at all domains, except for (Aesthetic and Price) domains. To determine the sources of these differences, Scheffe' test was used as shown in Table 4.30

Table 4.30: Scheffe' test results of the subjects' responses to (Aesthetic and Price) domains for their occupation

Domains	**Consumers' Occupation**		Own business	Private	Government	Others
		Means	4.24	4.21	3.73	3.75
Aesthetic	Own business	4.24				
	Private	4.21	0.03			
	Government	3.73	0.51*	0.48*		
	Others	3.75	0.49*	0.46*	0.02	
Domains	**Consumers' Occupation**		Own business	Private	Government	Others

		Means	4.08	3.99	3.63	3.65
Price	Own business	4.08				
	Private	3.99	0.09			
	Government	3.63	0.45*	0.36*		
	Others	3.65	0.43*	0.34*	0.02	

· Significant at (μ = 0.05).

Table (4.30) shows that there are significant differences between the means of (Own business and Private) and (Government and Others) in favor of (Own business and Private) due to the consumers' Occupation at the two domains.

4.5.7 Gross monthly household income

The researcher computed descriptive statistics (Means, Standard Deviations) of the subjects' responses for their attraction of shoppers to the Jordanian malls according to the gross monthly household income; the results are shown in (Table 4.31).

Table 4.31: Descriptive Statistics of subjects' responses for their gross monthly household income

Domains	Variable Levels	N	Mean	Std. Deviation
Location	Less than JD 300	77	4.14	.59
	JD 300 - 599	314	4.08	.59
	JD 600 -899	151	3.90	.62
	JD 900 - 1199	105	3.92	.51
	Greater than JD1200	128	3.95	.60
Entertainment	Less than JD 300	77	4.22	.72
	JD 300 - 599	314	4.36	.66
	JD 600 -899	151	4.22	.60
	JD 900 - 1199	105	4.41	.67
	Greater than JD1200	128	4.19	.72
Facilities and services	Less than JD 300	77	3.80	.64
	JD 300 - 599	314	3.86	.60
	JD 600 -899	151	3.85	.71
	JD 900 - 1199	105	4.48	.49

	Greater than JD1200	128	4.49	.84
Aesthetic	Less than JD 300	77	3.94	.62
	JD 300 - 599	314	4.04	.52
	JD 600 -899	151	3.95	.60
	JD 900 - 1199	105	4.00	.46
	Greater than JD1200	128	3.85	.61
Price	Less than JD 300	77	3.60	.64
	JD 300 - 599	314	3.62	.72
	JD 600 -899	151	3.67	.69
	JD 900 - 1199	105	3.97	.54
	Greater than JD1200	128	4.05	.78
promotion	Less than JD 300	77	3.33	.69
	JD 300 - 599	314	3.29	.71
	JD 600 -899	151	2.93	.86
	JD 900 - 1199	105	2.91	.73
	Greater than JD1200	128	2.86	.70
Diversity	Less than JD 300	77	3.18	.65
	JD 300 - 599	314	3.22	.61
	JD 600 -899	151	3.25	.78
	JD 900 - 1199	105	3.30	.40
	Greater than JD1200	128	3.55	.53
Quality	Less than JD 300	77	3.96	.73
	JD 300 - 599	314	3.90	.70
	JD 600 -899	151	3.87	.72
	JD 900 - 1199	105	3.48	.58
	Greater than JD1200	128	3.44	.60
TOTAL	Less than JD 300	77	3.83	.51
	JD 300 - 599	314	3.88	.41
	JD 600 -899	151	3.78	.49
	JD 900 - 1199	105	3.88	.36
	Greater than JD1200	128	3.73	.48

Table 4.31 shows that, there are observed differences among the means of the subjects' responses for the attraction of shoppers to the Jordanian malls according to the gross monthly household income. To test the significant of these differences, one way-ANOVA test was used as shown in Table 4.32

Table 4.32: One way-ANOVA test results of the subjects' responses to the malls for their gross monthly household income

Sig.	F	Mean Square	df	Sum of Squares	Source of Variance	Domains
.087	1.925	0.665	4	2.659	Between Groups	**Location**
		0.345	770	265.960	Within Groups	
			774	268.619	Total	
.139	1.411	0.625	4	2.499	Between Groups	**Entertainment**
		0.443	770	340.904	Within Groups	
			774	343.403	Total	
.005*	3.698	1.618	4	6.471	Between Groups	**Facilities and services**
		.438	770	336.911	Within Groups	
			774	343.382	Total	
.115	1.633	0.502	4	2.008	Between Groups	**Aesthetic**
		0.307	770	236.691	Within Groups	
			774	238.699	Total	
.000*	5.347	2.561	4	10.242	Between Groups	**Price**
		.479	770	368.749	Within Groups	
			774	378.991	Total	
.005*	3.711	2.039	4	8.154	Between Groups	**Promotion**
		.549	770	422.982	Within Groups	
			774	431.136	Total	
.017*	3.033	1.146	4	4.585	Between Groups	**Diversity**
		.378	770	291.023	Within Groups	
			774	295.608	Total	
.043*	2.479	1.142	4	4.568	Between Groups	**Quality**
		.461	770	354.638	Within Groups	
			774	359.206	Total	
.009*	3.390	.663	4	2.651	Between Groups	**TOTAL**
		.196	770	150.536	Within Groups	
			774	153.187	Total	

- Significant at (μ = 0.05).

Table 4.32 shows that there are significant differences among the means of the subjects' responses for their attraction of shoppers in the Jordanian malls according to the gross monthly household income at all domains, except for (Location, Entertainment and Aesthetic) domains. To determine the sources of these differences, Scheffe' test was used as shown in Table 4.33

Table 4.33: Scheffe' test results for the subjects' responses of attractiveness factors to their gross monthly household income

Domain	Gross monthly household income		> 300	300-599	600-899	900-1199	<1200
		Means	3.80	3.86	3.85	4.48	4.49
Facilities and services	Less than JD 300	3.80					
	JD 300 - 599	3.86	0.06				
	JD 600 -899	3.85	0.05	0.01			
	JD 900 - 1199	4.48	0.68*	0.64*	0.63*		
	Greater than JD1200	4.49	0.69	0.63*	0.64*	0.01	
Domain	**Gross monthly household income**		> 300	300-599	600-899	900-1199	<1200
		Means	3.60	3.62	3.67	3.97	4.05
Price	Less than JD 300	3.60					
	JD 300 - 599	3.62	0.02				
	JD 600 -899	3.67	0.07	0.05			
	JD 900 - 1199	3.97	0.37*	0.35*	0.30*		
	Greater than JD1200	4.05	0.45*	0.43*	0.38*	0.08	
`Domain	**Gross monthly household income**		> 300	300-599	600-899	900-1199	<1200
		Means	3.33	3.29	2.93	2.91	2.86
Promotion	Less than JD 300	3.33					
	JD 300 - 599	3.29	0.04				
	JD 600 -899	2.93	0.40*	0.36*			
	JD 900 - 1199	2.91	0.42*	0.38*	0.02		
	Greater than JD1200	2.86	0.47*	0.43*	0.07	0.05	
Domain	**Gross monthly household income**		> 300	300-599	600-899	900-1199	<1200
		Means	3.18	3.22	3.25	3.30	3.55
Diversity	Less than JD 300	3.18					
	JD 300 - 599	3.22	0.04				
	JD 600 -899	3.25	0.07	0.03			
	JD 900 - 1199	3.30	0.12	0.08	0.05		
	Greater than JD1200	3.55	0.37*	0.33*	0.30*	0.25*	
Domain	**Gross monthly household income**		> 300	300-599	600-899	900-1199	<1200
		Means	3.96	3.90	3.87	3.48	3.44
Quality	Less than JD 300	3.96					

	JD 300 - 599	3.90	0.06				
	JD 600 -899	3.87	0.09	0.03			
	JD 900 - 1199	3.48	0.48*	0.42*	0.39*		
	Greater than JD1200	3.44	0.52*	0.46*	0.43*	0.04	

· Significant at (μ = 0.05).

Table 4.33 shows that there are significant differences among the means of (Less than JD 300, JD 300 – 599 and JD 600 -899) gross monthly household income levels and (JD 900 - 1199 and Greater than JD1200) gross monthly household income levels in favor of (JD 900 - 1199 and Greater than JD1200) gross monthly household income levels at (Facilities and services and Price) domains, and in favor of (Less than JD 300, JD 300 – 599 and JD 600 -899) gross monthly household income levels at (Quality) domain. While there are significant differences between the means of (Less than JD 300, and JD 300 – 599) gross monthly household income levels and (JD 600 -899, JD 900 - 1199 and Greater than JD1200) gross monthly household income levels in favor of (Less than JD 300, and JD 300 – 599) gross monthly household income levels at (Promotion) domain. And there are significant differences between the means of (Less than JD 300, JD 300 – 599, JD 600 -899 and JD 900 - 1199) gross monthly household income levels and (Greater than JD1200) gross monthly household income level in favor of (Greater than JD1200) gross monthly household income level at (Diversity) domain.

4.5.8 Weekly expenditure in the malls

The researcher computed descriptive statistics (Means, Standard Deviations) for the subjects' responses for their attraction to the Jordanian malls according to the weekly expenditure in the malls; the results were shown in Table 4.34

Table 4.34: Descriptive Statistics of subjects' responses for their the weekly expenditure in the malls

Domains	Weekly expenditure in the malls	N	Mean	Std. Deviation
Location	Less than JD 50	445	4.00	.58
	JD 50 - 99	239	4.03	.59
	JD100-199	65	3.90	.69
	Greater than JD 200	26	4.03	.58
Entertainment	Less than JD 50	445	4.17	.69
	JD 50 - 99	239	4.45	.61
	JD100-199	65	4.52	.60
	Greater than JD 200	26	4.53	.60
Facilities and Services	Less than JD 50	445	4.35	.71
	JD 50 - 99	239	4.32	.62
	JD100-199	65	4.11	.47
	Greater than JD 200	26	4.09	.62
Aesthetic	Less than JD 50	445	3.92	.56
	JD 50 - 99	239	4.04	.52
	JD100-199	65	4.05	.64
	Greater than JD 200	26	4.21	.50
Price	Less than JD 50	445	3.60	.64
	JD 50 - 99	239	3.66	.76
	JD100-199	65	3.80	.75
	Greater than JD 200	26	3.86	.80
Promotion	Less than JD 50	445	3.08	.74
	JD 50 - 99	239	3.04	.78
	JD100-199	65	3.08	.72
	Greater than JD 200	26	3.10	.63
Diversity	Less than JD 50	445	3.27	.61
	JD 50 - 99	239	3.37	.56
	JD100-199	65	3.39	.67
	Greater than JD 200	26	3.37	.93
Quality	Less than JD 50	445	3.73	.68
	JD 50 - 99	239	3.87	.67
	JD100-199	65	4.06	.62
	Greater than JD 200	26	4.15	.63
TOTAL	Less than JD 50	445	3.78	.46
	JD 50 - 99	239	3.90	.42
	JD100-199	65	3.88	.32
	Greater than JD 200	26	3.98	.51

Table 4.34 shows that, there are observed differences among the means of the subjects' responses for the attraction of shoppers to the Jordanian malls according to the weekly expenditure in the malls. To test the significant of these differences, one way-ANOVA test was used as shown in Table 4.35

Table 4.35: One way-ANOVA test results of the subjects' responses for their weekly expenditure in the malls

Domains	Source of Variance	Sum of Squares	df	Mean Square	F	Sig.
Location	Between Groups	.879	3	.293	.836	.474
	Within Groups	270.474	771	.351		
	Total	271.354	774			
Entertainment	Between Groups	17.680	3	5.893	13.848	.000*
	Within Groups	328.126	771	.426		
	Total	345.806	774			
Facilities and services	Between Groups	7.405	3	2.468	5.665	.001*
	Within Groups	335.977	771	.436		
	Total	343.382	774			
Aesthetic	Between Groups	4.268	3	1.423	4.642	.003*
	Within Groups	236.271	771	.306		
	Total	240.539	774			
Price	Between Groups	4.179	3	1.393	2.866	.036*
	Within Groups	374.812	771	.486		
	Total	378.991	774			
Promotion	Between Groups	.233	3	.078	.139	.937
	Within Groups	430.903	771	.559		
	Total	431.136	774			
Diversity	Between Groups	2.005	3	.668	1.755	.154
	Within Groups	293.603	771	.381		
	Total	295.608	774			
Quality	Between Groups	11.042	3	3.681	8.150	.000*
	Within Groups	348.164	771	.452		
	Total	359.206	774			
TOTAL	Between Groups	2.732	3	.911	4.666	.003*
	Within Groups	150.455	771	.195		
	Total	153.187	774			

- Significant at (μ = 0.05).

Table 4.35 shows that there are significant differences among the means of the subjects' responses for the attraction of shoppers to the Jordanian malls according to the weekly expenditure in the malls at all domains, except for (Location, Promotion and Diversity) domains. To determine the sources of these differences, Scheffe' test was used as shown in Table 4.36

Table 4.36: Scheffe' test results of the subjects' responses of attractiveness factors to their weekly expenditure in the malls

Domain	**Weekly expenditure in the malls**		**>JD 50**	**JD 50 - 99**	**JD100-199**	**<JD 200**
		Means	4.17	4.45	4.52	4.53
Entertainment	**>JD 50**	4.17				
	JD 50 - 99	4.45	*0.28			
	JD100-199	4.52	*0.35	0.07		
	<JD 200	4.53	0.36*	0.08	0.01	
Domain	**Weekly expenditure in the malls**		**>JD 50**	**JD 50 - 99**	**JD100-199**	**<JD 200**
		Means	4.35	4.32	4.11	4.09
Facilities and Services	**>JD 50**	4.35				
	JD 50 - 99	4.32	0.03			
	JD100-199	4.11	*0.24	0.21*		
	<JD 200	4.09	0.26*	0.23*	0.02	

Domain	Weekly expenditure in the malls		>JD 50	JD 50 - 99	JD100-199	<JD 200
		Means	3.92	4.04	4.05	4.21
Aesthetic	**>JD 50**	3.92				
	JD 50 - 99	4.04	0.12			
	JD100-199	4.05	0.13	0.01		
	<JD 200	4.21	0.29*	0.17*	0.16*	
Domain	**Weekly expenditure in the malls**		**>JD 50**	**JD 50 - 99**	**JD100-199**	**<JD 200**
		Means	3.60	3.66	3.80	3.86
Price	**>JD 50**	3.60				
	JD 50 - 99	3.66	0.06			
	JD100-199	3.80	*0.20	0.16*		
	<JD 200	3.86	0.26*	0.20*	0.06	
Domain	**Weekly expenditure in the malls**		**>JD 50**	**JD 50 - 99**	**JD100-199**	**<JD 200**
		Means	3.73	3.87	4.06	4.15
Quality	**>JD 50**	3.73				

	JD 50 - 99	3.87	0.14			
	JD100-199	4.06	*0.33	*0.19		
	<JD 200	4.15	*0.42	*0.28	0.09	

- Significant at (μ = 0.05).

Table 4.36 shows that there are significant differences between the means of (>JD 50 and JD 50 - 99) and (JD100-199 and <JD 200) in favor of (>JD 50 and JD 50 - 99) weekly expenditure in the malls levels at (Entertainment) domain, and in favor of (JD100-199 and <JD 200) weekly expenditure in the malls levels at (Price and Quality) domains. While there are significant differences between the means of (<JD 200) and (>JD 50, JD 50 - 99JD and 100-199) in favor of (<JD 200) weekly expenditure in the malls levels at (Aesthetic) domain.

4.6 Shopping Malls

The researcher computed descriptive statistics (Means, Standard Deviations) for the subjects' responses for their attraction to the Jordanian malls according to the malls; the results were shown in Table 4.37

Table 4.37: Descriptive Statistics of subjects' responses for their attraction to the shopping malls

Domains	The malls	N	Mean	Std. Deviation
Location	Arabella Mall	90	4.09	.63
	Sameh Mall	155	3.95	.59
	Mukhtar Mall	210	4.03	.54
	Mecca Mall	320	3.99	.62
Entertainment	Arabella Mall	90	4.14	.82
	Sameh Mall	155	4.19	.61
	Mukhtar Mall	210	4.34	.65

	Mecca Mall	320	4.36	.65
Facilities and Services	Arabella Mall	90	4.24	.57
	Sameh Mall	155	4.19	.58
	Mukhtar Mall	210	4.33	.68
	Mecca Mall	320	4.30	.72
Aesthetic	Arabella Mall	90	3.78	.59
	Sameh Mall	155	3.80	.50
	Mukhtar Mall	210	4.04	.62
	Mecca Mall	320	4.02	.52
Price	Arabella Mall	90	3.96	.57
	Sameh Mall	155	3.92	.65
	Mukhtar Mall	210	3.71	.71
	Mecca Mall	320	3.79	.74
Promotion	Arabella Mall	90	3.13	.73
	Sameh Mall	155	3.00	.60
	Mukhtar Mall	210	3.04	.80
	Mecca Mall	320	3.10	.77
Diversity	Arabella Mall	90	3.10	.65
	Sameh Mall	155	3.14	.56
	Mukhtar Mall	210	3.37	.66
	Mecca Mall	320	3.38	.59
Quality	Arabella Mall	90	3.80	.82
	Sameh Mall	155	3.76	.58
	Mukhtar Mall	210	3.79	.72
	Mecca Mall	320	3.85	.66
TOTAL	Arabella Mall	90	3.79	.48
	Sameh Mall	155	3.75	.38
	Mukhtar Mall	210	3.86	.46
	Mecca Mall	320	3.86	.45

Table 4.37 shows that, there are significant differences among the means of the subjects' responses for the attraction of shoppers to the Jordanian malls according to the malls. To test the significant of these differences, one way-ANOVA test was used as shown in Table 4.38

Table 4.38: One way-ANOVA test results of the subjects' responses for their attraction to the shopping malls

Domains	Source of Variance	Sum of Squares	df	Mean Square	F	Sig.
Location	Between Groups	1.370	3	.457	1.304	.272
	Within Groups	269.984	771	.350		
	Total	271.354	774			
Entertainment	Between Groups	5.551	3	1.850	4.193	.006*
	Within Groups	340.255	771	.441		
	Total	345.806	774			
Facilities and services	Between Groups	2.113	3	.704	1.591	.190
	Within Groups	341.269	771	.443		
	Total	343.382	774			
Aesthetic	Between Groups	5.557	3	1.852	6.078	.000*
	Within Groups	234.982	771	.305		
	Total	240.539	774			
Price	Between Groups	6.128	3	2.043	4.224	.006*
	Within Groups	372.863	771	.484		
	Total	378.991	774			
Promotion	Between Groups	1.659	3	.553	.993	.396
	Within Groups	429.477	771	.557		
	Total	431.136	774			
Diversity	Between Groups	6.820	3	2.273	6.069	.000*
	Within Groups	288.788	771	.375		
	Total	295.608	774			
Quality	Between Groups	1.122	3	.374	.806	.491
	Within Groups	358.084	771	.464		
	Total	359.206	774			
TOTAL	Between Groups	1.717	3	.572	2.913	.034*
	Within Groups	151.470	771	.196		
	Total	153.187	774			

· Significant at (μ = 0.05).

Table 4.38 shows that there are no significant differences among the means of the subjects' responses for the attraction of shoppers to the Jordanian malls according to the malls at all domains, except for (Entertainment, Aesthetic, Price and Diversity) domains. To determine the sources of these differences, Scheffe' test was used as shown in Table 4.39

Table 4.39: Scheffe' test results for the subjects' responses of the attractiveness factors for the shopping malls

Domain	The malls		Arabella	Sameh	Mukhtar	Mecca
		Means	4.14	4.19	4.34	4.36
Entertainment	Arabella Mall	4.14		0.05	0.20*	0.22*
	Sameh Mall	4.19			0.15*	0.27*
	Mukhtar Mall	4.34				0.02
	Mecca Mall	4.36				
Domain	**The malls**		Arabella	Sameh	Mukhtar	Mecca
		Means	3.78	3.80	4.04	4.02
Aesthetic	Arabella Mall	3.78		0.02	0.26*	0.24*
	Sameh Mall	3.80			0.24*	0.22*
	Mukhtar Mall	4.04				0.02
	Mecca Mall	4.02				
Domain	**The malls**		Arabella	Sameh	Mukhtar	Mecca
		Means	3.96	3.92	3.71	3.79
Price	Arabella Mall	3.96		0.04	0.25*	0.17*
	Sameh Mall	3.92			0.21*	0.13*
	Mukhtar Mall	3.71				0.08
	Mecca Mall	3.79				
Domain	**The malls**		Arabella	Sameh	Mukhtar	Mecca
		Means	3.10	3.14	3.37	3.38
Diversity	Arabella Mall	3.10		0.04	0.27*	0.28*
	Sameh Mall	3.14			0.23*	0.24*
	Mukhtar Mall	3.37				0.01
	Mecca Mall	3.38				

- Significant at (μ = 0.05).

Table 4.39 shows that there are significant differences between the means of (Arabella Mall and Sameh Mall) and (Mukhtar Mall and Mecca Mall) in favor of (Mukhtar Mall and Mecca Mall) at (Entertainment, Aesthetic and Diversity) domains, and in favor of (Arabella mall and Sameh Mall) at (Price) domain.

4.7 Summary

The purpose of this chapter was to analyze the quantitative data which was collected from respondents who visited the three studies sites namely: the capital of Jordan Amman, Zarqa and Irbid. Descriptive and advanced analysis of data were carried out and presented in this chapter. Discussion of the findings will be dealt with in the next chapter.

CHAPTER FIVE

DISCUSSION OF THE FINDINGS

5.1 Introduction

Chapter five aims to interpret the results reported in chapter four. This chapter relates the research findings to relevant literature that was discussed earlier in chapter two. It also summarizes the findings that make shopping malls in Jordan attractive to shoppers. The relationship between attractiveness factors and shoppers satisfaction is discussed. Finally the effects of the demographic variables that that play an essential role in attracting shoppers to the Jordanian shopping malls are presented at the end of this chapter.

5.2 Factors that Attract Shoppers to the Jordanian Shopping Malls

Shopping malls vary to a great extent in terms of size, design, facilities, services and management. However, there are still many factors that attract shoppers to shopping malls as those that lie on the part of the shoppers themselves, such as their tastes and drives. Moreover, the huge growth in the industry of malls has pulled the attention to the attractiveness factors that should be taken into account when building a new mall.

As far as the first objective of this thesis is concerned, and which is exemplified by: investigating the factors that make shopping malls attractive to shoppers, the researcher has arrived at a sum of attractiveness factors that motivated the shoppers to visit and do shopping in the selected malls. As cases in point of such factors are the following: location, entertainment, facilities and services, aesthetic, price, promotion, diversity and quality. Out of these eight attractiveness factors, only four of them are in harmony with the result of El-Adly (2007). The latter for instance identified only six shopping mall attractiveness factors. They include the following: comfort, entertainment, diversity, mall essence, convenience and luxury. As for Location, entertainment, facilities and services and diversity, which have been arrived at in the present study, are the similar to the ones reached by EL-Adly. The latter's arrived at factors embed namely convenience, entertainment, comfort and diversity respectively. Moreover, such factors are also in line with the results of (Wong et al., 2001). The latter for example maintained that there are five shopping mall attractiveness factors. These embed the following: quality and variety, sales incentives, facilities, popularity and location. As it is clearly shown that the factors of facilities and services, location, diversity, and quality that have been arrived at in the current study are similar to those obtained by Wong et al. (2001); namely those withregards to location, facilities, quality and variety.

As for the study conducted by both Anuradha and Manohar (2011), it revealed that there are main factors that push shoppers to visit the malls. Such factors consist of both internal and external variables. These variables are believed to affect shopping experience at shopping malls. These include the following: shopping ambience, layout of the store, variety of shops, service offered at mall, design, and desire to stay at the mall. In addition, the researcher of the present work has noticed that facilities and services and diversity factors that have been highlighted by him go in line with the ones arrived at by Wakefield and Baker’s (1998). The latter mentioned that tenant variety of malls and mall physical environment are an important definition of the patronage behavior. Such findings are consistent with accessibility and atmosphere factors explored by (Frasquet et al., 2001).

In a recent study, Özsoy (2010) investigated the behavior of Turkish shoppers towards the factors that attract them to the mall. The study has resulted in the fact that factors, such as the physical attractiveness, entertainment and leisure, retail environment, importance of location, and socializing play an important role in attractive people to do shopping. Again such findings are consistent with the ones obtained in the current study. As for Ahmad et al. (2007), they considered the following seven factors as the most significant factors that motivate the Malaysian students to visit malls. These factors involve aesthetics, escape, flow, exploration, role enactment, social and convenience. So, again, one can see that the factor of aesthetic is in line with the one found by the researcher of the current work.

Jin and Kim (2003) in the Korean market showed that there were fierce competitions to improve the services in the shopping malls through creating a more relaxed atmosphere. Other competitive ideas for a better service included setting a food court, free kids lounge, free shuttle bus services that can pick up shoppers from various residential areas to the store, ATM machines, and dry cleaners under one roof. So, one can see that there are two factors that make the study of both Jin and Kim's study and the researcher of the present work common. These embed facilities and services and entertainment.

Another study conducted by Terblanche (1999) pinpointed that there are four significant dimensions that are related to mall patronage. These include socializing, functional, convenience and recreational. The last two factors are in harmony with the location and entertainment that have reached in the present study. Within the same context, Ibrahim (2002) conducted a study through which he studied the effect of some attractiveness factors on visiting the shopping mall. The study has shown that effort value, tension, transport mode reliability, comfort and distance play a vital role in pushing shoppers visit the malls. Besides, the researcher went one saying that these factors are significant to impact shopping malls patronage. Once more, one can notice that the factors of comfort and distance in Ibrahim's study are in line with the one arrived at in the present work; namely that of facilities and services and location.

A study by Dennis et al. (2002b) showed that there are three key dimensions with respect to shopping attractiveness. These involve the following: parking, variety and shopping environment, professionalism and shopping atmosphere. Such factors are believed to determine the success of the image of the shopping mall; a matter which in return increase the desire and satisfaction of shoppers to visit the malls. Such factors are also similar to the one highlighted in the present work, such as those of facilities and services, diversity and aesthetic.

5.3 Attractiveness Factors and Shoppers' Satisfaction

The domain of marketing, businessmen put satisfying shoppers as their main priority since it leads ultimately to profitability. Hence, the second objective of this thesis is to examine the relationship between attractiveness factors and shoppers' satisfaction in the Jordanian malls.

The main focus of the present work is on studying the factors that attract Jordanian shoppers to visit the selected malls. Results have shown that location, entertainment, facilities and services, aesthetic, price, promotion, diversity and quality were facts that mainly affect customers' satisfactions at the malls. Such a finding demonstrates the significant and correlation between attractiveness factors and shoppers' satisfaction. However, the study has shown that entertainment factor is the main factor among the rest that seriously, strongly and positively affects customers' satisfaction. It has gained the highest percentage (0.664) among the other attractiveness factors with in this regard. On the other hand, the aesthetic factor gained (0.534) and so occupied the second place. The third place on the other flip was taken by the price factor with a percentage of (0.526). The other factors were approximate to one another. To recap, it has been statistically established though with various degrees that all the attractiveness factors have a strong significant positive correlation with shoppers’ satisfaction.

The findings of this study are consistent with the findings of Ting (2009) whose results revealed that there are six factors that help examine the relationship between the mall attributes and shopper’s satisfaction. These involve the following: products, location, mall atmosphere, promotion, price and services. The findings of Ting study revealed that the overall images of malls have a positive influence on shopper’s satisfaction. Besides, he noticed that products, price, mall atmosphere, location and services will contribute to shoppers' satisfaction towards the mall. Thus, it is important for the retailers to invest these five variables together to increase shoppers’ satisfaction.

Another study conducted by Anselmsson (2006) showed that there are important factors that help achieve the satisfaction of shoppers in malls**.** These include: selection, atmosphere, convenience, sales people, refreshments, location, promotional activities and merchandising policy. In his study, Anselmsson indicated that realizing the needs and desires of shoppers in addition to the above-mentioned factors will achieve shoppers’ satisfaction. This result is in line with that of the current study in terms of atmosphere, convenience, location, promotional activities and merchandising policy (price and quality). That is, there is a significant positive relationship between these factors and shoppers’ satisfaction. A recent study by Hanif et al. (2010) was conducted in Pakistan in order to know the factors which lead to create satisfaction among customers with regard to price fairness and customers' services. The findings indicate that both factors have positive relationship on shopper’s satisfaction. Accordingly, the result of the study of Hanif et al. are similar to the one reached by the researcher of the present work; especially with regard to the price and customers' services. Hanzaee et al. (2011) investigated the impact of attractiveness factors on the shopper’s satisfaction in the Iranian shopping malls. The study revealed that there are two main factors in this regard. These are atmosphere and parking; a result that also agrees with that obtained in the present work with respect to aesthetic and facilities and service factors.

Another study conducted by Hokanson (1995) revealed that there are many other important factors that raise shoppers' satisfaction. These include points such as having friendly employees, courteous, knowledgeable, helpful, accuracy of billing, billing timeliness, competitive pricing, service and product quality, good value, billing clarity and quick service. These factors are seen to have significant positive correlations with shoppers’ satisfaction. The findings of Hokanson are consistent with the findings of the current study in terms of some factors, namely, that of facilities and services, price, promotion, and quality. In a similar context, Dennis et al. (2002a) confirmed the significant relationship between the image portrayed by shoppers and the contents of the mall, such as its products, goods and quality. They further maintained that there are other factors that have a grave impact on achieving a great satisfaction for many shoppers. These factors include the following: parking, diversity, mall environment and aesthetic. This finding is pertinent with the one arrived at in the current study, which reads that there is a positive relationship between such factors and shoppers’ satisfaction.

5.4 The Most Significant Attractiveness Factors towards Malls

The primary results of the descriptive analysis (means and standard deviation) revealed that the entertainment factors ranked first with a mean that reached (4.30) and a standard deviation of (0.67). Facilities and services factors were in the second rank with a mean that is equal to (4.28) and a standard deviation of (0.67). Location factors occupied the third position with a mean of (4.00) and a standard deviation of (0.59). Promotion factors came in the final position with a mean that is equal to (3.08) and a standard deviation of (0.75). The whole attraction mean perceived by the shoppers was (3.83) whereas its standard deviation was (0.44).

Then, the Stepwise Linear Regression was calculated to determine the effect of each of the following factors: location, entertainment, facilities and services, aesthetic, price, promotion, diversity, and quality on shoppers to visit the malls. The results indicated that there is a significant effect of the following factors on attracting shoppers to the malls: entertainment, aesthetic, quality, price, and facilities and services. Besides, throughout the process of analysing the results of the study, it was noticed that the factor of entertainment received the highest score. Accordingly, it is considered the most important factor in attracting shoppers to malls. That is to say, the majority of the Jordanian shoppers visit malls to attain leisure and enjoyment.

The entertainment factor highlighted in this study is in line with the results obtained by (Bloch et al., 1994). The latter maintained that shopping malls are observed by shoppers as a place, not only for shopping, but also for other activities, such as entertainment. Furthermore, this finding supports what Sit et al. (2003) arrived at in their study. They for instance stated that entertainment represents the salient factor that contains multiple items rather than a single item.

The findings of Özsoy (2010) showed that the factors of entertainment and leisure in Turkish shopping centers are the most attractiveness factors for shoppers among the others. This finding is consistent with the findings of the current study. In the same vein, Ahmed et al. (2007) studied the seven factors that motivate the Malaysian students to visit malls. The results showed that aesthetic and exploration dimensions were the strongest motivators that pushed students to do shopping**.** Once again the factor of aesthetic is the one that unites the study of Ahmed et al. together with the results arrived at in the present work where entertainment and aesthetic factors represent the most attractive factors for shoppers at the Jordanian malls.

In a recent study by Al-khateeb (2009), it was shown that there are five important factors which have a severe impact on attracting shoppers to visit malls. These involve the following: entertainment, diversity of products and stores, design and availability of space, inside environment (light, condition, ventilation and security), convenience and accessibility. Such results are in agreement with the ones obtained in the present work, entertainment, facilities and services and aesthetic. In contrast, the other factors, namely that of price quality is not in the same line with the results of the current study.

The facilities and services, price, and quality factors in this study confirmed the findings that have obtained by Lehew et al. (2002). The latter stated that the environment of malls, price and quality severely affect shoppers' loyalty for malls. In a recent study in this regard, Hanzaee et al. (2011) said that the retail tenant mix and atmosphere are the most influential factors in shopping malls. This result does not agree with the result of the current study which considers entertainment factor as the most important factor in attracting shoppers to malls. Such an explanation can be attributed to the behaviour of shoppers in Jordan which is different from other shoppers in different countries. In addition, Jordanian shoppers prefer the presence of different entertainment centres at malls. This point has motivated decision makers to more light on such centres to meet the interest, needs and tastes of their shoppers.

Wakefield and Baker (1998) noticed that the architectural design of the mall is the factor which highly contributes to shoppers' excitement at mall excitement. They added that the interior design of the mall on the other flip strongly effects shoppers' desire to stay longer at the mall. These results are in line with that of the present study, which regards the aesthetic factor (mall decoration, design and architecture) the strong factor that attracts shoppers to the mall.

Wong et al. (2001) developed a “SCATTER" tool aimed at joint venture enterprises in China with high internal consistency. The “SCATTER" is a five-factor instrument comprising popularity, variety and quality, incentives, facilities, and location. The “SCATTER" was designed to be used in the assessment of the element of attractiveness to shopping centers from shoppers' perspective. This finding was consistent with the findings of the current study in terms of quality and variety, facilities and services and location.

El-Adly (2007) identified six main attributes of shopping mall attractiveness. They embedded the following: comfort, entertainment, diversity, mall essence, convenience and luxury. These results are pertinent with that of the present work with respect to entertainment, diversity and location.

5.5 Demographic Variables Affecting Shoppers' Satisfaction based on Attractiveness Factors

The study has been conducted in Amman, Zarqa and Irbid in Jordan. A number of (775) respondent has been selected to be the data of the study to which the set survey is applied. More than half of the respondents were females (54.5%) and (45.5%) males, (29.3%) were between (16-25) years old and (27.5%) between (36-45). Regarding the marital status, it was found that half of the respondents, (50.5%), were married, and (36.8%) of them were responsible for a family that consists of (5-6) members. As for the education level of the respondents, it was shown that (44.5%) were holders of a bachelor degree. Concerning occupation, (43.7%) of the respondents was from the private sector. The monthly income of (40.5%) of the respondents was JD600 and less. Finally, as far as the criterion of visits is concerned, it was found that (41.3%) of shoppers visited Mecca mall.

5.5.1 Gender

The results of statistical analysis of the (t) test regarding the differences between the means of the shoppers' responses to their domains showed that there are significant differences between the means of the subjects' responses what attracts shoppers to the Jordanian malls according to their gender at (Entertainment, Facilities and services) domains in favor of females. This finding is consistent with Isa (2008) findings, which revealed that 257 or 68.2% respondents are females and 120 or 31.8% are males. It shows that the results of the study are mostly derived from both gender opinions. Moreover, the current study does not agree with the findings of Özsoy (2010), where the results show that the males who visit the mall do so for shopping more frequently than do the females. As the male visitors prefer to use facilities such as the cinemas, bowling alley, billiard hall, fitness centres, cafes, and restaurants, rather than go shopping.

5.5.2 Age

The results indicate that 227 respondents (29.3%) were from 16-25 years old. This indicates that highest rate of shoppers are young people. Scheffe' test results for the differences among the means of the shoppers' responses to their attraction to the shopping malls show that there are significant differences between all ages but it was in favour of (16-25 and 26 -35) groups age. The result of the present study agreed with the findings by Tiwari and Abraham (2010) where the results show that the largest set of respondents was found to be of the age group 22-25 years (33.8 %), following were the respondents of age groups 26-30 years (24.3%).

5.5.3 The Marital statues

About half of the respondents (50.5%) were married. the results showed that there are significant differences between the means of (divorced and widow) and (single and married) at location and entertainment domains in favor of (single and married). In addition, there are significant differences between the means of (single) and (married, divorced and widow) at price domain in favor of (married, divorced and widow). This indicates that (married, divorced and widow) are more interested in the price than other factors. The result of the current study agreed with the findings by Al-Khateeb (2009) in that the rate of married shoppers were 285 respondents (57%) which represent the highest percentage, such result is consistent with the current study.

5.5.4 The household size

Statistical analysis findings pinpoint that household size 5-6 members obtained the highest rate of respondents (36.8%). This is due to the fact that the household size average in Jordan is 5-6 members.

Scheffe' test results reveals that there are significant differences between all household size but in favor of (7-8 and >9) consumers’ household size regarding to location, entertainment, facilities and services, promotion and diversity factors. This finding is not consistent with Ting (2003) whose results indicate that respondent’s household size was (3-4) members. This is because family size in Jordan is different from that of South East Asia countries.

5.5.5 The Education level

According to the shoppers’ education level, the findings indicate that the education level of the respondents was (44.5%) for holders of the bachelor degree. This result is consistent with the following researchers (Ting, 2003; Ahmed et al., 2007; Tiwari and Abraham, 2010). In that the university first degree came first according to the shoppers’ education level.

5.5.6 Occupation

Regarding shoppers’ occupation, (43.7%) of the respondents work in the private sector. In addition, according to the results of ANOVA analysis, it was found that there are no significant differences among the means of the subjects' responses for the attraction of shoppers to the Jordanian malls according to the shoppers' occupation at all domains, except for aesthetic and price factors. Scheffe' test results show that there are significant differences between the means of (Own business and Private) and (Government and Others) in favor of (Own business and Private) due to the shoppers' occupation at the two domains. The results of the current study agreed with Özsoy (2010) as regards the rate of shoppers who visit the mall which is 60%, where the main shoppers are from private sector employees who visit the mall. This group has high income and thus has strong shopper potential.

5.5.7 Gross monthly household income

Concerning the amount of income, 40.5% of the respondents indicated that they had a monthly income between JD300 -599. This finding agreed with the finding of Ting (2003) whose study revealed that monthly income between is RM 2,000 to RM4, 000. In the same contexts, the result of one-way ANOVA test shows that there are significant differences among the means of the subjects' responses for the attraction of shoppers to the Jordanian malls according to the gross monthly household income at all domains, except for (location, entertainment and aesthetic). Moreover, the results of Al-khateeb (2009) study indicated that the gross monthly household income for shoppers was JD (300-600) or 27%. This finding is in harmony with the present study.

5.5.8 Weekly expenditure in the malls

With respect to spending patterns, it was calculated that 57.4% of respondents spent JD50 weekly in the malls. One way-ANOVA test results show that there are significant differences among the means of the subjects' responses for the attraction of shoppers to the Jordanian malls according to the weekly expenditure in the malls at all factors, except for (Location, Promotion and Diversity) factors. This finding is in harmony with (Ahmed et al., 2007).

5.6 Shoppers opinion towards malls

With regard to the malls in Jordan, the results indicate that Mecca mall gained the highest results which are 320 respondents, about 41.3%. Scheffe' test results show that there are significant differences between the means of (Arabella Mall and Sameh Mall) and (Mukhtar Mall and Mecca Mall) in favor of (Mukhtar Mall and Mecca Mall) at (Entertainment, Aesthetic and Diversity) factors, and in favor of (Arabella mall and Sameh Mall) at (Price) factors. This is because of the social classes in Jordan that most of the highest incomes shoppers were in the capital of Jordan Amman, so they are interested in entertainment and aesthetic. While most of the shoppers in Zarqa and Irbid have limited income, so their interest in prices is more than the other factors.

5.7 Summary

This chapter discussed the findings extracted through conducting many statistical analyses. These findings were supported by previous studies carried out in this regard and already mentioned in chapter two. The chapter that follows will tackle conclusion reached and recommendations.

CHAPTER SIX

CONCLUSIONS AND RECOMMENDATIONS

6.1 Introduction

This chapter presents the conclusions, implications, recommendations, contribution, limitations of the study, and direction for future research. The first section of the current chapter presents the conclusions of the study. The second section highlights the implications of the study. The third section offers the recommendations while the contributions are presented in the next section. Finally, limitations and suggestions for further research are discussed at the end of this chapter.

6.2 Conclusion

Shopping malls are playing an essential and vital role in the economic and social fabric of Jordan; especially in some of the big cities. Today, the word ‘Mall’ has become a part of people’s life and culture in the second millennium. So, due to the increasing interest and concern of people to malls, the researcher is to step forward to investigate comprehensively the impact of attractiveness factors on shoppers. Such a study is expected to offer a thorough overview about the following: the status of the selected shopping malls in Jordan, the attractive factors shopping malls do have, the effect of such factors on shoppers and the degree of impact each of the arrived at factor has on shoppers' attitudes

The main objective of this research is to investigate the effect of attractiveness factors on malls shoppers’ satisfaction in Jordan. The study identified eight available factors in this regard, these factors include the following: location, entertainment, facilities and services, aesthetic, price, promotion, diversity, and quality. Each of these factors have already been discussed and tackled in Chapter Two, The Literature Review. This finding reflects the idea that the status of the Jordanian shopping malls is good and developed to the extent that they can meet shoppers' requirements and pull their attention.

Generally speaking, the main target of shopping malls' managers is to satisfy their shoppers' changing interests. That is why; one can find that managers use different techniques to draw the attention of their shoppers and push them to revisit the same mall again and again. As cases in point of such techniques are the following: providing different and new types of products and services; offering low price products, and also high quality products, decorating the indoor halls and lounges, providing recreational section for one to spend his/her leisure time, and choosing a strategic place for setting the malls to be accessible by the majority of people. All these different techniques are used to cope with the continuous shoppers' changing interests.

As for the second objective, it is concerned with examining the relationship between the identified attractiveness factors and shoppers’ satisfaction. The findings indicate that there are significant positive correlations between all the factors in the current study and shoppers' satisfaction. Such factors that are represented by location, entertainment, facilities and services, aesthetic, price, promotion, diversity and quality, play a vital role in pulling the attention of shoppers in the Jordanian malls and getting their satisfaction. Moreover, the results have also revealed that all attractiveness factors have a positive effect on shoppers’ satisfaction in the sense that they can motivate shoppers to revisit the same mall frequently. Finally, the study has identified that entertainment, aesthetic and price are the main factors that contribute in attracting shoppers and getting them satisfaction.

Concerning the third objective, it is dedicated to identify the degree of importance of the attractiveness factors in attracting shoppers to the malls. The results have shown that there is a significant correlation between the following factors and shoppers' attractiveness to the malls: entertainment, aesthetic, quality, price, and facilities and services respectively. Throughout analysing the data of the study, it has been noticed that the factor of entertainment received the highest score. Therefore, it has started to be considered the most significant factor in attracting shoppers to malls. In other words, such a finding reflects the idea that the majority of Jordanian shoppers do visit malls for the sake of recreation and enjoyment. In addition, the study has also shown that Jordanian shoppers prefer the presence of different entertainment centres at malls. Accordingly, mall designers should take into account this point when designing any malls. Besides, they should put in their mind that shoppers have different interests, needs and tastes, so they should offer various types of entertainment that meet these changing interests.

With regard to the aesthetic factor, which includes the design, architecture, decoration, layout and the colors of the malls, the researcher has shown that such factors are very important in attracting shoppers to malls. In the same vein, the study has further confirmed the importance of price and the quality factors in pulling people's attention to the malls. Results also highlighted a very importance remark in that married, divorced and widows concentrate on the factor of price more than the other shoppers. Similarly, results clarified that the more facilities and services a mall offers, the more shoppers it will gain and the more visits such shoppers will do. Some of these services and facilities are considered highly essential for shoppers, such as that of comfortable parking, security, different restaurants, air conditioned atmospheres and other services. For this goal the decision-makers and managers in malls should take the aforementioned factors into consideration to meet the shoppers' needs and desires and to achieve consequently spiritual and financial gains.

Speaking of the demographic variables, it has shown that such variables affect shoppers' satisfaction in Jordanian shopping malls. As cases in point of these variables are the following: gender, age, marital status, household size, education level, occupation, gross monthly household income, weekly expenditure in the malls. The study has also come across another important issue, which is that of the gender of the shoppers. In this regard, results revealed that the number of female shoppers exceeds that of males. This is because the former type of shoppers is much attracted to entertainment and service factors. On the other hand, the shoppers, whose age ranges between 16-25 and 36-45 occupy the front seat is far as shopping is concerned. This means that the majority of mall shoppers are from the young.

Other relevant findings can be stated in the following points: The married shoppers got the highest rate in shopping. Households of the size between 5-6 members received the largest percentage in malls shoppers. Such a finding confirms once more the fact that t the majority of the Jordanian families visit malls for the purpose of entertainment. Moreover, the majority of shoppers hold university first degree. Such students visit malls in search for a goods as well as good quality products. More so, private and public sectors have scored the highest rate among shoppers. Such shoppers usually prefer to hold their meetings in such public places. As for the factor of salary, results have shown that the monthly income of shoppers is between (300-599) or (600-899). In another words, their incomes differ from a person to another and from an area to another. Another important issue is that generally shoppers, in their weekly shopping depend on their needs and desires. Accordingly, their weekly expenditure is estimated about JD50. Depending on what has been said above, one can find that those who visit and spend much time are satisfied with the services presented as well as with the facilities. Being satisfied means that they are highly encouraged to revisit the mall again and again.

6.3 Contributions of the Study

This study is specifically important as a step forward towards identifying the shoppers' needs and desires. Moreover, it is a guide for the shopping mall decision makers to develop effective strategies and ideas to enhance their business and profits. With regards to the contributions of the study, the research has provided some insights for academia and theory, shoppers, managers and owners, government and architect**s**. We will tackle each of these sectors respectively:

Theoretically speaking, the present study contributes to the literature by highlighting the issues and filling the gap with regard the lack of information on the attractiveness factors and shoppers satisfaction. Moreover, it was noticed that the previously conducted study in this field concentrated on showing the effect of only three or four attractiveness factors on shoppers' satisfaction. Accordingly, the current study has been conducted to update the field of marketing with new information in this regard from the one side and to reconsider comprehensively the same subject tackled by the previous scholars in a detailed way by taking eight attractiveness factors into account.

The result of the present study reveals that there are significant positive correlations between all the attractiveness factors, and shoppers' satisfaction in the Jordanian malls. The third contribution satisfied the third objective by proving that the entertainment, aesthetic, quality, price, and facilities and services have the most significance factors in attracting shoppers to the mall. In addition, one of the contributions presented in this study that the results showed that entertainment, aesthetic and the price achieved the highest percentage among the attractiveness factors with shopper's satisfaction.

The present study is regarded as one of the few studies that tackled attractiveness factors in relation to the demographic variables. In Jordan and the region it is regarded as one of the few studies that highlighted the problems of malls sector.

6.4 Implication of the study

6.4.1 Mall Shoppers

Shopper is the tool for the mall to be successful. He should find all convenient means for shopping as well as easy access to all facilities and services. Thus, the decision-makers and managers in the malls should look for better planning and try to develop suitable strategies related to finding a special location for their malls where all kinds of entertainment can be found. Moreover, Shoppers who patronize shopping malls would find this research useful in terms of providing all facilities and easy shopping in any time and place they choose to do shopping.

6.4.2 Mall Owners and Managers

This contribution is related to malls owners and managers where they should follow guidelines for shopping malls to improve their marketing strategies, and competiveness. In addition, they should provide all the facilities and easy shopping for shoppers. They should also focus on attractiveness factors: location, entertainment, facilities and services, aesthetic, price, promotion, diversity and quality, as it is obvious from the results of this study. There will be higher patronage to their displayed commodity for sale. This is because if the needs and interest of the shoppers is put into consideration, there is tendency of him\ her to go there more often than any other place. This study is important in enabling managers and planners for the sector of shopping malls to develop marketing strategies for the growth of this sector. Then, plans and strategies for mall should be built around those attractiveness factors and should be outlined in advance to achieve satisfaction and consequently loyalty to the mall. The mall should be designed to be the second home for shoppers.

6.4.3 Government

As a contribution for the benefit of the government, who plans the structure and appearance of a city, this research would be useful because there is firsthand information about urban development and positioning of modern infrastructure. There is no doubt that the growth in the malls' sector in Jordan and the construction of such malls in the big cities of Jordan will inevitably be reflected on the country's economy as a whole and prosperity for the country will be achieved. Tourism is deeply connected to the growth of economy. The construction of new and well–qualified malls reflects the prosperity of the country and government should be attention to this sector.

6.4.4 Mall Architects

Due to scarcity of studies in Jordan as far as shopping malls is concerned, this study wildly contributes to the efforts of trying to draw the attention of designers and developers in this sector to tackle the main problems faced by the malls sector. Architects should be creative and shopper is by no means attracted by the fascinating design. All the early steps to design a mall, new means of decoration, colors, internal and external design, and layout of the shopping malls should be given a priority. Architects do not design malls for architects; they design them for shoppers who are interested in attractive design and fascinating decoration, as well as every brick in its position. Aesthetic factor scored the second rate in the results which highlights the importance of this factor for shoppers. Architects and designers should be given great importance for this factor. Some studies highlighted this factor as the first interest of shoppers.

6.5 Recommendations of the Study

This study is conducted with the main aim of understanding the nature of malls in Jordan by analyzing the factors that achieve attractiveness for shoppers. Therefore, the presents study is useful for many sectors. It helps establish a comfortable and easy environment for shoppers. So, hopefully this study plays a significant role in developing the industry of malls in the studied region.

Accordingly, the current study recommends the followings:

1- The study recommends that the shopper should be the target by meeting his needs, tastes and desires. This is because shoppers represent the corner stone of the whole process of selling. So, the more taking care of shoppers, the more benefits the managers of shops will gain.

2- Since the entertainment factor recorded the highest score among the other attractiveness factors, the researcher urge the decision makers and mall managers to take it into consideration to satisfy the shoppers’ needs.

3- Paying great attention to architecture, internal and external design, decorations, bright and colors contributes to create motivation and excitement for many shoppers and encourage them to revisit and enjoy the creativity of design.

4- Great attention of other attractiveness factors in terms of location and easy access. In addition, facilities and services impact shoppers and should be given priority. The study recommends reconsidering the strategy of pricing.

Diversity as well as quality interested many shoppers and affected them much; therefore, managers should put them in mind. Managers should not forget means of promotion which attract shoppers.

5- Managers should be involved in rehabilitation and training workshops from time to time, so that they will be informed of the latest advances in the industry of malls.

6- Taking advantages of the specialized professional efficiencies in the universities to improve the performance of the marketing development in the shopping mall.

7- Conducting more marketing researches by the shopping malls managements because such researches have positive effects on the shoppers' needs and desires recognition. Therefore, profits can be obtained.

8- Following the changes and the updates of products and services by the decisions makers and managers of the malls, to be aware of the external and environmental changes.

6.6 Future Research

This study opens doors to many research ideas and investigations. The results indicate that there is a positive relationship between the attractiveness factors and shoppers satisfaction. This gives us a clear indication that it is important for the decision maker and managers to use all attractiveness factors to increase shoppers' satisfaction level. Therefore, this study offers several directions for future research, as follows:

1. This study tackled the effect of the attractiveness factors on shopper's satisfaction from the point of view of the shopper's opinions. Other points of

view such of malls' employees in dealing with shoppers could be conducted in future studies.

2. The researcher suggests further researches on the facilities and entertainment centers at malls, since the entertainment factor has been classified as the highest at attractiveness factors among the shoppers' attractiveness factors.
3. Further researches can be carried out in certain occasions such as Eid (a Muslim Feast), Christmas, and Easter as the current study investigates the effects of attractiveness factors on shoppers' satisfaction all over the year. In other words, a deeper insight can be obtained from the crowded malls in specific occasions.
4. Investigating the shoppers' behaviour on the local and international level is a part and parcel of the suggested researches to report more precise views about the shoppers' needs, tastes and desires.
5. Noting the fact of the rare studies on the aesthetic and decoration, internal and external design, architecture, layout and colours, the researcher recommends more researchers on such concepts, since shoppers pay attention to such factors.

REFERENCES

Aaker, D. A. (1995). Strategic Market Management. 4th ed., New York, John Wiley.

Abdulkarim, D. (2004). Experts' Evaluations of the Production and Use of Public Spaces in Amman. MA, Jordan University of Science and Technology, Irbid. (Unpublished Master Thesis).

Adjei, MT., Griffith, DA., Noble, SM. (2009). When do relationships pay off for small retailers? Exploring targets and contexts to understand the value of relationship marketing. J. Retail., 85, 493-501.

Ahmad, A. M. K (2012). Attractiveness Factors Influencing Shoppers' Satisfaction, Loyalty, and Word of Mouth: An Empirical Investigation of Saudi Arabia Shopping Malls. International Journal of Business Administration Vol. 3, No. 6.

Ahmed Z.U., Ghingold, M., & Dahari, Z. (2007). Malaysian Shopping Mall Behavior: an Exploratory Study. *Asia Pacific Journal of Marketing and Logistics*, 19 (4), 331-348.

Ailawadi, K.L., Keller, K.L. (2004). Understanding retail branding: conceptual insights and research priorities. J Retail; 80, 331–42.

Alam, S., Yasin, N. (2010). An Investigation into the Antecedents of Customer Satisfaction of Online Shopping, *Journal of Marketing Development and Competitiveness* 5(1).

Alba, J.W., Mela, C.F., Shimp, T.A. and Urban, J.E. (1999). The Effect of Discount Frequency and Depth on Consumer Price Judgments‖, *Journal of Consumer Research*, 26 (2), 99-114.

Alexander, A. A., and Muhlebach, R. F. (1992). Shopping Centre Management. Chicago. Institute of Real Estate Management.

Ali, K. A., and Ong. J. (2010), Shopping Mall Attractiveness: Study on Factors that influenced decision-making in choosing shopping mall. Journal of quality measurement and analysis. 6 (2), 65-73.

Al-khateeb, F. S. (2009). Factors influencing malls selection from Jordanian customers point of view, *Jordan Journal of Business,* Volume. 5 Issues 1.

Al Khawaldeh, A. (2010). Evaluation of Marketing Policies of the Shopping Centers and the Reality of its Marketing Performance: An Exploratory Study in Amman City. M A, University of Jordan. Jordan. (Unpublished).

Allessandro, D.N. & Maria, R.N. (2006). Entertainment orientation of Italian shopping centres: antecedents and performance. *Journal of Managing Service Quality* 16 (2): 145-166.

Alqahtani, S.S. (2012). Shopping Centers Attraction: Saudi Customers Perspective, Journal of World Review of Business Research, 2(4), 187 – 203.

Amman Mall. (2011).Retrieved 6-9-2011, from http://www.ammanmall.jo/-ammanmall_ about.aspx.

Anderson, E. W., Fornell, C., & Mazvancheryl, S. K. (2004). Customer satisfaction and shareholder value. Journal of Marketing, 68(4), 172-185.

Andreu, L., Bigne, E., Chumpitaz, R., Swaen, V. (2006). How does the perceived retail environment influence consumer emotional experience? Evidence from two retail settings. Int Rev Retail, Distrib Consum Res; 16 (5), 559–75.

Anselmsson, J. (2006). Sources of Customer Satisfaction with Shopping Malls: A Comparative Study of Different Customer Segments. International Review of Retail, Distribution & Consumer Research, Feb., 16 (1), 115-131.

Anuradha and Manohar, (2011). Customer shopping experience in malls with entertainment centres in Chennai. *African Journal of Business Management,* 5(31), 12319-12324, 7 December, 2011.

Arabella Mall. (2011). Retrieved 6-8-2011, from http://www.Arabellamall.com

Armstrong, G., Kotler, P. (2009). Marketing: An Introduction 5th ed. Prentice-Hall. N.J.

Arnold, M.J., & Reynolds, K.E. (2003). Hedonic shopping motivations. *Journal of Retailing* 79 (2): 1–20. Bellenger D., Robertson D. & Greenberg B. 1977. Shopping centre patronage motives. *Journal of Retailing* 53(2), 29-38.

Assael, H. (1987). Consumer Behavior and Marketing Action, 3rd ed., Kent Publishing Company, Boston, M

Babin, B.J., Darden, W.R. and Griffin, M. (1994). Work and or fun: measuring hedonic and utilitarian shopping value. *Journal of Consumer Research,* 20 (4), 644-56.

Balazs, A.L. (1995). Positioning the retail shopping centre for aging consumers. 77(4), 10-22.

Band, W.A. (1978). The art of listening to customers. Sales and Marketing Management in Canada, p. 6.

Bansal, S., & Gupta, G. (2001). Building Customer Loyalty Business-to-Business Commerce. In J. N. Sheth, A. Parvatiyar & G. Shainesh, eds., Customer Relationship Management. New Delhi, Tata McGraw-Hill, 2001, 3-25.

Barbieri, K. (2005). The mall is dropping the ball. Amusement Business, 118, 52-53.

Barreto, C. d., & Konarski, J. (1996). Shopping centres and entertainment: a typology. In ICSC (Ed.), Entertainment in Shopping Centres: A Compendium of ICSC Information Resources, New York, 3-10.

Batra, R. & Ahota, O.T. (1991). Measuring the Hedonic and Utilitarian Sources of Consumer Attitudes. *Marketing Letters*, 2 (4), 159-170.

Bell, D.R., and Lattin, J.M. (1998). Shopping Behavior and Consumer Preference for Store Price Format: Why ‗Large Basket ‘Shopper Prefer EDLP‖, Marketing Science, 17 (1), 66-88.

Berman, B. and Evans, J. (2004). Retail Management: A Strategic Approach, Pearson Education Inc., Upper Saddle River, NJ.

Berman, B. & Evans, J. (2001). Retail Management: A Strategic Approach, 8th edn, Prentice Hall, United States.

Beyard, M. D., O'Mara et al. (1999). Shopping Centre Development Handbook. Urban Land Institute: Washington, DC.

Bitner, M. J. (1990). Evaluating service encounters: The effects of physical surroundings and employee responses. *Journal of Marketing,* 54, 69-82.

Bloch, P. H., Ridgway, N. M., and Dawson, S.A. (1994). The shopping mall as consumer habitat. *Journal of Retailing*, 70 (1), 23-42.

Bodet, G. (2008). Customer satisfaction and loyalty in service: Two concepts four constructs, several relationships. J. Retail. Consum. Serv., 15, 156-162.

Bodkin, C. and Lord, J. (1997). Attraction of power shopping centres. *The International Review of Retail, Distribution & Consumer Research*, 7 (2), 93-108.

Bowen, J. T., & Chen, S. L. May (2001). The Relationship Between Customer Loyalty and Customer Satisfaction, *International Journal of Contemporary Hospitality Management*, 213-217.

Brown, M.G. (1999). Design and value: spatial form and the economic failure of a mall. *Journal of Real Estate Research*, 17 Nos (1/2), 189-226.

Brown, S. (1992). Tenant mix, tenant placement and shopper behaviour in a planned shopping centre. Serv Ind J; 12 (3), 384–404.

Burns, D.J., and Warren, H.B. (1994). Consumers' perceptions of suburban regional shopping malls: an investigation based on proximity and stated mall preference. In Timmermans, H. (Ed.), Recent Advances in Retailing and Service Sciences, European Institute of Retailing and Services Sciences/Canadian Institute of Retailing and Services Sciences, Edmonton, 15-16.

Carman, J.M. (1990). Consumer perceptions of service quality: An assessment of the SERVQUAL dimensions. *Journal of Retailing, 66*(l), 33-55.

Carn, N., Rabianski, J., Racster, R., Seldin, M. (1988). Real Estate Market Analysis Technique and Applications, Prentice Hall, New Jersey.

Carter, C. C., and Vendell, K. D. (2005). Store location in shopping centers: Theory and estimates. *Journal of Real Estate Research* 25 (3), 237 – 265.

Charters, S., & Pettigrew, S. (2006). Product involvement and the evaluation of wine quality. *Qualitative Market Research: An International Journal, 9* (2), 181-193.

Chebat, J., and Michon, R. (2003). Impact of Ambient Odors on Mall Shoppers' Emotions, Cognition and Spending: A Test of Competitive Causal Theories. *Journal of Business Research*, 56, 529-539.

Chebat, J., Sirgy, M., and Grzeskowiak, S. (2009). How can shopping mall management best capture mall image**?** *Journal of Business Research*, JBR-06831; No of Pages 6.

Chetthamrongchai, P., and Davies, G. (2000). Segmenting the market for food shoppers using attitudes to shopping and to time. *British Food Journal*, 102 (2), 81-101.

Churchill, G. A. (1979). A paradigm for Developing Better Measures of Marketing Constructs. *Journal of Marketing Research*, 16 (1), 64–73.

Cohen, G. L., Aronson, J., & Steele, C. M. (2000). When beliefs yield to evidence: Reducing biased evaluation by affirming the self. *Personality and Social Psychology Bulletin, 26*, 1151–1164.

Craig, A. M. And Turley, L. W. (2004). Malls and consumption motivation: An exploratory examination of older generation and young consumers. *International Journal of Retail & Distribution Management* 32 (10), 464 – 475.

Cronin, J.J., & Taylor, S.A. (1992). Measuring service quality: a reexamination and extension. *Journal of Marketing, 56*, 55-58.

Deng, Z., Lu, Y., Wei, K. K., Zhang, J. (2009). Understanding customer satisfaction and loyalty: An empirical study of mobile instant messages in China. *International Journal of Information Management,* 30, 289–300.

Dennis, C., Marsland, D. and Cockett, T. (2001). The mystery of consumer behaviour: market segmentation and shoppers' choices of shopping centres. *International Journal of New Product Development and Innovation Management*, 3 (3), 221-233.

Dennis, C., Marsland, D. and Cockett, T. (2002a). Central place practice: shopping centre attractiveness measures, hinterland boundaries and the UK retail hierarchy. *Journal of Retailing and Consumer Services*, 9, 185-199.

Dennis, C., Murphy, J., Marsland, D., Cockett, T. and Patel, T. (2002b). Measuring image: shopping centre case studies. *International Review of Retail, Distribution & Consumer Research*, 1 (4), 355-73.

Department of Statistics in Jordan. (2013). Retrieved 17-3-2013, from www, dos.gov, jo/dos_hom_e/main/index.htm.

Desai, K.K., Talukdar, D. (2003). Relationship between product groups' price perceptions, shopper's basket size, and grocery store's overall store price image. *Psychology & Marketing*, 20 (10), 90-97.

Devgan, Deepak and Kaur, Mandeep. (2010). “Shopping Malls in India: Factors affecting Indian Customers’ Perceptions”, South Asian Journal of Management, 17 (2), 29–42.

Dholakia R.R. (1999). Going Shopping: Key Determinants of Shopping Behaviours and Motivations, *International Journal of Retail and Distribution Management*, 27 (4), 154-165.

Dobson, J. (2007). Aesthetics as a foundation for business activity. *Journal of Business Ethics* 72 (1), 41 – 46.

Dodds, W.B., Monroe, K.B., & Grewal, D. (1991). Effects of price, brand and store information on buyers´ product evaluations. *Journal of Marketing Research, 28* (8), 307-319.

Dowson, J. A. (1983). Shopping Centre Development, Longman: London.

El-Adly, M. I. (2007). Shopping malls attractiveness: A segmentation approach. *Journal of Retail & Distribution Management* 35 (11), 936–950.

Erkip, F. (2003). The shopping mall as an emergent public space in Turkey. *Environment and Planning A*, 35, 1073-1093

Erkip, F. (2005). The rise of the shopping mall in Turkey: the use and appeal of a mall in Ankara. Cities, 22(2), 89-108.

Farrag, D., Sayed, I., Belk, R. (2010). Mall Shopping Motives and Activities: A multimethod Approach. *Journal of International Consumer Marketing*, 22, 95-115,

Folkes, V., and Wheat, R. D. (1995). Consumers’ Price Perceptions of Promoted Products. *Journal of Retailing*. 71 (3), 317-328.

Forgey, F.A., Goebel, P.R., and Nixon, B. (1995). Addressing tenant selection to maintain shopping centre success. *Economic Development Review*, 13 (2),56-59.

Fram, E.H., and Axelrod, J. (1990). The distressed shopper. *American Demographics*, 12 (10), 44-50.

Frasquet, M., Gil, I., and Moll’a, A. (2001). Shopping-centre selection modelling: a segmentation approach. *International Review of Retail, Distribution & Consumer Research*, 11 (1), 23-38.

Frat, A. F., and A. Venkatesh. (1993). postmodernity: The age of marketing. *International Journal of Research in Marketing* 10 (3), 227–249.

Fuller, J., Matzler, K., & Faullant, R. (2006). Assessing the asymmetric impact of satisfaction factors on overall customer satisfaction: The case of Alpine snowboard areas. Annals of Tourism Research, 33(4), 1159–1163.

Gilboa, S. (2009). A segmentation study of Israeli mall customers. *Journal of Retailing and Customer Services* 16, 135-144.

Goss J (1993). The magic of the mall: an analysis of form, function, and meaning in the contemporary retail built environment, *Annals of the Association of American Geographers*, 83 (1993), 18-47.

Grewal, D., Baker, J., Levy, M., Voss, G.B. (2003). The effects of wait expectations and store atmosphere evaluations on patronage intentions in service-intensive retail stores. J Retail; 79 (4), 259-268.

Groover, J. (2005). U.S. looks abroad for latest shopping centre innovations. Retrieved April 22, 2005, fromhttp:www.icsc/org/srch/sct/sct0305- index. php? region.

Gustafsson, A., Johnson, M.D., and Roos, I. (2005). The Effects of Customer Satisfaction, Relationship Commitment Dimensions, and Triggers on Customer Retention. *Journal of Marketing*, 69, 210–218.

Hanif, M., Hafeez, S., & Riaz, Adnan. (2010). Factors Affecting Customer Satisfaction, *International Research Journal of Finance and Economics - Issue 60.*

Hansemark, O. C., & Albinson, M. (2004). Customer Satisfaction and Retention: The Experiences of Individual Employees, Managing Service Quality, 14 (1), 40- 57.

Hanzaee, K, H., Kheiry, B., Abghari, M. (2011). Investigation of the Effects of Stores' Tenant Mix and Internal and External Environmental Conditions on Coustomer Satisfaction from Shopping Centers in Iran. *Asian Journal of Business Management Studies,* 2 (2), 94 -100.

Haynes, J., & Talpade, S. (1996). Does entertainment draw shoppers? The effects of entertainment centres on shopping behaviour in malls. *Journal of Shopping Centre Research*, 3(2), 29-48.

Haytko, D. L., & Baker, J. (2004). It's all at the mall: exploring adolescent girl's experiences. *Journal of Retailing*, 80 (1), 67-83.

Hennig, T., and Klee, A. (1997). The Impact of Customer Satisfaction and Relationship Quality on Customer Retention: A Critical Reassessment and Model Development. *Psychology & Marketing*", 14(8), 737–764

Herrmann, A., Xia, L., Monroe, K.B., and Huber, F. (2007). The Influence of Price Fairness on Consumer Satisfaction: An Empirical Test in the Context of Automobile Purchases. *Journal of Product & Brand Management*, 16 (1), 49-58.

Higgins, E. T. (1998). Promotion and Prevention: Regulatory Focus as a Motivational Principle. *In Advances in Experimental Social Psychology*, 30, Mark P. Zanna, ed. New York: Academic, pp. 1-46.

Hokanson, S. (1995). The Deeper You Analyse, The More You Satisfy Customers, Marketing News, p. 16.

Holbrook, M.B., & Corfman, K.P. (1985). Quality and value in the consumption experience: Phaedrus rides again, in Jacoby J & Olson JC (eds) *Perceived Quality: How Consumers View Stores and Merchandise*, Lexington Books, Lexington MA, 31-57.

Hoyer, W. D., & MacInnis, D. J. (2001). Consumer Behaviour. 2nd ed., Boston, Houghton Mifflin Company.

Howard, E. (2007). New Shopping Centres: Is Leisure the Answer? , *International Journal of Retail and Distribution Management*, 35 (8), 661-672.

Ibrahim, M. (2002). Disaggregating the travel components in shopping centre choice: an agenda for valuation practices. *Journal of Property Investment & Finance*, 20 (3), 277-294.

Ibrahim, M., and Ng, C. (2003). Determinants of entertaining shopping experiences and their link to consumer behaviour: case studies of shopping centres in Singapore. *Journal of Leisure Property*, 2 (4), 338-357.

ICSC (International Council of Shopping Centers), (2004). ICSC shopping center definitions. Basic configurations and type for the United States. [Online] Available: http://www.icsc.org/srch/lib/USD Definitions.pdf.

ISA, N. (2008). A study towards shopping behavior among university students and factors impacting on it. M A, University Utara Malaysia, Malaysia. (Unpublished).

Jackson, Vanessa, Stoel, Leslie and Brantley, Aquia. (2011). “Mall Attributes and Shopping Value: Differences by Gender and Generational Cohort”, Journal of Retailing and Consumer Services, 18 (1), January, 1–9.

Jamal, A., Daviesa, F., Chudryb, F., Al-Marric, M. (2006). Profiling consumers: A study of Qatari consumers’ shopping motivations. *Journal of Retailing and Consumer Services*, 13, 67–80.

Jason Sit, Bill Merrilees & Dawn Birch. (2003). Entertainment-seeking shopping centre patrons: the missing segments. International Journal of Retail & Distribution Management 31: 80-94.

Jin, B., and Kim, J. (2003). A typology of Korean discount shoppers: shopping motives, store attributes, and outcomes. *International Journal of Service Industry Management*, 14 (4), 396-419.

Jones, M. (1999). Entertaining Shopping Experience: An Exploratory Investigation. *Journal of Retailing and Consumer Services*, 6, 129-139.

Kano, N. (1984). Attractive quality and must be quality. Hinshitsu (Quality), 14(2), 147–156 [in Japanese].

Kaufman, C.F. (1996). A new look at one-stop shopping: a TIMES model approach to matching store hours and shopper schedules. *Journal of Consumer Marketing*, 13 (1), 4-52.

Kendrick, A. (1998). Promotional Products Versus Price Promotion in Fostering Customer Loyalty: A Report of Two Controlled Field Experiments. *The Journal of Services Marketing*. 12 (4), 312-326.

Kim, M.K., Park, M.C., and Jeong, D.H. (2004). "The effects of customer satisfaction and switching barrier on customer loyalty in Korean mobile telecommunication services", Electronics and Telecommunications Research Institute, School of Business, Information and Communications University, Yusong-gu, Hwaam-dong, Taejon 305-348, South Korea.

Kim, Y., Kim, E., and Kang, J. (2003). Teens' mall shopping motivations: functions of loneliness and media usage. *Family and Consumer Sciences Research Journal*, 32, 140-167.

Koçak, H. (2010). Convex Programming Approach to the Shopping Mall (AVM) Site Selection Problem and Sakarya. *European Journal of Social Sciences – Volume 13, Number 2.*

Kotler, P. (2000). Marketing Management. 10th ed., New Jersey, Prentice-Hall.

Kotler, P., & Armstrong, Gary. (2006). Principles of Marketing. Pearson Education Inc, Upper Saddle River, New Jersey.

Kotler, P., & Armstrong, G. (2010). "Principles of Marketing", 13th ed. New Jersey: Prentice Hall.

Kotler, P., and Keller, K.L. (2006). Marketing Management‖, 12 editions, Pearson Prentice Hall.

Kukar-Kinney, M., Xia, L., Monroe, L.B. (2007). Consumers' perceptions of the fairness of price-matching refund policies. *Journal of Retailing,* 83, 325–337.

Kululanga, G. K., McCaffer, R., Price, A. D. F., & Edum-Fotwe, F. (1999). Learning Mechanisms Employed By Construction Contractors. *Journal of Construction Engineering and Management*, 125(4), 215-223.

Kumar, V., and Leone, R.P. (1998). Measuring the Effect of Retail Store Promotions on Brand and Store Substitution‖, *Journal of Marketing Research,* 25, 178-185.

Kupke, V. (2004). Identifying the dimensions to retail centre image. *Journal of Property Investment & Finance*, 22 (4), 298-306.

LaBarbera, P. A., & Mazursky, D. (1983). A longitudinal Assessment of Consumer Satisfaction, Dissatisfaction: the Dynamic Aspect of Cognitive Process, *Journal of Marketing Research,* 20, (11), 393-404.

Lambert, Z. (1972). Price and Choice Behavior, *Journal of Marketing Research, (2),* 35-40.

LeHew, M., Burgess, B., and Wesley, C. (2002). Expanding the loyalty concept to include preference for a shopping mall. *International Review of Retail, Distribution & Consumer Research,* 12 (3), 225-236.

LeHew, M., and Fairhurst, A. (2000). US shopping mall attributes: an exploratory investigation of their relationship to retail productivity. *International Journal of Retail & Distribution Management*, 28 (6), 261-279.

L é o, P. Y., And Philippe, J. (2002). Retail centres: Location and consumer's satisfaction. *The Service Industries Journal* 22 (1), 122 – 146.

Levy, M., and Weitz, B. (1998). Retailing Management, 3rd edn, McGraw-Hill, United States.

Li, F., Nan, Z., Nicholls, J.A., Zhuang, G., and Kranendonk, C. (2004). Interlinear or inscription? A comparative study of Chinese and American mall shoppers' behavior. *Journal of Consumer Marketing*, 21 (1), 51-61.

Lichtenstein, D.R., Ridway, N.M., and Netemeyer, R.G. (1993). Price Perceptions and Consumer Shopping Behavior: A Field Study, *Journal of Marketing Research*, 30 (2), 234-245.

Llusar, J.C.B., Zornoza, C.C., & Tena, A.B.E. (2001). Measuring the relationship between firm perceived quality and customer satisfaction and its influence on purchase intentions. *Total Quality Management*, *12* (6), 719-734.

Loudon, D.L., and Bitta, A.J.D. (1993). Consumer Behavior: Concepts and Applications, 4th ed., McGraw-Hill, New York, NY.

Lovelock, C., Patterson, P., & Walker, R. (1998). S*ervices Marketing: Australia and New Zealand*, Prentice Hall, New South Wales, Australia.

Lowry, J. (1997). The life cycle of shopping centers, Business Horizons, 40(1), 77-86.

Lui K. F. (1997). "Shopping behavior in Kuala Lumpur shopping malls", University Putra Malaysia.

Lysonski, S., Durvasula, S., Zotos, Y. (1996). Consumer decision making styles: a multi-country investigation. *European Journal of Marketing* 30 (12), 10–21.

Majumdar, Aveek (2005). "A Model for Customer Loyalty for Retail Stores inside Shopping Malls – An Indian Perspective", Journal of Services Research, Special Issue, December, 47–64.

Martin-Consuegra, D., Molina, A., and Esteban, A. (2007). An Integrated Model of Price, Satisfaction and Loyalty: an Empirical Analysis in the Service Sector. *Journal of Product & Brand Management*, 16 (7), 459–468.

Martinez, E., and Montaner, T. (2006). The Effect of Consumer's Psychographic Variables Upon Deal-Proneness. *Journal of Retailing and Consumer Services* 13, 157-168.

Matzler, K., & Sauerwein, E. (2002). The factor structure of customer satisfaction: An empirical test of the importance grid and the penalty reward- contrast analysis. *International Journal of Service Industry Management*, 13(4), 314-332.

Mecca Mall. (2010). Retrieved 22-8-2011, from http://meccamall.jo/?page_id=76

Michon, R., & Chebat, J.C. (2004). Cross-cultural mall shopping values and habitats: A comparison between English and French-Speaking Canadians. *Journal of Business Research,* 57, 883-892.

Michon, R., Yu, H., Smith, D., Chebat, JC. (2007). The shopping experience of female fashion leaders. *Int J Retail Distrib Manag*; 35(6), 488–500.

Millan, E.S., & Howard, E. (2007). Shopping for Pleasure? Shopping Experiences for Hungarian Consumers. *International Journal of Retail and Distribution Management*, 35 (6), 474-487.

Miller, D. P., Jackson, N., Thrift, B., Holbrook, and M. Rowlands. (1998). Shopping, place and identity. London: Routledge.

Moore, M., and Carpenter, J.M. (2008). An Examination of Consumer Price Cue Usage in US Discount Formats‖, International. *Journal of Retail & Distribution Management,* 36 (5), 345-359.

Monroe, K.B., & Krishman, R. (1985). The effects of price on subjective product evaluations, in Perceived Quality J. Jacoby and J. Olson (Eds). Lexington: Lexington Books, 209-232.

Monroe, K.B., and Lee, A.V. (1999). Remembering versus Knowing: Issues in Buyers' Processing of Price Information. *Journal of Academy of Marketing Science*, 27, (2), 207-225.

Mukhtar Mall. (2010). Retrieved 14-8-2011, from http://www.mukhtargroup.com/-index.

Ng, C. F. (2003). Satisfying shoppers' psychological needs: From public market to cyber- mall. *Journal of Environmental Psychology* 23, 439–455.

Nicholls, J., Li, F., Kranendonk, C., and Roslow, S. (2002). The seven year itch? Mall shoppers across time. *Journal of Consumer Marketing*, 19 (2), 149-65.

Nicholls, J., Li, F., Mandokovic, T., Roslow, S., and Kranendonk, C. (2000). US-Chilean mirrors: shoppers in two countries. *Journal of Consumer Marketing*, 17 (2), 106-119.

Nowlis, S. M., and Simonson, I. (1996). The Effect of New Product Features on Brand Choice. *J of Marketing Res*earch, 33 (2), 36-46.

Nunnally, J.C., (1978). Psychometric Theory. McGraw-Hill, New York.

Nurani, N. (2003). Mall with a purpose. *Malaysian Business,* February1.

Oliver, R. (1997). Satisfaction: A Behavioural Perspective on the Consumer, Irwin/McGraw- Hill, New York.

Oliver, R.L. (1999). Whence Consumer Loyalty, *Journal of Marketing*, 63, 33-44.

Oliver, R.L., & DeSarbo, W. S. (1988). Response determinants in satisfaction judgments. *Journal of Consumer Research*, 14,495-507.

Ooi J.T.L. & Sim L.L. (2007). The Magnetism of Suburban Shopping Centers: Do Size and Cineplex Matter? *Journal of Property Investment and Finance*, 25 (2), 111-135.

Ownbey, K.L., Davis, K., and Sundel, H.H. (1994). The effect of location variables on the gross rents of neighborhood shopping centers. *Journal of Real Estate Research*, 9 (1), 111-23.

Özsoy, M. (2010). User preferences on transformations of shopping centres into private urban public spaces: The case of Izmir, Turkey, *African Journal of Business Management*, 4(10), 1990-2005, 18 August.

Parasuraman, A., Zeithaml, V., & Berry, L. (1988). SERVQUAL: A multiitem scale for measuring consumer perceptions of service quality. *Journal of Retailing,* 64, 12-40.

Parasuraman, A., Zeithaml, V., & Berry, L. (1996). The behavioural consequences of service quality. *Journal of Marketing, 60,* 31-46.

Parsons, A. G. (2003). Assessing the effectiveness of shopping mall promotions: Customer analysis. *International Journal of Retail & Distribution Management* 31 (2), 74 – 79.

Paulus, H. (2005). The Impact of Shopping Center Development towards the Traffic Surrounding (a case Study in Java supermal shopping center in semarand city). Proceedings of the Eastern Asia Society for Transportation Studies, (5), 1827 – 1840.

Peattie, S., & Peattie, K. (1994b). Promoting Financial Services with Glittering Prizes. *International Journal of Bank Marketing* 12, 6. 19-29.

Peter, J.P., and Olson, J.C. (1994). Understanding Consumer Behavior, Irwin Inc, Homewood, IL.

Pine, J., and Glimore, J. (1999). The experience economy: Work is theater & every business a stage. Cambridge, MA: Harvard University Press.

Platz, L. A., and Temponi, C. (2007). Defining the most desirable outsourcing contract between customer and vendor. *Management Decision* 45 (10), 1656 – 1666.

Prendergast. G., Marr, N., & Jarratt, B. (1998). Retailers View on Shopping Centers: A comparison of Tenants and Non-Tenants. *International Journal of Retail and distribution Management*, 26 (4), 162-171.

Puccinelli NM, Goodstein RC, Grewal D, Price R, Raghubir P, Stewart D (2009). Customer Experience Management in Retailing: Understanding the Buying Process. Special Issue. J. Retail. 85(1), 15-30.

Raghubir, P., Inman, J., and Grande, H. (2004). The Three Faces of Consumer Promotions, California Management Review, 46 (4), 23-42.

Rajagopal, (2006). Leisure shopping behavior and recreational retailing: A symbiotic analysis of marketplace strategy and consumer response. *Journal of Hospitality and Leisure Marketing* 15 (2), 5 – 31.

Rajagopal, (2007). Stimulating retail sales and upholding customer value. *Journal of Retail and Leisure Property* 6 (2), 117 – 135.

Rajagopal, (2008a). Time sharing at leisure facility centers: Analysis of sales performance indicators. *Journal of Retail and Leisure Property* 7 (3), 248 – 262

Rajagopal, (2009). Growing shopping malls and behaviour of urban shoppers. *J. Retail Leisure Property*. 8(2), 99-118.

Reid, R., and Brown, S. (1996). I hate shopping! An introspective perspective. *International Journal of Retail & Distribution Management,* 24 (4), 4-16.

Reynolds, K., and Beatty, S. E. (1999). A relationship customer typology. *Journal of Retailing* 75 (4), 509-523.

Richards, G. (1990). Atmosphere key to mall design. Shopping Center. World. 8, 23-29.

Rook, D.W. (1987). The buying impulse. *Journal of Consumer Research,* Vol. 14, pp. 189-99.

Roy, Abhik (1994). "Correlates of Mall Visit Frequency", Journal of Retailing, 7 (2), 139–161.

Ruiz, F. (1999). Image of suburban shopping malls and two-stage versus uni-modelling of the retail trade attraction: an empirical application. equational *Marketing,* 33 (5/6), 512-530. *European Journal.*

Ruiz, J.P., Chebat, J.C., Hansen, P. (2004). Another trip to the mall: a segmentation study of customers based on their activities. *Journal of Retailing and Consumer Services* 11 (6), 333–350.

Ruiz, M.P.M., and Descales, A.M. (2008). Retail Price Promotion Influences for Product Variety in Grocery Stores: Evidence from Spain, *International Journal of Retail & Distribution Management*, 36 (6), 494-517.

Rust, R.T., & Oliver, R.L. (1994). Service quality: insights and managerial implications from the frontier in *Service Quality: New Directions in Theory and Practice,* Rust R & Oliver R (Eds), Thousand Oaks, CA, SAGE Publications, 1-19.

Sameh Mall. (2010). Retrieved 13-9- 2011 from http://www.SamehGroup.com.

Sankar A. R. N. (2005). Shopping Malls: A New Shopping Experience. ICMR Case Collection, ICFAI Centre for Management Research.

Sekaran, U. (2003). Research Methods for Business: a Skill Building Approach, 4th Edition, Wiley.

Shim, S. and Eastlick, M. (1998). The hierarchical influence of personal values on mall shopping attitude and behaviour. *Journal of Retailing*, vol. 74, no. 1, pp. 139-160.

Shimp, T A. (2003). Advertising, Promotion, and Supplemental Aspects of Integrated Marketing Communications. (Sixth Edition). United States of America: Thomson South-Western.

Simmons, R.A. (1992). Site attributes in retail leasing: an analysis of a fast-food restaurant market. *The Appraisal Journal*, 4, 521-531.

Singh, H. (2006). The Importance of Customer Satisfaction in Relation to Customer Loyalty and Retention. Asia Pacific University College of Technology & Innovation Technology Park Malaysia Bukit Jalil, 5700 Kuala Lumpur, Malaysia. UCTI Working Paper WP-06-06.

Singh, V.P., Hansen, K.T., and Blattberg, R.C. (2004). Impact of Wal-Mart Supercenter Entry on Consumer Purchase Behavior: An Empirical Investigation.

Sit, J., Merrilees, B., Birch, D. (2003). Entertainment-Seeking Shopping Centre Patrons: The Missing Segments. *International Journal of Retail& Distribution Management,* 31 (2), 80-94.

Sit, J., Merrilees, B., & Grace, D. (2003). A conceptual framework for entertainment consumption at shopping centres: an extension to functional congruity of satisfaction. In Ewing, M. (Ed.) Proceedings of the Australia and New Zealand Marketing. Conference School of Marketing, University of South Australia, 528-537.

Sivakumar, K. (2003). Price-tier Competition: Distinguishing Between Intertier Competition and Intratier Competition. *Journal of Business Research*, 56 (12), 947-959.

Smith, J. (2003). Shoppers' changing needs are redefining retail. *Inside Retailing*, 14-15.

Smith, M. F., and Sinha, I. (2000). The Impact of Price and Extra Product Promotions on Store Preference. *International Journal of Retail and Distribution Management*. 28 (2), 83-92.

Solomon, M. (2004). Consumer Behavior: Buying, Having and Being. Prentice-Hall, Inc., Upper Saddle River, NJ.

Solomon, M.R. (1994). Consumer Behavior, 2nd ed., Allyn Bacon.

South, S.J., and Spitze, G. (1994). Housework in marital and non-marital households. *American Sociological Review*, 59 (6), 327-347.

Stanton, W. J., Michael, J. E., and Bruce J. W. (1994). Fundamentals in Marketing. 10th ed. McGraw-Hill.

Steenkamp, Jan-Benedict, E. M. (1990). Conceptual Model of the Quality Perception Process. *Journal of Business Research,* 21(4), 309-333.

Stiglitz, J. E. (1987a). The Causes and Consequences of the Dependence of Quality. on Prices. *Journal of Economic Literature 25(*3), 1-48.

Syahara, H., Ristiana, V. (1992). Kiat Sukses Shopping Center Lokasi, Lokasi, dan Lokasi, Info Papan, 4, 13-15.

Sweeney, J. C., and Geoffrey, N. S. (1995). Quality and Value: An Exploratory Study. *International Journal of Business Studies,* 3 (2), 51-66.

Sweeny, J.C., Soutar, G.N., & Johnson, L.W. (1999). The role of perceived risk in the quality-value relationship: A study in a retail environment. *Journal of Retailing, 75* (1), 77-105.

Tabar, Y. Özgen, Aykol, A. (2006) A High School Girls' Shopping Mall Experiences, Perceptions and expectations: Qualitative A study.Journal: Ege Academic Review. 6(1), 107-120.

Tanan, A. (1998). "Manajemen Pusat Perbelanjaan (Shopping Center Management)", *Guest lecture* note, Postgraduate Program, Petra Christian University, Surabaya, June.

Tauber, E.M. (1972). Why do people shop? *Journal of Marketing,* 36, 46-59. Teller, C., & Elms, J. (2010). Managing the attractiveness of evolved and created retail agglomeration formats. Marketing Intelligence & Planning, 28 (1), 25-45.

Terblanche, N.S. (1999). The perceived benefits derived from visits to a super-regional shopping centre: an exploratory study. South Afr. J. Bus. Manage. 30(4), 141-146.

Ting, L. W. (2009). The Impact of Store Attributes on Consumer Shopping Behaviour: A Study of Grocery Stores. MA, University of Malaya, Malaysia, (Unpublished).

Tiwari and Abraham. (2010). Understanding the consumer behaviour towards shopping malls in Raipur city, *International Journal of Management* & Strategy 7-12.1, 1.

Totten, J.C., Block, M.P. (1994). Analyzing Sales Promotion 2nd edition. Chicago: Dartnell.

Tse, D.K., & Wilton, P.D. (1988). Models of Consumer Satisfaction Formation: An Extension. *Journal of Marketing Research*, 25 (5), 204-214.

Tsiotsou, R. (2005). Perceived Quality Levels and their Relation to Involvement, Satisfaction, and Purchase Intentions. *Marketing Bulletin*, 16, Research Note 4.

Tsiotsou, R. (2006). The role of perceived product quality and overall satisfaction on purchase intentions. *International Journal of Consumer Studies, 30* (2), 207-217.

Underhill, P. (1999). Why We Buy? The Science of Shopping, Simon Schuster, New York, NY.

Wakefield, K., & Baker J. (1998). Excitement at the mall: determinants and effects on shopping response. *Journal of Retailing* 74 (4), 515-539.

Winsted, K.F. (1997). The Service Experience in Two Cultures: A behavioral Perspective, *Journal of Retailing*, 73 (3), 337-360.

Wisniewski, M. (2001). Using SERVQUAL to Assess Customer Satisfaction with Public Sector Services, Managing Service Quality, 11 (6), 380-388.

Wong, G., and Yu, L. (2003). Consumers' perception of store image of joint venture shopping centres: first-tier versus second-tier cities in China. *Journal of Retailing and Consumer Services,* 10 (2), 61-70.

Wong, K.M., Lu, Y., & Yuan, L.L. (2001). SCATTAR: an instrument for measuring shopping centre attractiveness. *International Journal of Retail & Distribution Management* 29 (2), 76-86.

Yan, Ruoh-Nan., & Eckman, M. (2009). Are lifestyle centres unique? Consumer's perceptions across locations. *International Journal of Retail and Distribution Management,* 37(1), 24-42.

Yavas, U. (2001). Patronage motives and product purchase patterns: a correspondence analysis. *Mark Intell Plann*; 19(2), 97-110.

Yavas, U. (2003). A multi-attribute approach to understanding shopper segments. *International Journal of Retail & Distribution Management,* 31 (11), 541-548.

Yoon, E., and Kijewski, V. (1997). Dynamics of the Relationship between Product Features, Quality Evaluation, and Pricing. Pricing Strategy and Practice, 5 (2).

Zaichkowsky, J.L. (1988). Involvement and the price cue. *Advances in Consumer Research, 15*, 323-327.

Zairi, M. (2000). Managing Customer Dissatisfaction Through Effective Complaint Management Systems, *the TQM Magazine*, 12 (5), 331-335.

Zeithaml, V. A. (1988). Consumer Perceptions of Price, Quality, and Value: A Means-End Model and Synthesis of Evidence. *Journal of Marketing*, 52 (7), 2-22.

Zhou, L., & Wong, A. (2004). Consumer impulse buying and in-store stimuli in Chinese supermarkets. *Journal of International Consumer Marketing* 16 (2), 37 -53

Zikmund, W. G. (2000). Business Research Methods, 6th Edition, Dryden.

APPENDICES

APPENDIX (A): Original Questionnaire

Part 1: Personal Information

Please tick (Ö) ONE box for each of the following questions.

Q1. Gender

ÿ Male ÿ Female

Q2. Age

ÿ 16-25 ÿ 26-35 ÿ 36-45 ÿ 46-55 ÿ >56

Q3. Marital status

ÿ Single ÿ Married ÿ Divorced ÿ widow

Q4. Household size

ÿ 1-2 ÿ 3-4 ÿ 5-6 ÿ 7-8 ÿ >9

Q5. Education level

ÿ Secondary School or below ÿ Diploma

ÿ BA ÿ Master ÿ PhD

Q6. Occupation

ÿ Own business ÿ Private ÿ Government ÿ Others

Q7. Gross monthly household income

ÿ Less than JD 300 ÿ JD 300 - 599 ÿ JD 600 -899

ÿ JD 900 - 1199 ÿ Greater than JD1200

Q 8.Weekly expenditure in the malls

ÿ Less than JD 50 ÿ JD 50 - 99

ÿ Greater than JD 200 ÿ JD100-199

No	Item	Strongly Disagree	Disagree	Neutral	Agree	Strongly agree
1. Location						
1	I prefer a shopping mall to be located in a residential area.	1	2	3	4	5
2	I visit the mall because of its convenient location to my house or study place.	1	2	3	4	5
3	The location of this mall from place of work is very convenient.	1	2	3	4	5
4	I prefer a shopping mall to be near to other public places such as parks, cafes, restaurants.	1	2	3	4	5
5	The mall location is convenient for me.	1	2	3	4	5
6	I need more than one means of transportation to arrive to the nearest shopping mall.	1	2	3	4	5
7	I intend to keep frequenting a shopping mall that has attractive location.	1	2	3	4	5
8	I always go to the same shopping mall even if it is far away.	1	2	3	4	5
9	The mall located near to other places which I visit often.	1	2	3	4	5
10	I like visiting a far- away shopping mall which best meets my preferences.	1	2	3	4	5
2. Entertainment						
11	When I am in down mood, I go shopping to make me feel better.	1	2	3	4	5
12	I enjoy shopping just for the fun of it.	1	2	3	4	5
13	I visit a shopping mall that has playing space for kids.	1	2	3	4	5
14	I prefer a shopping mall with youth areas such as cinema, gym, and the like.	1	2	3	4	5
15	Going shopping is from enjoyable activities of my life.	1	2	3	4	5
16	Youth entertainment places make me visit shopping a mall more than once.	1	2	3	4	5
17	Entertainment activities give me more excitement that makes me stay longer.	1	2	3	4	5
18	Entertainment announcement services attract me.	1	2	3	4	5
3. Facilities and services						
19	I visit the mall because it is easy to park in near it.	1	2	3	4	5
20	I visit the shopping mall again if the employees provide prompt services.	1	2	3	4	5
21	I prefer a shopping mall in which security is of high priority.	1	2	3	4	5
22	I prefer a shopping mall to be ear conditioned properly.	1	2	3	4	5
23	I prefer a mall has fast check-out services.	1	2	3	4	5
24	I visit the mall because it accepts most major credit cards.	1	2	3	4	5
25	I prefer a shopping mall with a worshipping place.	1	2	3	4	5
26	I prefer a shopping mall with fully-equipped and clean rest rooms.	1	2	3	4	5
27	I prefer visiting a Shopping mall with branches for famous companies such as, Zain, Umnia, orange.	1	2	3	4	5

28	I prefer a Shopping mall with a variety of restaurants that have large dining halls.	1	2	3	4	5

4. Aesthetic						
29	The decorations in this mall encourage me to stay longer.	1	2	3	4	5
30	The interior design of the malls usually attracts my attentions.	1	2	3	4	5
31	The environment (i.e. lighting and decoration) in the malls attracts my attention.	1	2	3	4	5
32	Mall architecture design encourages me to visit it frequently.	1	2	3	4	5
33	Environment and interior design encourage me to stay longer in the mall and spend more money.	1	2	3	4	5
34	Once I find a shopping mall I like its design, I stick with it.	1	2	3	4	5
35	The odors in a mall are appropriate at a moment of shopping.	1	2	3	4	5
36	The background music makes shopping in this mall pleasant at this moment.	1	2	3	4	5
37	The merchandise display in shopping mall attracts me.	1	2	3	4	5
38	I am usually in a good mood when I am in a nice mall.	1	2	3	4	5
5. Price and Promotion						
39	Most of the stores in this mall have good sales.	1	2	3	4	5
40	Most of the products in this mall have a great deal of value for the money I would spend.	1	2	3	4	5
41	The higher the price of the product, the better its quality.	1	2	3	4	5
42	I visit more than one shopping mall to take advantage of low prices.	1	2	3	4	5
43	I am not willing to make extra effort to find low prices.	1	2	3	4	5
44	I enjoy looking for discounts when I shop.	1	2	3	4	5
45	I enjoy hunting for bargains when I shop.	1	2	3	4	5
46	I am attracted to shopping malls that always use promotion sampling.	1	2	3	4	5
47	I visit a shopping mall that always organizes special events (e.g., lucky draw, festival, show).	1	2	3	4	5
48	I enjoy buying products with a free gift.	1	2	3	4	5
6. Diversity and Quality						
49	I can find everything I need in this mall.	1	2	3	4	5
50	Shopping environment and diversity of products increase my desire to stay at the mall.	1	2	3	4	5
51	I am attracted to shopping malls that products on offer are exclusive in this mall.	1	2	3	4	5
52	Diversity of products attracts me to visit shopping malls with my family.	1	2	3	4	5
53	Variety stores spoil me for choice.	1	2	3	4	5
54	I have favourite brands I buy over and over.	1	2	3	4	5

55	I make special effort to choose the very best quality products.	1	2	3	4	5
56	In general I usually try to buy the best overall quality.	1	2	3	4	5
57	The higher the price of the product, the better is its quality.	1	2	3	4	5
58	I usually get the quality products even if the price is high.	1	2	3	4	5
7. Overall satisfaction						
59	I have felt satisfied and gratified after visiting the mall.	1	2	3	4	5
60	I do not intend to go to another mall as long as I find what I need here.	1	2	3	4	5
61	I will be very likely to shop at this mall in the future.	1	2	3	4	5
62	I am satisfied with my decision to shop at this mall.	1	2	3	4	5

APPENDIX (B): Questionnaires (English and Arabic) About Shopping Malls in Jordan

UNIVERSITI SAIENCE MALAYSIA (USM)
SCHOOL OF HOUSING BUILDING AND PLANNING

Research Title:
The Effect of Attractiveness Factors on Mall Shoppers' Satisfaction in Jordan

Dear Sir/Madam

This questionnaire investigates the attractiveness factors that shoppers consider when visiting any shopping mall. These factors comprised location, entertainment, facilities and services, aesthetics, price, promotion, diversity and quality. To answer this questionnaire, please carefully select the answer you choose which can be:
Strongly disagree, disagree, neutral, agree and strongly agree.

Your answer is very important. Hence you are encouraged to show your honest point of view about these items. We would like to assure you that all information will be treated with strict confidentiality.

Thank you for your cooperation

Researcher: Thair Habboush
E mail address: Thair_habboush@yahoo.com
Mobile: 0785239926

Personal Information

Please tick (Ö) ONE box for each of the following questions.

Q1. Gender

ÿ Male ÿ Female

Q2. Age

ÿ 16-25 ÿ 26-35 ÿ 36-45 ÿ 46-55 ÿ >56

Q3. Marital status

ÿ Single ÿ Married ÿ Divorced ÿ widow

Q4. Household size

ÿ 1-2 ÿ 3-4 ÿ 5-6 ÿ 7-8 ÿ >9

Q5. Education level

ÿ Secondary School or below ÿ Diploma
ÿ BA ÿ Master ÿ PhD

Q6. Occupation

ÿ Own business ÿ Private ÿ Government ÿ Others

Q7. Gross monthly household income

ÿ Less than JD 300 ÿ JD 300 - 599 ÿ JD 600 -899
ÿ JD 900 - 1199 ÿ Greater than JD1200

Q 8.Weekly expenditure in the malls

ÿ Less than JD 50 ÿ JD 50 - 99
ÿ Greater than JD 200 ÿ JD100-199

No	Item	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1- Location						
1	I like a shopping mall to be located near my house.	1	2	3	4	5
2	I prefer a shopping mall to be near other public places such as parks, cafes, restaurants.	1	2	3	4	5
3	I visit a shopping mall that is easy to get to.	1	2	3	4	5
4	I like visiting a shopping mall that is close to other shopping centres	1	2	3	4	5
5	I need more than one means of transportation to reach the nearest shopping mall.	1	2	3	4	5
6	I intend to keep frequenting a shopping mall that has an attractive location	1	2	3	4	5
7	I always go to the same shopping mall even if it is far away.	1	2	3	4	5
8	I like visiting a shopping mall which is located near my workplace.	1	2	3	4	5
2- Entertainment						
9	When I am bored or stressed, the mall is a good place to go.	1	2	3	4	5
10	I visit the mall to break the daily routine of my life.	1	2	3	4	5
11	I visit a shopping mall that has playing space for kids.	1	2	3	4	5
12	I prefer a shopping mall with youth areas such as cinema, gym, and the like.	1	2	3	4	5
13	Going shopping is one of the enjoyable activities of my life.	1	2	3	4	5
14	Entertainment places make me visit a shopping mall more than once.	1	2	3	4	5
15	Entertainment activities give me more excitement that makes me stay longer.	1	2	3	4	5
3- Facilities and services						
16	I visit the mall because parking is easily available.	1	2	3	4	5
17	When the employees are kind and helpful, I visit the shopping mall again.	1	2	3	4	5
18	I prefer a shopping mall in which security is of high priority.	1	2	3	4	5
19	I prefer a shopping mall to be air- conditioned properly.	1	2	3	4	5
20	I prefer all kinds of easy shopping like many cashiers and less crowded places.	1	2	3	4	5
21	I prefer a shopping mall with electric lifts, escalators, and banks with ATM services.	1	2	3	4	5
22	I prefer a shopping mall with a worshipping place.	1	2	3	4	5
23	I prefer a shopping mall with fully-equipped and clean rest rooms.	1	2	3	4	5
24	I prefer visiting a shopping mall with branches for famous companies such as telecommunications companies.	1	2	3	4	5
25	I prefer a shopping mall with a variety of restaurants that have comfortable dining halls.	1	2	3	4	5
4- Aesthetic						
26	The shopping mall layout makes it easy for me to find what I need.	1	2	3	4	5
27	The bright colors in the mall motivate me to visit.	1	2	3	4	5
28	The environment (i.e. lighting and decoration) in the malls attracts my attention.	1	2	3	4	5

29	Mall architecture design encourages me to visit it frequently.	1	2	3	4	5
30	Environment and interior design encourage me to stay longer in the mall .	1	2	3	4	5
31	The background music motivates my shopping activity.	1	2	3	4	5
32	The merchandise display in a shopping mall attracts me.	1	2	3	4	5
33	I am usually in a good mood when I am in a nice mall.	1	2	3	4	5
5- Price						
34	I prefer a shopping mall which has overall lower prices than its competitors.	1	2	3	4	5
35	I have chosen shopping in this mall because the prices are reasonable.	1	2	3	4	5
36	I am careful about how much I spend in a mall.	1	2	3	4	5
37	I visit more than one shopping mall to take advantage of low prices.	1	2	3	4	5
38	I am not willing to make extra effort to find low prices.	1	2	3	4	5
6. promotion						
39	I like visiting a shopping mall that always has discounts and offers.	1	2	3	4	5
40	A mall that advertises for promotion using media attracts me to visit.	1	2	3	4	5
41	I am attracted to shopping malls that always use promotion samples.	1	2	3	4	5
42	I visit a shopping mall that always organizes special events (e.g., lucky draw, festival, show).	1	2	3	4	5
43	I enjoy buying products with a free gift.	1	2	3	4	5
7- Diversity						
44	Diversity in stores and products encourage me to visit the shopping mall more frequently.	1	2	3	4	5
45	Diversity of products increases my desire to stay longer for shopping at the mall.	1	2	3	4	5
46	When I don’t find what I need here, I go shopping somewhere else.	1	2	3	4	5
47	Diversity of products attracts me to visit shopping malls with my family.	1	2	3	4	5
48	Variety stores and products spoil me for choice.					
8. Quality						
49	I have favorite brands I buy over and over.	1	2	3	4	5
50	Getting very good quality goods is very important to me.	1	2	3	4	5
51	I usually try to buy the best and newly-updated product.	1	2	3	4	5
52	For me, the higher the price of the product, the better quality it has.	1	2	3	4	5
53	I always prefer buying the quality products even if the price is high.	1	2	3	4	5
9. Overall satisfaction						
54	I have felt satisfied and gratified after visiting the mall.	1	2	3	4	5
55	I do not intend to go to another mall as long as I find what I need here.	1	2	3	4	5
56	I will frequently visit the mall after this experience.	1	2	3	4	5
57	I have made the right decision when I chose to come shopping here.	1	2	3	4	5

بسم الله الرحمن الرحيم
استبانة حول جاذبية مراكز التسوق (المولات)
الإخوة والأخوات المحترمين .....

تحية طيبة وبعد :-

يقوم الباحث باعداد دراسة لاستكمال متطلبات الحصول على درجة الدكتوراه من جامعة العلوم الماليزية (ماليزيا) بعنوان (***اثر عوامل الجذب على رضا متسوقين المولات في الأردن***). حيث تقيس هذه الاستبانة عوامل جاذبية مراكز التسوق ومدى رضا المتسوقين عن تلك العوامل, وتشمل هذه العوامل: (الموقع, الترفيه, التسهيلات والخدمات, النواحي الجمالية, السعر,الترويج, التنوع والجودة) ولملء هذه الاستبانة والأجابة عليها نرجو منك أن تختار اجابتك والتي يمكن أن تكون على هذا النحو: لا أوافق بشدة, لا أوافق, محايد, أوافق, أوافق بشدة. ان اجابتك مهمة لنا ونحن نشجعك على ابداء وجهة نظرك الصادقة بخصوص البنود الوارده أدناه, ونود طمأنتك بأن كل معلوماتك سيتم التعامل معها بسرية تامة. يشمل القسم الأول من الاستبانة معلومات شخصية , أما القسم الثاني فيشمل البنود المتعلقة بعوامل جاذبية مراكز التسوق .

شاكرين لكم حسن تعاونكم

الباحث : ثائر عبدالرحمن حبوش
تلفون : 7875011720
Email: Thair_habboush@yahoo.com

الجزء الأول: معلومات شخصية
الرجاء وضع علامة (√) في المربع المحاذي لكل سؤال .
س1: الجنس

☐ ذكر ☐ أنثى

س2: العمر

☐ 16 - 25 ☐ 26 - 35 ☐ 36 - 45 ☐ 46 - 55 ☐ 56 فأكثر

س3: الحالة الاجتماعية

☐ أعزب ☐ متزوج ☐ مطلق ☐ أرمل

س4: حجم الاسرة

☐ 1 - 2 ☐ 3 – 4 ☐ 5 – 6 ☐ 7 – 8 ☐ 9 فأكثر

س5: المستوى التعليمي

☐ مرحلة ثانوية فما دون ☐ شهادة دبلوم ☐ بكالوريوس ☐ ماجستير ☐ دكتوراه

س6: المهنة

☐ عمل حر ☐ قطاع خاص ☐ قطاع حكومي ☐ أخرى

س7 : دخل الأسرة الشهري الاجمالي

☐ أقل من 300 دينار ☐ من 300 - 599 دينار ☐ من 600 – 899 دينار

☐ من 900 – 1199 دينار ☐ أكثر من 1200 دينار

س8: مقدار الانفاق الاسبوعي في المولات :

☐ أقل من 50 دينار ☐ من 50 – 99 دينار ☐ من 100 – 199 دينار ☐ أ كثر من 200 دينار

أرجو وضع اشارة (x) في الخانة التي تعتقد أنها تمثل اجابتك

	العبارة	لا أوافق بشدة	لا أوافق	محايد	أوافق	أوافق بشدة
	أولا: المـــــــوقع					
1	**أرغب أن يكون موقع مركز التسوق قرب منزلي .**					
2	**أفضل أن يكون مركز التسوق قرب الأماكن العامة مثل المنتزهات, المقاهي والمطاعم .**					
3	**أزور مركز التسوق الذي يسهل الوصول اليه .**					
4	**أرغب بزيارة مركز التسوق القريب من مراكز التسوق الأخرى .**					
5	**أحتاج الى أكثر من وسيلة نقل للوصول الى اقرب مركز تسوق .**					
6	**أنوي تكرار زيارة مركز التسوق ذو الموقع الجذاب .**					
7	**دائماً أذهب الى مركز التسوق نفسه حتى لو كان بعيداً.**					
8	**أرغب بزيارة مركز التسوق الذي يقع قرب مكان عملي .**					
	ثانيا: الترفيه					
9	**عندما أكون في حالة ملل أو توترعصبي يكون مركز التسوق المكان الأمثل للذهاب اليه .**					
10	**أزور مركز التسوق لكسر روتين حياتي اليومية .**					
11	**أزور مركز التسوق الذي فيه مكان لألعاب الأطفال .**					
12	**أفضل مركز التسوق ذو الأماكن الشبابيه كالسينما والصالات الرياضية وما شابه ذلك .**					
13	**يعتبر الذهاب للتسوق من النشاطات الممتعة في حياتي .**					
14	**أماكن الترفيه تجعلني ازور مركز التسوق اكثر من مرة .**					
15	**النشاطات الترفيهية تجذبني أكثر وتجعلني ابقى لمدة اطول في مركز التسوق .**					
	ثالثا: التسهيلات و الخدمات					
16	**أزور مركز التسوق لأن مواقف السيارات متوفرة بسهولة .**					
17	**أزور مركز التسوق مرة أخرى عندما يحسن الموظفون والعمال التعامل معي .**					
18	**افضل مركز التسوق الذي يكون فيه الجانب الأمني ذو أولوية قصوى .**					
19	**أفضل مركز التسوق المجهز بأنظمة تكييف وتبريد مناسبة .**					
20	**أفضل كل انواع التسوق السهل مثل توفر كاشيبير محاسبية عديدة وأماكن أقل ازدحاما .**					
21	**افضل مركز التسوق الذي يحتوي على مصاعد وسلالم كهربائية ويوفر خدمة البنوك والصراف الالي .**					
22	**أفضل مركز التسوق الذي يوفر مكانا للعبادة .**					
23	**أفضل مركز التسوق المجهز بحمامات نظيفة ومريحة .**					
24	**أفضل زيارة مركز التسوق الذي يضم فروعاً لشركات مشهورة مثل شركات الاتصالات بفروعها زين, أمنية, موبايلكم .**					
25	**أفضل مركز التسوق ذو المطاعم المختلفة والتي تضم قاعات مريحة .**					

رابعا: النواحي الجمالية						
26	التصميم الداخلي للمول يسهل علي ايجاد ما أحتاجه .					
27	الألوان الزاهية في المول تحفزني للزيارة .					
28	بيئة المول مثل الأضاءة وتصميم الديكور تجذب انتباهي .					
29	التصميم المعماري الهندسي للمول يشجعني على تكرار زيارته .					
30	البيئة والتصميم الداخلي يشجعاني على البقاء في المول لمدة أطول .					
31	عندما أجد مولاً يعجبني تصميمه فانني التزم بالمجئ اليه .					
32	الموسيقى المعدة أثناء التسوق تحفز نشاطي التسوقي .					
33	طريقة عرض البضائع في المول تجذبني .					
34	أكون عادة في مزاج جيد عندما أكون في مول جميل .					
خامسا: السعر						
35	أفضل مركز التسوق ذو الأسعار الاجمالية المتدنية مقارنة مع منافسيه .					
36	لقد اخترت التسوق في هذا المول لأن أسعاره معقولة .					
37	أنا حريص على مقدار ما أنفق في المول .					
38	أزور اكثر من مول للاستفادة من الأسعار المخفضة .					
39	لا أرغب في عمل جهد اضافي لأيجاد أسعار مخفضة .					
سادسا: الترويج						
40	أرغب بزيارة المول الذي يقدم خصومات وعروض بشكل دائم .					
41	المول الذي يعلن للترويج باستخدام وسائل الأعلام يجذبني لزيارته .					
42	المول الذي دائما يستخدم عينة ترويجية يجذبني .					
43	أزور المول الذي ينظم دائما فعاليات خاصة مثل سحب الحظ ومهرجانات وعروض.					
44	استمتع بشراء البضائع التي يرافقها هدية مجانية .					
سابعا: التنوع						
45	التنوع في محلات المول ومنتجاته تشجعني على زيارته بشكل متكرر .					
46	تنوع المنتجات تزيد من رغبتي في البقاء مدة أطول في المول .					
47	عندما لا أجد ما أريده فانني اذهب للتسوق في مكان أخر .					
48	تنوع المنتجات يجذبني لزيارة المولات مع عائلتي .					
49	التنوع في المحلات والمنتجات يمنحني اختيارات عديدة .					
	ثامنا: الجودة					
50	هنالك ماركات تجارية مفضلة اشتريها مراراً وتكراراً .					
51	الحصول على بضائع ذات نوعية جيدة مهم جدا بالنسبة لي .					
52	أحاول عادة شراء النوعية الافضل مع التجديد والتطوير على المنتجات في المول .					
53	بالنسبة لي كلما كان سعر المنتج مرتفعاً , كلما كانت جودته أفضل .					
54	دائماً أحصل على المنتجات ذات الجودة حتى لو كان السعر مرتفعاً .					
تاسعا: الرضا العام (الكلي)						
55	شعرت بالرضا والارتياح بعد تسوقي بالمول .					
56	لا انوي تغيير المول طالما انني اجد فيه ما اريده .					
57	سأكرر زيارتي للمول في المستقبل بعد هذه الزيارة .					
58	اتخذت القرار الصحيح عندما اخترت التسوق في هذا المول .					

APPENDIX (C): Frequencies and Percentages for the Demographic Variables

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	353	45.5	45.5	45.5
	Female	422	54.5	54.5	100.0
	Total	775	100.0	100.0	

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	16-25	227	29.3	29.3	29.3
	26 -35	185	23.9	23.9	53.2
	36 -45	213	27.5	27.5	80.6
	46 -55	112	14.5	14.5	95.1
	>56	38	4.9	4.9	100.0
	Total	775	100.0	100.0	

Marital status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	342	44.1	44.1	44.1
	Married	391	50.5	50.5	94.6
	Divorced	27	3.5	3.5	98.1
	widow	15	1.9	1.9	100.0
	Total	775	100.0	100.0	

Household size

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-2	97	12.5	12.5	12.5
	3 -4	204	26.3	26.3	38.8
	5 -6	285	36.8	36.8	75.6
	7 - 8	137	17.7	17.7	93.3
	>9	52	6.7	6.7	100.0
	Total	775	100.0	100.0	

Education level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Secondary School or below	137	17.7	17.7	17.7
	Diploma	176	22.7	22.7	40.4
	BA	345	44.5	44.5	84.9
	Master	78	10.1	10.1	95.0
	PhD	39	5.0	5.0	100.0
	Total	775	100.0	100.0	

Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Own business	102	13.2	13.2	13.2
	Private	339	43.7	43.7	56.9
	Government	207	26.7	26.7	83.6
	Others	127	16.4	16.4	100.0
	Total	775	100.0	100.0	

Gross monthly household income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than JD 300	77	9.9	9.9	9.9
	JD 300 - 599	314	40.5	40.5	50.5
	JD 600 -899	151	19.5	19.5	69.9
	JD 900 - 1199	105	13.5	13.5	83.5
	Greater than JD1200	128	16.5	16.5	100.0
	Total	775	100.0	100.0	

Weekly expenditure in the malls

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than JD 50	445	57.4	57.4	57.4
	JD 50 - 99	239	30.8	30.8	88.3
	JD100-199	65	8.4	8.4	96.6
	Grater than JD 200	26	3.4	3.4	100.0
	Total	775	100.0	100.0	

Pearson coefficients correlation

		Location	Entertainment	Facilities and services	Aesthetic	Price	promotion	Diversity	Quality	Overall satisfaction
Location	R	1.000	.353	.424	.321	.170	.289	.230	.260	.255
	Sig.	.	.000	.000	.000	.000	.000	.000	.000	.000
Entertainment	R	.353	1.000	.440	.545	.185	.298	.369	.357	.664
	Sig.	.000	.	.000	.000	.000	.000	.000	.000	.000
Facilities and services	R	.424	.440	1.000	.498	.295	.372	.435	.417	.333
	Sig.	.000	.000	.	.000	.000	.000	.000	.000	.000
Aesthetic	R	.321	.545	.498	1.000	.320	.431	.489	.430	.534
	Sig.	.000	.000	.000	.	.000	.000	.000	.000	.000
Price	R	.170	.185	.295	.320	1.000	.489	.315	.147	.526
	Sig.	.000	.000	.000	.000	.	.000	.000	.000	.000
promotion	R	.289	.298	.372	.431	.489	1.000	.371	.229	.252
	Sig.	.000	.000	.000	.000	.000	.	.000	.000	.000
Diversity	R	.230	.369	.435	.489	.315	.371	1.000	.393	.303
	Sig.	.000	.000	.000	.000	.000	.000	.	.000	.000
Quality	R	.260	.357	.417	.430	.147	.229	.393	1.000	.362
	Sig.	.000	.000	.000	.000	.000	.000	.000	.	.000
Overall satisfaction	R	.255	.664	.333	.534	.226	.252	.303	.362	1.000
	Sig.	.000	.000	.000	.000	.000	.000	.000	.000	.

Model Summary

	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
Model					R Square Change	F Change	df1	df2	Sig. F Change
1	.664	.440	.440	.56	.440	608.274	1	773	.000
2	.695	.483	.481	.54	.042	63.262	1	772	.000
3	.699	.489	.487	.53	.006	8.700	1	771	.003
4	.701	.491	.489	.53	.003	3.974	1	770	.047
5	.703	.494	.491	.53	.003	4.463	1	769	.035

a Predictors: (Constant), Entertainment
b Predictors: (Constant), Entertainment, Aesthetic
c Predictors: (Constant), Entertainment, Aesthetic, Quality
d Predictors: (Constant), Entertainment, Aesthetic, Quality, Price
e Predictors: (Constant), Entertainment, Aesthetic, Quality, Price, Facilities and services

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	188.395	1	188.395	608.274	.000
	Residual	239.414	773	.310		
	Total	427.808	774			
2	Regression	206.528	2	103.264	360.265	.000
	Residual	221.281	772	.287		
	Total	427.808	774			
3	Regression	208.997	3	69.666	245.472	.000
	Residual	218.812	771	.284		
	Total	427.808	774			
4	Regression	210.120	4	52.530	185.807	.000
	Residual	217.688	770	.283		
	Total	427.808	774			
5	Regression	211.376	5	42.275	150.207	.000
	Residual	216.432	769	.281		
	Total	427.808	774			

a Predictors: (Constant), Entertainment
b Predictors: (Constant), Entertainment, Aesthetic
c Predictors: (Constant), Entertainment, Aesthetic, Quality
d Predictors: (Constant), Entertainment, Aesthetic, Quality, Price
e Predictors: (Constant), Entertainment, Aesthetic, Quality, Price, Facilities and services
f Dependent Variable: Overall satisfaction

Coefficients

		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
Model		B	Std. Error	Beta			Zero-order	Partial	Part
1	(Constant)	1.373	.101		13.639	.000			
	Entertainment	.738	.030	.664	24.663	.000	.664	.664	.664
2	(Constant)	.561	.141		3.991	.000			
	Entertainment	.589	.034	.530	17.159	.000	.664	.525	.444
	Aesthetic	.327	.041	.246	7.954	.000	.534	.275	.206
3	(Constant)	.413	.149		2.772	.006			
	Entertainment	.573	.035	.515	16.539	.000	.664	.512	.426
	Aesthetic	.289	.043	.217	6.739	.000	.534	.236	.174
	Quality	9.304E-02	.032	.085	2.950	.003	.362	.106	.076
4	(Constant)	.287	.161		1.777	.076			
	Entertainment	.572	.035	.514	16.547	.000	.664	.512	.425
	Aesthetic	.267	.044	.200	6.032	.000	.534	.212	.155
	Quality	9.245E-02	.031	.085	2.936	.003	.362	.105	.075
	Price	5.747E-02	.029	.054	1.993	.047	.226	.072	.051
5	(Constant)	.369	.166		2.228	.026			
	Entertainment	.587	.035	.528	16.672	.000	.664	.515	.428
	Aesthetic	.289	.045	.217	6.370	.000	.534	.224	.163
	Quality	.108	.032	.099	3.353	.001	.362	.120	.086
	Price	6.788E-02	.029	.064	2.326	.020	.226	.084	.060
	Facilities and services	-7.476E-02	.035	-.067	-2.113	.035	.333	-.076	-.054

Excluded Variables

		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
Model						Tolerance
1	Location	.024	.824	.410	.030	.876
	Facilities and services	.051	1.720	.086	.062	.807
	Aesthetic	.246	7.954	.000	.275	.703
	Price	.107	3.933	.000	.140	.966
	promotion	.060	2.144	.032	.077	.911
	Diversity	.067	2.323	.020	.083	.864
	Quality	.144	5.069	.000	.179	.873
2	Location	-.013	-.455	.650	-.016	.852
	Facilities and services	-.031	-1.006	.315	-.036	.712
	Price	.055	2.011	.045	.072	.897
	promotion	-.014	-.476	.634	-.017	.809
	Diversity	-.017	-.568	.570	-.020	.746
	Quality	.085	2.950	.003	.106	.794
3	Location	-.022	-.787	.431	-.028	.842
	Facilities and services	-.055	-1.740	.082	-.063	.674
	Price	.054	1.993	.047	.072	.897
	promotion	-.017	-.600	.549	-.022	.807
	Diversity	-.038	-1.234	.218	-.044	.712
4	Location	-.026	-.938	.349	-.034	.837
	Facilities and services	-.067	-2.113	.035	-.076	.655
	promotion	-.049	-1.558	.120	-.056	.671
	Diversity	-.051	-1.657	.098	-.060	.685
5	Location	-.012	-.404	.687	-.015	.780
	promotion	-.041	-1.303	.193	-.047	.660
	Diversity	-.042	-1.336	.182	-.048	.667

a Predictors in the Model: (Constant), Entertainment
b Predictors in the Model: (Constant), Entertainment, Aesthetic
c Predictors in the Model: (Constant), Entertainment, Aesthetic, Quality
d Predictors in the Model: (Constant), Entertainment, Aesthetic, Quality, Price
e Predictors in the Model: (Constant), Entertainment, Aesthetic, Quality, Price, Facilities and services.
f Dependent Variable: Overall satisfaction

Gender **Descriptive Statistics**

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Location	Male	353	3.50	.58	3.11E-02
	Female	422	3.50	.60	2.92E-02
Entertainment	Male	353	3.22	.69	3.67E-02
	Female	422	3.36	.64	3.13E-02
Facilities and services	Male	353	4.22	.68	3.62E-02
	Female	422	4.33	.65	3.17E-02
Aesthetic	Male	353	3.96	.55	2.93E-02
	Female	422	3.99	.56	2.75E-02

Price	Male	353	3.80	.74	3.94E-02
	Female	422	3.82	.66	3.23E-02
promotion	Male	353	3.87	.74	3.94E-02
	Female	422	3.86	.75	3.66E-02
Diversity	Male	353	3.97	.59	3.12E-02
	Female	422	4.05	.64	3.12E-02
Quality	Male	353	3.78	.68	3.63E-02
	Female	422	3.84	.68	3.32E-02
Overall satisfaction	Male	353	3.79	.80	4.27E-02
	Female	422	3.82	.69	3.36E-02
TOTAL	Male	353	3.80	.44	2.35E-02
	Female	422	3.86	.45	2.17E-02

Age **Descriptive Statistics**

		N	Mean	Std. Deviation
Location	16-25	227	3.46	.62
	26 -35	185	3.55	.49
	36 -45	213	3.52	.67
	46 -55	112	3.48	.58
	>56	38	3.47	.41
	Total	775	3.50	.59
Entertainment	16-25	227	3.36	.68
	26 -35	185	3.31	.63
	36 -45	213	3.30	.67
	46 -55	112	3.15	.68
	>56	38	3.26	.66
	Total	775	3.30	.67
Facilities and services	16-25	227	4.26	.73
	26 -35	185	4.31	.54
	36 -45	213	4.33	.67
	46 -55	112	4.20	.70
	>56	38	4.18	.69
	Total	775	4.28	.67
Aesthetic	16-25	227	4.06	.58
	26 -35	185	4.03	.52
	36 -45	213	3.92	.50
	46 -55	112	3.90	.56
	>56	38	3.78	.79
	Total	775	3.98	.56
Price	16-25	227	3.78	.75
	26 -35	185	3.87	.71
	36 -45	213	3.85	.65
	46 -55	112	3.79	.57
	>56	38	3.56	.90
	Total	775	3.81	.70
promotion	16-25	227	3.93	.79
	26 -35	185	3.90	.70
	36 -45	213	3.85	.69
	46 -55	112	3.76	.76
	>56	38	3.67	.89
	Total	775	3.87	.75
Diversity	16-25	227	4.03	.61
	26 -35	185	4.02	.63
	36 -45	213	4.06	.64
	46 -55	112	3.96	.60
	>56	38	3.86	.55

	Total	775	4.02	.62
Quality	16-25	227	3.84	.70
	26 -35	185	3.80	.66
	36 -45	213	3.87	.64
	46 -55	112	3.67	.74
	>56	38	3.78	.69
	Total	775	3.81	.68
Overall satisfaction	16-25	227	3.81	.81
	26 -35	185	3.91	.70
	36 -45	213	3.83	.72
	46 -55	112	3.67	.73
	>56	38	3.55	.61
	Total	775	3.81	.74
TOTAL	16-25	227	3.86	.47
	26 -35	185	3.86	.40
	36 -45	213	3.85	.43
	46 -55	112	3.76	.49
	>56	38	3.71	.43
	Total	775	3.83	.44

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Location	Between Groups	.921	4	.230	.656	.623
	Within Groups	270.432	770	.351		
	Total	271.354	774			
Entertainment	Between Groups	3.193	4	.798	1.794	.128
	Within Groups	342.614	770	.445		
	Total	345.806	774			
Facilities and services	Between Groups	2.027	4	.507	1.143	.335
	Within Groups	341.355	770	.443		
	Total	343.382	774			
Aesthetic	Between Groups	5.270	4	1.317	4.312	.002
	Within Groups	235.269	770	.306		
	Total	240.539	774			
Price	Between Groups	3.717	4	.929	1.907	.107
	Within Groups	375.274	770	.487		
	Total	378.991	774			
promotion	Between Groups	3.836	4	.959	1.728	.142
	Within Groups	427.300	770	.555		
	Total	431.136	774			
Diversity	Between Groups	1.622	4	.405	1.062	.374
	Within Groups	293.986	770	.382		
	Total	295.608	774			
Quality	Between Groups	3.146	4	.787	1.701	.148
	Within Groups	356.060	770	.462		
	Total	359.206	774			
Overall satisfaction	Between Groups	6.813	4	1.703	3.115	.015
	Within Groups	420.995	770	.547		
	Total	427.808	774			
TOTAL	Between Groups	1.398	4	.349	1.773	.132
	Within Groups	151.789	770	.197		
	Total	153.187	774			

Marital Status **Descriptive Statistics**

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Min	Max
						Lower Bound	Upper Bound		
Location	Single	342	3.54	.58	3.14E-02	3.48	3.60	2	5
	Married	391	3.43	.60	3.05E-02	3.37	3.49	1	5
	Divorced	27	3.88	.44	8.52E-02	3.71	4.06	3	5
	widow	15	3.81	.35	9.04E-02	3.61	4.00	3	4
	Total	775	3.50	.59	2.13E-02	3.46	3.54	1	5
Entertainment	Single	342	3.29	.64	3.47E-02	3.22	3.36	1	5
	Married	391	3.27	.68	3.45E-02	3.20	3.34	2	5
	Divorced	27	3.46	.74	.14	3.17	3.75	2	5
	widow	15	3.92	.41	.11	3.70	4.15	3	5
	Total	775	3.30	.67	2.40E-02	3.25	3.34	1	5
Facilities and services	Single	342	4.26	.70	3.79E-02	4.19	4.34	2	5
	Married	391	4.27	.66	3.31E-02	4.21	4.34	1	5
	Divorced	27	4.48	.45	8.58E-02	4.30	4.65	4	5
	widow	15	4.56	.19	4.96E-02	4.45	4.67	4	5
	Total	775	4.28	.67	2.39E-02	4.23	4.33	1	5
Aesthetic	Single	342	4.00	.55	2.95E-02	3.95	4.06	2	5
	Married	391	3.95	.55	2.80E-02	3.90	4.01	2	5
	Divorced	27	3.89	.80	.15	3.58	4.21	1	5
	widow	15	4.12	.34	8.75E-02	3.93	4.30	4	5
	Total	775	3.98	.56	2.00E-02	3.94	4.02	1	5
Price	Single	342	3.73	.69	3.70E-02	3.66	3.80	1	5
	Married	391	3.89	.69	3.47E-02	3.82	3.96	1	5
	Divorced	27	3.78	1.02	.20	3.37	4.18	1	5
	widow	15	3.84	.51	.13	3.56	4.12	3	5
	Total	775	3.81	.70	2.51E-02	3.76	3.86	1	5
promotion	Single	342	3.89	.75	4.08E-02	3.81	3.97	1	5
	Married	391	3.83	.75	3.81E-02	3.76	3.91	2	5
	Divorced	27	3.95	.70	.13	3.67	4.22	2	5
	widow	15	4.13	.35	9.09E-02	3.94	4.33	4	5
	Total	775	3.87	.75	2.68E-02	3.81	3.92	1	5
Diversity	Single	342	3.98	.62	3.36E-02	3.91	4.04	1	5
	Married	391	4.05	.61	3.09E-02	3.99	4.11	1	5
	Divorced	27	3.96	.71	.14	3.68	4.24	3	5
	widow	15	3.99	.58	.15	3.66	4.31	3	5
	Total	775	4.02	.62	2.22E-02	3.97	4.06	1	5
Quality	Single	342	3.81	.68	3.66E-02	3.74	3.88	1	5
	Married	391	3.79	.69	3.49E-02	3.72	3.86	1	5
	Divorced	27	4.00	.67	.13	3.74	4.26	3	5
	widow	15	4.11	.49	.13	3.83	4.38	3	5
	Total	775	3.81	.68	2.45E-02	3.76	3.86	1	5
Overall satisfaction	Single	342	3.78	.77	4.17E-02	3.70	3.87	1	5
	Married	391	3.80	.73	3.69E-02	3.72	3.87	1	5
	Divorced	27	4.01	.65	.13	3.75	4.27	2	5
	widow	15	4.18	.45	.12	3.94	4.43	4	5
	Total	775	3.81	.74	2.67E-02	3.75	3.86	1	5
TOTAL	Single	342	3.83	.43	2.34E-02	3.79	3.88	2	5
	Married	391	3.82	.46	2.31E-02	3.77	3.86	2	5
	Divorced	27	3.94	.45	8.62E-02	3.76	4.12	3	5
	widow	15	4.11	.28	7.31E-02	3.95	4.26	4	5
	Total	775	3.83	.44	1.60E-02	3.80	3.86	2	5

Household size **Descriptive Statistics**

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Min	Max
						Lower Bound	Upper Bound		
Location	1-2	97	3.57	.57	5.80E-02	3.45	3.68	2	5
	3 -4	204	3.56	.54	3.77E-02	3.48	3.63	2	5
	5 -6	285	3.50	.57	3.35E-02	3.43	3.57	2	5
	7 - 8	137	3.36	.68	5.80E-02	3.25	3.48	1	5
	>9	52	3.55	.68	9.46E-02	3.36	3.74	2	5
	Total	775	3.50	.59	2.13E-02	3.46	3.54	1	5
Entertainment	1-2	97	3.37	.70	7.09E-02	3.23	3.51	1	5
	3 -4	204	3.41	.65	4.58E-02	3.32	3.50	2	5
	5 -6	285	3.20	.70	4.15E-02	3.12	3.28	2	5
	7 - 8	137	3.29	.62	5.29E-02	3.18	3.39	2	5
	>9	52	3.28	.53	7.37E-02	3.13	3.43	2	5
	Total	775	3.30	.67	2.40E-02	3.25	3.34	1	5
Facilities and services	1-2	97	4.45	.49	5.00E-02	4.35	4.55	3	5
	3 -4	204	4.41	.48	3.39E-02	4.34	4.48	3	5
	5 -6	285	4.17	.69	4.08E-02	4.09	4.25	2	5
	7 - 8	137	4.18	.86	7.38E-02	4.04	4.33	1	5
	>9	52	4.32	.70	9.66E-02	4.12	4.51	3	5
	Total	775	4.28	.67	2.39E-02	4.23	4.33	1	5
Aesthetic	1-2	97	3.96	.67	6.82E-02	3.83	4.10	1	5
	3 -4	204	4.02	.48	3.39E-02	3.95	4.09	2	5
	5 -6	285	3.96	.58	3.46E-02	3.89	4.03	2	5
	7 - 8	137	3.97	.55	4.70E-02	3.88	4.07	3	5
	>9	52	3.93	.47	6.45E-02	3.80	4.06	3	5
	Total	775	3.98	.56	2.00E-02	3.94	4.02	1	5
Price	1-2	97	3.82	.78	7.91E-02	3.66	3.98	1	5
	3 -4	204	3.83	.73	5.14E-02	3.73	3.93	1	5
	5 -6	285	3.77	.63	3.73E-02	3.70	3.84	2	5
	7 - 8	137	3.93	.71	6.09E-02	3.81	4.05	1	5
	>9	52	3.66	.71	9.89E-02	3.46	3.86	2	5
	Total	775	3.81	.70	2.51E-02	3.76	3.86	1	5
promotion	1-2	97	3.84	.70	7.13E-02	3.70	3.98	2	5
	3 -4	204	3.90	.72	5.04E-02	3.80	4.00	2	5
	5 -6	285	3.78	.77	4.55E-02	3.69	3.87	2	5
	7 - 8	137	4.05	.73	6.23E-02	3.93	4.17	2	5
	>9	52	3.77	.79	.11	3.55	3.98	1	5
	Total	775	3.87	.75	2.68E-02	3.81	3.92	1	5
Diversity	1-2	97	4.13	.64	6.52E-02	4.00	4.26	2	5
	3 -4	204	4.01	.55	3.84E-02	3.94	4.09	2	5
	5 -6	285	4.00	.65	3.84E-02	3.92	4.07	1	5
	7 - 8	137	4.07	.58	4.95E-02	3.97	4.17	1	5
	>9	52	3.77	.70	9.75E-02	3.58	3.97	2	5
	Total	775	4.02	.62	2.22E-02	3.97	4.06	1	5
Quality	1-2	97	3.88	.68	6.87E-02	3.75	4.02	2	5
	3 -4	204	3.90	.58	4.07E-02	3.82	3.98	3	5
	5 -6	285	3.77	.72	4.27E-02	3.69	3.86	1	5
	7 - 8	137	3.74	.71	6.05E-02	3.62	3.86	1	5
	>9	52	3.74	.73	.10	3.54	3.95	2	5
	Total	775	3.81	.68	2.45E-02	3.76	3.86	1	5

Overall satisfaction	1-2	97	3.91	.77	7.81E-02	3.75	4.06	1	5
	3 -4	204	3.90	.68	4.75E-02	3.81	3.99	2	5
	5 -6	285	3.70	.80	4.72E-02	3.61	3.79	1	5
	7 - 8	137	3.78	.73	6.22E-02	3.66	3.91	1	5
	>9	52	3.90	.60	8.39E-02	3.73	4.07	3	5
	Total	775	3.81	.74	2.67E-02	3.75	3.86	1	5
TOTAL	1-2	97	3.89	.44	4.51E-02	3.80	3.98	3	5
	3 -4	204	3.91	.36	2.50E-02	3.86	3.96	3	5
	5 -6	285	3.78	.48	2.83E-02	3.72	3.83	2	5
	7 - 8	137	3.81	.50	4.29E-02	3.73	3.90	2	5
	>9	52	3.78	.37	5.08E-02	3.67	3.88	3	4
	Total	775	3.83	.44	1.60E-02	3.80	3.86	2	5

Marital Status **ANOVA**

		Sum of Squares	df	Mean Square	F	Sig.
Location	Between Groups	7.613	3	2.538	7.419	.000
	Within Groups	263.740	771	.342		
	Total	271.354	774			
Entertainment	Between Groups	6.962	3	2.321	5.281	.001
	Within Groups	338.844	771	.439		
	Total	345.806	774			
Facilities and services	Between Groups	2.362	3	.787	1.780	.150
	Within Groups	341.020	771	.442		
	Total	343.382	774			
Aesthetic	Between Groups	.974	3	.325	1.045	.372
	Within Groups	239.565	771	.311		
	Total	240.539	774			
Price	Between Groups	4.612	3	1.537	3.166	.024
	Within Groups	374.379	771	.486		
	Total	378.991	774			
promotion	Between Groups	1.864	3	.621	1.116	.342
	Within Groups	429.273	771	.557		
	Total	431.136	774			
Diversity	Between Groups	1.175	3	.392	1.026	.381
	Within Groups	294.433	771	.382		
	Total	295.608	774			
Quality	Between Groups	2.423	3	.808	1.745	.156
	Within Groups	356.783	771	.463		
	Total	359.206	774			
Overall satisfaction	Between Groups	3.445	3	1.148	2.087	.101
	Within Groups	424.363	771	.550		
	Total	427.808	774			
TOTAL	Between Groups	1.524	3	.508	2.582	.052
	Within Groups	151.663	771	.197		
	Total	153.187	774			

Marital Status **ANOVA**

		Sum of Squares	df	Mean Square	F	Sig.
Location	Between Groups	3.922	4	.980	2.823	.024
	Within Groups	267.432	770	.347		
	Total	271.354	774			
Entertainment	Between Groups	6.127	4	1.532	3.472	.008
	Within Groups	339.679	770	.441		
	Total	345.806	774			
Facilities and services	Between Groups	11.342	4	2.836	6.576	.000
	Within Groups	332.040	770	.431		
	Total	343.382	774			
Aesthetic	Between Groups	.586	4	.146	.470	.758
	Within Groups	239.953	770	.312		
	Total	240.539	774			
Price	Between Groups	3.662	4	.915	1.878	.112
	Within Groups	375.329	770	.487		
	Total	378.991	774			
promotion	Between Groups	7.469	4	1.867	3.394	.009
	Within Groups	423.667	770	.550		
	Total	431.136	774			
Diversity	Between Groups	4.769	4	1.192	3.156	.014
	Within Groups	290.839	770	.378		
	Total	295.608	774			
Quality	Between Groups	3.407	4	.852	1.843	.119
	Within Groups	355.799	770	.462		
	Total	359.206	774			
Overall satisfaction	Between Groups	6.661	4	1.665	3.045	.017
	Within Groups	421.147	770	.547		
	Total	427.808	774			
TOTAL	Between Groups	2.525	4	.631	3.226	.012
	Within Groups	150.661	770	.196		
	Total	153.187	774			

Education level **Descriptive Statistics**

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Min	Max
						Lower Bound	Upper Bound		
Location	Secondary School or below	137	3.41	.65	5.51E-02	3.30	3.52	1	5
	Diploma	176	3.62	.56	4.22E-02	3.54	3.70	3	5
	BA	345	3.45	.61	3.28E-02	3.39	3.52	1	5
	Master	78	3.55	.54	6.16E-02	3.43	3.67	2	5
	PhD	39	3.67	.32	5.10E-02	3.57	3.77	3	5
	Total	775	3.50	.59	2.13E-02	3.46	3.54	1	5
Entertainment	Secondary School or below	137	3.27	.65	5.52E-02	3.16	3.38	2	5
	Diploma	176	3.42	.67	5.01E-02	3.32	3.52	2	5
	BA	345	3.23	.65	3.51E-02	3.16	3.29	2	5

	Master	78	3.30	.77	8.69E-02	3.13	3.47	1	5
	PhD	39	3.46	.63	.10	3.25	3.66	2	5
	Total	775	3.30	.67	2.40E-02	3.25	3.34	1	5
Facilities and services	Secondary School or below	137	4.06	.87	7.40E-02	3.91	4.21	1	5
	Diploma	176	4.37	.52	3.93E-02	4.29	4.44	3	5
	BA	345	4.28	.68	3.64E-02	4.21	4.35	1	5
	Master	78	4.42	.53	6.01E-02	4.30	4.54	2	5
	PhD	39	4.39	.37	5.85E-02	4.27	4.51	4	5
	Total	775	4.28	.67	2.39E-02	4.23	4.33	1	5
Aesthetic	Secondary School or below	137	4.02	.58	4.92E-02	3.92	4.11	3	5
	Diploma	176	4.00	.48	3.64E-02	3.93	4.07	3	5
	BA	345	3.97	.55	2.98E-02	3.91	4.03	2	5
	Master	78	3.90	.73	8.29E-02	3.73	4.06	1	5
	PhD	39	3.96	.43	6.93E-02	3.81	4.10	3	5
	Total	775	3.98	.56	2.00E-02	3.94	4.02	1	5
Price	Secondary School or below	137	3.87	.69	5.92E-02	3.75	3.98	1	5
	Diploma	176	3.88	.72	5.44E-02	3.77	3.99	1	5
	BA	345	3.76	.67	3.62E-02	3.69	3.83	1	5
	Master	78	3.70	.85	9.61E-02	3.51	3.89	1	5
	PhD	39	4.03	.42	6.67E-02	3.90	4.17	3	5
	Total	775	3.81	.70	2.51E-02	3.76	3.86	1	5
promotion	Secondary School or below	137	3.96	.76	6.48E-02	3.83	4.09	1	5
	Diploma	176	3.95	.70	5.30E-02	3.85	4.05	2	5
	BA	345	3.79	.77	4.13E-02	3.71	3.87	2	5
	Master	78	3.74	.79	8.91E-02	3.57	3.92	2	5
	PhD	39	4.06	.48	7.74E-02	3.90	4.21	3	5
	Total	775	3.87	.75	2.68E-02	3.81	3.92	1	5
Diversity	Secondary School or below	137	3.80	.73	6.21E-02	3.68	3.93	1	5
	Diploma	176	4.07	.61	4.57E-02	3.98	4.16	2	5
	BA	345	4.07	.57	3.09E-02	4.01	4.13	1	5
	Master	78	4.15	.51	5.72E-02	4.04	4.27	3	5
	PhD	39	3.76	.62	9.92E-02	3.56	3.96	2	5
	Total	775	4.02	.62	2.22E-02	3.97	4.06	1	5
Quality	Secondary School or below	137	3.72	.71	6.09E-02	3.60	3.84	1	5
	Diploma	176	3.88	.69	5.22E-02	3.78	3.98	2	5
	BA	345	3.80	.68	3.67E-02	3.72	3.87	1	5
	Master	78	3.96	.63	7.13E-02	3.82	4.10	2	5
	PhD	39	3.66	.53	8.54E-02	3.48	3.83	3	5
	Total	775	3.81	.68	2.45E-02	3.76	3.86	1	5
Overall satisfaction	Secondary School or below	137	3.85	.71	6.06E-02	3.73	3.97	2	5
	Diploma	176	3.87	.66	4.95E-02	3.77	3.97	2	5
	BA	345	3.74	.80	4.29E-02	3.66	3.82	1	5
	Master	78	3.75	.77	8.71E-02	3.57	3.92	1	5
	PhD	39	4.06	.62	9.96E-02	3.86	4.27	3	5
	Total	775	3.81	.74	2.67E-02	3.75	3.86	1	5
TOTAL	Secondary	137	3.78	.50	4.25E-02	3.69	3.86	3	5

	School or below								
	Diploma	176	3.91	.43	3.25E-02	3.84	3.97	3	5
	BA	345	3.80	.44	2.37E-02	3.76	3.85	2	5
	Master	78	3.84	.45	5.13E-02	3.74	3.95	2	5
	PhD	39	3.93	.26	4.21E-02	3.85	4.02	3	5
	Total	775	3.83	.44	1.60E-02	3.80	3.86	2	5

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Min	Max
						Lower Bound	Upper Bound		
Location	Own business	102	3.38	.51	5.07E-02	3.28	3.48	2	5
	Private	339	3.50	.64	3.50E-02	3.44	3.57	1	5
	Government	207	3.58	.59	4.08E-02	3.50	3.66	2	5
	Others	127	3.48	.50	4.41E-02	3.39	3.57	3	5
	Total	775	3.50	.59	2.13E-02	3.46	3.54	1	5
Entertainment	Own business	102	3.18	.68	6.71E-02	3.04	3.31	1	5
	Private	339	3.32	.65	3.51E-02	3.26	3.39	2	5
	Government	207	3.28	.70	4.84E-02	3.19	3.38	2	5
	Others	127	3.34	.67	5.94E-02	3.22	3.46	2	5
	Total	775	3.30	.67	2.40E-02	3.25	3.34	1	5
Facilities and services	Own business	102	4.29	.72	7.10E-02	4.15	4.43	2	5
	Private	339	4.25	.76	4.11E-02	4.17	4.33	1	5
	Government	207	4.33	.52	3.62E-02	4.26	4.40	2	5
	Others	127	4.28	.57	5.06E-02	4.18	4.38	2	5
	Total	775	4.28	.67	2.39E-02	4.23	4.33	1	5
Aesthetic	Own business	102	3.96	.55	5.47E-02	3.85	4.07	2	5
	Private	339	4.05	.51	2.75E-02	4.00	4.10	3	5
	Government	207	3.89	.62	4.29E-02	3.80	3.97	1	5
	Others	127	3.94	.57	5.06E-02	3.83	4.04	2	5
	Total	775	3.98	.56	2.00E-02	3.94	4.02	1	5
Price	Own business	102	3.91	.65	6.46E-02	3.79	4.04	2	5
	Private	339	3.86	.74	4.00E-02	3.79	3.94	1	5
	Government	207	3.78	.70	4.84E-02	3.69	3.88	1	5
	Others	127	3.65	.61	5.42E-02	3.54	3.75	2	5
	Total	775	3.81	.70	2.51E-02	3.76	3.86	1	5
promotion	Own business	102	3.96	.73	7.19E-02	3.82	4.10	1	5
	Private	339	3.91	.76	4.15E-02	3.83	4.00	2	5
	Government	207	3.82	.71	4.90E-02	3.72	3.91	2	5
	Others	127	3.74	.76	6.77E-02	3.60	3.87	2	5
	Total	775	3.87	.75	2.68E-02	3.81	3.92	1	5
Diversity	Own business	102	3.96	.69	6.84E-02	3.83	4.10	2	5
	Private	339	4.03	.63	3.41E-02	3.96	4.10	1	5
	Government	207	4.01	.59	4.09E-02	3.93	4.09	2	5
	Others	127	4.03	.58	5.14E-02	3.93	4.13	2	5
	Total	775	4.02	.62	2.22E-02	3.97	4.06	1	5
Quality	Own	102	3.86	.68	6.72E-02	3.73	4.00	2	5

	business								
	Private	339	3.76	.68	3.69E-02	3.69	3.83	1	5
	Government	207	3.86	.73	5.06E-02	3.76	3.95	2	5
	Others	127	3.84	.60	5.35E-02	3.73	3.94	3	5
	Total	775	3.81	.68	2.45E-02	3.76	3.86	1	5
Overall satisfaction	Own business	102	3.79	.77	7.58E-02	3.64	3.94	2	5
	Private	339	3.81	.78	4.21E-02	3.73	3.89	1	5
	Government	207	3.83	.75	5.21E-02	3.72	3.93	1	5
	Others	127	3.77	.63	5.57E-02	3.66	3.88	3	5
	Total	775	3.81	.74	2.67E-02	3.75	3.86	1	5
TOTAL	Own business	102	3.82	.47	4.70E-02	3.73	3.91	2	5
	Private	339	3.85	.46	2.51E-02	3.80	3.90	2	5
	Government	207	3.83	.43	2.99E-02	3.78	3.89	2	5
	Others	127	3.81	.40	3.52E-02	3.74	3.88	2	5
	Total	775	3.83	.44	1.60E-02	3.80	3.86	2	5

Education level **ANOVA**

		Sum of Squares	df	Mean Square	F	Sig.
Location	Between Groups	5.901	4	1.475	4.279	.002
	Within Groups	265.453	770	.345		
	Total	271.354	774			
Entertainment	Between Groups	5.385	4	1.346	3.045	.017
	Within Groups	340.421	770	.442		
	Total	345.806	774			
Facilities and services	Between Groups	10.004	4	2.501	5.777	.000
	Within Groups	333.378	770	.433		
	Total	343.382	774			
Aesthetic	Between Groups	.861	4	.215	.691	.598
	Within Groups	239.678	770	.311		
	Total	240.539	774			
Price	Between Groups	5.087	4	1.272	2.619	.034
	Within Groups	373.904	770	.486		
	Total	378.991	774			
promotion	Between Groups	7.035	4	1.759	3.193	.013
	Within Groups	424.101	770	.551		
	Total	431.136	774			
Diversity	Between Groups	11.710	4	2.927	7.940	.000
	Within Groups	283.898	770	.369		
	Total	295.608	774			
Quality	Between Groups	4.759	4	1.190	2.585	.036
	Within Groups	354.447	770	.460		
	Total	359.206	774			
Overall satisfaction	Between Groups	5.371	4	1.343	2.448	.045
	Within Groups	422.437	770	.549		
	Total	427.808	774			
TOTAL	Between Groups	1.994	4	.499	2.539	.039
	Within Groups	151.192	770	.196		
	Total	153.187	774			

Occupation **ANOVA**

		Sum of Squares	df	Mean Square	F	Sig.
Location	Between Groups	2.730	3	.910	2.612	.050
	Within Groups	268.624	771	.348		
	Total	271.354	774			
Entertainment	Between Groups	2.027	3	.676	1.516	.209
	Within Groups	343.779	771	.446		
	Total	345.806	774			
Facilities and services	Between Groups	.915	3	.305	.686	.561
	Within Groups	342.467	771	.444		
	Total	343.382	774			
Aesthetic	Between Groups	3.734	3	1.245	4.053	.007
	Within Groups	236.805	771	.307		
	Total	240.539	774			
Price	Between Groups	5.720	3	1.907	3.938	.008
	Within Groups	373.271	771	.484		
	Total	378.991	774			
promotion	Between Groups	4.366	3	1.455	2.629	.049
	Within Groups	426.770	771	.554		
	Total	431.136	774			
Diversity	Between Groups	.389	3	.130	.339	.797
	Within Groups	295.219	771	.383		
	Total	295.608	774			
Quality	Between Groups	1.652	3	.551	1.187	.314
	Within Groups	357.554	771	.464		
	Total	359.206	774			
Overall satisfaction	Between Groups	.282	3	9.387E-02	.169	.917
	Within Groups	427.527	771	.555		
	Total	427.808	774			
TOTAL	Between Groups	.167	3	5.554E-02	.280	.840
	Within Groups	153.020	771	.198		
	Total	153.187	774			

Gross monthly household income **Descriptive Statistics**

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Min	Max
						Lower Bound	Upper Bound		
Location	Less than JD 300	77	3.64	.59	6.72E-02	3.51	3.78	1	5
	JD 300 - 599	314	3.57	.59	3.34E-02	3.50	3.63	2	5
	JD 600 -899	151	3.40	.62	5.04E-02	3.31	3.50	2	5
	JD 900 - 1199	105	3.42	.51	4.93E-02	3.32	3.51	2	5
	Greater than JD1200	128	3.45	.60	5.33E-02	3.34	3.55	1	5
	Total	775	3.50	.59	2.13E-02	3.46	3.54	1	5
Entertainment	Less than JD 300	77	3.22	.72	8.24E-02	3.06	3.39	2	5
	JD 300 - 599	314	3.36	.66	3.71E-02	3.28	3.43	2	5
	JD 600 -899	151	3.22	.60	4.88E-02	3.13	3.32	2	5
	JD 900 - 1199	105	3.41	.67	6.58E-02	3.27	3.54	2	5
	Greater than	128	3.19	.72	6.32E-02	3.07	3.32	1	5

	JD1200								
	Total	775	3.30	.67	2.40E-02	3.25	3.34	1	5
Facilities and services	Less than JD 300	77	4.28	.64	7.33E-02	4.14	4.43	1	5
	JD 300 - 599	314	4.32	.60	3.41E-02	4.25	4.39	1	5
	JD 600 -899	151	4.26	.71	5.80E-02	4.15	4.38	2	5
	JD 900 - 1199	105	4.41	.49	4.76E-02	4.31	4.50	3	5
	Greater than JD1200	128	4.10	.84	7.45E-02	3.95	4.25	1	5
	Total	775	4.28	.67	2.39E-02	4.23	4.33	1	5
Aesthetic	Less than JD 300	77	3.94	.62	7.05E-02	3.80	4.08	3	5
	JD 300 - 599	314	4.04	.52	2.93E-02	3.99	4.10	2	5
	JD 600 -899	151	3.95	.60	4.87E-02	3.85	4.04	2	5
	JD 900 - 1199	105	4.00	.46	4.53E-02	3.91	4.09	3	5
	Greater than JD1200	128	3.85	.61	5.36E-02	3.74	3.95	1	5
	Total	775	3.98	.56	2.00E-02	3.94	4.02	1	5
Price	Less than JD 300	77	3.93	.64	7.25E-02	3.79	4.08	2	5
	JD 300 - 599	314	3.91	.72	4.04E-02	3.83	3.99	1	5
	JD 600 -899	151	3.71	.69	5.59E-02	3.60	3.82	1	5
	JD 900 - 1199	105	3.80	.54	5.31E-02	3.70	3.91	3	5
	Greater than JD1200	128	3.63	.78	6.86E-02	3.49	3.76	1	5
	Total	775	3.81	.70	2.51E-02	3.76	3.86	1	5
promotion	Less than JD 300	77	3.93	.69	7.87E-02	3.78	4.09	2	5
	JD 300 - 599	314	3.96	.71	4.01E-02	3.89	4.04	2	5
	JD 600 -899	151	3.74	.86	6.96E-02	3.61	3.88	1	5
	JD 900 - 1199	105	3.71	.73	7.14E-02	3.57	3.86	2	5
	Greater than JD1200	128	3.85	.70	6.23E-02	3.73	3.97	2	5
	Total	775	3.87	.75	2.68E-02	3.81	3.92	1	5
Diversity	Less than JD 300	77	3.88	.65	7.46E-02	3.73	4.03	1	5
	JD 300 - 599	314	4.04	.61	3.44E-02	3.97	4.11	2	5
	JD 600 -899	151	4.02	.78	6.31E-02	3.89	4.14	1	5
	JD 900 - 1199	105	4.15	.40	3.94E-02	4.07	4.23	3	5
	Greater than JD1200	128	3.92	.53	4.65E-02	3.83	4.01	3	5
	Total	775	4.02	.62	2.22E-02	3.97	4.06	1	5
Quality	Less than JD 300	77	3.63	.73	8.36E-02	3.47	3.80	1	5
	JD 300 - 599	314	3.78	.70	3.96E-02	3.70	3.85	1	5
	JD 600 -899	151	3.87	.72	5.87E-02	3.75	3.98	2	5
	JD 900 - 1199	105	3.90	.58	5.68E-02	3.78	4.01	3	5
	Greater than JD1200	128	3.87	.60	5.34E-02	3.77	3.98	2	5
	Total	775	3.81	.68	2.45E-02	3.76	3.86	1	5
Overall satisfaction	Less than JD 300	77	3.67	.92	.10	3.46	3.88	1	5
	JD 300 - 599	314	3.86	.73	4.10E-02	3.78	3.94	1	5
	JD 600 -899	151	3.77	.76	6.15E-02	3.65	3.89	2	5
	JD 900 - 1199	105	3.89	.66	6.42E-02	3.77	4.02	2	5
	Greater than JD1200	128	3.74	.71	6.27E-02	3.61	3.86	2	5
	Total	775	3.81	.74	2.67E-02	3.75	3.86	1	5
TOTAL	Less than JD 300	77	3.83	.51	5.77E-02	3.72	3.95	2	5
	JD 300 - 599	314	3.88	.41	2.29E-02	3.84	3.93	2	5
	JD 600 -899	151	3.78	.49	4.02E-02	3.70	3.86	2	5
	JD 900 - 1199	105	3.88	.36	3.50E-02	3.81	3.95	3	5
	Greater than JD1200	128	3.73	.48	4.27E-02	3.65	3.82	3	5
	Total	775	3.83	.44	1.60E-02	3.80	3.86	2	5

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Location	Between Groups	5.394	4	1.348	3.904	.004
	Within Groups	265.960	770	.345		
	Total	271.354	774			
Entertainment	Between Groups	4.902	4	1.226	2.768	.026
	Within Groups	340.904	770	.443		
	Total	345.806	774			
Facilities and services	Between Groups	6.471	4	1.618	3.698	.005
	Within Groups	336.911	770	.438		
	Total	343.382	774			
Aesthetic	Between Groups	3.848	4	.962	3.129	.014
	Within Groups	236.691	770	.307		
	Total	240.539	774			
Price	Between Groups	10.242	4	2.561	5.347	.000
	Within Groups	368.749	770	.479		
	Total	378.991	774			
promotion	Between Groups	8.154	4	2.039	3.711	.005
	Within Groups	422.982	770	.549		
	Total	431.136	774			
Diversity	Between Groups	4.585	4	1.146	3.033	.017
	Within Groups	291.023	770	.378		
	Total	295.608	774			
Quality	Between Groups	4.568	4	1.142	2.479	.043
	Within Groups	354.638	770	.461		
	Total	359.206	774			
Overall satisfaction	Between Groups	3.862	4	.965	1.753	.136
	Within Groups	423.947	770	.551		
	Total	427.808	774			
TOTAL	Between Groups	2.651	4	.663	3.390	.009
	Within Groups	150.536	770	.196		
	Total	153.187	774			

Weekly expenditure in malls **Descriptive Statistics**

		N	Mean	Std. Deviation
Location	Less than JD 50	445	3.50	.58
	JD 50 – 99	239	3.53	.59
	JD100-199	65	3.40	.69
	Greater than JD 200	26	3.53	.58
	Total	775	3.50	.59
Entertainment	Less than JD 50	445	3.17	.69
	JD 50 – 99	239	3.45	.61
	JD100-199	65	3.52	.60
	Greater than JD 200	26	3.53	.60
	Total	775	3.30	.67
Facilities and services	Less than JD 50	445	4.21	.71
	JD 50 – 99	239	4.35	.62
	JD100-199	65	4.52	.47
	Greater than JD 200	26	4.29	.62
	Total	775	4.28	.67

Aesthetic	Less than JD 50	445	3.92	.56
	JD 50 – 99	239	4.04	.52
	JD100-199	65	4.05	.64
	Greater than JD 200	26	4.21	.50
	Total	775	3.98	.56
Price	Less than JD 50	445	3.86	.64
	JD 50 – 99	239	3.80	.76
	JD100-199	65	3.60	.75
	Greater than JD 200	26	3.71	.80
	Total	775	3.81	.70
promotion	Less than JD 50	445	3.88	.74
	JD 50 – 99	239	3.84	.78
	JD100-199	65	3.88	.72
	Greater than JD 200	26	3.90	.63
	Total	775	3.87	.75
Diversity	Less than JD 50	445	3.97	.61
	JD 50 – 99	239	4.07	.56
	JD100-199	65	4.09	.67
	Greater than JD 200	26	4.07	.93
	Total	775	4.02	.62
Quality	Less than JD 50	445	3.73	.68
	JD 50 – 99	239	3.87	.67
	JD100-199	65	4.06	.62
	Greater than JD 200	26	4.15	.63
	Total	775	3.81	.68
Overall satisfaction	Less than JD 50	445	3.69	.75
	JD 50 – 99	239	3.94	.71
	JD100-199	65	4.05	.64
	Greater than JD 200	26	3.88	.80
	Total	775	3.81	.74
TOTAL	Less than JD 50	445	3.78	.46
	JD 50 – 99	239	3.90	.42
	JD100-199	65	3.88	.32
	Greater than JD 200	26	3.98	.51
	Total	775	3.83	.44

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Location	Between Groups	.879	3	.293	.836	.474
	Within Groups	270.474	771	.351		
	Total	271.354	774			
Entertainment	Between Groups	17.680	3	5.893	13.848	.000
	Within Groups	328.126	771	.426		
	Total	345.806	774			
Facilities and services	Between Groups	7.405	3	2.468	5.665	.001
	Within Groups	335.977	771	.436		
	Total	343.382	774			
Aesthetic	Between Groups	4.268	3	1.423	4.642	.003
	Within Groups	236.271	771	.306		
	Total	240.539	774			
Price	Between Groups	4.179	3	1.393	2.866	.036
	Within Groups	374.812	771	.486		
	Total	378.991	774			
promotion	Between Groups	.233	3	7.780E-02	.139	.937
	Within Groups	430.903	771	.559		

	Total	431.136	774			
Diversity	Between Groups	2.005	3	.668	1.755	.154
	Within Groups	293.603	771	.381		
	Total	295.608	774			
Quality	Between Groups	11.042	3	3.681	8.150	.000
	Within Groups	348.164	771	.452		
	Total	359.206	774			
Overall satisfaction	Between Groups	14.268	3	4.756	8.867	.000
	Within Groups	413.541	771	.536		
	Total	427.808	774			
TOTAL	Between Groups	2.732	3	.911	4.666	.003
	Within Groups	150.455	771	.195		
	Total	153.187	774			

Malls **Descriptive Statistics**

		N	Mean	Std. Deviation	Std. Error
Location	Arabella Mall	90	3.59	.63	6.68E-02
	Sameh Mall	155	3.45	.59	4.71E-02
	Mukhtar Mall	210	3.53	.54	3.71E-02
	Mecca Mall	320	3.49	.62	3.44E-02
	Total	775	3.50	.59	2.13E-02
Entertainment	Arbella Mall	90	3.14	.82	8.67E-02
	Sameh Mall	155	3.19	.61	4.87E-02
	Mukhtar Mall	210	3.34	.65	4.46E-02
	Mecca Mall	320	3.36	.65	3.65E-02
	Total	775	3.30	.67	2.40E-02
Facilities and services	Arabella Mall	90	4.24	.57	6.00E-02
	Sameh Mall	155	4.19	.58	4.64E-02
	Mukhtar Mall	210	4.33	.68	4.67E-02
	Mecca Mall	320	4.30	.72	4.02E-02
	Total	775	4.28	.67	2.39E-02
Aesthetic	Arabella Mall	90	3.78	.59	6.21E-02
	Sameh Mall	155	3.92	.50	4.04E-02
	Mukhtar Mall	210	4.04	.62	4.26E-02
	Mecca Mall	320	4.02	.52	2.89E-02
	Total	775	3.98	.56	2.00E-02
Price	Arabella Mall	90	3.96	.57	6.03E-02
	Sameh Mall	155	3.92	.65	5.19E-02
	Mukhtar Mall	210	3.71	.71	4.89E-02
	Mecca Mall	320	3.79	.74	4.13E-02
	Total	775	3.81	.70	2.51E-02
promotion	Arabella mall	90	3.93	.73	7.72E-02
	Sameh Mall	155	3.79	.60	4.83E-02
	Mukhtar Mall	210	3.84	.80	5.55E-02
	Mecca Mall	320	3.90	.77	4.32E-02
	Total	775	3.87	.75	2.68E-02
Diversity	Arabella Mall	90	3.98	.65	6.83E-02
	Sameh Mall	155	3.84	.56	4.48E-02
	Mukhtar Mall	210	4.06	.66	4.57E-02
	Mecca Mall	320	4.08	.59	3.31E-02
	Total	775	4.02	.62	2.22E-02
Quality	Arabella Mall	90	3.80	.82	8.67E-02
	Sameh Mall	155	3.76	.58	4.67E-02

	Mukhtar Mall	210	3.79	.72	4.95E-02
	Mecca Mall	320	3.85	.66	3.68E-02
	Total	775	3.81	.68	2.45E-02
Overall satisfaction	Arabella Mall	90	3.79	.86	9.10E-02
	Sameh Mall	155	3.79	.65	5.24E-02
	Mukhtar Mall	210	3.70	.77	5.32E-02
	Mecca Mall	320	3.89	.72	4.05E-02
	Total	775	3.81	.74	2.67E-02
TOTAL	Arabella Mall	90	3.79	.48	5.01E-02
	Sameh Mall	155	3.75	.38	3.09E-02
	Mukhtar Mall	210	3.86	.46	3.17E-02
	Mecca Mall	320	3.86	.45	2.51E-02
	Total	775	3.83	.44	1.60E-02

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Location	Between Groups	1.370	3	.457	1.304	.272
	Within Groups	269.984	771	.350		
	Total	271.354	774			
Entertainment	Between Groups	5.551	3	1.850	4.193	.006
	Within Groups	340.255	771	.441		
	Total	345.806	774			
Facilities and services	Between Groups	2.113	3	.704	1.591	.190
	Within Groups	341.269	771	.443		
	Total	343.382	774			
Aesthetic	Between Groups	5.557	3	1.852	6.078	.000
	Within Groups	234.982	771	.305		
	Total	240.539	774			
Price	Between Groups	6.128	3	2.043	4.224	.006
	Within Groups	372.863	771	.484		
	Total	378.991	774			
promotion	Between Groups	1.659	3	.553	.993	.396
	Within Groups	429.477	771	.557		
	Total	431.136	774			
Diversity	Between Groups	6.820	3	2.273	6.069	.000
	Within Groups	288.788	771	.375		
	Total	295.608	774			
Quality	Between Groups	1.122	3	.374	.806	.491
	Within Groups	358.084	771	.464		
	Total	359.206	774			
Overall satisfaction	Between Groups	4.407	3	1.469	2.675	.046
	Within Groups	423.401	771	.549		
	Total	427.808	774			
TOTAL	Between Groups	1.717	3	.572	2.913	.034
	Within Groups	151.470	771	.196		
	Total	153.187	774			

Appendix (C): Some photos for important shopping malls in Jordan

Mecca Mall in the Capital of Jordan (Amman)

Mecca Mall

Mecca Mall

Mecca Mall

Mecca Mall

Mukhtar Mall in the Capital of Jordan (Amman)

Mukhtar Mall

Mukhtar Mall

Sameh Mall in Zarqa City

Sameh Mall

Sameh Mall

Arabella Mall in Irbid City

Arabella Mall

Arabella Mall