IMPACTS OF SHOPPING MALL ATTRIBUTES AND ENVIRONMENT ON CUSTOMER BUYING ATTITUDES: AN ANALYSIS ON DHAKA CITY

Dr. Md. Morshed Hasan Khan[1]
Afreen Choudhury[2]

Abstract: This study is conducted focusing on the contemporary trends of shopping mall sectors in Dhaka city, Bangladesh. The recent escalation in the profitability margin of the leading shopping center in Dhaka city i.e., the Bashundhara City and Jamuna Future Park needs in-depth analysis of the aspects that is driving the profitability of the organization. The intensity of the customer's response regarding purchasing products from these shopping malls requires certain factors that reinforce the purchasing decision. This study aims to find out those variables and identify their impacts specifically to the selected shops. From the findings it is eminently proven that the shopping facilities, store ambience, convenience and design have immense impact on customers' purchase decision that ultimately ensures profit for the organizations in the long run.

Keywords: Shopping Mall, Customer Buying Attitude, Shopping Attributes, Servicescape.

INTRODUCTION

Shopping environments specially refers to the places where shopping is conducted. In this study the shopping environment refers to the retail shopping environments. A shopping mall, shopping center, shopping arcade, shopping precinct or simply mall is one or more buildings forming a complex of shops representing merchandisers, with walkways enabling visitors to easily walk from unit to unit, along with a parking area, indoor version of the traditional marketplace. Shopping mall is a large building or covered area that has many shops/stores, restaurants, etc. inside it. Shopping mall is an emerging trend in the global arena. Dhaka's shopping *center* is mostly crowded all the time with large number of consumers. Majority of people have common understanding on Bashundhara City products as cheaper compared to rivals' products. Fast fashions of Bashundhara City indicate better sales growth in recent periods. Profits of Bashundhara City in 2013 have been increased by 18%. It has also expanded its floor space by 40. Shopping Facilities of Bashundhara City cannot be considered as good because of the busy situations as prices of Bashundhara City products are inexpensive compared to many of other rival brands. Therefore,

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[1] Professor, Department of Marketing, University of Dhaka, Bangladesh.

[2] Assistant Professor, Department of Marketing, University of Dhaka, Bangladesh.

there can be seen a lengthy queue for tills all the time in Bashundhara City, which makes the payment process more time consuming. Therefore, the research will focus on comparing the current situation of the Shopping Facilities of Bashundhara City against its rivals such as Jamuna Future Park.

As the income of individual along with the family increase it has a positive impact on the spending pattern and the life style of the consumers. They began to consume more than the before. It also has a great impact on the researchers, shopping malls, advertising companies and manufacturing companies. This research is also helpful to identify the new channels for the consumers, reshaping the old ones, discover the new market or the target people. This paper also discovers how the consumer attitude toward his consumption pattern is changed after the invention of the shopping mall. Shopping mall is an emerging trend in the global arena. Dhaka's shopping center is mostly crowded all the time with large number of consumers. It also shows the life pattern of a consumer at the very beginning of the shopping mall, their present interest toward the shopping mall, its product classes, and the buying trend of them, their views, opinions, and the impact of the shopping mall in the modern life. Thus, the study focused on shopping environment and facilities and its impacts on customer buying attitudes to develop the shopping malls in Bangladesh.

LITERATURE REVIEW

Shopping generally refers to the act of buying products. Sometimes this is done to obtain necessities such as food and clothing; sometimes it is done as a recreational activity. Recreational shopping often involves window shopping (just looking, not buying) and browsing and does not always result in a purchase. Shopping environments specially refers to the places where shopping is conducted. In this study the shopping environment refers to the retail shopping environments. A shopping mall, shopping center, shopping arcade, shopping precinct or simply mall is one or more buildings forming a complex of shops representing merchandisers, with walkways enabling visitors to easily walk from unit to unit, along with a parking area, indoor version of the traditional marketplace. Shopping mall is a large building or covered area that has many shops/stores, restaurants, etc. inside it. The first thing that comes to our mind when we think about shopping malls is that it is a big enclosed building having a variety of shops or products. According to historical evidences, shopping malls came into existence in the middle ages. Today's consumers want a better shopping experience and this demand gave rise to the emergence of shopping malls.

Customer Buying Attitudes and Service Quality

The service quality and the consumer buying attitudes is a linked topic area among various academic as well as non-academic researchers. As explained by Kenning (2008), the service quality management directly influences the

consumer buying attitudes and the customer satisfaction. However, the service management in the clothing retailer sector mostly facilitates the services through their service outlets. Therefore, it can be argued that the environment of a store outlet will be able to ensure the quality of the service. It is essential to consider that the environment is built based on its physical structure as well as the employee culture. Therefore, the scope of this research must mainly focus on the impact of physical structure and the employee culture of the business services towards consumer buying attitudes.

Factors of Shopping Attributes and Environment

Independent Variables: The following factors were considered in case of formulating the variables of the environmental stimuli: the availability of the product in the shop, considering the quality and the assortment process of the product, levels of customer service, the ambiance and the convenience of the shop such as the parking facility, opening and closing hours of the shop including the location of the shop, shop quality, and customer experience related to equal opportunity and patronage. All of these variables were elected from a wide array of stimuli that are present as an action factor from various retail shop environment (Nevin and Houston, 1980). The factor from the environment of the retail shop is drawn to be used in the generalized perspective of any shop. However, among all these variables the quality of the shop, location and the level of price is the key factor that makes the consumer to behave in a specific manner. There are three mediating variable that is within the Mehrabian and Russell's (1974) findings that functions as the mediator between the stimuli that is received from the environment and the behavior that is showed by the consumer as a response to the stimuli. The factors are the pleasure, arousal and dominance. The Mehrabian and Russell's (1974) model did a comprehensive research on the amount of liking within the customer related to a specific retail area of the shop and along with that the model identified the indicator in the emotion of consumer to comprehend the relationship within the environmental stimuli and the consumer behavior. Even though the cognitive reaction towards a specific environment is apprehended by the model but the model waves away from the core mediator that has been discussed in the Mehrabian-Russel (1974) model such as the pleasure, arousal and dominance dimensions of the individual in comprehending the emotional response. Donovan and Rossiter (1982) argue that the affect that the shop environment lays on the customer response and cognitive perception is essential to measure the consumer behavior through the entire process of it.

Dependent Variable: The illustration of the Mehrabian and Russell (1974) analysis of the concept of approach and avoidance stated that the extent to which a consumer is interested to approach certain function and avoid a certain function that is linked with the environment of the event. The verbal remark of the consumers can be also found through the analysis of the approach-avoidance aspect, along with that the dimensions and factors that are present is key to

determine and explain the behavior of the consumer related to the shop environment. It can be said that the physical approach and avoidance can be interrelated with the notion of the patronage of the retail area. The purchase decision is the dependent variable that is affected and influenced by the other independent variables of the shop environment that has severe impact on the customer buying decision. The measures that are taken are the consumers anticipated relationship with the present shopping area and the level of commitment that is present in the mind of the consumer regarding the reputation and patronage of the shop.

Factors Affecting Consumer Purchase Behavior in Shopping Mall

In case of the behavior of the consumer it is much affected by the environment of the retail shop. The various elements that are within the retail shop have various effects in the behavior of the consumer. These aspects can be regarded as the triggering cues and non-triggering cues (Thaler and Sunstein, 2008). Among these triggering and non-triggering cues there are differences among the level of the impact of the various cues.

Fishbein and Ajzen (2005) identified that the stages and process of behavior that is adapted by the organization is the result of the process of the behavioral outcome. Agreeing to that, Blackwell et al., (2006) argued that various strategies have to be formulated by the firm in order to make sure that the behavioral outcome process of the consumer is addressed through the policies and process of the firm. However, earlier researchers established a relationship between the cues and the behavior of the consumers. Bitner (2002) mentioned through the study of his that the consumer response will be influenced by the physical factors such as the physical ambiance of the shop, Servicescape and others. Kurtz and Clow (1998) articulated that the environment of the shop has the capability to instigate emotions whether satisfactory or dissatisfactory. For that reason the firms has to constitute the process seriously regarding the shop environment. In order to create a better understanding of the external and additional factors that has impact on the customer behavior the detailed analysis of the key variables such as the intention to revisit, word-of-mouth, attitude toward the facility and the time spent in the shop will be elaborated in the following.

Intention to Revisit: If the shop environment and the shop facility are suitable then the consumer will visit the shop more frequently and will have a positive intention to visit the shop. According to Baker et al. (2002), stated that not only shop environment rather there are other variable factors that plays role in the revisit of the consumer. If the consumer is satisfied with the product and the service then the consumer will visit the shop more often and will have the positive intention to revisit. Moreover, Wakefield and Barnes (1996) stated that not only the product evaluation rather the experience that is offered to the customer through the faction of the firm is also another commanding factor that drives the process of the consumer behavior and will also generate more revisit.

So the ambiance and the environment of the shop have to be alluring and satisfactory as well. Thus, the facilities and attributes of the shop will cause the repetitive behavior within the customers. If the environment of the organization is pleasant so there will be significant frequency of the behavior repetition. In case of ensuring that the behavior is repeated the organization has to maintain consistency in the retail design.

Word of Mouth: Swanson and Davis (2003) sated that WOM is a proper way of communication in between the service providers. Agreeing to that, Brown et al., (2005) and Babin et al. (2005) argued that word of mouth is the fact that the opinion of one consumers get flowed on from one customer to another through the process of verbal communication to others. Moreover, the word of mouth communication is a dependable type of communication that enables the consumers to share their views and at the same time know about new products and service and even customer experience. Through the enactment of the social media platform the communication between customers are more easy and higher in number thus gradually becoming a vial factor of marketing communication (Harris, 2006). Through the various platforms of the social media the customers can talk and share about their reviews, opinions, experience, frustration and thus enabling others to read and watch those and take decision through a building a perception from the other consumer. Thaler and Sunstein (2008) articulated rightly that the firm does not have direct control over the aspect of word of mouth. The best that the firm can do is provide platform to the consumer to share their voices and opinions through enabling them to give feedback and based on that the brand perception can be generated. Positive word of mouth will cause the customers to behave positively and the customer will involve in purchase, however, the negative feedback and word of mouth is very crucial in terms of declining the brand recognition and customer involvement in transaction in an organization.

Attitude to Facility Attributes: The study dictates that the attitude towards facility is the presence of the suitable environment factor of then shop environment and related factors (Hawkins et al., 2001). It is the combination of the entire cognitive, behavioral factor of the process on which the entire behavior of the consumer will rely on. Through attitude it will be determined that the reason for which a consumer purchase one product or does not purchase a product. Along with that the favorable as well as the non-favorable factors for the consumer can be generated from the analysis of the attitude (Hanna and Wozniak, 2001). In an organization where there is lack of facility and the quality of the organization the customer will not be driven to earn to any kind of involvement. The facility should be constructed in a way so that the customer will be driven to get more involved in transaction and purchase.

Time Spent in the Shop: The amount of time that is spent on the shop is a major factor in the consumer behavior as the settings of the servicescape indicates that the longer the consumer stays in the shop the higher the chance of spending more

money increases (O'Neil, 1992). Thus, the service provider or the firm has to and does the shop environment and shop design in a way so that they can ensure that the customers are getting that kind of environment and experience that will enable them to spent more time in the shop. As a result the firms has to come up with a shop design that will ensure that the consumers are staying longer and buying more product through the process.

Service Environment: According to environmental; psychologists the physical factors that will be the part of the shop environment can be the factor that drives the customer behavior (Gilboa and Rafaeli, 2003; Porteous, 1997). Moreover, the entire dimension of the service environment includes the aspects of the entire customer experience and along with that the process of the consumer experience is another major issue. The way the salesperson interacts with the customers is also part of the service environment (Bitner, 1992). Baker (1987) identified that in order to ensure that the shop has to have proper ambiance, design and servicescape. Moreover, the design factors are the interior and exterior outlook of the shop, if the shop design is attractive and is designed in a way that will drive more purchase then the purchase will increase (Rafeil, 2003). On the other hand the social factor is the level of communication and cooperation that the customers are getting from the sellers and employees of the organization. Thus, if the behaviors of the salesperson are positive it will cause customer satisfaction as well as can result in increased amount of sales.

Ambiance- Music, Aroma, and Cleanliness: Kotler (1973) in his study identified that ambiance factors such as the music, aroma and the cleanliness of the shop will indicate that the ambiance factor has to be proportionately present (Kotler, 1973). However, the research of (Mattila and Wirtz, 2001) stated that the music creates a factor and soothing environment within the organization that makes the consumers to make better decision and have suitable experience. Oakes (2003) elaborated that the pleasure and relaxation of the consumer is also generated from the process. Other studies have found that the environmental factors will be greater in impact so the firms has to take steps so that they can take proper steps in order to control the sore environment (Hui et al., 1997; Mattila and Wirtz, 2001), and improve customer-staff interaction (Chebat et al., 2000; Hui et al., 2007).

In the present situation the researchers are very much interested about the shopping pattern or the customer buying attitudes as the shopping indicates the situational activities of the people and also their social classes (Miller, 2010). Social interaction can determine the shopping attitudes most of the time. Shopping malls are now a place of the social entertainment and the social, cultural and the economic life is very much affected through it. It helps the retailers to fulfill any kind of needs of the consumers such as emotional as well as utilitarian needs. Through the several years the researchers conduct survey on the shopping mall to identify the factors which make the shopping mall so attractive. For the attraction of the consumers the shopping mall provides the

consumers extra benefits along with the traditional services. The research work also identifies the characteristics of the shopping mall which affect the buying pattern of the consumers. They are discussed below and shown in the figure-1:

Aesthetics refers that the physical features such as the position, decoration, layout, noise, and the social aspects affect mostly the buying pattern of the consumers. The environmental factors such as the cleanliness, lighting environment and the size of the shops also have an effect on this. All of these features attract the consumers a lot (Ghee and Ahmad, 2010). However in viewing servicescape, the shoppers want to delay their activities in the shopping mall. Considering this the shopping mall tries to make consumers happy as they can feel entertained in the mall at very low costs and also give them place to personally interact with others, can mix in the crowed.

Figure 1: Shopping Mall Environment and Facility Model
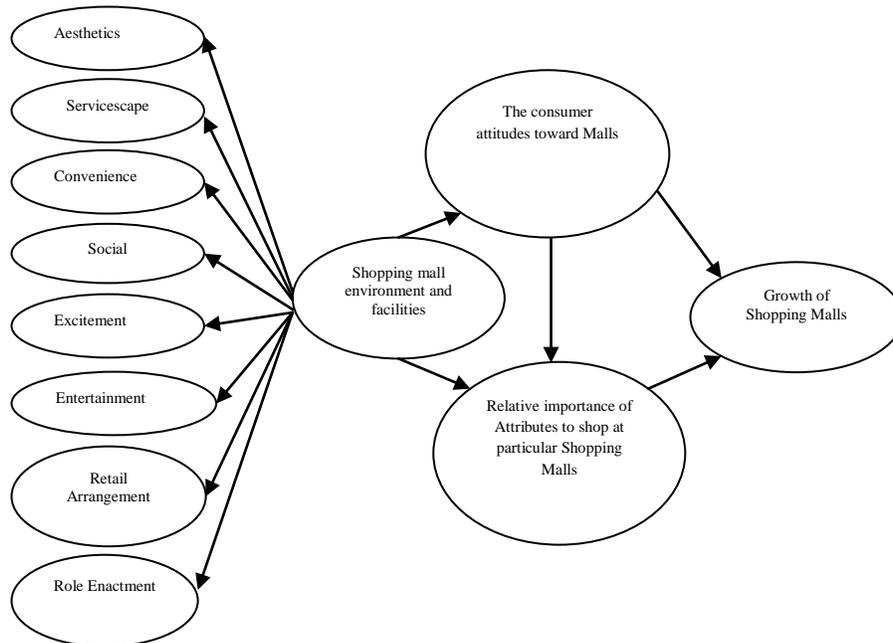
The shopping mall makes the consumers happy toward the shopping as it avoids restriction of shopping, helps to accomplish the desire (Ghee and Ahmad, 2010). On the other hand the flow, the mental, cultural, social aspects also influence the objectives of the mall patronage. The shopping mall is considered as a relaxation pace. Here the food courts, cinema theaters, playground all make the consumers relaxed (Ghee and Ahmad, 2010). Moreover, (Huddleston, 2011) identified exploration: which refers that the consumers are attracted if there are a lot of various shops in the shopping mall. They can compare the products and verify their quality if there are sufficient numbers of stall, the recognized showrooms. Thus, role enactment: the people have to play different role such as the father,

son or husband. Based on the shopping pattern these roles can be identified as people went to shopping mall to fulfill their social duties to satisfy the family needs. The consumers can be classified based on these factors (Huddleston, 2011). The Social: the shopping mall also helps the consumers to satisfy their social needs. The interaction with others such as relatives, friends, and also watching others to shop is enhanced through the shopping malls (Huddleston, 2011). On the other hand Convenience: as there are many shops in the malls the consumers can satisfy their any kind of needs. It helps the consumers to feel comfort to shop and also save the shopping time and travel costs and so forth. The selection of the shopping mall is largely dependent based on this (Baker et al., 2013).

Identified Variables

After the thorough analysis of the theoretical perspectives the given shopping mall environment and attributes or variables have been identified that can exert influence on customer buying attitudes; the variables are Aesthetics, Servicescape, Convenience, Social Environment, Excitement, Entertainment, Retail Arrangement and Role Enactment.

OBJECTIVES

The objectives of this study are:

1. to identify how the customers attitudes are changed by the shopping environment and attributes to shop at a particular shopping mall in Bangladesh.

2. to find out how the shopping environment and attributes develop the growth of shopping malls in Bangladesh.

RESEARCH QUESTIONS AND HYPOTHESIS DEVELOPMENT

RQ_1:   How the customer's attitudes are primarily being influenced by the shopping environment and attributes to shop at a particular shopping mall in Bangladesh?

RQ_2:   What are the major shopping malls attributes to accelerate *their growth?*

1. H_0:   The shopping mall attributes primarily do not changes the customers' attitudes to shop at a particular shopping mall in Bangladesh.

2. H_0:   The consumer attitude towards mall attributes does not vary with genders and ages.

METHODOLOGY

This research intends to how shopping environment and facilities impacts on customer buying attitudes to develop the Bangladeshi shopping malls. In this research task, from the whole population a sample set of 100 respondents has been chosen through the convenient sampling technique.

Interview and Survey were used for collecting the primary sources of Information. In this research project on this research intends to analyze how shopping environment and facilities impacts on customer buying attitudes to develop the Bangladeshi shopping malls, the conduction of the questionnaire survey and the in-depth interview on the selective respondents have been essential. In the research task, the main sources for the collection of secondary data includes different journal articles, expert reviews, periodicals.; and these data have been fully applied to get the desired result from the research activity.

At the very first, the arrangement of a questionnaire survey has been done to be aware of the feedback of the participants and the survey data have been collected from 60 respondents. In addition to this, face-to-face interview has been conducted with 30 respondents of different backgrounds to have a direct touch of the opinion. Both metric and non-metric data have been collected for the research purpose.

Regression Analysis

Regression Equation-1: $Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \beta_6 X_6 + \beta_7 X_7 + \beta_8 X_8 + e$

Here,

Y= The consumer attitudes toward Malls

X_1= Aesthetics X_5= Excitement

X_2= Servicescape X_6= Entertainment

X_3= Convenience X_7= Retail Arrangement

X_4= Social X_8= Role Enactment

β_0 = Intercept of the Line   e =errors associated with the models

Regression Equation-2: $Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2\, e$

Here,

Y= The consumer attitudes toward Malls

X_1 = Ages X_2= Genders

β_0=Intercept of The Line   e =errors associated with the models

DATA ANALYSIS

Hypothesis 1

The Aesthetics of the Mall will Signify the Impact on Customer Attitude:
Customers when asked about the impact that aesthetics of the mall will have
upon the aspect of customer attitude most of the customers moderately agreed
with the statement as 26.7% of them are considering that the aesthetics will have
impact on the customer attitude. However, there is also presence of neutral
answers as 16.7% of the customers were neutral regarding the statement along
with an amount of 20% agreeing with the statement. Thus from the analysis of
this statement it can be derived that even though most of the customers agrees
that the aesthetics will have impact on the customer attitude the presence of the
neutral answer is an indication that for some customers it may function
otherwise.

The Overall Service Arrangement of the Organization is Adequate: The
customer considers the service arrangement of the organization to be adequate as
26.7% of the customers agree that the service arrangement is adequate for the
organization. If we look into the disagreement of the customers regarding the
service arrangement of the organization we can see that the customers disagree
with the statement around 13.3%. Even though with that the customers who
moderately agree with the statement are around 23% so from that the analysis
could be derived that the customers considers that the overall service
arrangement of the organization is adequate in general.

**Retail Arrangement of the Organization Facilitates Develop Better Store
Design:** Most of the responses of the customers regarding the arrangement of the
organization facilitating the store design are in affirmative. As we can see from
the illustration that around 26% moderately agrees and 26% also agree with the
aspect that the arrangement of the organization facilitates better store design. In
case of total customers' response that agrees that the arrangement of the store is
facilitating the better store design of the organization are in total around 62% in
total so thus it can be stated that the customers considers that the arrangement of
the organization facilitate in better store design.

Convenience of the Store is a Vital Factor for Customer Involvement: The
findings from the illustration indicates that the customers have a tendency to
consider that the customer to get involved with the organization in an adequate
manner the organization need to have convenience regarding the involvement of
the customers which was mostly denied by the consumers of the store as a
resounding 26.7% of the customers considers that the customer involvement is
not a matter that has to be relied upon by the aspect of convenience of the store,
the disagreement can also be established through illustrating the fact that the
customers are around 17% considers the store convenience to be a insignificant
factor for generating customer involvement.

The Store Environment is in Considerate Position to Articulate the Service of the Organization: A resounding amount of 33% of the customers considers that the store environment is in considerate position to articulate service of the organization. Thus from the analysis we can state that the findings indicate that in case of the customers there perception regarding the store environment of the organization is capable to constitute the formulation of the factors that will have impact on the service of the organization.

Excitement in the Shaping of the Organizational Environment will Change the Purchase Pattern: When asked whether the change in the changing the shape of the environment of the organizations will change the purchase pattern or not the customers were in disagreement with the statement as a huge number of 36.7% of them replied that it will not bring in the purchase pattern. Most of the answers of the customers were in this direction that the change within the shape of the organization will not change the purchase patter. This is an indication that the customers are more towards planned purchase rather than impulse purchase. However in some rare cases shaping the organization may bring a slight change in the purchase pattern but in general this is not the generalized or representative finding. Thus it can be said that a mere change in the shape of the organization will not bring significant change in the purchase pattern of the customers.

Mall Entertainment Facility Meets with the Attribute of the Organization: Every shopping mall has some entertainment facilities by which they tend to attract and satisfy the customer and also provide better customer experience. Regarding the compatibility with the mall entertainment facility and the attribute of the organization the customers responded that a resounding 30% of them are of the opinion that the compatibility between the entertainment facility of the organization and the attribute of the organization is present and similar in pattern. As most of the response was in affirmative to the interrelation among the variables of entertainment facility and attribute of the organization it can be summarized from the findings that the entertainment facility of the organization is compatible and able to provide better customer experience through the process.

Role Enactment in the Mall will Escalate Customer Involvement: Regarding the role enactment will escalate the customer involvement or not produced a neutral and balanced result. The findings from the result are so close to each other that a valid conclusion cannot be drawn in favor or disfavor of the question. This indicates that the role enactment may have or may not have the escalation towards the customer involvement within the organization. So the findings can be concluded as that the role enactment in the mall may have impact or may not have impact on the customer involvement because the response of the customers regarding the role enactment was somewhat neutral in general.

The Consumer Attitudes Toward Malls are Highly Positive: The customer attitude towards the mall generated a result that cannot be concluded as well. The

percentage of customers moderately agreeing and being neutral to the statement is same about 26%. On the other hand, customers in the portion of the agreement with the statement is around 20% thus indicating a result that signifies that the customers of the organization have mixed attitude towards the mall as the answer shoes an extreme amount of variance in the terms of the attitude of the customers regarding to the customer attitude towards the mall.

Regression Analysis: By using the following table we get the regression equation in the following format:

$$Y = -.212 + .165X_1 + .312X_2 + .248X_3 + .197X_4 + .157X_5 + .068X_6 + .798X_7 + .321X_8 + e$$

MODEL FIT				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.862[a]	.743	.740	.84210

[a.] Predictors: (Constant), Aesthetics; Servicescape; Convenience; Social; Excitement; Entertainment; Retail Arrangement; Role Enactment.

[b.] Dependent Variable: The consumer attitudes toward Malls

The "**R**" column represents the value of R, the multiple correlation coefficients, considered to be one measure of the dependent variable; in this case, the consumer attitudes toward Malls (Y). The value of R 0.862 indicates a moderate relationship between the dependent variable and the independent variables. The "**R Square**" column represents the R^2 value which is also called the coefficient of determination representing is the proportion of variance in the dependent variable that can be explained by the independent variables. Here the value of R^2 is 0.74 which indicates that almost 74% change in the dependent variable which is the consumer attitudes toward Malls (Y) in this study can be explained by the changes in the independent variables, X_1= Aesthetics; X_2= Servicescape; X_3= Convenience; X_4= Social; X_5= Excitement; X_6= Entertainment; X_7= Retail Arrangement; X_8= Role Enactment.

The analyses of the varieties of variables are stated in the following:

ANOVA Table					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	141.168	8	17.646	24.884	.000[b]
Residual	36.166	51	.709		
Total	177.333	59			

Table value of F at 0.05 level of significance is 4.01, while calculated value of F distribution is 24.884. Thus the null hypothesis is rejected as calculated value of F is greater than critical value (4.01>24.884). Therefore significance at .000 means, the hypothesis that the shopping environment and the attributes do not have impact or influence on the customer attitude is not a valid hypothesis. So from the analysis of the hypothesis it can be said that the null hypothesis is invalid. Thus, the shopping environment and attributes does have impact on the customer shopping attitude in the shopping mall.

In order to determine the difference within the variables and to identify the most crucial factor that have impact on the customer purchase attitudes we need to analyze the independent variables that influences the customer purchase attitude in terms of the shopping mall can be analyzed by comparing the calculated significance with the set significance level.

If we look at the significance level of the variables from Covariance Table in Appendix-1, we can see that the most influential variable that has impact on the customer purchase attitude towards the shopping mall is the Retail arrangement level and better store design that is offered by the shopping mall. As the significance level is about .000 so it is the most influential variable.

On the other hand, another variable that has impact on the customer purchase attitude is the next variable having lesser significant value. From the illustration we can see that the variable of Role enactment has .021 significance level. Thus, it can be stated that Role enactment will make the customer to shift and turn the attitude towards purchasing. This finding can be explained by the fact that Role enactment draws in more customers, as a result, these consumers who have come for the purpose of Role enactment gets involved into unplanned and impulse purchase and thus the purchase pattern and attitudes of the customer is influenced through the entertainment facility.

The other variable Service arrangement within the shopping mall has been calculated to have a significance of .045 which is below the level of significance .05. So it can be attributed that the variable of the overall service arrangement of the shopping mall is also significant in case of having impact on the customer purchase decision.

Lastly the factor that has the capability to very slightly influence the customer purchase attitude is the Aesthetics of the store environment. The level of significance is .054 so the independent variable will have insignificant impact on the dependent variable. Thus it can be said that the aesthetics of the store or the mall will not highly influence the customer purchase pattern and attitudes, if customers get reliable products from other malls.

The analysis indicates that the Convenience of the store and socially friendly, fascinating environment will not affect the customer purchase attitude and the change within the customer purchase will not occur. The significance level that is calculated for these two variables are .086 and .155 respectively, so the impact of convenience social environment on the dependent variable purchasing attitude is insignificant.

Other variables such as Excitement and Mall entertainment facility do not have the level of intensity to impact the customer purchase attitude as the levels of significance for theses variable are much higher compared to the level of significance .05. The significance levels of those variables are .259 and .495 respectively; which are more than .05, thus the impacts are insignificant on the dependent variable.

According to this, it can be highlighted that if branded, reliable goods or services are available in a shopping mall then customers don't bother to shop even if it is far from their living places as well as they ignore social attributes, excitement and mall entertainment facility completely. However, apart from the variables that have been discussed here there are other controllable and uncountable extraneous variable that have impact on the customer purchasing attitude that have been not included in the research.

Hypothesis 2

The hypothesis-2 can be proven by the analysis of the data which indicates that the gender and age of the customers does influence and bring variation in the customer attitude in a broader perspective. From the analysis of the age factor in involvement with the shopping mall the following findings were generated.

Age Group	Shopping Involvement
-10	1%
10-15	4%
15-20	8%
20-25	25%
25-30	44%
30-35	15%
35+	3%

The finding indicates that the customers of various age group has different customer attitude. For example from the illustration we can see that the most customers who have shopping involvement belongs to the 25-30 age group which

is followed by the 20-25 age group having a 25% of shopping involvement. If we look at the trend we can see that the trend of the customers getting involved with shopping gradually decreased in case of the over age of 35. Thus, from the finding, the hypothesis could be proven and established again that the age of the consumer has impact on the customer attitude towards shopping mall.

The changing pattern in the purchase of female and male is an indication that there are significant amount of change in the purchasing pattern of the both due to the change in the attribute of the model. As the findings dictates that as the pattern is changing and increasing for both male and female so gender does have effect on the aspect of attitude towards mall attributes which ultimately influence customer buying attitudes.

Figure 2: Trend line for Male and Female Gender

	1	2	3
Female	29	45	52
Male	25	35	45
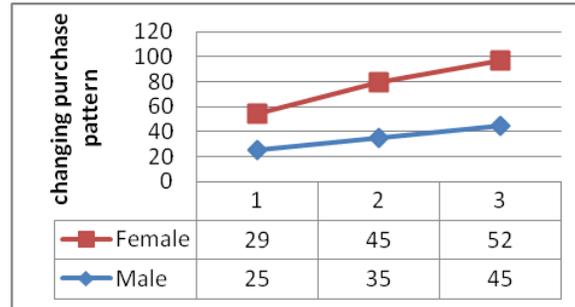
From the illustration we can see that the changing pattern within the male is steep, on the other hand the pattern of the female purchase is more uprising than that of male. This indicates that there is impact of the changing attribute in the mall that shapes the customer attitude. But from the analysis of the changing pattern we can conclude that the female are more influent in their attitude related to the mall attributes. From the analysis it can be concluded that the customer attitude on mall attribute is influenced by gender.

Regression Analysis: By using the following table we get the regression equation in the following format:

$Y = .230 + .560X_1 + .329X_2 + e$

MODEL FIT				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.675[a]	.4556	-.012	1.74389

[a.]   Predictors: (Constant), Ages, Genders

[b.]   Dependent Variable: The consumer attitudes toward Malls

In this case, the value of R is 0.150 which indicates an insignificant relationship between the dependent variable and the independent variables. Here the value of R^2 is 0..4556 which indicates that only 45% change in the dependent variable that is the consumer attitudes toward Malls (Y) can be explained by the changes in the independent variables such as Ages (X_9), Genders (X_{10}).

ANOVA[a]						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.987	2	1.994	5.166	.002[b]
	Residual	173.346	57	3.041		
	Total	177.333	59			

At 0.05 level of significance critical value of F is 3.16 while calculated value of F distribution is 5.116. Thus the null is rejected as calculated value of F is greater than critical value (3.16>5.166). Therefore this significance at .002 which means the aspect of variance in the age and gender of the consumer does have impact on the customer attitude of the organization. So the hypothesis that the customer attitude varies in terms of gender and age is a valid hypothesis.

In-depth Interview Questionnaire Analysis: In in-depth interviewing when the respondents were asked about the shopping mall environment they often visits most of them replied that the environment is satisfying as the shop offers adequate amount of product in accordance with the need, want and satisfaction of the customers. On the other hand, there are some customers who believe that the shop environments need to be improved to make it more lucrative and appealing in nature.

When the respondents from Bashundhara City were asked about the shop they visit regularly they stated that the environment they face is quite soothing. Most of the respondents who visited Bashundhara City provided the similar answer that they found the shop environment to be user friendly and had the capability to offer better customer experience. Moreover, those who visited other malls also gave similar response that they found the shop environment to be ambiance in nature and easy to go through the purchase process. A customer group of Bashundhara City stated that the shop environment is the arrangement of different type of products in different sections. It enables the customer to find out the appropriate products they are looking for. Another group of customer who visited Bashundhara City replied that they prefer standardization that makes it easier for them to find the products and other respondents gave generalized answer which was not specific. The customers of Jamuna Future Park and other knowledge also illustrated the shop environment to be facilitating towards customer experience and customer buying decision process compatible. Another

group has given the impression that the organization needs to have a more distinctive and standardized shop environment. From the analysis regarding the shop environment it can be said that the overall environment of the shops are facilitating towards customer purchase and the process and the features of the shop environment is able to instigate customer buying decision. Thus we may conclude that even though the shopping environment is satisfactory there are rooms for improvement complying with the perception of the customer.

The customers of Jamuna Future Park and Bashundhara City got into two groups in case of the shop design perspective. One group of the respondents said that the shop design of the organizations should be more distinctive and standardize in nature, they are comfortable within the current environment because the current shop design is adequate enough to create customer satisfaction. The other groups are on the point that they will like to see some modification regarding the shop design and they believe that the change in the structure or the design of the shop may be able to facilitate better customer involvement. So from this analysis it can be sure that the customer purchase is affected by the shop design and this type of existing demand will create the trend in near future.

The regularity of the customers were also measured; as a group of customer of Bashundhara City Shopping Mall and Jamuna Future Park stated that they tend to visit the shop due to the loyalty that has been created over the years and also the location is convenient with them. The respondents stated that they consider the product of the shops to be of standard quality and along with that they consider the quality, price, assortment and availability of the product to be successful to instigate more customer purchase and repeat visits. The respondents of Jamuna Future Park and Bashundhara City also showed interest in case of referring the brand to someone else to purchase.

FINDINGS

From the analysis of the data we can assess the findings that can be related with the objective of the research. The major findings that can be generated from the research are stated in the following:

Shopping Environment and Facilities has Changes Customer Attitude Towards Shopping: The significance level indicates- the hypothesis that the shopping environment and the facility do not have impact or influence on the customer purchasing attitude is not a valid hypothesis. So from the analysis it can be said that the hypothesis is invalid thus, shopping environment and the facility does have impact on the customer purchasing attitudes from shopping mall.

Mall Aesthetics is a Major Factor of Ensuring Consumer Involvement: From the analysis it can be identified that the aesthetics offered by the store are capable enough to gain the consumer interest and attention. The first few questions of the survey reveal that customers prefer shopping mall that has stores with suitable aesthetics to offer.

Store Design in the Mall is Facilitating Customer Experience: The store design, the salespersons attitudes, the product availability and the facilitating store environment can facilitate purchase attitudes of the customers. The current position of the store facility is in line with the consumer preference and is able to provide the customer satisfactory experience through the facilitation of the purchase and post purchase attitudes.

Lack of Appeal in Store Design will Decrease Customer Involvement to the Shopping Mall: As the finding dictates that the store design and the store environment instigate the customer buying decision, if there is any deficiency in the store design then it will minimize the customer purchase decision and loss of prospective consumers.

Effects of Mall Store Design on the Customer Involvement: If the store environment and store design is improved properly as per the wish of the consumer then it will eventually increase the purchase of the product similarly; if the store environment is minimized the buying attitudes of the consumer will shift and change. So, from this it can be concluded that the store environment and the customer buying attitudes has positive relationship.

Impact of Age on the Customer Attitude: The analysis of the age factor in involvement with the shopping mall indicates that the customers of various age groups have different customer attitudes. So the hypothesis that the customer attitude does not vary in terms of age is not a valid hypothesis and we can conclude that the customer's age does influence and bring variation in the customer attitude in a broader perspective.

The Customer Purchase Patter Differs According to the Gender of the Customer: The findings illustrated that female customers are most likely to visit the shopping mall in order to make purchase and influenced by the aesthetics of the mall compared to the male customers. Moreover the pattern of purchase in between female and male consumers varies to a great extent. The pattern of change in purchase for male customer is comparatively less than that of female customers. So the hypothesis that the customer attitude does not vary in terms of gender can be rejected based on this findings.

RECOMMENDATIONS

The recommendations that can be generated from the research are the aspects and attributes related to the facilities and environment of the shopping mall that will affect and will have impact on the customer purchasing behaviour.

The Facilities Within the Shopping Mall Should be Increased: If the shopping mall includes more facility in their shopping mall then the organization will be able to create a positive interrelation among the various types of consumers through increasing facilities that will capture and hold the customer experience. The increased or developed facilities will bring change in the customer purchase pattern as the consumers will be more likely spend more time within the

shopping mall that may drive any purchase behaviour, so for that reason the shopping mall should focus on increasing facilities.

Increasing the Aesthetics Feature: As the findings dictates that the customers who have better experience regarding the store are more likely to be satisfied in the aesthetics feature of the mall. It refers that the aesthetic features of the mall and the specific stores drive the possibility of the customer to get involve in purchasing. So it is an indication that the organization needs to emphasize more on the aesthetic appeals within the shopping mall.

The Environmental Improvement is Required to Drive Customer Purchase: From the entire research it can be summarized that the factors constituting store environment and design has the ability to instigate the customer purchase attitudes. As there is a positive interlink between the customer attitudes and the store attributes, if the store design is shifted or improved it will positively influence the consumer which will ultimately ensure further growth of the shopping mall sectors.

CONCLUSION

In recent years the significant amount of expansion and growth of shopping mall sectors in Bangladesh have gained tremendous potentials. Thereby in this research study the prime concentration was to explore various aspects of shopping attributes and environment that is present within the shopping malls and have the ability to instigate the drive within the customer to purchase the necessary products. This research has critically evaluated the background and the significance of customer buying attitudes to determine the link between service and product quality, shopping mall environment and attributes and customer loyalty and insights. From the findings of this research it is eminently proven that the shopping facilities, store ambience, convenience and design have immense impact on customers' purchase decision that ultimately ensures profit for the organizations in the long run. Thereby the research insights and recommendation regarding the aesthetics and facilities within the shopping mall environment will create ample growth opportunities for the shopping mall sector in Bangladesh.

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Appendix-1: Regression Analysis for Hypothesis-1

	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.212	1.364		-.156	.877
	The Aesthetics of the mall will signify the impact on customer attitude (X_1)	.165	.890	.175	1.844	.054
	The Overall Service Arrangement of the organization is adequate (X_2)	.312	.165	.261	2.012	.045
	Convenience of the store is a vital factor for customer involvement (X_3)	.248	.199	.057	.323	.086
	The Socially Fascinating Environment and Facilities are at a considerate position in the shopping mall (X_4)	.197	.154	.789	1.751	.155
	Excitement in the shaping of the organizational environment will change the purchase pattern (X_5)	.157	.134	.158	1.74	.259
	Mall Entertainment facility meets with the attribute of the organization (X_6)	.068	.089	.065	.811	.495
	Retail Arrangement of the organization facilitates develop better store design (X_7)	.798	.078	.812	10.125	.000
	Role Enactment in the mall will escalate customer involvement (X_8)	.321	.121	.171	2.891	.021

Appendix-2: Regression Analysis for Hypothesis-2

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.230	.821		7.158	.000
	Genders	.560	.492	.056	.423	.004
	Ages	.329	.113	.136	1.037	.030
a. Dependent Variable: The consumer attitudes toward Malls						