A STUDY ON ATTRACTIVENESS FACTORS INFLUENCING SHOPPERS' SATISFACTION, LOYALTY, AND WORD OF MOUTH IN SHOPPING MALLS AT BANGALORE CITY

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ABSTRACT

The purpose of this research is to investigate the attractiveness factors influencing shoppers' satisfaction, loyalty, and word of mouth in Bangalore shopping mall centers. The independent variables were attractiveness factors represented bythese variables namely aesthetic, convenience and accessibility, product variety, entertainment, and service quality. The dependent variables were shopper satisfaction, loyalty and WOM. A structuredquestionnaire as distributed toa sample of a few shopping mall customers, representing all of the shopping malls shoppers in the city of Bangalore. A purposive sampling technique was employed in this research. The multiple regression analysisshowed the impact of shopping malls attractiveness factors on the shopper satisfaction. The attractiveness factorsaesthetic, convenience and accessibility, product variety, entertainment, and service quality, had a positive effect on Bangalore shopping mall shoppers'. The most significant factor was product variety. This research potentially contributes to shopping malls attractiveness factors and their impact on shoppers' satisfaction in shopping malls of Bangalore.

KEYWORDS: Shopping malls, Outcome factors, Loyalty, WOM, Bangalore.

1. INTRODUCTION

The last decade has witnessed an accelerating and significant rise in the Bangalore retail sector. Bangalore residents and tourism can clearly viewer a dramatic growing movement in the establishment of shopping malls all over the Bangalore.

There are many crucial factors which translated to change in shopping malls patterns from traditional shopping markets to the more modern one stop shopping centers. These factors increase the economic wealth, prosperity, shifting lifestyle, cultural differences among the residents and visitors, ethnic mix, and addition to hot weather and humidity.

Authors who have addressed multi facets of the gravitational pull model include: impact of highways on drive time; time, distance, and accessibility; Barnard travel time; transportation mode dimensions; and center-related dimensions like assortment, hours of operation and travel-related dimensions, including comfort, cost, and safety concerns. Also, many scholars have

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addressed shopping malls, behavior from the view point of consumer's perception of store image includes: who examined downtown vs. outlying shopping center patronage characteristics, who distinguished product variety concept in shopping malls. The impact of anchor stores; The impact of merchandising, accessibility, services, and atmospherics on patronage. The entertainment in shopping malls and its contribution in customer satisfaction. The impact of service quality on customer satisfaction. Many empirical studies found that there is a positive and significant relationship between attractiveness factors and shopper satisfaction in shopping malls. Therefore, the purpose of this research is to determine the attractiveness factors of shopping malls from the shopper's perspective and its impact on shopper satisfaction, loyalty, and positive WOM.

2. LITERATURE REVIEW

2.1 Attractiveness Factors Influencing Shopper Satisfaction

2.1.1 CREATIVE

The influence of the servicscape on consumer shopping behavior, decision making, and service evaluations are has been primarily studied in retail environments (Turley and Millikan, 2000; Zeithaml et al, 2006). The effects of ambient factors like; fairy lights, temperature, composition, fragrance, and have been of particular interest to consumer researchers, as these characteristics can be experimentally manipulated to the test of cause-and-effect relationships (Ezeh and Harris, 2007).

Kwortnik and Ross (2007) define an experiential product as "fusing tangible (seen, felt, and observed) and intangible (Symbolic) Characteristics and co-produced by the consumer and marketer to create an event that is pleasurable, meaningful, and memorable". For experimental products, a well-designed servicscape establishes the context in which the service is performed (Bitner, 1992; Pullman and Gross, 2004).

Five common impressive items measured are ambience, color, decor, music and layout (Bell, 1999; Frasquet et al, 2001). Atmospherics are critical because they act as environmental cues that consumers use to imply the quality of a shopping center (Smith and Burns, 1996). Further, atmospherics have been reported to encourage consumer excitement at a shopping mall (Wakefield and Baker, 1998).Baker et al, (2002) parsimonious ambient, design, and social factors capture the exterior, general interior, store layout, interior displays, and human stimulus variables proposed by Turley and Millikan (2000) the ambient, space/function, and signs/symbols/artifacts variables proposed by Bitner (1992).

Ha1: Creative has a positive and significant effect on shopper satisfaction.

2.1.2 ACCESSIBILITY AND GEOGRAPHICAL PROXIMITY

Accessibility can be further divided into macro-accessibility and micro-accessibility. Macro-accessibility concerns access road conditions to the center and the proximity of the center of the customer's place of work or residence. Contrasting macro-accessibility, micro-accessibility

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refers to parking facilities within the center and ease of navigation within the shopping center (Finn and Louviere, 1996; Bell, 1999; Frasquet et al, 2001).

Bodkin and Lord (1997) concluded that the most important reasons for selecting malls were Geographical proximity, an occurrence of a specific store in the mall, services and charges.

The term one-stop shopping implies that all but the most esoteric of shopping needs can be satisfied with the one center, all at the one time (Kaufman, 1996). Because consumers are increasingly undertaking multi-purpose shopping trips (Arentze et al, 2005), they are likely to favor axes that offer one-stop shopping.

The demand for extended trading hours derives from the emergence of a 24-hours society. The increased dis-integration of working hours has changed consumer perceptions of what people should do and when. In such a climate, competing based on time becomes all-important (Richbell and Kite, 2007).

Anselmsson (2006) found that nearness (comprising trading hours) served as the third most important influence over satisfaction and the fifth largest influence over mall-visit frequency. Hence, trading hours appear to exert a salient influence over patronage behavior. However, there are doubts as to whether they serve as an important attribute for all shoppers.

Dennis et al, (2005) studied the attributes that influence retail spending and found enclosure to be one of the five most important determinants. However, more typical of the confused nature of the debate Kim et al (2005), found that despite the fact that a majority of respondents indicated that the weather affected their patronage behavior, 76 percent still indicated they prefer an outdoor shopping region.

Ha2: Accessibility and Geographical proximity have a positive and significant effect on shopper satisfaction.

2.1.3 PRODUCT ASSORTMENT

The concept of "branding" is well known in consumer products, Dennis et al (2002) demonstrated that techniques of brand image quantity can be used for meals and it can help towards customer satisfaction and commercial success for shopping malls (Dennis et al, 2001).

Brand extension is defined as a "use of established brand names to enter new product categories or classes" (Keller and Aaker, 1992). According to the American Marketing Association (2008), brand extension also means "a product line extension marketed under the same general brand as a previous item or items".

Boatwright and Nunes (2001) suggest that consumer preferences are affected by the perception of variation within a selection, which in turn depends on more than just the number of distinct products on the postpones.

Ha3: product assortment has a positive and significant effect on shopper satisfaction.

2.1.4 ENTERTAINMENT

Bloch et al, (1994) examined the effect of mall physical environment on consumers' emotional states and found that malls were viewed by consumers as a place not only for shopping, but also for other activities, such as entertainment.

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In the same line, Nicholls et al (2002) found that today's mall patrons tend to be more leisure driven than shoppers in the early 1990s. Wakefield and Baker (1998) found that the mall environment influences the desire to stay and re-patronage intentions to the mall. Other studies (Finn and Louviere, 1996; Sit et al, 2003) have pointed out the importance of the shopping center image as a critical determinant of consumer patronage decisions. Frasquest et al, (2001), found that two entertainment items, namely "events, exhibitions, and attractive leisure offer", were associated with the "atmosphere/leisure" attribute. There are two possible clarifications for entertainment being associated with different attributes.

- ✓ First, there could have been a temporal shift in the role of entertainment as a shopping center, initially from being part of the augmented product (service) to becoming part of the core product (variety/assortment), and to be considered an environmental cue (atmosphere).

- ✓ Second, consumers are not homogeneous, and thus they may perceive a similar entertainment item differently in terms of their meanings and importance. Sit et al, (2003) found that "entertainment is pivotal to shopping centers because it induces an exciting and fun shopping experience, which in turn could entice consumer patronage" (Sit et al, 2003). In other words, different studies reflect different consumer groups who attribute different meaning to "entertain".

Ha4: entertainment has a positive and significant effect on shopper satisfaction.

2.1.5 SERVICES QUALITY

Previous research has offered some evidence that service quality perceptions significantly influence purchase intentions. For example, Parasuraman et al (1985, 1991) has found a positive relationship between consumers' perceptions of service quality and their willingness to buy. A study using mall intercepts, by Taylor et al, (1997), investigated the relative roles of quality perceptions in the formation of purchase intentions of Mexican consumers. Taylor et al, (1997) found that service quality perceptions contribute to purchase intentions. Boulding et al, (1993) also uncovered a significant correlation between service quality and behavioral intentions.

The functional quality (how) is defined as "how the technical quality is transferred to the customer. It is the way in which a service quality is being delivered to the customer (the function or process quality dimension" (Gronroos, 1990). The five SERVQUAL dimensions developed by Parasuraman et al, (1985) were modified to measure functional quality. Modification of the instrument for different service settings is encouraged by the original developers of the instrument (Parasuraman et al, 1991) and other researchers (e.g., Carman, 1990; Cronin and Taylor, 1992; Lee et al., 2000; Kang and James, 2004) employed the SERVQUAL as an adequate measure for functional quality.

The technical quality dimension is defined as the outcome of the service production process interaction in which the resources are used (the technical or outcome quality of the process) *e.g.*, the use of a safe deposit box in a bank. Since there have been few measures developed to assess the technical quality of banking services from the managers' perspectives, in-depth interviews with managers were conducted to generate items to assess technical quality. In addition, previous

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work was also consulted to develop technical quality items (Gronroos, 1984; Kang and James, 2004).

Ha5: service quality has a positive and significant effect on shopper satisfaction.

2.2 SHOPPERS' SATISFACTION

Some researchers like (Cronin and Taylor, 1992) have argued that satisfaction is a transaction-specific measure. Other researcher' view satisfaction as an overall evaluation that is based on the total purchase, consumption and experience (Anderson et al, 1994). In general, satisfaction has been intellectualized in terms of whether the product/service meets consumer needs and expectations (Zeithaml et al, 2006). Oliver (1997, p.28), who defined satisfaction as "the summary, psychological state resulting when the emotion nearby disconfirmed expectations is fixed with prior feelings about the consumer experience".

In the direction, satisfaction has been defined as "the consumer's fulfillment response, which is a judgment that a product or service feature, or the product or service itself, provided a pleasurable level of consumption related fulfillment, including levels of under or over fulfillment" (Oliver, 1997, p. 13). Satisfaction has been found to significantly affect consumer's attitude, retention behavior and loyalty to the stores and services. It is a vital outcome of marketing activity that leads to revisiting stores, repeat product purchases, and word-of-mouth advertising to friends (Singh, 1990; Bloemer and Lemmink, 1992; Anderson et al, 1994; Tanner, 1996; Zeithaml et al, 1996).

Ha6: Shoppers' satisfaction has a positive and significant effect on shopper Loyalty.

Ha7: Shoppers' satisfaction has a positive and significant effect on shopper positive WOM.

2.3 SHOPPERS' LOYALTY

Loyal customers are reported to have higher maintenance rates, commit a higher share of their category spending to the firm and to be more likely to recommend the firm to other potential customers (Kotler et al, 2010). Oliver (1999, p. 34) defines loyalty as "a deeply held commitment to re-patronize a preferred product/service consistently in the future, thereby causing repetitive same brand or same brand-set purchasing, despite situational influences and marketing efforts having the potential to cause switching behavior". Broadly, loyalty development has been an objective traditionally aimed at by managers (Andreassen, 1999) since it enables higher future purchase intention. In particular, loyalty may be defined as a customer's intention or predisposition to purchase from the same organization again (Edvardsson et al, 2000), that result from the conviction that the value received from one seller is greater than the value available from other alternatives (Hallowell, 1996). As a importance, loyalty has been considered to be a key factor in order to achieve organization success and sustainability over time (Keating et al, 2003), and several authors have proposed that loyalty also favors higher moderation in positive WOM (Hallowell, 1996), lower price responsiveness (Lynch and Ariely, 2000) and more constant and bigger incomes (Knox and Denison, 2000).

Ha8: Shopper loyalty has a positive and significant effect on positive WOM

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2.4 SHOPPERS' WORD-OF-MOUTH

Word-of-mouth (WOM) is comfortable and informal mode of communication between personal parties regarding the evaluation of goods and services (Singh, 1990). Marketing literature has regularly shown its role in influencing consumers' attitudes. For example, WOM is found to have more influence on product judgments than less animated printed information (Herr et al, 1991).

In general way, WOM may be defined as an informal type of communication between private parties concerning the evaluation of goods and services and it has been considered to be one of the most powerful forces in the market place (Bansal and Voyer, 2000). The importance of WOM be a feature of in the fact that consumer choice is usually influenced by WOM, especially when the purchase in important. This appears due to consumers prefer to rely on informal and personal communication sources in making purchase decisions instead of on formal and organizational sources such as advertising campaigns (Bansal and Voyer, 2000).

3. RATIONALE FOR RESEARCH

This paper attempts to fill a gap in the subject of attractiveness factors in shopping malls in Bangalore. The study addressed some of the limitations in the literature such as looking at the attractiveness factors from the point of view of Creation, Accessible and Nearness, product assortment, entertainment, and service quality, to investigating the influences attractiveness factors on loyalty and positive WOM in the shopping malls in Bangalore. It was established that no previous research had been conducted at Bangalore shopping malls, that investigated the relationship between the attractiveness factors and the outcomes of satisfaction namely loyalty and positive WOM in the Bangalore shopping malls.

4. RESEARCH OBJECTIVES

Based on the relevant literature of the attractiveness of shopping centers, shopper satisfaction, loyalty, and WOM, the research objectives are:

- ✓ To establish and define the attractiveness factors of the shopping malls in Bangalore.
- ✓ To analyze the effect of attractiveness factors on shopper satisfaction.
- ✓ To examine the shopper satisfaction on the outcomes of fulfillment namely (loyalty and WOM).

5. RESEARCH METHODOLOGY

5.1 Population and Sample

The present research population represents all the 24 shopping malls that are operating in Bangalore and are registered with the (Ministry of Commerce and Industry, 2011; Bangalore Chamber of Commerce and Industry, 2011). The research population consisted of all the shoppers who visit at any of these shopping malls. Therefore, all the shopping malls shoppers were called and invited to participate in the research survey. The researcher was distributed 100 research questionnaires were gathered 91.6 questionnaires, yielding a response rate of 91.6%. These questionnaires were fully and correctly completed. Respondents typically held purposive sample. Every questionnaire was personally handed and instructions were given to each

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shopper's before completing the questionnaire. In terms of demographic findings, (70.4%) of respondents were males, and the remaining (29.6%) were females. In terms of the age group of respondents, it is interested to note that (27.4%) of them are less than (26) years, whereas (29.1%) fell into the (26-30) age group, whereas (15.1%) fell into the (31-35) age group, whereas (12.3%) fell into the (36-40) age group, whereas (8.4%) fell into the (41-45) age group, only (7.8%) are above this group. As for the educational levels of those customers, around the half (48.9%) were secondary school degree holders, and parallel percentage (45.1%) of these, have a bachelor degree, and the rest percentage were represented the postgraduate holders (6%) See table (1).

5.2 DATA COLLECTION

The research questionnaire was designed based on previous empirical literature. The questionnaire design was pre-tested and redesigned through personal interviews with shopping malls mangers and shops and outlet owners in these shopping malls. The research questionnaire was used as a primary data collection method as shown in (Table 2, 3). The components of attractiveness factors as independent variables and shopper satisfaction, loyalty, and WOM as dependent variable items were measured at 5-point Likert- scale ranging from 5 (strongly agree) to 1 (strongly disagree). For the all dimensions, the research respondents were asked to indicate the degree of agreement or disagreement on the attractiveness factors items that shopping malls used and pay attention in order to achieve shopper satisfaction. For the outcomes of satisfaction, the respondents were asked to indicate how important they believed of shopper satisfaction. Multiple items were used to assess their measurement properties. Consistent with the literature, the scale items selected for the dependent variable were direct measures of shopper satisfaction with influences received from attractiveness factors as independent variables. This format has been recommended for marketing surveys. Both the independent and dependent variable(s) deployed in the research are explained in Table 2 and 3 according to the proposed hypotheses.

6. RESULTS AND DISCUSSION

The basic assumptions of this research are that attractiveness factors, namely (creative, accessible and nearness, product assortment, entertainment, and service quality) influencing shopper satisfaction, loyalty, and word of mouth. The current research was used a multiple regression model approach which proposed as an effective method for studying the relationships between the research variables. As shown in Table 4, the adjusted R^2 is 0.521, suggesting that the five attractiveness factors clarify close to 52 per cent of the variance for the dimension of satisfaction. Particularly, other tables also take action variables have a statistically significant outcome on the satisfaction of these significant variables, product assortment, creative, and accessibility and nearness come out to have the most influence on satisfaction.

Moreover, it's expected that the influence of such factors (creative, accessible and nearness, product assortment, entertainment, and service quality) on satisfaction would vary according to the personal variables, which are personal www.sciedu.ca/ijba, International Journal of Business Administration characteristics (as shown in table 4). The results of the multiple regression analysis, signal that there is variation in the effect of attractiveness factors in satisfaction and

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empirical evidence in this research suggests that attractiveness factors have a significant degree of influence on satisfaction and outcomes of satisfaction. This empirical evidence has provided significant support for the attractiveness factors in the shopping malls literature.

The outcomes empirically verify that attractiveness factors play an essential role in the satisfaction among shoppers in Bangalore shopping malls.

6.1 The Attractiveness Factors Have a Positive Significant Influence on Shoppers' Satisfaction

Practically, this model assumed that attractiveness factors positively influence shopper satisfaction in the Bangalore shopping malls. In addition, it predicted that the influence of such factors on shopper satisfaction would differ according to the personal variable that is gender, age, and education level, marital status (table 4). The results of the multiple regression analysis, signal that there is variation in the effect attractiveness factors on shopper satisfaction. The present research suggests that attractiveness factors have a significant degree of influence on shoppersatisfaction. This empirical evidence has provided significant support for the attractiveness and shopping malls literatures, which substantively advocate that attractiveness factors have an influence on shopper satisfaction (Bitner, 1992; Pullman, 2004; Kim et al, 2005; Richbell and Kite, 2007; Kwortnik and Ross, 2007; Ezeh and Harris, 2007).

6.2 Creativity has a Positive Significant Influence on Shoppers' Satisfaction

Creative is also considered to be one of the influential factors on the satisfaction of shopping in Bangalore shopping malls (Table 4). Prior research has empirically found positive relationship between creative and shopper satisfaction as critical factors on the shopping (Bitner, 1992; Pullman, 2004; Kwortnik and Ross, 2007; Ezeh and Harris, 2007). These results are expected as when Bangalore shopping mall's owners consider the creativity as a competitive tool; this might impact positively on the pay attention to shopping malls facilities and visuals to increase the demand of these centers. Consequently, the current research able to confirm that creativity has a significant influence on shopper satisfaction. These findings are also consistent with other research findings. For example, (Bitner, 1992; Pullman, 2004; Kwortnik and Ross, 2007; Ezeh and Harris, 2007) found that creativity provides a higher degree of enjoyment that facilitates shoppers to shopping in Bangalore shopping malls.

6.3 Convenience and Accessibility Have a Positive Significant Influence on Shoppers' Satisfaction

Examining data appears that a precondition for increasing the demand and visits of shoppers is that the location, opening hours, and other convenience factors have led to a win-win situation. Factors such as accessibility and nearness should help to build effective relationships and increase the shopper satisfaction with the current and long run times. Nearness is an important dimension that may affect shopper intention to increase the value of these shopping malls. Accessibility and nearness consider as one of the most influential factors on shopper satisfaction as shown in table(4). These findings are also consistent with other research findings. For example, (Dennis et al, 2005; Kim et al, 2005; Richbell and Kite, 2007).

6.4 Product Assortment Has a Positive Significant Influence on Shoppers' Satisfaction

The findings in table (4) provide significant support for the varied literature which advocates that variety of products have an influence upon Bangalore shopping malls. As a result, the current research is able to validate that variety has a significant influence on shopper satisfaction. These findings are also consistent with other research findings

(Boatwright and Nunes, 2001; Dennis, 2002).

6.5 Entertainment Has a Positive Significant Influence on Shoppers' Satisfaction

Entertainment is also considered to be one of the influential factors on the satisfaction of Bangalore shoppers (Table 4). Previous research has investigated, found a positive relationship between entertainment facilities and shopper satisfaction as critical factors on the shopping (Bloch et al, 1994; Finn and Louviere, 1996; Frasquest, 2001; Sit et al, 2003). These results indicate that the entertainment is an important element to facilitate the shopping activities which is reflected in the shopper satisfaction. Other researchers have empirically found a positive relationship between entertainment and shopper satisfaction as critical factors during shopping (Finn and Louviere, 1996; Frasquest, 2001; Sit et al, 2003).

6.6 Service Quality has a Positive Significant Influence on Shopper Satisfaction

An examination of the table (4) suggests that service quality is an influential factor in shopper satisfaction in Bangalore shopping malls. The results consequently, verify that service quality has a positive behavior on shopper satisfaction. These findings are also consistent with other research findings. For example, (Taylor, 1997; Parasuraman et al, 1991; Lee et al, 2000; Kang and James, 2004) found that service quality provides a higher degree of satisfaction that enables shoppers' to trust shopping at all times.

In the abstract, it can be seen that all attractiveness factors, which creative, accessible and nearness, product assortment, entertainment, and service quality, have proven to positively

7. IMPLICATIONS

The hypothetical foundation of this research is based on literature from the attractiveness factors relating to shopper satisfaction within the shopping malls in Bangalore city. With the growing number of modern shopping malls in Bangalore city it is obvious that competition in this service industry is increasing dramatically. Mall operators should be recognized of the needs and wants of the targeted shoppers' to build and maintain a profitable relationship.

The empirical conclusions drawn from this research are multifaceted and as a result, it is vitally important that shopping mall owners and managers pay attention to the influences of shopper satisfaction. Researchers are therefore encouraged to place more focus on the impact influences stemming from the attractiveness and motivation factors and its impact on shopper satisfaction within the Bangalore shopping malls.

8. CONCLUSIONS

This research seeks to make an original contribution to knowledge by investigating the impact of attractiveness factors on shopper satisfaction, outcomes, shopper loyalty and shopper positive WOM in the shopping malls industry in Bangalore. This research contributes to the services marketing discipline in finding out the role of the attractiveness factors, namely (Creative,

accessible and nearness, product assortment, entertainment, and service quality) in enhancing shopper satisfaction, loyalty, and positive WOM.

Factors related to Creative, accessibility and nearness, product assortment, entertainment, and service quality were a spotlight of this research as they have an influence on shopper satisfaction. Contributions found will be valuable for both academics and managers in a similar way. Academically, this effort aims to spotlight academic interest upon a much neglected field – the marketing of shopping malls in Bangalore. There is at present a distinctive lack of studies in academia relating to research in the India states and the South India Region.

This is fairly astounding when considering that Bangalore city has been at the head of the shopping malls, industrial in the India states and the South India Region.

The shopping malls, industry is a vital and energetic sector in Bangalore because of many reasons, one of these reasons is the warm weather in the majority of Karnataka cities and the searched city-Bangalore in particular. Although this research has provided valuable insights into a somewhat scant area of research, it has been subject to some limitations. To begin with, there were some difficulties in the distribution of the research questionnaire within the customers of Bangalore shopping malls, possibly leading to some inconsistencies in the data collection process. For example, a portion of shopping malls opted to distribute the instrument to the respondents themselves, where in other cases the researcher delivered the survey to respondents individually. In addition, this research has been conducted within a single service industry and exclusively on the Bangalore shopping mall sector, thus limiting the generalisability of the research results to the foreign or South India states.

As noted findings should consider broader directions for future research. First, the research should be simulated with other regions and cities in Karnataka or other South India to further examine the attractiveness factors in the other industry. Second, studying the proposed model in service sector for examples spa villages, or hotels in order to gain more validation for the model and more generalized findings. Thirdly, Future research should also investigate whether the model could be used for different dependent variables e.g. market share or profits. Finally, studying more attractiveness factors normally influence the shopper satisfaction to gather more information on this issue.

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Data Analysis and Interpretation

Table1. Demographic data

Characteristics	Percentage
1.1 Age	
Under26	27.4
26-30	29.1
31-35	15.1
36-40	12.3
41-45	08.4
Over 45	07.8
1.2 Gender	
Male	70.4
Female	29.6
1.3 Educational Level	
Secondary School	48.9
Bachelor's degree	45.1
Postgraduate	06

Table2. Attractiveness factors (creative, accessible and nearness, product assortment, entertainment and service quality): independent variables.

Creative (independent variables)

The interior design of the malls usually attracts my attention; I notice the color of the mall interior, the environment (i.e. Lighting and ornamentation) in the malls attract my attention, I am usually in a good mood when I am in a mall, It's a fun place to walk around, It's a clean place, It has interesting architectural features.

Accessibility and Nearness (independent variables)

I visit the mall because of its nearness location to my house, I visit the mall because it is easier to find a parking space at economical rate, The mall store hours are convenient, Mall is a one-stop shopping place, This shopping mall is located near my work, Finding the products I am looking for is easy in this shopping mall, Easy access to product information, All the products and brands you were expecting to buy were available.

Product Assortment (independent variables)

The style of the products in this shopping mall is outdated, The style of the products in this shopping mall is up to date, The quality of the products available in this shopping mall is high, I feel good shopping at department stores that carry not only their "private label brands", The mall

sells good quality brands, Plurality and a variety of restaurants, Availability of Int'l store branches, Existence of large food court, Presence of cinemas in the mall.

Entertainment (independent variables)

The mall has playing area suitable for children, the mall has safe entertainment place, Presence of fun and assortment entertainment programs, Existence of fun spaces for kids, The mall has entertainment places for youth.

Service Quality (independent variables)

In this shopping mall, the sales people are helpful. In this shopping mall, the sales people are polite, the quality of this shopping mall's service is excellent, the staff at the mall was welcoming, I received good advice from the salespeople, you were satisfied with the answer to a complaint you had lodged.

Table 3. Shopper satisfaction: dependent variable

Shoppers' Satisfaction (dependent variable)

I think that I made the correct decision to use this mall. The experience that I have had with this mall has been satisfactory, In general terms, I am satisfied with the way that this mall has carried out the shopping, in general, I am satisfied with the service I have received from the mall.

Shoppers' Loyalty (dependent variable)

I have the intention to continue my relationship with this shopping mall, Based on my experience, I very likely continue my relationship with this shopping mall in the next time.

WOM (dependent variable)

I will recommend this shopping mall to another shoppers'; I will point out the positive aspects of this shopping mall if anybody criticizes it.

Table 4. Results –attractiveness factors (shopper's satisfaction)

Attractiveness factors	B	Standardized error	Beta	t-value	Significant
Attractiveness Factors	0.767	0.231	0.563	3.299	0.000
Creative	0.812	0.347	0.309	3.646	0.001
Accessibility and nearness	0.766	0.321	0.302	3.762	0.001
Product assortment	0.785	0.267	0.288	3.155	0.003
Entertainment	0.542	0.239	0.311	2.876	0.050
Service quality	0.650	0.402	0.381	2.871	0.012

Note: $R^2 = 0.631$; Adjusted $R^2 = 0.521$; F = 17.630; $P < 0.05$.

Table 5. Results –shoppers' satisfaction (shoppers' loyalty)

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Shopper's Satisfaction	B	Standardized error	Beta	t-value	Significant
Shopper's Satisfaction	0.522	0.277	0.322	3.066	0.010

Note: R 2 = 0.481; Adjusted R 2 = 0.421; F = 8.710; P < 0.05

Table 6. Results – Loyalty (WOM)

IM	B	Standardized Error	Beta	t-value	Significant
IM	0.543	0.281	0.268	3.271	0.0001

Note: R 2 = 0.431; Adjusted R 2 = 0.401; F = 8.220; P < 0.05