

YANGON UNIVERSITY OF ECONOMICS
DEPARTMENT OF MANAGEMENT STUDIES
MBA PROGRAMME

THE EFFECT OF SHOPPING MALL CHARACTERISTICS
AND SHOPPING MALL ATTRACTIVENESS ON
BEHAVIORAL CONSEQUENCES AT CITY MALL ST.JOHN
SHOPPING MALL

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MBA II – 49

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ACADEMIC YEAR (2022 – 2024)

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This thesis is submitted to the Board of Examiners in partial fulfillment of the requirements for the degree of Master of Business Administration (MBA).

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ACCEPTANCE

This is to certify that the thesis entitled “**The Effect of Shopping Mall Characteristics and Shopping Mall Attractiveness on Behavioral Consequences at City Mall St. John Shopping Mall**” has been accepted by the Examination Board for awarding the degree of Master of Business Administration (MBA) degree.

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ABSTRACT

This study aims to analyze the effect of shopping mall characteristics and shopping mall attractiveness on the behavioural consequences at City Mall St. John Shopping Mall. This study used both primary and secondary data. The sample size is 377 customers by using the Raosoft Sample Size Calculator for an unknown population. The systematic sampling method is used to collect the primary data using structured questionnaires and the personal interview method. Secondary data is gathered from relevant textbooks, previous research papers, journals and articles, and other related information resources from internet websites. The data is collected at City Mall St. John Shopping Mall by approaching every 5th visiting customer on every weekend of January 2024 and February 2024. According to the multiple regression results, all of the shopping mall characteristics have a positive and significant effect on sustainable attractiveness and situational attractiveness. And the shopping mall's attractiveness also has a positive and significant effect on behavioural consequences. Therefore, City Mall St. John should focus on tenant-related factors, retail tenant mix, merchandise value, and non-retail tenant mix factors, and maintain site-related factors such as accessibility and parking, as well as the atmosphere of the shopping mall.

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CHAPTER 1

INTRODUCTION

Recent decades have seen substantial economic development across various Asian countries, leading to transformations in numerous sectors. These economic changes have precipitated shifts in consumer spending patterns, with the proliferation of shopping centers representing a particularly notable trend. Shopping malls mean different things for customers who go there, including buying, entertainment, relaxation, and meeting friends. 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. Shopping malls serve a multitude of purposes for consumers, encompassing not only product acquisition but also entertainment, relaxation, and social interaction (Teller & Reutterer, 2008).

As shopping malls become the attractive place for people, it has become interesting topic to understand the shopping mall characteristic and their attractiveness to the people. Researchers have been conducting various research papers to reveals the factors that makes the mall attractive. When it comes to mall attractiveness factors such as accessibility and parking which is how convenience the consumer can locate and come to the shopping centers, the tenant mix which is the variety of the retail shops and product availability of the shopping center and the mall environmental conditions which are ambience and atmosphere are identified as the important factors by several researchers (Habbosh, 2013; Kanyi, 2019; Michon & Chebat, 2004; Ojuok, 2016; Teller & Reutterer, 2008).

There are several different shopping mall characteristics that is affecting the shopping mall attractiveness (Teller & Reutterer, 2008). These includes accessibility, parking, retail tenant mix, merchandise value, non-retail tenant mix, atmosphere and ambience.

The accessibility of the shopping mall includes position of the shopping mall, easy to navigate and travel distance with the customers. The geographical placement of a shopping mall determines the demographic composition of its surrounding area, as well as influences growth trends, traffic flow dynamics, and the positioning of competing establishments (Holl & Mariotti, 2018). Aliagha et al. (2015) also identified a notable

positive correlation between customer loyalty oriented towards shopping and the proximity and accessibility of shopping venues from bus and taxi stops.

Parking is another shopping mall characteristics is the parking space availability. The presence of ample and secure parking space emerges as a pivotal factor influencing the selection of retail venues for the acquisition of goods and services. It is imperative for shopping malls to furnish mature consumers with appropriate and secure parking facilities to enhance their overall shopping experience (Priya, 2017).

One of the most important characteristics for shopping mall is retail tenant mix. The optimal combination of product categories enhances the revenue of a shopping mall, thereby attracting and retaining a greater number of tenants (Yuo et al., 2004).

The merchandise value is another important characteristic of the shopping mall. Ojuok (2016) stated that good price to value ratio can satisfied the consumer and ensure the repeated visit and improve loyalty of the shoppers and consumers.

Non retail tenant mix is another important characteristic that influence on the attractiveness of the shopping mall. Bloch et al. (1994), research investigating the influence of a shopping mall's physical environment on consumer emotions revealed that customers perceive malls as destinations not solely for purchasing goods, but also for engaging in various activities, including entertainment.

Ambient and atmosphere of the shopping mall are another important characteristics such as impact of music on various aspects of the shopping experience, including shopper mood and sales in food service settings. Moreover, Teller and Reutterer (2008) posited that a positive atmosphere within a shopping mall may surpass the very merchandise offered as a key determinant of the mall's overall appeal to customers.

The situational attractiveness of the shopping mall is defined as the tendency to remain and spend the time within the shopping mall while the sustainable attractiveness is defined as the tendency toward customer intention of revisiting to the shopping center (Teller & Reutterer, 2008). According to them, the shopping mall characteristics such as accessibility, parking space, retail tenant mix, merchandise value, non-retail tenant mix, atmosphere and ambience are affecting the attractiveness of the shopping mall.

In Myanmar, along with the country development in recent decade, more and more shopping centers are emerging. Among the shopping malls, City Mall St.John is a shopping

mall established in August 2017. City Mall St. John is situated at the intersection of Pyay Road and Min Ye Kyaw Swar Road in Lanmadaw Township, Yangon. Encompassing a net leasable area of 194,000 square feet, the mall houses 115 stores, including fashion retailers, restaurants, a cinema, a gym, a food court, a supermarket, a playground and a car park. Increasing shopping centers means that is a considerable competition among the competitors. Thus, it offers shopping mall developers an understanding of mall site selection and development that helps them gain competitive advantage over other competing shopping malls.

1.1 Rationale of the Study

Between 2019 and 2023, Myanmar's GDP growth averaged over 3.3% per year. This economic upsurge is linked to the government's ongoing efforts in policy and economic reform initiatives. In 2023, modern grocery sales reached USD 551.6 million, representing a significant increase of USD 68.4 million. Among modern retail establishments, City Mall St. John Shopping Mall is recently established and quickly take the market leading position within few years. However, to stay competitive in the shopping mall industry, the properties developers are necessary to understand the consumer behaviors.

The concept of retail attractiveness becomes more nuanced when considering how the immediate shopping experience and a customer's level of engagement can influence their perception. This perspective highlights a distinction between situational factors (those unique to the visit) and sustainable factors (enduring qualities of the retail cluster) that can both directly or indirectly shape customer behavior (Teller & Reutterer, 2008).

The advent of shopping malls has fostered their widespread appeal as multifaceted destinations that cater to diverse customer needs. Malls typically offer a broad array of products and services, further contributing to their popularity. The rise of shopping malls has attracted diverse customers groups due to their ability to cater to a wide range of needs. Typically, malls offer a variety of products and services, extending beyond mere transactional experiences. According to Michon and Chebat (2004), shopping mall activities reflects on recreation, entertainment, and comfort. Young male customers may be motivated by the potential for social interactions and romantic encounters. Furthermore, shopping malls can provide an escape from routine daily tasks and responsibilities, offering

a change of scenery and a break from the confines of the workplace or home (Ahmed et al., 2007).

Accessibility and parking are important factors that incorporate the attractiveness of the shopping mall. The researcher asserted that the road network, public transport system, parking facilities as well as traffic situation of the mall location which pave the way for consumer to access and reach the shopping mall more conveniently. Moreover, accessibility and parking as the site related factors of marketing attractive dimension of shopping malls. Researchers also mentioned that other attractiveness factors of shopping mall included the tenant mix where the availability and variety of the tenant is important attractive factors for shopping malls. And the tenant mix, variety of merchandise value and non-retail tenant in their tenant related section which are attractiveness factors of shopping mall. Environmental factors such as ambience, design and orientation as well as shopping center atmosphere are also attractive factors for customers and tenants. The superior design and layout of shopping center, its atmosphere and ambience are the factors that are attracting the customers. Therefore, accessibility, parking, tenant mix, ambience, design and orientation as well as atmosphere are important factors for shopping centers that can attract the consumers. On the other hand, they are the factors that trigger the motivation of consumer to come to the shopping centers and shopping behaviors.

By understanding the attractiveness factors of the shopping mall, the properties developers can develop the strategies based on such factors to improve their shopping mall success. Thus, this study is conducted to understand the effect of shopping mall characteristics and shopping mall attractiveness on behavioral consequences at City Mall St. John Shopping Mall.

1.2 Objectives of the Study

This study aimed to achieve the following two objectives;

1. To analyze the effect of shopping mall characteristics on shopping mall attractiveness of City Mall St. John Shopping Mall
2. To analyze the effect of shopping mall attractiveness on behavioral consequences of customers at City Mall St. John Shopping Mall

1.3 Scope and Method of the Study

This study focuses on the effect of shopping mall characteristics and shopping mall attractiveness on the behavioral consequences of customers at City Mall St. John Shopping Mall. Both the primary and secondary data are collected and used in this study. This study only focuses on the customers who are visiting the City Mall St. John Shopping Mall. The population size visiting of the customers to City Mall St. John Shopping Mall is unknown. By using Raosoft sample size calculator, the sample size calculated is 377. To collect the primary data, the systematic simple random sampling is used with personal interview method. The data is collected from 5th customers who are coming City Mall St. John Shopping Mall every weekend of January 2024 and February 2024. For the secondary data, the data is gathered from previous papers, articles from websites, relevant text books, record of prospective firm and some relevant websites. Both descriptive and regression analysis are used to analyze the primary data.

1.4 Organization of the Study

This study is composed of five separate chapters. Chapter one is the introduction of the paper and it consists of the rationale of the study, the objectives of the study, the scope and method of the study and the organization of the study. Chapter two focuses on the theoretical background which is concerned with the study. In addition, it includes previous studies and conceptual framework of the study. Chapter three presents the profile, characteristics and attractiveness of City Mall St. John Shopping Mall, profile of the responds and reliability test. Chapter four consist of the analysis of the study. Chapter five is a conclusion chapter by presenting findings and discussions, suggestions and recommendations, and needs for further research.

CHAPTER 2

THEORETICAL BACKGROUND

This chapter presents the related theories and model on the customers' perceptions and behavior as well as the attractiveness factors and conceptual model for this study. There are total of five sections in this chapter, concept of shopping and shopping malls, the perceptions and behavior of customers as well as the attractiveness factors, related studies and conceptual framework of the study.

2.1 Shopping Mall Characteristics

The shopping mall characteristics entails physically engaging with shopping centers or malls, likening it to a blend of household chores with elements of recreation and entertainment (Szymkowiak et al., 2021). Additionally, some scholars, such as Mason et al. (2019) and Joye et al. (2010), perceive shopping as a gendered activity characterized by women primarily assuming the responsibility for household shopping duties. Examining shopping as a recreational pursuit becomes particularly interested by researchers, especially given the surge in shopping centers (Joye et al., 2010; Mason et al., 2019). Intense competition among retailers and mall developers has driven efforts to enhance the enjoyment associated with shopping, thereby transforming it into a more pleasurable and leisurely activity (Howard, 2007).

A shopping mall, according to the International Council of Shopping Centers ICSC (2004), is characterized as a cohesive ensemble of retail and diverse commercial enterprises, meticulously organized, possessed, and overseen as a unified property which is accompanied by on-site parking facilities. A shopping mall is commonly an interconnected retail complex with pedestrian walkways. It offers a range of shopping opportunities and entertainment amenities tailored to its intended consumer base. Furthermore, it incorporates specialty outlets catering to diverse needs such as apparel, accessories, home essentials, literature, along with provisions for a food court, multiplexes, and recreational areas (Sankar, 2005). Also, another researcher stated that the shopping mall is conceptualized as a venue housing a diverse array of retail merchandise within a unified space, strategically anchored by multiple retail establishments to draw a substantial volume of visitors (Nicholls et al., 2002). Several researchers have emphasis on the advantages of the

shopping at the shopping mall. The integrating goods, services, and entertainment within a single location, presenting an appealing and captivating prospect for customers, effectively acting as a magnet for crowds. Additionally, Bloch et al. (1994) encompass the opportunity for customers to avoid inconveniences such as stress induced by traffic congestion, challenges related to parking availability, and security apprehensions.

According to Ahmed et al. (2007), the significance of leisure, entertainment, and social interactions within the context of shopping malls extends beyond the mere procurement of goods and services. Consequently, customers may frequent these shopping malls not only for shopping purposes but also to seek relaxation, engage in social activities with acquaintances, and enjoy recreational pursuits. In light of these observations, a shopping mall can be construed as complex characterized by aesthetically appealing architectural designs, strategically crafted to allure a broad spectrum of consumers by offering diverse merchandise and services, alongside recreational amenities tailored to cater to the diverse needs, preferences, and interests of various customer demographics.

According to the Teller and Reutterer (2008), these 7 characteristics or factors can be categorized into three different categories, site related factors, tenant related factors and environmental related factors.

2.1.1 Site Related Factors

Individuals purchasing goods within shopping center face the challenge of navigating both spatial and temporal gaps between their originating point, such as their residence or workplace, and the physical location of the shopping centers (Fildes et al., 2022). This is known as the “accessibility and parking space”. Many researches have been done that accessibility is one of the important factors that makes the shopping centers attractive.

(a) Accessibility

Researchers stated that consumers are preferred towards a shopping mall when it is conveniently reachable from their place of residence or employment. Moreover, the surrounding road infrastructure should facilitate smooth navigation. It is vital for shopping center management to carefully consider both the positioning of stores and the design of transportation services, as factors related to transportation mode and travel are important

factor in shaping the overall enjoyable shopping encounter (Priya, 2017). Holl and Mariotti (2018) added that assessing the accessibility of a shopping mall entails examining the level of convenience or challenge associated with reaching it via public transportation. The geographical placement of a shopping mall determines the demographic composition of its surrounding area, as well as influences growth trends, traffic flow dynamics, and the positioning of competing establishments (Holl & Mariotti, 2018). Aliagha et al. (2015) also identified a notable positive correlation between customer loyalty oriented towards shopping and the proximity and accessibility of shopping venues from bus and taxi stops (Aliagha et al., 2015). Ahmed et al. (2007) further categorized the accessibility into macro-accessibility and micro-accessibility. Macro-accessibility relates to the condition of access roads leading to the center and the proximity of the center to the customer's workplace or home. In contrast, micro-accessibility focuses on the availability of parking facilities within the center and the ease of movement within the shopping complex (Ahmed et al., 2007).

(b) Parking

Parking is another important factor when it's come to accessibility of the site where the shopping center is located. As household incomes increase, a significant proportion of families possess private vehicles, leading consumers to prefer the convenience of using their own cars for transportation to shopping malls. This mode of transportation facilitates the easy conveyance of diverse products acquired during shopping excursions, spanning groceries to household appliances. The presence of ample and secure parking space emerges as a pivotal factor influencing the selection of retail venues for the acquisition of goods and services. It is imperative for shopping malls to furnish mature consumers with appropriate and secure parking facilities to enhance their overall shopping experience (Priya, 2017). A substantial correlation exists between customer loyalty oriented towards repeat shopping and the availability of parking facilities for automobiles.

Moreover, Aliagha et al. (2015), also stated that consumers exclusively patronize shopping malls equipped with vigilantly monitored, seamlessly managed, and sufficient parking infrastructure for their vehicles. Numerous individuals, often accompanied by both immediate and extended family members, travel considerable distances using their own cars or taxis to visit renowned malls. These shopping centers have evolved into tourist attractions, drawing visitors from afar (Aliagha et al., 2015). Modern property developers of shopping centers emphasize that convenient accessibility facilitates a more seamless

shopping experience for customers. It has been noted that an insufficient transportation infrastructure adversely affects both the influx of visitors to the mall and the efficiency of transporting goods and services to the retailers within the mall. Additionally, the vehicular traffic preceding and following visits to the shopping center constitutes another pivotal consideration (Ojuok, 2016). Researchers have recognized this element as a significant factor influencing the attractiveness of shopping malls.

2.1.2 Tenants Related Factors

The extent to which customers can fulfill their requirements and desires within a concentrated area is denoted by the 'combination of retail tenants', encompassing stores, and the complementary 'combination of non-retail tenants', such as dining and entertainment establishments. These facets are posited to be integral determinants motivating visits to a concentrated area. Moreover, the value of the merchandise offer within the shopping mall is also considered as one of the important factor for tenant mix (Teller & Reutterer, 2008).

(a) Retail Tenant Mix

The composition of retail tenants appears to be widely acknowledged as one of the foremost dimensions in assessing the significance of a shopping mall (Kirkup & Rafiq, 1994; Teller, 2008). It is often recognized that one of the most important factors in attaining occupancy in a retail center is the retail tenant mix composition. Research indicates that an optimal combination of product categories enhances the revenue of a shopping mall, thereby attracting and retaining a greater number of tenants. Conversely, an unfavorable mix has been shown to diminish revenue and restrict the influx of tenants (Yuo et al., 2004). According to the Gerbich (1998), the significance of the retail tenant mix in contributing to the success of shopping centers has been increasingly underscored by occupiers, investors, and professional advisors. The fundamental concept posits that a strategically planned shopping center need endeavor to establish an optimal assortment of tenants, aiming to enhance both center turnover and retailer profits, thereby maximizing total net rentals of the shopping mall.

Typically, the retail tenant mix encompasses anchor tenants, various mall stores, and food court operators, each fulfilling a distinct role in shaping the micro-retailing

environment of the center. Anchors serve as attractors, drawing a foundational consumer base to the center, while food court operators contribute to the retail destination's multifunctionality, capitalizing on heightened pedestrian traffic concentrations. Mall stores, in turn, cater to diverse shopping needs, ultimately optimizing consumer time expenditure in the shopping process (Gerbich, 1998). In the theoretical framework formulated by Eppli and Benjamin (1994), two distinct tenant categories emerge: (1) anchor tenants and (2) non-anchor tenants. The role of anchor tenants lies in their capacity to act as a focal point for the center, while non-anchor tenants derive advantages from their proximity to these anchors. The impact on an anchor tenant is exclusively determined by the extent of space it occupies, with no regard for the space designated to non-anchor tenants. In contrast, non-anchor tenants are influenced by both the space they lease and the space allocated to anchor tenants, indicating a unidirectional flow of agglomeration benefits. The researchers stated that the right mix of the retail tenants is essential for the consumer to retain and the image of the shopping center (Eppli & Benjamin, 1994).

(b) Merchandise Value

Along with the product variety and composition of the retail tenants, the merchandise value that is offered at the shopping center are also important. According to the Teller and Elms (2010), the trio of elements that define the retail proposition within a concentrated area comprises product range, merchandise value, and sales personnel. This encompasses the diversity and comprehensiveness of retail store assortments regarding the product range, the price-value ratio of merchandise denoting merchandise value, overall price levels, and the frequency of available price promotions (Teller & Elms, 2010). Other researchers also stated that good price to value ratio can satisfied the consumer and ensure the repeated visit and improve loyalty of the customers and consumers (Ojuok, 2016).

(c) Non-retail Tenant Mix

Non retail mix includes mix of the non-retail services that is offered by shopping centers especially for entertainments. According to researchers, the growth of nuclear families and apartment living, which can be associated with reduced parental time dedicated to children, has been linked to an increased preference for indoor and electronic entertainment activities among children. As a result, children exhibit a growing demand for diverse and engaging entertainment options within shopping malls, including play areas, rides, adventure sports facilities, and e-gaming zones (Priya, 2017). Also in previous study,

according to Bloch et al. (1994), research investigating the influence of a shopping mall's physical environment on consumer emotions revealed that consumers perceive malls as destinations not solely for purchasing goods, but also for engaging in various activities, including entertainment. Nicholls et al. (2002) observed that compared to customers of the past, present-day mall visitors exhibit a stronger inclination towards leisure activities while visiting malls (Nicholls et al., 2002). Several studies, including those by Sit et al. (2003), have emphasized the significance of a shopping center's entertainment offer as a key factor influencing consumer decisions to visit and patronize the center. Sit et al. (2003) also found that the incorporation of entertainment elements plays a crucial role in shopping centers by fostering a stimulating and enjoyable shopping experience. This, in turn, has the potential to attract and retain customers, encouraging their shopping behaviors (Sit et al., 2003).

2.1.3 Environmental Related Factors

While shopping primarily involves the exchange of goods or services for money, research suggests that various environmental factors contribute to a smoother and more enjoyable experience for consumers within stores and shopping complexes (Babin et al., 1994; Ruiz et al., 2004). These factors include "orientation" within the complex, which refers to the layout design where consumer can easily navigate the space, and "ambience," encompassing sensory stimuli and the overall atmosphere (Teller & Reutterer, 2008).

(a) Ambient

As being part of the environmental stimuli, ambient scent and music play important role for the ambient condition of the mall. Existing research suggests that individuals tend to approach environments with pleasant scents, while avoiding those with unpleasant ones. However, it is important to note that simply having a pleasant scent might not be sufficient to predict whether customers will engage in approach or avoidance behavior within a retail setting (Spangenberg et al., 2005). Music serves as a significant environmental factor influencing consumer behavior within retail settings. Extensive research demonstrates the impact of music on various aspects of the shopping experience, including customer mood and sales in food service settings. Further studies highlight the effect of music on customer-seller interactions, product choices, and even the duration of customers' visits and total purchase volume. Collectively, this evidence indicates that music has the ability to significantly shape customers' emotional responses, ultimately influencing their overall

assessment of the retail environment and their subsequent actions within it (Spangenberg et al., 2005). According to the researchers, the consistence interaction between the music and ambient scent can stimulate the affective responses of the consumer behaviors (Spangenberg et al., 2005).

(b) Atmosphere

The atmosphere of a shopping mall can significantly shape consumer impressions and stands as a critical marketing element. Atmosphere influences customer behavior and can create a distinctive retail environment. Teller and Reutterer (2008) posited that a positive atmosphere within a shopping mall may surpass the very merchandise offered as a key determinant of the mall's overall appeal to consumers. Research demonstrates the substantial influence of atmosphere on shopping mall experiences. Chebat et al. (2010) found that a combination of pleasant ambiance and moderate stimulation (through elements like color, music, and crowd density) positively impacts patronage by increasing favorability. Singh and Prahsar's (2013) empirical work highlighted atmosphere as the primary explanatory factor for overall shopping mall experiences. Additionally, Hedhli et al. (2013) identified atmosphere as a key contributor to customers' well-being within the mall environment, even if it was not the sole determining factor (Hedhli et al., 2013). Rayburn and Voss (2013) established atmosphere as a critical intermediary factor influencing customer perceptions of both utilitarian and hedonic shopping value. Their study investigated the mediating role of atmosphere in the relationship between perceived attributes (organization, style, and modernity) of retailers and customer value perception (Rayburn & Voss, 2013).

2.2 Shopping Mall Attractiveness

The success of retailers and retail agglomerations hinges on maintaining a high level of customer appeal throughout all phases of the purchasing journey. To achieve this, management must employ strategies that attract customers to the retail location, encourage them to linger and engage in spending, and ultimately foster repeat patronage. The concept of attractiveness can be understood as a complex construct encompassing a range of measurable attributes. Teller and Reutterer (2008) conceptualized view of the shopping mall attractiveness into two dimensions; situational attractiveness and sustain attractiveness (Teller & Reutterer, 2008).

According to Teller and Reutterer (2008), situational and sustainable attractiveness are two ways to think about what makes a shopping center appealing to customers. Situational attractiveness refers to factors that draw people in for a specific shopping trip and the sustainable attractiveness refers to the factors which keeps people coming back to the shopping center over time.

2.2.1 Situational Attractiveness

The situational attractiveness of the shopping mall is defined as the tendency to remain and spend the time within the shopping mall (Teller & Reutterer, 2008). The unique appeal that a mall has for a given customer at a specific moment is referred to as its situational attractiveness. It's not only about the mall; it's also about how effectively a store fits a customer's wants and requirements at that particular time. Customer retention proneness serves as an indicator of their willingness to remain within a space and engage for extended periods, effectively capturing the concept of situational attractiveness. However, most of the researchers ignored the notion of situational attractiveness when it comes to shopping mall attractiveness assessment researches. The situational attractiveness factors for shopping center proximity of the shopping mall and the parking space of the shopping mall (Teller & Reutterer, 2008). The situational attractiveness of the shopping center includes the availability of the shops or products that the customer willing to buy as well as the merchandise values of the products by providing the promotion, special sales and discounts for customers. Moreover, according to the Teller and Reutterer (2008), customers visiting to the shopping mall do not always seeks to buy things, they also spend their leisure time within the shopping mall and therefore, the existence of the non-retail services and activities are necessary for customer. Services and activities such as beauty salon, playground and entertainments services are situational attractiveness of the shopping mall.

2.2.2 Sustainable Attractiveness

The sustainable attractiveness is defined as the tendency toward customer intention of revisiting to the shopping center (Teller & Reutterer, 2008). A mall's capacity to hold onto its appeal over the years is referred to as its sustainable attractiveness. Building a

lasting relationship with customers is more important than simply getting them in the door. Researchers stated that patronage intention serves as an indicator of a customer's inclination to return, reflecting the concept of sustained attractiveness of the shopping mall. Researchers further asserted that the many researches have been done to verify the difference between the overall and sustainable attractiveness. The sustainable attractiveness of the shopping center includes the availability of the variety of stores available for the customers, how easily and convenience the shopping center is accessible to the customer locations and shopping center ambience as well as the atmosphere.

2.3 Behavioral Consequences

Behavioral consequences of the customers or consumer are greatly influenced by their perceptions and evaluations toward the retailers or retail establishments. Each and every retail store can be characterized by their managerially controlled parameters such as store sections, the interior and exterior designs, style of selling, price and merchandise as well as their parking availability which is also known as the retail marketing mix. These marketing mix components are perceived by the consumers or customers which ultimately converted into consumer evaluations over the retailers or retail establishment or shopping malls (Teller & Reutterer, 2008). The evaluation of procedure significantly influences consumer shopping behavior concerning preferences for particular retail locations, purchasing decisions, loyalty tendencies, and overall retention rates. Consequently, the economic viability of a retail sector as a whole, as well as the individual performance of a specific store situated within this sector, is intricately linked to this value chain creation for customers or consumers (Teller & Reutterer, 2008). According to Teller and Reutterer (2008), while conceptualizing the notion of retail shop evaluations, they stated that the comprehensive understanding of retail attraction is expanded through the incorporation of potential moderating influences emerge from the shopping encounter and the consumer's engagement in the ongoing shopping expedition. This perspective results in the differentiation of factors contributing to situational-driven and sustaining (non-situational) characteristics of shopping mall attractiveness, exerting either a direct or indirect influence on customers (Teller & Reutterer, 2008). Thus, according to these researchers, shopping attractiveness can be divided into situational and sustainable.

According to Teller and Elms (2010), a customer's behavioral shopping patterns are comprised of three interconnected components: the act of shopping, the purchasing process, and subsequent utilization. Previously, Assael (1987) also articulated that individuals demonstrate a proclivity towards acquiring items such as gifts, apparel, groceries, and household necessities, which consistently feature prominently on their shopping agenda. In essence, this entails explorative inquiries pertaining to the mechanisms involved in people's purchasing patterns, encompassing aspects such as the method, timing, rationale, and constituent elements inherent in the decision-making process (Solomon, 2018).

Regarding influencing factors for customer behaviors, Nicholls et al. (2000) also outlined four key elements capable of shaping customers' behavior, encompassing their shopping motivations, preferences for mall selection, purchasing patterns, and decision-making processes regarding purchases (Nicholls et al., 2002). In previous research, according to Bloch et al. (1994), seven influential factors, namely aesthetics, exploration, convenience, role enactment, social interactions, flow, and escape, underscore the motivations guiding customers during the shopping experience.

Although various researchers identified shopping mall attractiveness, researchers are more emphasis on the customers' behaviors such as purchasing patterns and failed to incorporate the situational factors. In this regard, the Teller and Reutterer (2008) conceptualized factors are broader and suited with this study. Thus, their conceptualization of shopping center attractiveness factors is used in this study. According to their research, there are total of 8 related factors that are influences retail attraction formation process which are explored in detail in the following section.

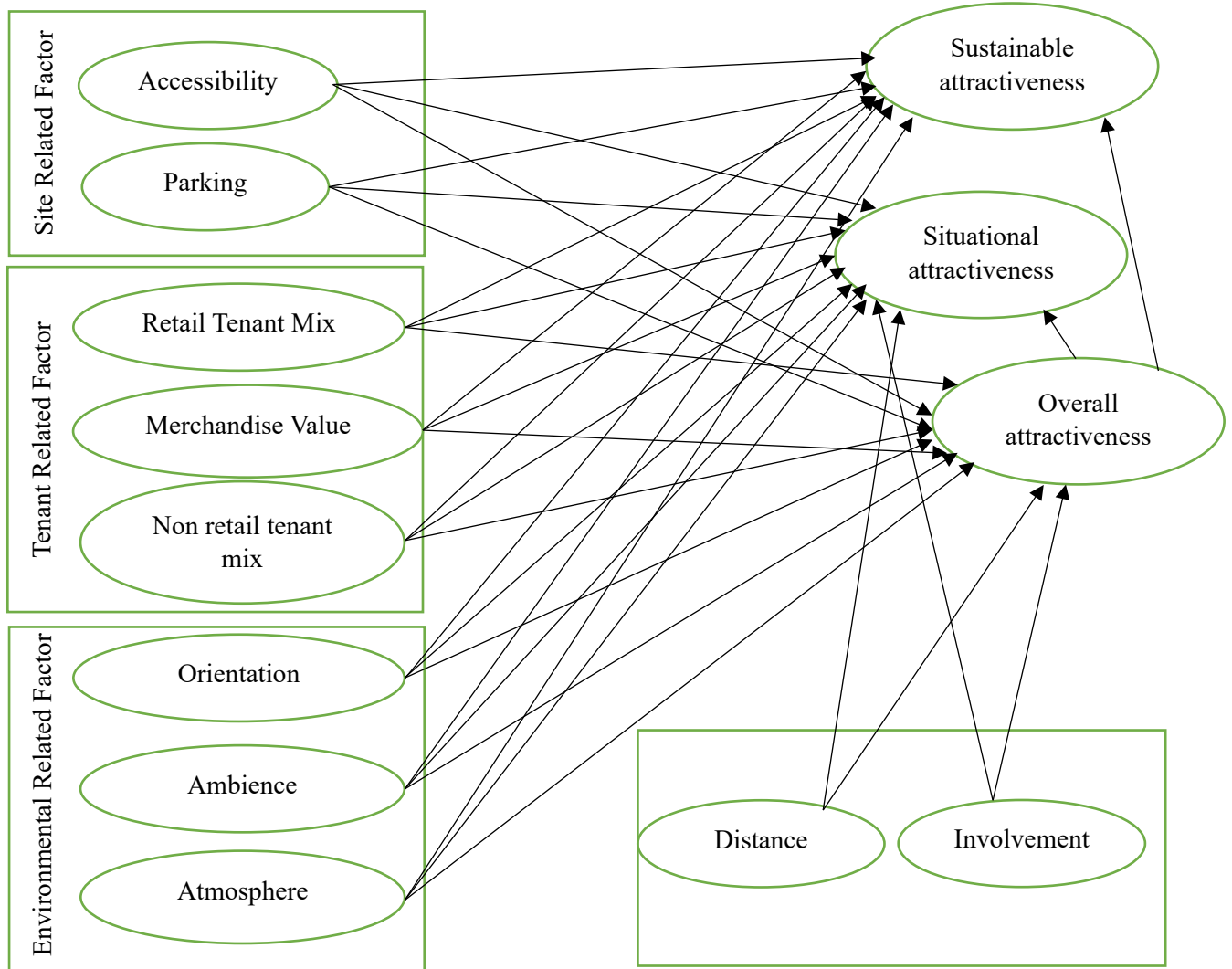
2.4 Previous Studies

This study focuses on the previous studies related with the shopping mall characteristic and attractiveness in order to develop the conceptual framework. This study mainly utilized the finding and also conceptualized both from Teller and Reutterer (2008) as well as from the Habboash (2013) to construct the conceptual framework.

According to the Teller and Reutterer (2008), characteristics of the shopping center, accessibility, parking, retail tenant mix, merchandise value, non-retail tenant mix, ambience

and atmosphere can be categorized into three different categories, site related factors, tenant related factors and environmental related factors.

Figure (2.1) Conceptual Framework of Teller & Reutterer

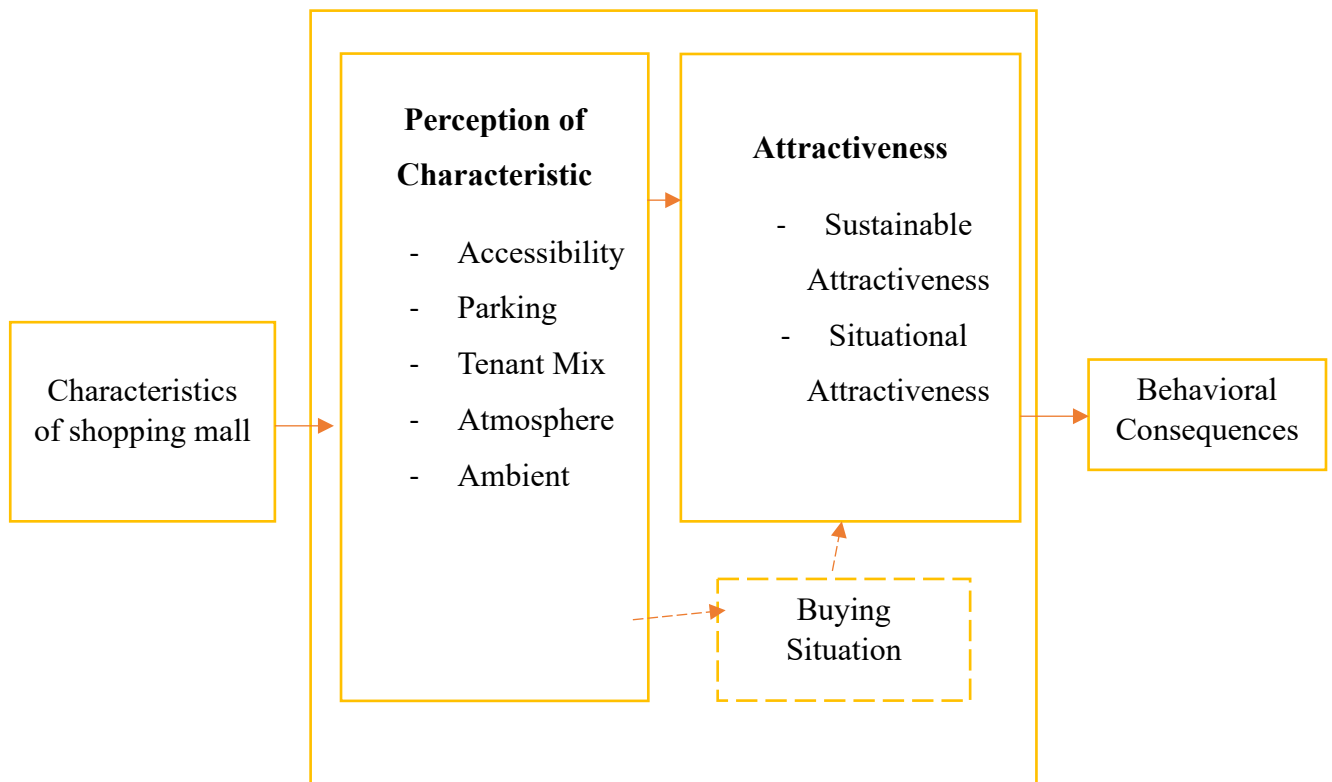


Source: Teller & Reutterer (2008)

Teller and Reutterer (2008) investigated the on-site evaluation of the retail agglomerations and retail industry once customer decided their destination. The research was conducted in Vienna, which is the capital city of Austria, Europe. The researchers collected their data by using face to face interview method in the two site locations, a shopping center ('Shopping City Süd') and an inner-city shopping street ('Mariahilferstraße'). Total of 2,000 customers participated in the study from both locations. The results of their study showed that retail tenant mix and atmosphere of the shopping mall had a major impact on the attractiveness of the shopping mall.

In Habbosh (2013) study, the researchers tried to address the understanding of how the effect of perception of shopping mall characteristics on the shopping mall attractiveness and ultimately to the behavior consequences in Jordanian shopping malls. And total of 775 customers are participate in the study. Habbosh (2013) used variables including accessibility, parking, tenant mix, atmosphere and ambient.

Figure (2.2) Conceptual Framework of Habbosh



Source: Habbosh (2013)

According to the Habbosh (2013), the perception of the characteristics of the shopping mall was greatly affecting the attractiveness which can lead to the behavioral changes as consequences. Moreover, Habbosh (2013) proved that buying situation is also affecting the attractiveness of the shopping mall. Habbosh (2013) findings indicated that shopping mall characteristic and buying situation affect the attractiveness of the shopping mall and the attractiveness of the shopping mall affect the customer behavioral consequences.

2.5 Conceptual Framework of the Study

This study attempts to find the effect of shopping mall characteristic and shopping mall attractiveness on behavioral consequence at City Mall St. John Shopping Mall. Based on the previous studies and theories, the following conceptual framework for this study is formulated. This research framework attempts to explain how the shopping mall characteristics which are affecting the shopping mall attractiveness and impacting the consumer behaviour as consequences.

Figure (2.3) Conceptual Framework of the Study



Source: Own Compilation (2024)

According to Figure (2.4), in the first part, site related factors (accessibility, parking), tenants related factors (retail tenant mix, merchandise value, non-retail tenant) and environment related factors (ambience, atmosphere) are independent variables and shopping mall attractiveness (sustainable attractiveness, situational attractiveness) is dependent variables. In the second part, shopping mall attractiveness is independent variable and behavioural consequences is dependent variable.

The framework exhibits not only the relationship between site related factors, tenant related factors, environment related factors and shopping mall attractiveness but also the relationship between shopping mall attractiveness and behavioural consequences of customers at City Mall St. John Shopping Mall.

CHAPTER 3

PROFILE, SHOPPING MALL CHARACTERISTICS AND SHOPPING MALL ATTRACTIVENESS OF CITY MALL ST. JOHN SHOPPING MALL

This chapter presents the detail profile of the City Mall St. John Shopping Mall. This chapter includes the history of the City Mall St. John Shopping Mall as well as mission, vision and objectives of the company. Additionally, this chapter presents the characteristics and attractiveness of the City Mall St. John Shopping Mall.

3.1 Profile of the City Mall St. John Shopping Mall

City Mall St. John Shopping Mall is one of the many shopping malls which is under the management of their head office, City Properties Co., Ltd. City Properties Co., Ltd is the properties development organization affiliated with the Myanmar giant retail chain City Mart Holding Co., Ltd. City Properties Co., Ltd was founded in 2006, and under its management, there are total of 2.3 million square feet of retail space operating. This includes shopping centers such as Ocean, Marketplace, and City Mall throughout Myanmar. Head office is located in Yangon.

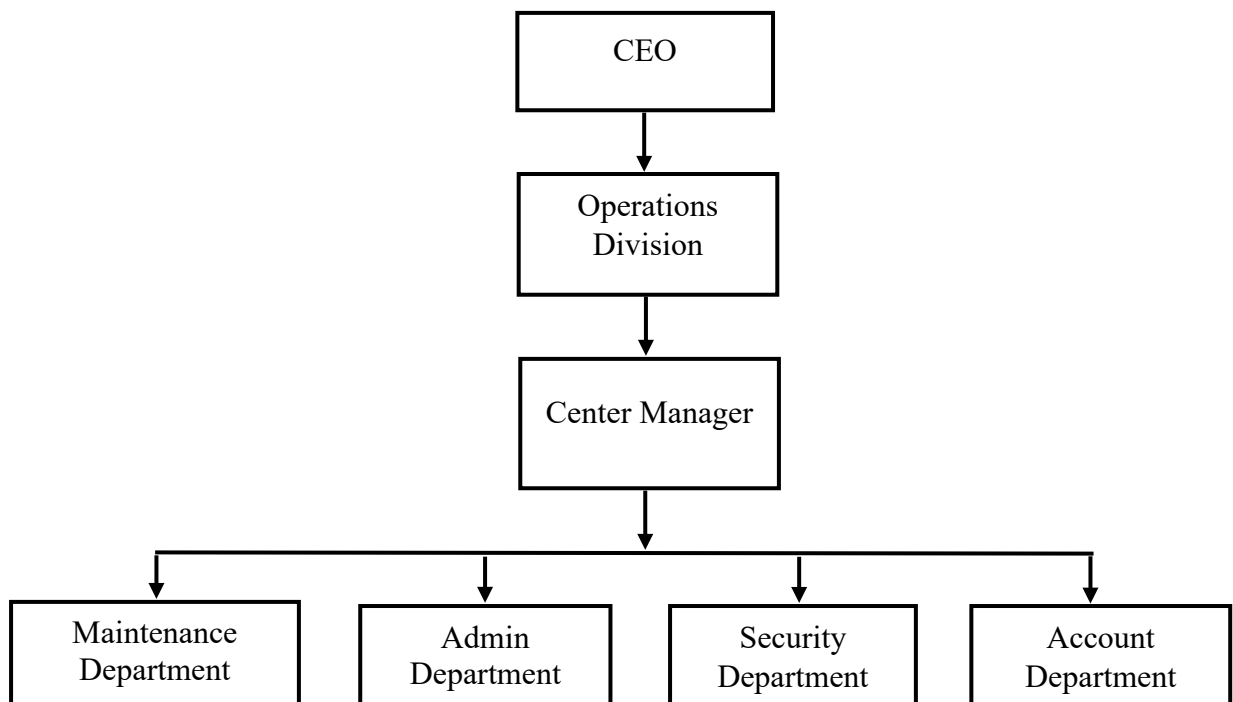
City Mall St. John was opened in August 2017. According to the City Mall St. John, the purpose of the mall is to bring back the vibrant community by combination of art and culture to create the unique shopping experience. Chief Executive Officer and center management team leads the center, and 103 employees are working as a strong team for City Mall St. John. City Mall St. John is located at the corner of Pyay Road and Min Ye Kyaw Swar Road, Lanmadaw Township, Yangon. Although City Mall St. John do not have separated vision and mission, the development company has both vision and mission for their shopping malls.

The objectives of the City Mall St. John are to bring back the vibrant community to the shopping mall and the objectives of the parent's company is to provide best retail experiences to their partners with industry top services.

3.1.1 Organization Structure of City Mall St. John Shopping Mall

City Mall St. John has separated management team and management system. All of the shopping mall activities, events and leasing are managed by the centralized management team of City Mall St. John Shopping Mall. The following Figure (3.1) presents the organization chart of City Mall St. John Shopping Mall.

Figure (3.1) Organization Chart of City Mall St. John Shopping Mall



Source: City Mall St. John Shopping Mall (2024)

According to Figure (3.1), it has total main four divisions in the City Mall St. John management including; maintenance, admin, security and account departments. Every department is under the management of the center manager. Center manager is under the supervision of the operations division and operations division is under the direct command of CEO.

Maintenance department of City Mall St. John is responsible for the electrical, mechanical, water supply, air conditioning and physical structure break down. Maintenance department has the procedure to regularly check these mention aspects of the shopping mall and make sure to prevent failure during the mall operating time.

Administration department of City Mall St. John is responsible for the monitoring the shopping mall conditions and employee. Administration department is cooperating with maintenance department and report to the maintenance department if something is failed to operate. Administration department is also responsible for securing the necessary items for maintenance department and employees to run the shopping mall smoothly.

Security department of City Mall St. John is responsible for the security of the shopping mall including theft within the shopping mall or inside the parking space as well as checking and preventing from terrorism within the mall or immediate surrounding of the shopping mall. Security department also responsible for the safety of the shops within the mall for 24 hours and has established patrol system within the mall.

All of the cash inflow and outflow are first arrived to the account department of the City Mall St. John. Account department is responsible for summarizing the daily cash inflow and outflow as well as reporting head office accounting department in monthly and yearly manner.

3.2 Characteristics and Attractiveness of City Mall St. John Shopping Mall

Characteristics of the City Mall St. John Shopping Mall is categorized into the three different categories, including site related factors which is the location, parking and accessibility of the of the shopping mall, the tenant related factors which is the mix of the tenants or shops composition at the City Mall St. John Shopping Mall and the environmental factors including the mall ambience and atmosphere. The attractiveness of City Mall St. John Shopping Mall is categorized into two different categories, including sustainable attractiveness and situational attractiveness, which is the customer satisfaction with a shopping mall viewed as a measurable indicator.

3.2.1 Site Related Factors

Site related factors include the shopping mall accessibility as well as the parking space availability. When it comes to site related factors the proximity and accessibility of the shopping mall location is crucial.

(a) Accessibility

City Mall St. John Shopping Mall is located at the corner of Pyay Road and Min Ye Kyaw Swar Road, Lanmadaw Township, Yangon. It is in the downtown populated area. According to the 2014 census, the Lanmadaw area has more than 47,000 inhabitants. Moreover, the City Mall St. John is located beside the main Pyay Road. Near at the shopping mall, there is university of medicine 1 and the City Mall St. John car bus stop is located. Therefore, City Mall St. John can easily access and proximity to the major road, bus stops, university as well as populated area.

(b) Parking

On the other hand, the parking space is also necessary for the visitors to the shopping mall. It is imperative for shopping malls to furnish mature consumers with appropriate and secure parking facilities to enhance their overall shopping experience (Priya, 2017). Thus, it is important to have sufficient parking space for a shopping center for their visitors. City Mall St. John offers ample parking facilities catering to both tenants and shoppers. The shopping mall features a multi-layered car park with over 600 spaces. This includes designated areas for bicycle storage, accommodating approximately 150-200 bicycles. Security measures are in place to ensure vehicle safety. These include the presence of security personnel for car park surveillance and the implementation of explosive detection systems for vehicles entering the mall. This comprehensive approach to parking management guarantees sufficient space and a secure environment for all mall consumers.

3.2.2 Tenant Related Factors

Tenant related factors can be categorized into retail tenant mix, merchandise value and non-retail tenant mix. For a shopping mall the composition of the tenant and non-tenant mix are also important factors.

The composition of a shopping mall's tenant mix and non-retail tenant mix is widely acknowledged as a critical determinant of occupancy rates. Studies have shown that a strategically curated blend of product categories can significantly enhance a shopping mall's revenue generation capacity. This, in turn, fosters a more attractive environment for existing tenants and incentivizes new ones to join the mall, ultimately leading to higher occupancy rates (Yuo et al., 2004).

(a) Retail Tenant Mix

City Mall St. John caters to a diverse clientele by offering a comprehensive tenant mix encompassing a wide range of products and services. This includes not only traditional retail outlets but also a variety of entertainment options such as playgrounds, amusement centers, cinemas, gyms, and family karaoke facilities. Additionally, the shopping center boasts a diverse food selection, featuring restaurants, bars, food stalls, and a supermarket (Ocean). Beauty services (e.g., Tony Tun Tun hair salons), IT stores (e.g., Win Mobiles), educational institutions (e.g., Wall Street education centers), and shops specializing in skin care products and cosmetics further enrich the tenant mix, solidifying City Mall St. John's position as a one-stop shop for various consumer needs.

(b) Merchandise Value

Another influencing factor is merchandise value. The merchandise value is how well the price to product ratio and frequency of the availability of price promotion. In City Mall St. John, Ocean is offering daily supplies for people such as soaps, foods, snack, juice and other groceries. There are other branded tenants such as Charles and Keith, Bata and Adidas and so forth. Thus, there are various merchandise which is valuable for different kinds of people in need.

(c) Non-Retail Tenant Mix

For Non-retail tenant mix, City Mall St. John has arranged various entertainment places and non-retail services such as beauty salons, gyms, playgrounds, family karaoke and cinema to provide pleasurable and entertainment activities for the visiting customers.

3.2.3 Environmental Related Factors

Environmental related factors can be categorized into orientation, ambient and atmosphere. Inside the shopping mall, all of the layout and orientation as well as ambient and atmosphere can change the shoppers' moods.

(a) Ambience

In the City Mall St. John there is a lighting system in every corner for the direction for shoppers to easily navigate through shopping mall. At the prime ground floor locations, prominent retailers, primarily international brands like Charles and Keith, Bata and Adidas,

specializing in fashion and sportswear it cozy looking designs. This configuration encourages foot traffic throughout the mall.

(b) Atmosphere

City Mall St. John used variety of music and aroma diffuser to put the shoppers mind at ease. The temperature of the City Mall St. John is adjusted to the outside temperature and provide comfortable atmosphere within shopping center. The music is not too loud which may distract the shoppers for their shopping and the aroma fragrance can fresh the shoppers' mind. They also used vibrant color in the mall to feel energetic as well as the design and special events for their shoppers. There is also free mini playground for shoppers who have child and place very unique looking colorful bench where shoppers can rest and sit. In other term, the environment of the City Mall St. John is colorful, vibrant and pleasant at the same time.

3.2.4 Sustainable Attractiveness

The sustainable attractiveness of City Mall St. John lie at the tenant mix and merchandise value. In City Mall St. John tenant mix, there are two types of tenant, retail tenant and non-retail tenant. In retail tenant, there are anchor tenant and non-anchor tenant. Addition to that, the non-retail tenant includes the amusement park such as Alibaba and other services such as beauty salon and so forth. Customers are revisiting to the mall due to the variety of tenant with the availability of the various price point for the products. Additionally, City Mall St. John has regular community events and promotion campaign for the visitors. Thus, visitors and customers return to the City Mall St. John because of its availability of price to quality product value as well as variety of choices for them.

3.2.5 Situational Attractiveness

The situational attractiveness of the City Mall St. John is the mainly exist in the accessibility and environment factors. The customers can easily access to the mall as it is near with the bus stop and exist at the junction as well as beside the main Pyay Road. The shopping mall also exist in the populated area of near downtown. The other factors is the use of colour and the shopping mall portray as a cozy place. As the shopping mall has cozy

feel with vibrant colours, music and aroma, it makes feels customer to spend more of their time in there. Additionally, there are some unique benches and child mini playground for the people who want to rest while visiting the mall and have children. Another situational attractiveness is parking of the shopping mall. While most of the shopping malls in Yangon charged the parking fees to the visitors or customers, City Mall St. John do not charge the parking fees to the visitors and customers. Therefore, people who come to shop at the City Mall St. John can stay peace of mind without worrying for the parking fees and likely to spend their time more at the mall.

3.3 Profile of the Respondents

The following Table (3.1) presents the demographic profiles of the total of 377 participants who visited the City Mall St. John Shopping Mall.

Table (3.1) Demographic Profile of Respondents

Sr. No.	Demographic Factors		Number of Respondents	Percentage
	Total Respondents		377	100
1.	Gender	Male	159	42
		Female	218	58
2.	Age (years)	Under 20 years	26	7
		21-30 years	142	38
		31-40 years	137	36
		41years and above	72	19
3.	Marital Status	Single	201	53
		Married	176	47
4.	Education Level	Under Graduate	33	9
		Graduated	233	62
		Master Degree	111	29
5.	Avg. Monthly Income	100,000 – 200,000 kyats	56	15
		200,001 – 300,000 kyats	4	1
		300,001 – 500,000 kyats	87	23
		500,001 – 800,000 kyats	72	19

		800,001 kyats and above	158	41
6.	Working Status	Employee	296	71
		Student	39	10
		Retired	21	6
		Business Owner	48	13
7.	Frequency of visiting	Once a Month	148	39
		2 to 3 times a month	129	34
		More than 3 times a month	100	27
8.	Avg. Weekly Expenditure	Less than 50,000 kyats	154	41
		50,001 to 100,000 kyats	135	36
		100,001 to 200,000 kyats	63	17
		More than 200,000 kyats	25	7

Source: Survey Data (2024)

As illustrated in Table (3.1), total of 159 which is (42.2%) of the total respondents are male and remaining 218 (57.8%) of total 377 respondents are female. This means that majority of the studied participants are female and are align with the female to male population ratio of Myanmar in which female population is more than the male population. Regarding with age, among the 377 participants, 26 which is 6.9% of total participants are under 20 years old, 143 which is 37.7% of the total participants is 21 to 30 years old, another 137 which is (36.3%) of the total participants between the age range of 31 to 40 years and 72 which is (19.1%) of the total participants are more than 40 years old. This mean that majority of the participants in this study are between the age group of young adults which is 21 to 30 years old followed by 31 to 40 years, above 41 years and under 20 years orderly.

The marital status of the study participants is categorized into two group, single and married. According to the results, majority of the participants which is 201 (53.3%) of the total population are single and the remaining 176 (46.7%) of the total participants is married. This mean that most of the participants in this study are single. The education level of the participants are categorized into three group, under graduate, graduated, and master degree. Among the participants 33 (8.8%) of the total population are under graduate followed by graduated 233 (61.8%) and master degree 111 (29.4%) orderly. This means that most of the participants in this study are graduated.

The average monthly income is divided into 100,000 to 200,000 kyats, 200,001 to 300,000 kyats, 300,001 to 50,000 kyats, 500,001 to 800,000 kyats 800,001 kyats and above respectively. Among the participants, 56 (14.9%) of the total participants have income of 10,000 to 200,000 kyats, only 4 (1.1%) of the total participants have income of 200,001 to 300,000 kyats 87 (23.1%) of the total participants have income of 300,001 to 500,000 kyats, 72 (19.1%) of total participants have income of 500,001 to 8,000,000 kyats and 158 (41.9%) of the total participants have income of above 800,001 kyat and above. This means that majority of the participants in this study have the income of 800,001 kyats and above followed by 300,001 to 500,000 kyats, 500,001 to 800,000 kyats, 100,000 to 200,000 kyats and 200,001 to 300,000 kyats orderly. This can be concluded that most of the participants in this study have good average monthly income. However, this conclusion ignored the country inflation factors. Regarding with the working status, it is categorized into four different groups' employee, student, retired and business owner. Among the participants, 269 (71.4%) of the total participants are employee and it is followed by business owner which is 48 (12.7%), students which is 39 (10.3%) and retired which is 21 (5.6%) of the total participants orderly. This means that majority of participants are employee.

Regarding with the frequency of the visit to the shopping mall, majority of the participants 148 (39.3%) of the answered that they visit shopping mall once a month. Participants 129 (34.2%) answered that they visit 2 to 3 times a month and 100 (26.5%) stated that they visit more than 3 times a month. This means that majority of the respondents are visiting the mall at least once a month. This can be concluded that people in Myanmar are familiar with the shopping at shopping centers. For weekly expenditure in shopping mall, majority of the participants, 154 (40.8%) of the total participants, stated that they spend less than 50,000 kyats average in weekly, 135 (35.8%) stated that they spend 50001 to 10,000 kyats, 63 (16.7%) stated that they spend 100,001 to 200,000 kyats and 25 (6.6%) stated that they spend more than 200,000 kyats. This means that majority of the participants spend low in the shopping malls.

In summary, the majority of the respondents who visit the shopping malls are female who are single and have the age range of young adult who are age between 21-30 years. Most of the participants are graduated and also have average income of 800,000 kyats and above. The majority of participants in this study is employee and they are mostly visit to the mall once a month and spend average of 50,000 weekly basis.

3.4 Reliability Test

Cronbach's Alpha reliability test is a statistical procedure used to assess the consistency and accuracy of the measurement scales. It is used to ensure the reliability. Generally, an alpha value closer to 1.0 indicates the high consistency reliability while below 0.6 are consider poor. The results of the Cronbach's Alpha test needed to fall into the value of 0.7 and above in order for scales to be reliable and producing consistence results. The Cronbach's Alpha results of this study is presented in Table (3.2). A Cronbach's Alpha value of 0.9 and higher indicates excellent reliability, between 0.8 and 0.9 is considered good, between 0.7 and 0.8 is acceptable, between, 0.6 and 0.7 is questionable, between 0.5 and 0.6 is poor, and below 0.5 is deemed unacceptable.

Table (3.2) Reliability Analysis

Sr. No.	Variables	No. of Items	Cronbach's Alpha
1.	Accessibility	5	0.828
2	Parking	5	0.859
3.	Retail Tenant Mix	5	0.808
4.	Merchandise Value	5	0.844
5.	Non-Retail Tenant Mix	5	0.909
6.	Ambient	5	0.769
7.	Atmosphere	5	0.863
8.	Situational Attractiveness	5	0.869
9.	Sustainable Attractiveness	5	0.885
10.	Behavioral Consequences	5	0.922

Source: Survey Data (2024)

Table (3.2) summarizes the reliability analysis conducted on the questionnaires used in the study. According to the Table (3.2), the findings indicate that the Cronbach's alpha coefficients ranged from 0.769 to 0.922. This implies that the scale has acceptable level of internal consistency suggesting that it is valid of the survey questionnaires for the research.

CHAPTER 4

ANALYSIS ON THE EFFECT OF SHOPPING MALL CHARACTERISTICS AND SHOPPING MALL ATTRACTIVENESS ON BEHAVIORAL CONSEQUENCES AT CITY MALL ST. JOHN SHOPPING MALL

This chapter analyzes on shopping mall characteristics, attractiveness, and behavioural consequences based on the response of 377 City Mall St. John's customers. Including the analyzes the effect of the shopping mall characteristic and shopping mall attractiveness on behavioral consequences at City Mall St. John Shopping Mall. The findings from these analyses are presented in Tables throughout the chapter.

4.1 Customer Perception on Shopping Mall Characteristics, Attractiveness and Behavioral Consequences of City Mall St. John Shopping Mall

To find the shopping mall characteristics, attractiveness and behavior of the City Mall St. John, structured questionnaires with five-point Likert scales [1) strongly disagree, 2) disagree, 3) neutral, 4) agree, 5) strongly agree] is used.

The scored between 1.00 - 1.80 indicates strongly disagree.

The scored between 1.81 - 2.60 indicates disagree.

The scored between 2.61 - 3.40 indicates neutral.

The scored between 3.41 - 4.20 indicates agree.

The scored between 4.21 - 5.00 indicates strongly agree.

4.1.1 Accessibility

This section investigates the customer perception on accessibility for City Mall St. John Shopping Mall. The survey results related to the accessibility are detailed in Table (4.1).

Table (4.1) Accessibility

Sr. No.	Description	Mean	Standard Deviation
1.	Getting to City Mall St. John Shopping Mall is easy	3.94	0.750
2.	Getting to City Mall St. John Shopping Mall is quick	3.71	0.794
3.	Getting to City Mall St. John Shopping Mall without problems	3.94	0.664
4.	Visiting the mall because of its convenient location to house or study place	3.55	0.901
5.	Always go to the City Mall St. John Shopping Mall even if it is far away	4.72	0.765
Overall Mean		3.97	

Source: Survey Data (2024)

As shown in Table (4.1), according to all mean values (including overall mean) between 3.41 and 4.20, it can be concluded customers agree with the accessibility of City Mall St. John. Customers agree that that they can get to the City Mall St. John Shopping Mall easily and can get to the city mall without problems. They agree that going to City Mall St. John Shopping Mall is quick. They also agree that, City Mall St. John is located at the convenience to their house or study place and they are strongly agree that, even if it is far, they are willing to come the City Mall St. John Shopping Mall.

4.1.2 Parking

This section investigates the customer perception on parking for City Mall St. John Shopping Mall. The survey results related to the parking are detailed in Table (4.1).

Table (4.2) Parking

Sr. No.	Description	Mean	Standard Deviation
1.	There are always enough free parking lots	3.67	0.751
2.	There are sufficient different parking possibilities	3.64	0.659
3.	Easily and quickly reached from the parking lots	3.73	0.631
4.	Choose City Mall St. John Shopping Mall because it has secure parking	3.61	0.771
5.	Availability of parking is a major factor in the visitor choice to locate in this City Mall St. John Shopping Mall	3.49	0.688
Overall Mean		3.62	

Source: Survey Data (2024)

As shown in Table (4.2), according to all mean values (including overall mean) between 3.41 and 4.20, it can be concluded that customers agree with the parking of City Mall St. John. Customers are agreed that they can get easily to the shopping center from parking lot. Customers also agree that they can get enough parking lot and have different parking possibilities. Customers agree that there is always enough free parking. And it seems that the parking availability is the major factor in customer's choice to shopping center.

4.1.3 Tenant Mix

This section investigates the customer perception on tenant mix for City Mall St. John Shopping Mall. The survey results related to the tenant mix are detailed in Table (4.3).

Table (4.3) Tenant Mix

Sr. No.	Description	Mean	Standard Deviation
1.	Has a large variety of retail stores	3.84	0.747
2.	Has an attractive variety of retail stores	3.80	0.634
3.	Has numerous well known retail stores	3.85	0.624
4.	Shops are fun to visit because they sell products that are interesting	3.82	0.602
5.	The shop furniture was complementary to the shop design	3.70	0.654
Overall Mean		3.80	

Source: Survey Data (2024)

As shown in Table (4.3), according to all mean values (including overall mean) between 3.41 and 4.20, it can be concluded that customers agree with the tenant mix of City Mall St. John. Customers are agreed the shopping mall has numerous well known retail stores. Customers also agree that the shopping mall has a lot of variety of retail shops available. Customers agree that the furniture are complementary to the design of the shops. Customer are also agreeing that City Mall St. John has products that are interesting to them.

4.1.4 Merchandise Value

This section investigates the customer perception on merchandise value for City Mall St. John Shopping Mall. The survey results related to the merchandise value are detailed in Table (4.4).

Table (4.4) Merchandise Value

Sr. No.	Description	Mean	Standard Deviation
1.	Prices for offered goods are low and can find lots of bargains at City Mall St. John Shopping Mall	3.59	0.747
2.	Price/Performance ratio is good at City Mall St. John Shopping Mall	3.68	0.634
3.	The quality of offered goods is good at City Mall St. John Shopping Mall	3.82	0.624
4.	The prices of the product(s) in this store are right, given the quality of the merchandise	3.83	0.602
5.	Happy with the prices of the merchandise at City Mall St. John Shopping Mall	3.83	0.654
Overall Mean		3.73	

Source: Survey Data (2024)

As shown in Table (4.4), according to all mean values (including overall mean) between 3.41 and 4.20, it can be concluded that customers agree with the merchandise value of City Mall St. John. Customers agreed the products at shopping center are right at price with given product quality and they are happy with the price of merchandise. Customers also agreed that the shopping center has good quality product available. Customers agree that price to performance ratio of the product that are selling at the shopping center is good. Customers also seem happy with the price of merchandise at the City Mall St. John.

4.1.5 Non-Retail Tenant Mix

This section investigates the customer perception on merchandise value for City Mall St. John Shopping Mall. The survey results related to the merchandise value are detailed in Table (4.5).

Table (4.5) Non-Retail Tenant Mix

Sr. No.	Description	Mean	Standard Deviation
1.	Visiting to St. John city mall because that has playing space for kids	4.05	0.704
2.	St. John city mall has areas for young people such as cinema, gym, and the like	4.10	0.686
3.	Youth entertainment places make customer to visit shopping centre more than once	3.89	0.733
4.	Entertainment activities give more excitement that makes stay longer	3.81	0.792
5.	Going shopping is from enjoyable activities of life	3.97	0.719
Overall Mean		3.96	

Source: Survey Data (2024)

As shown in Table (4.5), according to all mean values (including overall mean) between 3.41 and 4.20, it can be concluded that customers agree with the non-retail mix of City Mall St. John Shopping Mall. Customers agreed City Mall St. John has cinema, gym and other non-retail related facilities and shops for younger people. Customers also agree that the shopping center has the playground for children. Customers agree that entertainment places of City Mall St. John attract them to visit shopping more than once. Moreover, customers seem excited about the entertainment activities and willing to stay longer. Customers agree that shopping in City Mall St. John is enjoyable activities of their life.

4.1.6 Ambient

This section investigates the customer perception on ambient for City Mall St. John Shopping Mall. The survey results related to the ambient are detailed in Table (4.6).

Table (4.6) Ambient

Sr. No.	Description	Mean	Standard Deviation
1.	Not disturbing with the smell at City Mall St. John Shopping Mall is disturbing	3.65	0.842
2.	The air at City Mall St. John Shopping Mall is pleasant	3.72	0.656
3.	The temperature at City Mall St. John Shopping Mall is cool.	3.71	0.711
4.	The background music in the mall was pleasing to visitor	3.65	0.643
5.	The lighting in the mall was pleasing to visitor	3.94	0.622
Overall Mean		3.73	

Source: Survey Data (2024)

As shown in Table (4.6), according to all mean values (including overall mean) between 3.41 and 4.20, it can be concluded that customers agree with the ambient of City Mall St. John. Customers agreed City Mall St. John has the lighting that is pleasing to the visitor. Customers also agree that temperature within the mall is pleasant. They agree that the shopping center has the air that is pleasant to visitor. Customers are agreeing that the shopping mall has the smell that is not disturbing. Customer seems to enjoy background music and agree that background music is pleasing to them.

4.1.7 Atmosphere

This section investigates the customer perception on atmosphere for City Mall St. John Shopping Mall. The survey results related to the atmosphere are detailed in Table (4.7).

Table (4.7) Atmosphere

Sr. No.	Description	Mean	Standard Deviation
1.	There is a good mood at City Mall St. John Shopping Mall	3.80	0.842
2.	The atmosphere at City Mall St. John Shopping Mall is pleasant	3.80	0.656
3.	City Mall St. John Shopping Mall radiates a positive atmosphere	3.82	0.711
4.	Like the atmosphere in this Mall	3.83	0.643
5.	City Mall St. John is cozy	3.80	0.622
Overall Mean		3.81	

Source: Survey Data (2024)

As shown in Table (4.7), according to all mean values (including overall mean) between 3.41 and 4.20, it can be concluded that customers agree with the atmosphere of city mall St. John. Customers agreed that they like the atmosphere of City Mall St. John. Customers also agree that the shopping center radiate the positive atmospheres Customers are agreeing that the shopping mall has cozy and good atmosphere as well as having good mood while shopping because of the shopping center atmosphere within the shopping mall. Customers also seems to have good mood when shopping at City Mall St. John Shopping Mall. Even the lowest mean value score show the agreement level of ambient of City Mall St. John and they think that the City Mall St. John Shopping Mall is cozy.

4.1.8 Sustainable Attractiveness

This section investigate the customer perception on sustainable attractiveness for City Mall St. John Shopping Mall. The survey results related to the sustainable attractiveness are detailed in Table (4.8).

Table (4.8) Sustainable Attractiveness

Sr. No.	Description	Mean	Standard Deviation
1.	Willing to come here at City Mall St. John Shopping Mall again in the future	3.97	0.636
2.	Willing to come to City Mall St. John Shopping Mall to buy something	4.05	0.597
3.	Like City Mall St. John Shopping Mall's availability of variety of products	3.99	0.597
4.	Like the layout and design of City Mall St. John Shopping Mall	3.92	0.653
5.	Shopping in City Mall St. John Shopping Mall is entertaining	3.95	0.600
Overall Mean		3.97	

Source: Survey Data (2024)

As shown in Table (4.8), according to all mean values (including overall mean) between 3.41 and 4.20, it can be concluded that customers agree with the sustainable attractiveness of City Mall St. John Shopping Mall. Customers are agreed that they are willing to come to the City Mall St. John Shopping Mall when they have something to buy. Customers also agree that the shopping center has variety of product and service available. Customers are agreeing that they like the layout and design of the shops within the shopping mall. They also seem to have willingness to come to City Mall St. John Shopping Mall again in the future and they seem to agree that City Mall St. John Shopping Mall is entertaining.

4.1.9 Situational Attractiveness

This section investigate the customer perception on situational attractiveness for City Mall St. John Shopping Mall. The survey results related to the situational attractiveness are detailed in Table (4.9).

Table (4.9) Situational Attractiveness

Sr. No.	Description	Mean	Standard. Deviation
1.	Willing to stay City Mall St. John Shopping Mall as long as possible	3.74	0.745
2.	Enjoy spending the time at City Mall St. John Shopping Mall	3.72	0.678
3.	City Mall St. John Shopping Mall is lively with large amount of customer crowd	3.63	0.707
4.	Feel the ease and leisure when enter to City Mall St. John Shopping Mall	3.77	0.700
5.	City Mall St. John Shopping Mall music and scent is enjoyable	3.62	0.725
Overall Mean		3.69	

Source: Survey Data (2024)

As shown in Table (4.9), according to all mean values (including overall mean) between 3.41 and 4.20, it can be concluded that customers agree with the situational attractiveness of City Mall St. John Shopping Mall. Customers are agreed that they are feeling ease and leisure when entering to the shopping mall. Customers also agree that they are willing to stay as long as possible. Customers are agreeing that the shopping mall is lively with large amount of customer crowd. Customers also seems to enjoy the scent and music arrange at the City Mall St. John Shopping Mall.

4.1.10 Behavioral Consequences

This section investigates the customer perception on shopping behavior for City Mall St. John Shopping Mall. The survey results related to the shopping behavior are detailed in Table (4.10).

Table (4.10) Behavioral Consequences

Sr. No.	Description	Mean	Standard. Deviation
1.	Love shopping at City Mall St. John Shopping Mall	3.86	0.615
2.	Definitively come again to the City Mall St. John Shopping Mall	4.03	0.640
3.	City Mall St. John Shopping Mall is favourite shopping mall	3.87	0.699
4.	Spread the good news about City Mall St. John Shopping Mall	3.95	0.648
5.	The things for buying is always available at City Mall St. John Shopping Mall	3.92	0.635
Overall Mean		3.92	

Source: Survey Data (2024)

As shown in Table (4.10), according to all mean values (including overall mean) between 3.41 and 4.20, it can be concluded that customers agree with the behavioral consequences of City Mall St. John Shopping Mall. Customers agreed that they will definitely return to the shopping ma to buy things. Customers also agree that they are willing to spread the good news about City Mall St. John Shopping Mall. For customers, they agree that City Mall St. John Shopping Mall is their favorite shopping mall and they love shopping at City Mall St. John.

4.2 Analysis on the Effect of Shopping Mall Characteristics on Shopping Mall Attractiveness of City Mall St. John Shopping Mall

This study includes the analysis on the effect of the site related factors, tenant related factors, environmental related factors (accessibility, parking, retail tenant mix, merchandise value, non-retail tenant mix, ambience and atmosphere) on the shopping mall attractiveness (situational and sustainable) of City Mall St. John Shopping Mall. The results are described in Table (4.11) and Table (4.12).

Table (4.11) Effect of Shopping Mall Characteristics on Situational Attractiveness of City Mall St. John Shopping Mall

Independent Variables	Unstandardized Coefficient		Standardized Coefficients (Beta)	t	Sig.	VIF
	B	Std. Error				
(Constant)	0.883	0.154		5.731	0.000	1.882
Accessibility	0.192***	0.038	0.193	5.109	0.000	1.721
Parking	0.130***	0.038	0.029	0.799	0.000	1.215
Retail Tenant Mix	0.535***	0.049	0.448	10.905	0.000	1.104
Merchandise Value	0.299***	0.056	0.231	5.285	0.000	1.872
Non-Retail Tenant Mix	0.190**	0.036	0.096	2.534	0.012	1.197
Ambience	0.169***	0.050	0.145	3.395	0.000	1.228
Atmosphere	0.085**	0.060	0.070	1.417	0.017	1.882
R				0.855		
R Square				0.731		
Adjusted R Square				0.726		
Durbin-Watson				1.884		
F Value				37.290***		

Source: Survey Data (2024)

Notes: *** significant at 1% Level, ** significant at 5% Level

As present in the Table (4.11), in the results of the regression analysis, the R value of the model is $r = .855$ indicating that the model is strong and has strong relationship between the shopping mall characteristic and situational attractiveness. Moreover, the R square value is .731 indicating that, 73.1% of the variation in dependent variable situational attractiveness can be explained by the independent variables shopping mall characteristic. Moreover, the Durbin-Watson value is 1.884 which is fall between the range of 1.5 and 2.5 indicating that the sample size is enough for survey. According to the regression analysis, it is found that all the independent variables shopping mall characteristic have significant effect on the situational attractiveness of the shopping mall.

For the accessibility, regression result beta value ($\beta = .192$) means that every one-unit change in accessibility, situational attractiveness can improve .192 units. This mean that accessibility has significant influence on the situational attractiveness. Additionally, the P value (p-value < 0.01) presents that the association is significant at 1% level. Therefore, according to the regression result for accessibility and situational attractiveness, accessibility has significant effect on the situational attractiveness. From managerial point of view, improving the accessibility to the customers such as location and easy to access from the customer home, office and schools can improve the situational attractiveness of the shopping mall. Thus, according to the analysis, City Mall St. John need to improve to the accessibility to improve the situational attractiveness.

For the parking, regression result beta value ($\beta = .130$) means that every one-unit change in parking, situational attractiveness can improve .130 units. This mean that parking has significant influence on the situational attractiveness. Additionally, the P value (p-value < 0.01) presents that the association is significant at 1% level. Therefore, according to the regression result for parking and situational attractiveness, parking has significant effect on the situational attractiveness. From managerial point of view, improving the parking facilities for customers such as having enough various parking space for various vehicles including bicycles, motor cycle as well as automobiles can improve the situational attractiveness of the shopping mall. Thus, according to the analysis, City Mall St. John need to improve to the parking space facilities to improve the situational attractiveness.

For the retail tenant mix, regression result beta value ($\beta = .535$) means that every one-unit change in retail tenant mix, situational attractiveness can improve .535 units. This mean that retail tenant mix has significant influence on the situational attractiveness. Additionally, the P value (p-value < 0.01) presents that the association is significant at 1% level. Therefore, according to the regression result for retail tenant mix and situational attractiveness, retail tenant mix has significant effect on the situational attractiveness. From managerial point of view, improving the retail tenant mix for customers such as having enough various tenants and well-known tenants available for the customer to purchase their desire products can improve the situational attractiveness of the shopping centre.

For the merchandise value, regression result beta value ($\beta = .299$) means that every one-unit change in merchandise value, situational attractiveness can improve .299 units. This mean that merchandise value has significant influence on the situational attractiveness.

Additionally, the P value (p-value < 0.01) presents that the association is significant at 1% level. Therefore, according to the regression result for merchandise value and situational attractiveness, merchandise value has significant effect on the situational attractiveness. From managerial point of view, improving the merchandise value for customers such as offering better price to quality ratio and attractive sales and discounts can improve the situational attractiveness of the shopping centre.

For the non-retail tenant mix, regression result beta value ($\beta = .190$) means that every one-unit change in non-retail tenant mix, situational attractiveness can improve .190 units. This mean that non-retail tenant mix has significant influence on the situational attractiveness. Additionally, the P value (p-value < 0.05) presents that the association is significant at 5% level. Therefore, according to the regression result for non-retail tenant mix and situational attractiveness, non-retail tenant mix has significant effect on the situational attractiveness. From managerial point of view, improving the non-retail tenant mix for customers such as offering better service for various non-retail shops such as salons cinema and playgrounds can improve the situational attractiveness of the shopping centre.

For the ambience, regression result beta value ($\beta = .169$) means that every one-unit change in ambience, situational attractiveness can improve .169 units. This mean that ambience has significant influence on the situational attractiveness. Additionally, the P value (p-value < 0.01) presents that the association is significant at 1% level. Therefore, according to the regression result for ambience and situational attractiveness, ambience has significant effect on the situational attractiveness. From managerial point of view, improving the ambience for customers such as providing the suitable temperature, music and scents within the shopping centre can improve the situational attractiveness of the shopping centre.

For the atmosphere, regression result beta value ($\beta = .085$) means that every one-unit change in atmosphere, situational attractiveness can improve .085 units. This mean that atmosphere has influence on the situational attractiveness. Additionally, the P value (p-value < 0.05) presents that the association is significant at 5% level. Therefore, according to the regression result for atmosphere and situational attractiveness, atmosphere has significant effect on the situational attractiveness. From managerial point of view, improving the atmosphere for customers such as cozy, positive environment within the shopping mall can improve the situational attractiveness of the shopping mall.

In summary, all of the shopping mall characteristics have significant effect on the situational attractiveness of the shopping mall. Among the characteristics, retail tenant mix is the most affecting characteristics and it is followed by merchandise value, accessibility, non-retail tenant mix, ambience, parking and atmosphere. All of the characteristics are significant at 1% level. Non retail tenant mix and atmosphere are significant at 5% level. Among the characteristics, atmosphere has least effect on the situation attractiveness of the shopping mall.

Table (4.12) Effect of Shopping Mall Characteristics on Sustainable Attractiveness of City Mall St. John Shopping Mall

Independent Variables	Unstandardized Coefficient		Standardized Coefficients (Beta)	t	Sig.	VIF
	B	Std. Error				
(Constant)	0.381	0.155		2.458	0.014	1.882
Accessibility	0.062***	0.038	0.073	1.623	0.005	1.721
Parking	0.073**	0.038	0.082	1.902	0.038	1.215
Retail Tenant Mix	0.234***	0.050	0.229	4.720	0.000	1.104
Merchandise Value	0.115**	0.057	0.104	2.026	0.044	1.872
Non-Retail Tenant Mix	0.279***	0.036	0.348	7.782	0.000	1.197
Ambience	0.156***	0.050	0.157	3.103	0.002	1.228
Atmosphere	0.023**	0.064	0.022	0.365	0.015	1.882
R	0.793					
R Square	0.628					
Adjusted R Square	0.621					
Durbin-Watson	1.195					
F Value	34.334***					

Source: Survey Data (2024)

Notes: *** significant at 1% Level, ** significant at 5% Level

As present in the Table (4.12), in the results of the regression analysis, the R value of the model is $r = .793$ indicating that the model is strong and has strong relationship between the shopping mall characteristic and sustainable attractiveness. Moreover, the R

square value is .628 indicating that, 62.8% of the variation in dependent variable sustainable attractiveness can be explained by the independent variables shopping mall characteristic. Moreover, the Durbin-Watson value is 1.195 which is fall between the range of 1.5 and 2.5 indicating that the sample size is enough for survey. According to the regression analysis, it is found that all the independent variables shopping mall characteristic have significant effect on the sustainable attractiveness of the shopping mall.

For the accessibility, regression result beta value ($\beta = .062$) means that every one-unit change in accessibility, sustainable attractiveness can improve .062 units. This mean that accessibility has significant influence on the sustainable attractiveness. Additionally, the P value (p-value < 0.01) presents that the association is significant at 1% level. Therefore, according to the regression result for accessibility and sustainable attractiveness, accessibility has significant effect on the sustainable attractiveness. From managerial point of view, improving the accessibility to the customers such as location and easy to access from the customer home, office and schools can improve the sustainable attractiveness of the shopping mall meaning that customer intention of revisiting to the mall is improve.

For the parking, regression result beta value ($\beta = .073$) means that every one-unit change in parking, sustainable attractiveness can improve .073 units. This mean that parking has significant influence on the sustainable attractiveness. Additionally, the P value (p-value < 0.05) presents that the association is significant at 5% level. Therefore, according to the regression result for parking and sustainable attractiveness, parking has significant effect on the sustainable attractiveness. From managerial point of view, improving the parking facilities for customers such as having enough various parking space for various vehicles including bicycles, motor cycle as well as automobiles can improve the sustainable attractiveness of the shopping centre. Thus, according to the analysis, City Mall St. John need to improve to the parking space facilities to improve the sustainable attractiveness.

For the retail tenant mix, regression result beta value ($\beta = .234$) means that every one-unit change in retail tenant mix, sustainable attractiveness can improve .234 units. This mean that retail tenant mix has significant influence on the sustainable attractiveness. Additionally, the P value (p-value < 0.01) presents that the association is significant at 1% level. Therefore, according to the regression result for retail tenant mix and sustainable attractiveness, retail tenant mix has significant effect on the sustainable attractiveness.

From managerial point of view, improving the retail tenant mix for customers such as having enough various tenants and well-known tenants available for the customer to purchase their desire products can improve the sustainable attractiveness of the shopping mall.

For the merchandise value, regression result beta value ($\beta = .115$) means that every one-unit change in merchandise value, sustainable attractiveness can improve .115 units. This mean that merchandise value has significant influence on the sustainable attractiveness. Additionally, the P value (p-value < 0.05) presents that the association is significant at 5% level. Therefore, according to the regression result for merchandise value and sustainable attractiveness, merchandise value has significant effect on the sustainable attractiveness. From managerial point of view, improving the merchandise value for customers such as offering better price to quality ratio and attractive sales and discounts can improve the sustainable attractiveness of the shopping mall.

For the non-retail tenant mix, regression result beta value ($\beta = .279$) means that every one-unit change in non-retail tenant mix, sustainable attractiveness can improve .279 units. This mean that non-retail tenant mix has significant influence on the sustainable attractiveness. Additionally, the P value (p-value < 0.01) presents that the association is significant at 1% level. Therefore, according to the regression result for non-retail tenant mix and sustainable attractiveness, non-retail tenant mix has significant effect on the sustainable attractiveness. From managerial point of view, improving the non-retail tenant mix for customers such as offering better service for various non-retail shop such as salons cinema and playgrounds can improve the sustainable attractiveness of the shopping mall.

For the ambience, regression result beta value ($\beta = .156$) means that every one-unit change in ambience, sustainable attractiveness can improve .156 units. This mean that ambience has significant influence on the sustainable attractiveness. Additionally, the P value (p-value < 0.01) presents that the association is significant at 1% level. Therefore, according to the regression result for ambience and sustainable attractiveness, ambience has significant effect on the sustainable attractiveness. From managerial point of view, improving the ambience for customers such as providing the suitable temperature, music and scents within the shopping mall can improve the sustainable attractiveness of the shopping mall.

For the atmosphere, regression result beta value ($\beta = .023$) means that every one-unit change in atmosphere, sustainable attractiveness can improve .023 units. This means that atmosphere has influence on the sustainable attractiveness. Additionally, the P value (p-value < 0.05) presents that the association is significant at 5% level. Therefore, according to the regression result for atmosphere and sustainable attractiveness, atmosphere has significant effect on the sustainable attractiveness. From managerial point of view, improving the atmosphere for customers such as cozy, positive environment within the shopping mall can improve the sustainable attractiveness of the shopping mall.

In summary, all of the shopping mall characteristics have significant effect on the sustainable attractiveness of the shopping mall. Among the characteristics, retail tenant mix is the most affecting characteristics and it is followed by merchandise value, accessibility, non-retail tenant mix, ambience, parking and atmosphere. All of the characteristics are significant at 1% level. Parking, merchandise value and atmosphere are significant at 5% level. Among the characteristics, atmosphere has least effect on the sustainable attractiveness of the shopping mall.

4.3 Analysis on the Effect of Shopping Mall Attractiveness on Behavioral Consequences of City Mall St. John

This study includes the effect of the shopping center attractiveness on the shopping behavior of City Mall St. John and also analyze with regression analysis. The results are described in Table (4.12).

Table (4.13) Effect of Shopping Mall Attractiveness on the Behavioral Consequences

Independent Variables	Unstandardized Coefficient		Standardized Coefficients (Beta)	t	Sig.	VIF
	B	Std. Error				
(Constant)	0.123	0.125	-	1.027	0.305	-
Sustainable Attractiveness	0.566***	0.041	0.500	13.849	0.000	1.764
Situational Attractiveness	0.419***	0.35	0.436	12.070	0.000	1.764
R	0.853					
R Square	0.728					
Adjusted R Square	0.726					
Durbin-Watson	2.195					
F Value	49.172***					

Source: Survey Data (2024)

Notes: *** significant at 1% Level, ** significant at 5% Level

According to the analysis results, the relationship between shopping mall attractiveness and shopping behavior has positive relationship with the strength of 0.853 indicating that shopping mall attractiveness is strong associated with behavioural consequences of the City Mall St. John Shopping Mall. Moreover, the relationship is significant at 0.01 level showing that the relationship between the shopping mall attractiveness and behavioural consequences is positive, strong and significant. From the managerial point of view, this means that the more shopping centre attractiveness, the better the behavioural consequences.

The more emphasis on the shopping mall attractiveness, such as sustainable attractiveness and situational attractiveness, the more improvement in the behavioural consequences of the City Mall St. John Shopping Mall. The results of the regression analysis also show both sustainable and situational attractiveness have significant and positive effect on the behavioral consequences of customers with the Beta value 0.56 and 0.41 respectively. This means that the more improvement on the sustainable and situational

attractiveness, the more behavioural consequences for the City Mall St. John Shopping Mall.

In summary, shopping mall attractiveness have positive and significant effect on the shopping behavioral consequences of customers visiting the City Mall St. John Shopping Mall. According to the results, the sustainable attractiveness has more significant effect on the behavioural consequences than situational attractiveness. Therefore, for long term, City Mall St. John Shopping Mall is necessary to focus on the sustainable attractiveness in order to improve the behavioural consequences of customers.

CHAPTER 5

CONCLUSION

This chapter consists of three sections, the finding and discussions of the research results on the effect of the shopping mall characteristics and shopping mall attractiveness on the behavioral consequences at City Mall St. John Shopping Mall, the suggestion and recommendation drawn from the results and the need for further research.

5.1 Findings and Discussions

This study aims to investigate the impact of shopping mall characteristic and shopping center attractiveness on behavioral consequences of city mall St. John shopping center. According to result of demographic profile, most of the study participants are female and are mostly single and have the age range of young adult who are age between 21-30 years. Most of the participants are graduated and also have average income of 800,000 kyats and above. The majority of participants in this study is employee and they are mostly visit to the mall once a month and spend average of 50,000 weekly basis.

According to result of the site related factors of shopping mall characteristic, majority of the customers agree that the shopping center is located at the easily accessible place and have enough parking space for various types of vehicles such as motor cycle, bicycle and automobile. They even show commitment that they are willing to go the City Mall St. John Shopping Mall even if it is far away from where they live. They also particularly like the factor of easily and quickly reach to the shopping center from the parking space. For the tenant related factors, the customers agree that, the shopping mall has well known retail stores and have variety of different retail stores available. The customers also agree on the factors such as the furniture which are the complementary to the shop designs for the retail tenant mix factors. They also agree that the price to performance ratio of the goods that are selling at City Mall St. John Shopping Mall. They are agree that the products in the City Mall St. John Shopping Mall are right with the quality of the merchandise. Additionally, they also like the fact that there is a variety of non-retail facilities in the City Mall St. John Shopping Mall. Regarding with the environment related factors, the customer agrees that they like the atmosphere of the City Mall St. John

Shopping Mall. They particularly like the lighting which they feel pleased as well as the music, scents and temperature of the mall. Customers also agree that the shopping center radiates the positive atmosphere and feels cozy and pleasant.

According to the analyzed results, it is found that site related factors is positively and significantly associated with shopping mall attractiveness. However, the site related factor is the least impacting factors among other two factors. The tenant related factor is very strongly and positively associated with the shopping mall attractiveness and have the major impact toward the shopping mall attractiveness. The environment related factor also has positive relationship with shopping center attractiveness and also have significant impact to the shopping center attractiveness. In managerial point of view, the better in site related factors, tenant related factors and environment related factors, the better the shopping mall attractiveness become.

According to the analyzed results, it is found that shopping mall attractiveness have positive and significant relationship with the behavioral consequences of the customers. It also has significant impact on the behavioral consequences of the customers. This means that the better the shopping center attractiveness, the better the behavioral consequences of the customers.

In summary, all of the site related factors, tenant related factors, environment related factors, have positive and have significant relationship and effect to the shopping mall attractiveness. Among them, tenant related factors are most important and impacting factors. The shopping mall attractiveness also have positive, significant relationship to the behavioral consequences of customers and have significant impact to the behavioral consequences of the customers.

5.2 Suggestions and Recommendations

After analyzing the results in this study, several recommendations can be made for the shopping mall characteristics variables including site related factors, tenant related factors and environment related factors as follow;

In the accessibility of the shopping mall, it is found that customers are not very concerned about the location of the shopping center, and they are really concerned about how to get the shopping center. Therefore, City Mall St. John Shopping Mall should

consider the mode of transportation to the shopping mall, for example – arranging the shuttle bus to the shopping mall.

In the parking of shopping mall, it is found that customers and visitors have lower level of agreement on the secure parking. This is important as customers are leaving their valuable assets to the public space, and City Mall St. John Shopping Mall should provide good security for the vehicles that come to the shopping center, such as by providing more security personal within the parking space and installing more CCTV cameras.

In the tenant related factors, it is found that customers and visitors are lower their agreement on the furniture which are complementary to the shop design. This is the aesthetic and relaxation element that the customers and visitors are searching for. Therefore, City Mall St. John Shopping Mall should try to pay 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.

In the ambience and atmosphere of the shopping center, customers and visitors have lower-level agreement on the smell that is not disturbing to them. It is important to note that some people may have allergies toward the certain types of smells and therefore, City Mall St. John Shopping Mall should be careful about choosing the aroma scents which is recommended not too strong as it may disturb the customers and visitors.

5.3 Needs for Further Research

This study focuses on the effect of shopping mall characteristics and shopping mall attractiveness on the behavioral consequences of customers at City Mall St. John Shopping Mall. In this study, only the City Mall St. John Shopping Mall is included. Other big or small shopping centers such as local department stores, or mini shopping centers are also regarded as being of similar competitive interest for both practitioners and researchers since the number of such shopping centers are relatively high. The model used in this study can also apply in such similar context as well to understand the shopping behavior of the customers. Moreover, in this study, the moderating variables are neglected and not considered. Consideration of the differences in the customer regarding with the demographic as well as the spending power and external economic factors may contribute

to the shopping behaviors of the customers and why they choose the specific shopping mall. Thus, such moderating variables should include in future studies.

This study should focus on the customers who are actually visited to the City Mall St. John Shopping Mall. In doing so, the comparative view of the competing shopping centers is neglected. Therefore, using a similar survey tool on two or more shopping mall' performances in longitude of time could be able to compare in order to identify patterns of variation searching or out-of-store shopping behaviors. Therefore, the comparative view of the competing shopping center should also include in the future studies.

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APPENDIX - I

QUESTIONNAIRE

Dear Customer,

I am an MBA student at Yangon University of Economics, Department of Management Studies, and I am conducting this survey as one of the fulfillments of completing my study of Master of Business Administration (MBA). I would like to request that you complete this questionnaire when you are available. Your cooperation is greatly appreciated, and please be assured that your answer will be kept strictly confidential and will only be used for this research purpose. I am thankful for the efforts you provided for this study.

Part 1 (Demographic Questions)

Please select the check box for each question.

1. Gender;

male

Female

2. Age;

under 20 Years

21 - 30 Years

31 - 40 Years

41 Years & above

2. Marital Status;

Single

Married

3. Education Level;

- Under Graduate
- Graduated
- Master Degree
- PhD

4. Average monthly income;

- 100,000 to 200,000 Kyats
- 200,001 to 300,000 Kyats
- 300,001 to 500,000 Kyats
- 500,001 to 800,000 Kyats
- 800,001 Kyats and above

5. Working Status;

- Employee
- Student
- Retired
- Business Owner

6. Frequency of shopping mall visit;

- Once a month
- 2 to 3 times a month
- More than 3 times a month

7. Average weekly expenditure in Shopping Mall;

- Less than 50000 Kyats
- 50001 to 100000 Kyats
- 100001 to 200000 Kyats
- More than 200000 Kyats

Part 2 (Shopping Mall Characteristic)

Please write (✓) at cell which you would prefer in the table and answer.

Scale: 1-5, ranging from 'strongly disagree' to 'strongly agree'.

No	Description	1	2	3	4	5
Accessibility						
1.	I can get to City Mall St.John Shopping Mall easily.					
2.	I can get to City Mall St.John Shopping Mall quickly.					
3.	I can get to City Mall St.John Shopping Mall without problems.					
4.	I visit the mall because of its convenient location to my house or study place.					
5.	I always go to the City Mall St.John Shopping Mall even if it is far away.					
Parking						
1.	There are always enough free parking lots.					
2.	There are sufficient different parking possibilities.					
3.	City Mall St.John Shopping Mall is easily and quickly reached from the parking lots.					
4.	I chose City Mall St.John Shopping Mall because it has secure parking.					
5.	Availability of parking is a major factor in my choice to locate in this City Mall St.John Shopping Mall.					
Retail Tenant Mix						
1.	City Mall St.John has a large variety of retail stores.					
2.	City Mall St.John has an attractive variety of retail stores.					
3.	City Mall St.John has numerous well known retail stores.					
4.	In the City Mall St. John's shops are fun to visit because they sell products that interests me.					
5.	The shop furniture was complementary to the shop design.					
Merchandise Value						
1.	Prices for offered goods are low and I can find lots of bargains at City Mall St.John Shopping Mall.					

2.	Price/Performance ratio is good at City Mall St.John Shopping Mall.						
3.	The quality of offered goods is good at City Mall St.John Shopping Mall.						
4.	The prices of the product(s) in this store are right, given the quality of the merchandise.						
5.	I'm happy with the prices of the merchandise at City Mall St.John Shopping Mall.						
Non-Retail Tenant							
1.	I visit City Mall St.John because that has playing space for kids.						
2.	City Mall St.John has areas for young people such as cinema, gym, and the like.						
3.	Youth entertainment places make me visit shopping a mall more than once.						
4.	Entertainment activities give me more excitement that makes me stay longer.						
5.	Going shopping is from enjoyable activities of my life.						
Ambience							
1.	I do not feel that the smell at City Mall St.John Shopping Mall is disturbing.						
2.	The air at City Mall St.John Shopping Mall is pleasant.						
3.	The temperature at City Mall St.John Shopping Mall is pleasant.						
4.	The background music in this mall was pleasing to me.						
5.	The lighting in this mall was pleasing to me.						
Atmosphere							
1.	There is a good mood at City Mall St.John Shopping Mall.						
2.	The atmosphere at City Mall St.John Shopping Mall is pleasant.						
3.	St. John shopping mall radiates a positive atmosphere						
4.	I like the atmosphere in this mall						
5.	City Mall St.John Shopping Mall is cozy.						

PART 3 (Shopping Mall Attractiveness)

Please write (✓) at cell which you would prefer in the table and answer.

Scale: 1-5, ranging from 'strongly disagree' to 'strongly agree'.

No	Description	1	2	3	4	5
Sustainable attractiveness						
1.	I am willing to come here at City Mall St.John Shopping Mall again in the future.					
2.	I am willing to come to City Mall St.John to buy something.					
3.	I like City Mall St.John Shopping Mall's availability of variety of products					
4.	I like the layout and design of St.John city mall					
5.	Shopping in City Mall St.John Shopping Mall is entertaining					
Situational Attractiveness						
1.	I am willing to stay City Mall St.John Shopping Mall as long as possible.					
2.	I enjoy spending my time at City Mall St.John Shopping Mall.					
3.	City Mall St.John Shopping Mall is lively with large amount of customer crowd					
4.	I feel the ease and leisure when I enter to City Mall St.John Shopping Mall.					
5.	St. John city mall music and scent is enjoyable					

PART 4 (Shopping Behavior)

Please write (✓) at cell which you would prefer in the table and answer.

Scale: 1-5, ranging from 'strongly disagree' to 'strongly agree'.

No	Description	1	2	3	4	5
Shopping behavior						
1.	I love shopping at City Mall St.John Shopping Mall.					
2.	I will definitively come again to the City Mall St.John Shopping Mall.					

3.	St.John shopping mall is my favorite shopping mall					
4.	I will spread the good news about City Mall St.John Shopping Mall					
5.	The things I buys is always available at City Mall St.John Shopping Mall					

APPENDIX - II

SPSS OUTPUTS

Regression Analysis Between Shopping Mall Characteristic and Situational Attractiveness

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.855 ^a	.731	.726	.31198	1.884

a. Predictors: (Constant), OAT, OP, ONR, OAC, ORM, OAM, OMV

b. Dependent Variable: OSIA

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	93.541	7	13.363	37.290	.000 ^b
	Residual	34.359	353	.097		
	Total	127.900	360			

a. Dependent Variable: OSIA

b. Predictors: (Constant), OAT, OP, ONR, OAC, ORM, OAM, OMV

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	.883	.154		5.731	.000					
	OAC	.192	.038	.193	5.109	.000	.588	.262	.141	.531	1.882
	OP	.130	.038	.029	.799	.000	.532	.042	.022	.581	1.721
	ORM	.535	.049	.448	10.905	.000	.773	.502	.301	.452	1.215
	OMV	.299	.056	.231	5.285	.000	.695	.271	.146	.399	1.104
	ONR	.190	.036	.096	2.534	.012	.481	-.134	-.070	.534	1.872
	OAM	.169	.050	.145	3.395	.000	.642	.178	.094	.417	1.197
	OAT	.085	.060	.070	1.417	.017	.694	.075	.039	.310	1.228

a. Dependent Variable: Situational Attractiveness

Regression Analysis Between Shopping Mall Characteristic and Sustainable Attractiveness

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.793 ^a	.628	.621	.31489	1.195

a. Predictors: (Constant), OAT, OP, ONR, OAC, ORM, OAM, OMV

b. Dependent Variable: Sustainable Attractiveness

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	58.536	7	8.362	34.334	.000 ^b
	Residual	34.605	349	.099		
	Total	93.141	356			

a. Dependent Variable: Sustainable Attractiveness

b. Predictors: (Constant), OAT, OP, ONR, OAC, ORM, OAM, OMV

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	.381	.155		2.458	.014					
	OAC	.062	.038	.073	1.623	.005	.554	.087	.053	.532	1.879
	OP	.073	.038	.082	1.902	.038	.487	.101	.062	.579	1.728
	ORM	.234	.050	.229	4.720	.000	.657	.245	.154	.452	2.213
	OMV	.115	.057	.104	2.026	.044	.616	.108	.066	.401	2.493
	ONR	.279	.036	.348	7.782	.000	.665	.385	.254	.533	1.876
	OAM	.156	.050	.157	3.103	.002	.560	.164	.101	.414	1.413
	OAT	.023	.064	.022	.365	.015	.641	.020	.012	.286	1.500

a. Dependent Variable: OSA

Regression Analysis Between Shopping Mall Attractiveness and Shopping Behavior

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change	Durbin-Watson
						F Change	df1	df2		
1	.851 ^a	.724	.724	.29859	.724	49.172	1	369	.000	2.133

a. Predictors: (Constant), Shopping Mall Attractiveness

b. Dependent Variable: Behaviour Consequences

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	86.447	1	86.447	39.643	.000 ^b
	Residual	32.897	369	.089		
	Total	119.344	370			

a. Dependent Variable: Behaviour Consequences

b. Predictors: (Constant), Shopping Mall Attractiveness

Coefficients^a

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Correlations			Collinearity Statistics		
					B	Std. Error	Lower Bound	Upper Bound	Zero-order	Partial	Partia	Tolerance
1 (Constant)	.203		1.687	.092	.034	.441						
Shopping Mall Attractiveness	.971	.031	31.139	.000	.910	1.033	.851	.851	.85	1.000	1.000	1.000

a. Dependent Variable: Behaviour Consequences