

The Investigation of Shopping Behavior in Shopping Mall Environment in According to Female Values

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Abstract: Based on psychological theory, shopping mall's environment influences behavioral habits of customers. In more exact words, environment can be an important basis for the investigation of the customers. Shopping moves beyond suitability, duty and operation preparing other uses and satisfactions. Two dimensions of understood value of shopping include usability-oriented and enjoy (welfare)-oriented shopping. Five shopping malls were investigated in order to investigate the effect of shopping mall environment on understandings and behaviors of the buyers. Regression analysis tests and structural equations modeling were used in order to investigate the researcher's assumptions.

Key words: Environment's effect % Shopping values % Usability-oriented % Enjoy-oriented % Shopping mall

INTRODUCTION

It is necessary that the operators of shopping malls and shop-keepers have deeper cognition of the customer so that they can provide a desirable shopping environment for them. This research investigates how female buyers process the retail atmospheric cues and how they react to the shopping mall. Therefore it is to provide recommendations for the operators of shopping malls, small-sellers and marketing researchers.

Based on the environmental Psychology Theory which is used as the theoretical framework of this research, the environment of shopping mall influences the behavioral habits/tendencies of customers. This theory is based on the guidance of a spiritual change in two different forms of behavior, i.e. approach and far behavior. researchers have concluded that formal qualities show expressive emotions of the environments of the shopping malls, transfer different messages to the customer and may lead in both Aesthetic and Instrumental values.

In addition, buyers' cognitions and conclusions about the small-selling environment may be effective on buyers' tendencies [1].

An effective shopping environment in a shopping mall may affect the experience of the shopping affecting

the customers so that it would have approaches/more durable behavior in the shopping mall. The environment of a small-selling store can be an important basis for evaluating the customers of the product. Researchers have noticed that ambient signs (physical aspects of the store's environment such as light, music, color, showing the goods, etc) and social signs (conclusion of the crowd (density) and staff's kindness) are important atmospheric factors affecting customer's effective habits which influence shopping behavior in the environment of the shopping mall [2].

In 1988, Zeithaml revised value literature identifying four usual/common values in marketing terms:

- C In a very simple definition, value is equal to price: "value is the same as price".
- C Another conceptual definition shows the key role of value in the transformation process which is indicated by the transformation between expenditure and profit. In simple words it is defined as: "what do I pay, what do I get".
- C The other definition is more special: declaring the value as a transformation between the cognized value of the product and the price.
- C The forth definition of shopping value includes: "all factors, both quality and quantity, both mental and practical completing the shopping experience". In

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other words, it is declared that shopping values are unlit-folded. Especially shopping value includes dimensions of both aspects of the experience of receiving the product and the aspect of enjoy-oriented experience [3].

MATERIALS AND METHODS

The main purpose of this research is the investigation of how female buyers process retail atmospheric cues reacting to the environment of the shopping mall. In other words, we are to find the answer of the question that "how the buying environment of shopping mall affects shopping experience and the approach behavior of female buyers".

The current research is "applied" in terms of its goal, since its expected results can be effective on the process of the analysis of buyers' behaviors in shopping malls and stores and design and arrangement of such malls and the role played by product shopping centers on satisfaction and sales improvement.

On the other hand, according to the data gathering method which is of the descriptive kind and in terms of the relationships among the variable which is the coherence method, it is among three coherence categories based on the goal, coherence matrix analysis or covariance.

The method used in this research was path analysis which was utilized for model test via data analysis by structural equations model (SEM). Modeling the structural equations of the statistical model was used for investigating the relations between unobserved variables and observed ones. In other words, modeling the structural equations is a powerful statistical technique which combines measurement model (conformational operational analysis) and structural model (regression or path analysis) with a simultaneous statistical test. Via these techniques, researchers can reject assumed structures (models) or confirm their cooperation with the data [4].

In this research, according to the small size of the sample and the need to perform path analysis and the facilities of Xlstat software, this software was used. It should be mentioned that data entry in this software is solely raw and there is no need to enter the data as coherence matrix or covariance matrix.

Measurement Equations: Measurement equations show the relationship between each unobserved variable with observed ones related to it, i.e. to what weight each observed variable affects the unobserved variable. These equations indicate the relationship between research's indices (the questions of the questionnaire) with unobserved ones.

Table 1: Research's assumptions

Relationships and effects	Assumptions
Mall perception 6 product perception	H1: desirable cognition of the environment of the shopping mall will improve the cognition of the product's quality among female buyers
Mall perception 6 shopping value	H2: desirable cognition of the mall will shop enjoy-oriented experience among female buyers.
Product perception 6 shopping value	H3: desirable cognition of the quality of the product will affect enjoy-oriented experience of female buyers.
Product perception 6 shopping value	H4: desirable cognition of the quality of the product will help female buyers reach their goals.
Shopping value 6 approach/avoidance	Female buyers, who have positive experiences of shopping, get approach behavior more probably.
Shopping value 6 approach/avoidance	H6: female buyers who do their shopping duty, conflict in approach behavior more probably

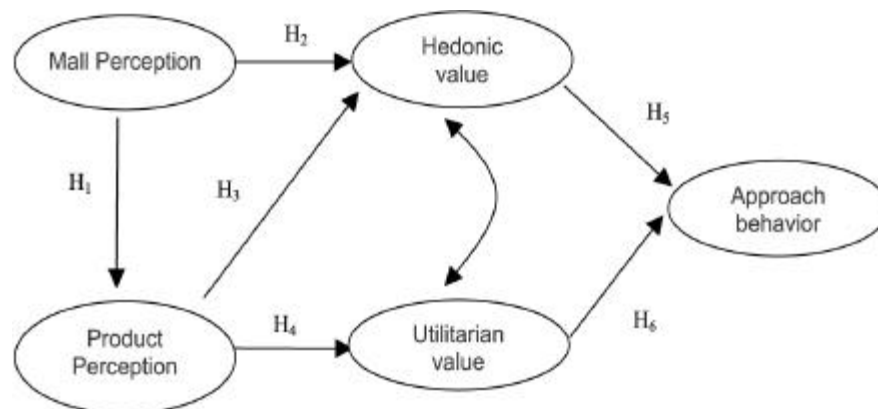


Fig. 1: Research's conceptual model

Table 2: Path indices of the conceptual model's variables

Path direction	Standard error value	Parameter prediction	T
mall perception β product perception	0.048	0.507	10.511
mall perception β hedonic value	0.050	0.326	6.547
product perception β hedonic value	0.054	0.156	2.874
product perception β utilitarian value	0.051	0.341	6.656
hedonic value β approach behavior	0.051	0.522	10.146
utilitarian value β approach behavior	0.051	0.167	3.253

Unobserved variables include cognition of the shopping mall, product perception, enjoy-oriented value, utilitarian value and approach behavior.

$$\text{Mall perception} = 0/167x_5 + 0/151x_6 + 0/235x_7 + 0/259x_8 + 0/188x_9$$

$$\text{Product perception} = 0/217x_{10} + 0/250x_{11} + 0/231x_{12} + 0/230x_{13} + 0/058x_{14} + 0/013x_{15}$$

$$\text{Hedonic value} = 0/335x_{16} + 0/412x_{17} + 0/253x_{18}$$

$$\text{Utilitarian value} = 0/435x_{19} + 0/418x_{20} + 0/147x_{21}$$

$$\text{Approach behavior} = 0/199x_{22} + 0/213x_{23} + 0/154x_{24} + 0/234x_{25} + 0/200x_{26}$$

Structural Equations: Structural equations show the relationship between unobserved variables, i.e. to what weight each unobserved affects other unobserved ones.

- C Product perception= 0.507. of the mall perception enjoy-oriented value= mall perception0.337 + product perception 0.156.
- C Shopping profitability value= 0.341 of shopping hedonic value + product perception 0.362.
- C Approach behavior = shopping hedonic value 0.522 + Shopping profitability value 0.167.

Research Assumptions Test and Conclusion about the Assumptions: This part examines the assumptions of the research and their investigation. Table below besides the statistics of path index test or the prediction of the related parameter and standard error are included. Test statistics is T Student which is rejected or accepted depending on the value of the test assumption (zero assumption). Due to the fact that if T statistic is bigger than 1.96, test assumption is rejected on 0.05 error level and according to the values of T statistics (table below) it is concluded that all assumptions are confirmed on 0.05 error level.

CONCLUSION

The effect of enjoy-oriented shopping confirms the theory that consumer or customers' demands are something more than solely requesting the goods and the success of a small-seller depends on an equation which included all types of values. Results show that the atmosphere or environment of the shopping mall may be a useful mean for making approach behavior. In addition, this study indicates the important role of shopping value in balancing the relationships. The results of the research show that buyers react positively despite their different cognitions and values in respect to environmental effects. As expected from the theory of environmental psychology, a desirable and joyful environment of the shopping mall makes Experiential and practical benefits among joy-wanting buyers.

A desirable small-selling environment decreases time cognitions, attempt and psychological costs. Profitability-oriented buyers are affected by the atmosphere of the shopping mall for to see the shopping mall without shopping incentives.

Although both enjoy and profit-oriented buyers respond to different responses with high probability with any shopping incentive, they accept the cognition of product's quality under the effect of the environment. Performing the targets responsively results in a positive cognition of products/services quality. According to cognitive incompatibility theory, the buyers who follow profitability needs should develop a desirable cognition of products/services quality in them. Naturally approach/far behavior is related to effective experiential shopping.

Perhaps successful performance of shopping goals may create a similar emotional reaction to experimental purchase too. Both profit and enjoy-oriented buyers are sensitive to an approach or far reaction.

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