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The Effect of Mall Image on Utilitarian and Hedonic Shopping Motives

Manochehr Ansari^{1*}, Taher Roshandel Arbatani², Mehdi Pourali³

¹ Associate Professor, Academic guest member at Aras International Campus, University of Tehran, Jolfa, Iran,

² Full Professor, Academic guest member at Aras International Campus, University of Tehran, Jolfa, Iran,

³ Ph.D. Student in International Marketing Management, Aras International Campus, University of Tehran, Jolfa, Iran,

***Corresponding Author**

Abstract: The present study aims at investigating the image aspects of the malls on the utilitarian and hedonic shopping motives. Attractive environment development as an important retail strategy has a positive impact on consumer purchasing behavior. Mall image is our independent variable which is made up of location and convenience, promotions, impulses and arrangement of business types. Utilitarian and hedonic shopping motives are the elements of our dependent variable. The present study is applied in nature, and descriptive in terms of data collection. The statistical population consists of malls customers in Iran from which, 384 questionnaires were collected randomly. Cronbach's alpha and composite reliability were used to determine the reliability of the questionnaire. To determine validity, convergent and divergent validity has been used. The hypotheses of the research have been tested using structural equation modeling. Collected data were analyzed using SPSS and SMART pls (third edition). The results from this study indicate the creating an optimal mental image of the shopping mall in the minds of customers is one of the important factors in attracting new customers and preserving the previous customers, which by increasing the hedonic shopping motives and utilitarian shopping motives increases the willingness of customers to do purchases.

Keywords: Location, Convenience, Promotions, Impulses, Arrangement of Business Types

INTRODUCTION

In today's competitive atmosphere, mall and shop managers urgently need to understand and respect consumers' shopping motives. Their attention to people's needs, perceptions, behaviors and learning styles made them to conclude that in order to recognize the reasons behind consumers' referral to malls, their attitude and motives should be given the paramount importance. There are factors in humanities which not only force us to be active but also lead us to a certain goal. Psychologists label these factors as motives which are generally defined as a state of psychological arousal which influences how we behave. In fact, the operational definition of motive in shopping context is an inner arousal in a customer which forces him to purchase something.

Tauber (1972) carried out first studies to investigate different motives behind a shopping behavior. He suggested that shoppers are not simply stimulated by discovering a product, but it is the gained satisfaction through the shopping process which inspires the consumers.

Hirschman (1980) extended Tauber's findings and stated that factors such as hedonic consumption, aesthetics, emotive aspects and consumer affects fortify shopping motive. They contrast hedonic and utilitarian shopping motives; and state that shopping firm decision and goal-oriented shopping are subparts of utilitarian shopping. The main reason behind hedonic shopping is the will to enjoy shopping process. Therefore, Babin et al. (1994) define shopping value as "the experience of perfect purchase".

Shopping motives are deeply rooted in the shopping values of the consumer and his hedonic sense of shopping. They are extensively classified as hedonic and utilitarian values. Traditionally, consumer behavior authors approached purchase from the utilitarian point of view and recognized it as a very logical process.

Utilitarian shopping, as a logical and task-oriented process, is believed to be a solution to a problem from an individual point of view.

On the other side, hedonic shopping reflects the experiential values of shopping which include fantasies, impulses, interests, joys, curiosity and surrealism.

Hedonic value (emotional) and utilitarian value (performative) are two aspects of the concept of personal shopping value (Cynthia Astono 2014). This concept echoes the general evaluation of the way a consumer perceives the value of his investment to build an association with a retailer. Therefore, hedonic values include the emotional characteristics and utilitarian values take in the performative aspects of the service. Hedonic value is, in fact, the experiential vision which makes a consumer to admire the offered services for the sake of emotions they create. In contrast, utilitarian value of a service concerns its proper performance (Ramazanali Zadeh, 2010). Arnold and Reynolds (2003) conducted a series of qualitative and quantitative studies which results in the compilation of six types of hedonic shopping motivations namely adventure shopping, social shopping, gratification shopping, idea shopping, role shopping, and value shopping.

Creating motivation in adventure shopping signifies a feeling which is different from normal state, acting adventurous or a stimulus. Gratification shopping motivation denotes a kind of shopping which is believed to be "a means of stress relaxation, for improvement of a negative mood, or just to buy a special self-treat" (Kang and Park Poaps, 2010: 316).

There are many factors in the field of motivation in malls which collectively make the image of a mall and paying attention to them can bring great success for every mall. Mall image is a mental phenomenon which acts a stimulus and reinforces customer referral to the mall. Kunkel and Berry (1968) state that mental image of a mall is a combination of reinforced perceptions and understandings which are gained through the consumers' referral to mall, their roaming there and their shopping process (Kunkel and Berry, 1968).

Martineau (1958) was the pioneer scholar who put forward the concept of mall image. In his words, mall image is a concept which is engraved in customer's mind and is made up of two parts namely, performative and psychological characteristics. He also mentions that this image has some aspects which lead different customers perceive it differently. Performative factors consist of goods, arrangement, location, convenience and services which are physically sensible and therefore, exploited by customers in order to compare and contrast different malls. However, psychological factors signify attractions and special characteristics of a mall which are invisible but are sensed and perceived by the customer.

The aspects of mall image in the present study are as following:

Promotions: Sui Pheng low et al., (1995) define promotion as every way of informing, convincing and reminding the customers which leads to shopping growth and as a result sales growth. Retailers make use of a variety of promotional tools to stimulate the customers. Discount price, rewards, drawing lots and benefiting from familiar, favorite and attractive advertisement characters are some common examples.

Location and convenience: This item concerns the locational planning of supply points and shop arrangement in order to present the highest welfare and convenience to the customers. The function of locational planning

is to place stores, study and analyze the places and value their efficiency with regard to the welfare and service need of the customers in local and national levels. Therefore, finding the proper location for building a mall is a primary act. So in this aspect of mall image, we intend to discuss the important indicators which should be taken into focus in founding and developing the stores.

Location in one of the basic and important criteria of creating shopping motivation from department stores. It is so simplistic to think that the location is not a main pillar of a mall as a good location not only creates considerable welfare services for the customers, but also grants the mall a significant growth in sales.

Finally, taking the right decision regarding the location can be the most critical step of a business as wrong steps in pricing or goods supply are reversible or compensable in one or the other way, but compensating a wrong decision in the case of location is excessively costly and even somehow impossible.

Impulses in malls: Impulses are generally the mindsets which stem in the evaluations a person makes of the events or his thoughts. These impulses are usually accompanied by physiologic processes and are exposed in different physical way such as gestures, body postures and facial impressions. In fact, impulse is a positive feeling which takes in a high level of enjoyment and stimulus, and is known as one the key parts of every customer's shopping experience.

Arrangement: Arrangement in retailing literature denotes performance homogeneity which is defined in the pattern of perceived desirability (in comparison to the ideal situation) of the retailer shop. Arrangement concerns the creation of a proper environment for the customer where they can have easy access to goods and services. Therefore, well-functioning of the mall is highly dependent on the quantity and quality of the ways through which the consumption needs of the customers are satisfied the active shops of the mall.

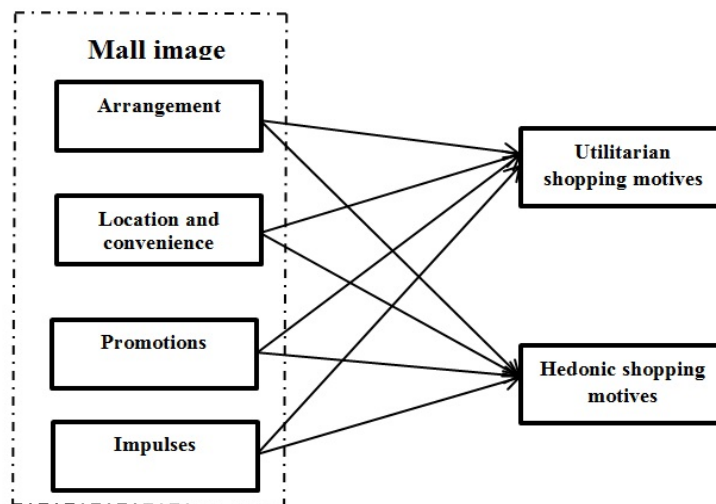


Figure 1. conceptual model of the study

Methodology

The following statistical tests are deployed for data analysis in the present study. Each test is presented according to its application and the appropriate software for its application.

Table 1. List of tests

No.	Test	Application	Software
1	Shapiro-Wilk test One-sample Kolmogorov–Smirnov test	To test the normality of the distribution of the variables	SPPS

2	Composite Reliability	To Analyze the reliability of the questionnaire	SmartPls
3	Confirmatory factor analysis	To Analyze the validity of the questionnaire	SmartPls
4	correlation coefficient	To investigate the significance of the correlation among the study variables	SmartPls
5	Partial least squares	To test research hypotheses	SmartPls

Findings

Normality test of the sample distribution

This test is an important one as its results define if parametric tests and co-variance methods can be used or not. There are two normality tests which can be administered for testing the normality of the sample distribution: Shapiro-Wilk test and Kolmogorov-Smirnov test. So, our hypotheses for these two tests are as following:

H₀: The data are normally distributed.

H₁: The data are not normally distributed.

If the significance level is bigger than the standard error, then H₀ is accepted and the data is normally distributed; otherwise H₁ applies and the data is not normally distributed. The results of the tests are as following:

Table 2. Normality test of study variables

variable	df	Shapiro-Wilk test	Sig. level	Kolmogorov-Smirnov test	Sig. level	Test result
Arrangement	384	0.942	0.000	0.129	0.000	H ₀ rejected
Promotions	384	0.985	0.000	0.087	0.000	H ₀ rejected
Location & convenience	384	0.960	0.000	0.114	0.000	H ₀ rejected
Impulses	384	0.975	0.000	0.106	0.000	H ₀ rejected
Utilitarian shopping motives	384	0.969	0.000	0.098	0.000	H ₀ rejected
Hedonic shopping motives	384	0.964	0.000	0.105	0.000	H ₀ rejected

As the above tables shows the significance level of all six variables is smaller than 0.05. Therefore, normality hypothesis of all variables is rejected and we are 0.95 percent sure that none of the variables follows a normal distribution. So, application of co-variance tests is not permitted as their application requires a band of normal data. Moreover, for using those tests, it is obligatory to have bigger samples. As a result, PLS method is the way we have to take.

Questionnaire reliability

Reliability means that you can rely on the measurement tool in a way that it produces almost same results in several sessions of the same measurement. Composite Reliability method was used to analyze the reliability in the present study.

$$\text{Formula (1)} \quad CR = \frac{(\sum_{i=1}^n \lambda_i)^2}{(\sum_{i=1}^n \lambda_i)^2 + (\sum_{i=1}^n \varepsilon_i)}$$

Whereby, λ (lambda) is the standardized factor loading for item i and ε is the respective error variance for item i . The error variance (ε) is estimated based on the value of the standardized loading (λ) as:

$$\varepsilon_i = 1 - \lambda_i^2$$

The item r-square value is the percent of the variance of item i , explained by the latent variable. It is estimated based on the value of the standardized loading (λ) as:

$$r^2 = \lambda_i^2 = 1 - \varepsilon_i$$

This method is superior to Cronbach's alpha as variable reliability in this method is not absolute and is actually being calculated in regard to the correlation among the variables. The result bigger than 0.7 indicates acceptable internal reliability. Table 2 presents the result of the Composite Reliability of the study variables.

Table 2: Composite reliability of the variables

#	variable	Composite Reliability
1	Arrangement	0.764
2	Promotions	0.743
3	Location & convenience	0.852
4	Impulses	0.795
5	Utilitarian shopping motives	0.775
6	Hedonic shopping motives	0.833

Coefficient of determination for the model (R^2)

This index shows the level to which the endogenous variable is due to the exogenous variable. R^2 is used for connecting the measurement and structural parts of the structural equation modeling. Chin (1998) introduces 0.19, 0.33 and 0.67 as the weak, good and strong range of R^2 , respectively. The results of R^2 for hedonic and utilitarian shopping turns 0.36 and 0.409 which are both placed in good range.

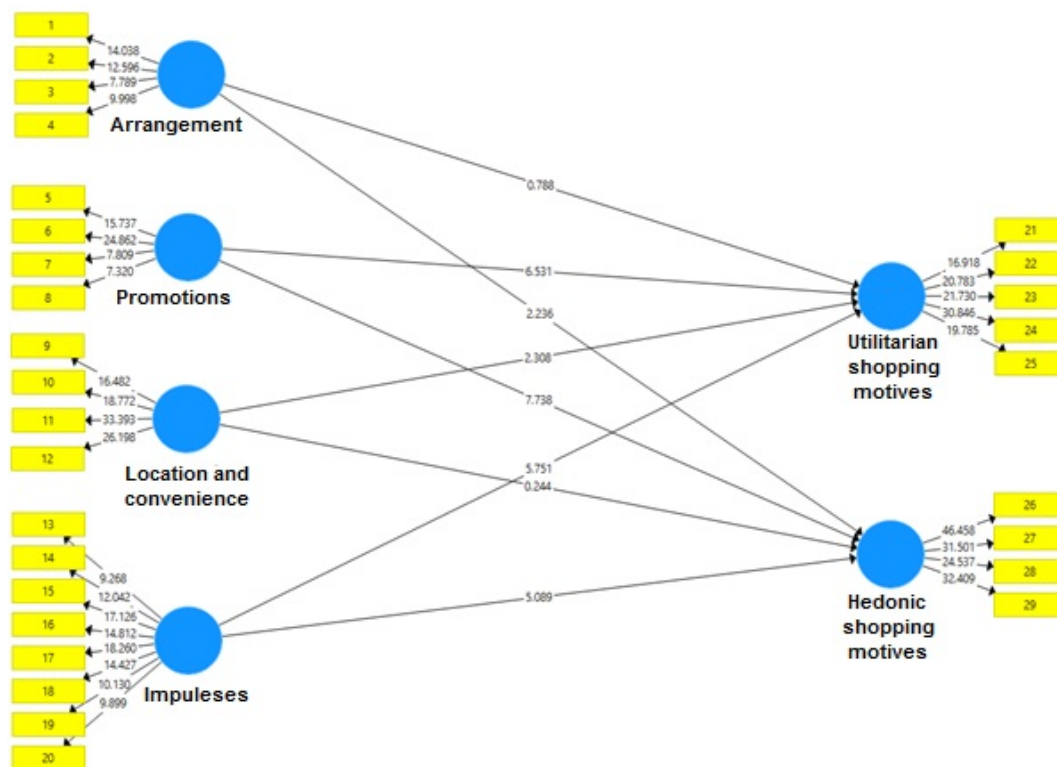


Figure 2: Path Coefficients

T-test significance coefficient

T-test is the basic index for measuring the correlation between constructs in a model (structural part). If its value passes 1.96, 2.58 and 3.27, then the correlation is significant and research hypotheses are respectively accepted in 95%, 99% and 99.9% confidence level. T-test results of the present study are Figure 3, the results verify that the hypotheses are accepted in 95%, 99% and 99.9% confidence level.

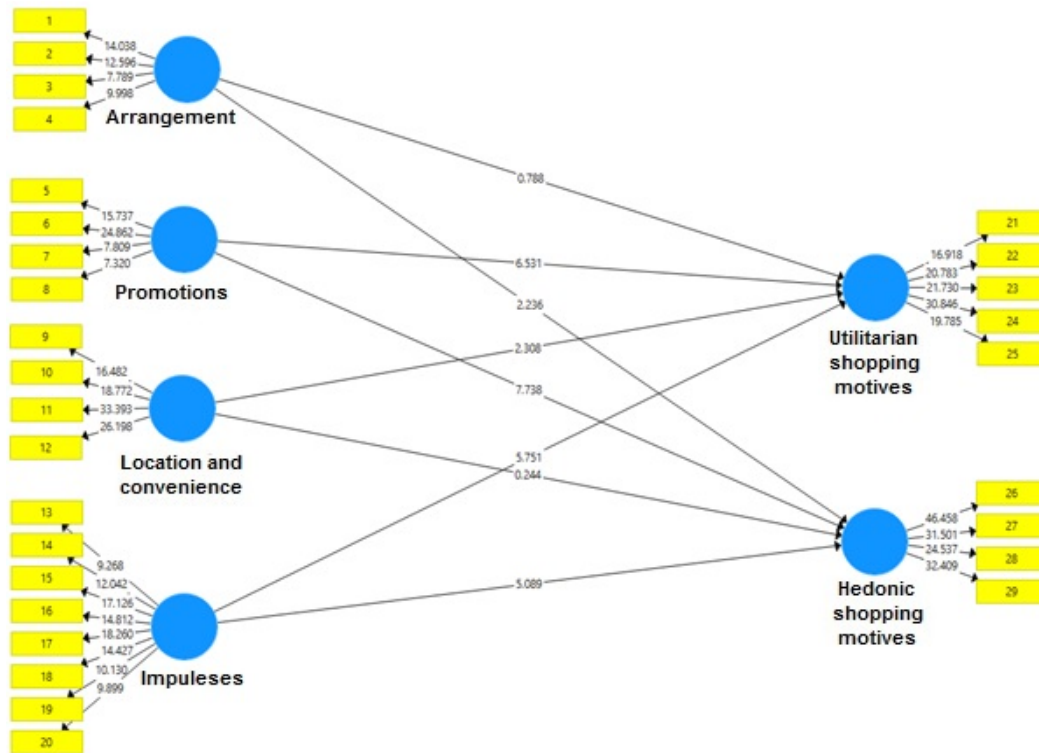


Figure 3: the diagram of significance coefficients

Table 3: T-test significance results for the study model

Paths	Original sample (O)	Sample average (M)	Standard deviation (SD)	T statistics (OSTDV)	significance level (P Value)
Promotions -> utilitarian shopping motives	0.354	0.356	0.054	6.531	0.000
Promotions -> hedonic shopping motives	0.400	0.402	0.052	7.738	0.000
Location & convenience -> utilitarian shopping motives	0.134	0.137	0.058	2.308	0.021
Location & convenience -> hedonic shopping motives	0.015	0.016	0.061	0.244	0.807
Impulses -> utilitarian shopping motives	0.311	0.313	0.054	5.751	0.000
Impulses -> hedonic shopping motives	0.242	0.244	0.048	5.089	0.000
arrangement -> utilitarian shopping motives	0.037	0.045	0.047	0.788	0.431
arrangement -> hedonic shopping motives	0.111	0.113	0.050	2.236	0.26

Table 4: The summary of coefficient effect results and T significance value

variable	Path coefficient	T-value	Interpretation
Location & convenience > utilitarian shopping motives	0.134	2.308	Effect proved
Location & convenience > hedonic shopping motives	0.015	0.244	Effect rejected
Promotions > utilitarian shopping motives	0.354	6.531	Effect proved
Promotions > hedonic shopping motives	0.400	7.738	Effect proved
Arrangement > utilitarian shopping motives	0.037	0.788	Effect rejected
Arrangement > hedonic shopping motives	0.111	2.236	Effect proved
Impulses > utilitarian shopping motives	0.311	5.751	Effect proved
Impulses > hedonic shopping motives	0.242	5.089	Effect proved

Goodness of fit test

In contrast to Covariance-based method, there is no indicator in PLS structural modeling to measure the entire model, but goodness of fit is a test which is offered by Tenenhaus et al. (2005). This index concerns both measurement and structural models and is used as a criterion for measuring the general performance of the model. Goodness of fit formula is as following (in SMART-PLS, mean communality is the same as AVE).

$$GOF = \sqrt{\text{mean}(\text{Communality}) \times \text{mean}(R^2)}$$

As the index equals the root of the mean communality multiplied by mean R^2 , then the result will be a value between 0 and 1. Wetzels et al. (2009) define three ranges of less than .025, between 0.25 and .036 and 0.36 up to 1.00 as weak, average and strong, respectively.

To compute GOF, we need to calculate mean communality which are as following:

Table 4: mean communality of the study variables

	Communality values (AVE)	R^2
Utilitarian shopping motives	0.574	0.409
Hedonic shopping motives	0.505	0.360
Promotions	0.681	
Location & convenience	0.620	
Impulses	0.527	
Arrangement	0.698	
Mean (AVE)	0.592	0.384

So the result of GOF will be as following:

$$GOF = \sqrt{0.592 \times 0.384} = 0.476$$

As the result is higher than 0.36, so the general fitness of the study model is interpreted as being strong.

Conclusion

In recent years, mall image has gained crucial importance and received a key place in the evaluation of malls. There is no doubt that developing and maintaining a proper image in order to keep or improve the market position is of high priority. Our results show that promotions have the largest effect on creating motivation for hedonic and utilitarian shopping. Therefore, following hints are recommended to be followed:

- Run sales promotion plans regularly. They can economically motivate the customers to shop.
- Use different media especially SMSs and websites to advertise the mall and its goods.
- The effect of location and convenience on hedonic shopping was not statistically proved to be significant, but the similar effect was found to be significant in the case of utilitarian shopping. Therefore, mall manager must pay extra attention before making decision about location. Mall should be preferably in the vicinity of highways, public transportation and enough parking.
- As the effect of arrangement on hedonic shopping was statistically proved, so the following ideas are nice ones to be implemented:
 - Goods in colorful and eye-catching packs should be positioned in busy areas of the mall.
 - Goods should be procured and shelved in a number that they can be easily noticed.
 - Goods for children should be placed in a proper height where kids can effortlessly see them. This can stimulate their minds.

- Color contrast and using proper colors are two important points which help us gain better differentiation.
- Finally, impulses proved to be significant on both hedonic and utilitarian shopping motives. This factor can convince the customer to stay longer in the mall. Therefore, mall managers and designers are recommended to provide a more attractive and amusing atmosphere for their customers. They can build cinemas and amusement parks; design a fine-looking interior décor; use fascinating lighting; organize events such as having concerts; have someone to play the piano or play a calming music in the mall.

However, the effect of location & convenience and arrangement are not proved to be significant on utilitarian shopping. In order to make our results more generalizable, it is suggested to reiterate this study on more malls around the world.

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