Chapter IV
Influence of mall culture and mall preference on Consumer Decision Making Styles
CHAPTER IV

INFLUENCE OF MALL CULTURE AND MALL PREFERENCE ON CONSUMER DECISION MAKING STYLES

4.1. Introduction

After reviewing several national and international literature, the researcher intends to examine the influence of shopping mall culture and shopping mall preference on Consumer Decision Making Styles. In order to check the dependency of Consumer Decision Making Styles, Linear Multiple Regression analysis has been employed. Regression is the determination of statistical relationship between two or more variables. In simple regression two variables are used. One variable (independent) is the cause of the behaviour of another variable (dependent). When there are more than two independent variables the analysis concerning the relationship is known as “Multiple Regression” analysis.

Figure no. 4.1 – Figure showing the dependent variable and independent variables considered for Multiple Regression analysis

![Diagram showing the relationship between independent and dependent variables](image)

In the present study the researcher considered shopping mall culture and shopping mall preference to be independent variables and Consumer Decision Making Styles to be the dependent variable. The collective influence of mall culture and mall preference variables on Consumer Decision Making Styles is studied using Multiple Regression analysis.

4.2 Influence of shopping mall culture variables on Consumer Decision Making Styles

The influence of shopping mall culture variables on Consumer Decision Making Styles is enumerated in table 4.1. The table shows the collective results of Multiple Regression, ANOVA table values and the ‘t’ values.
Table no. 4.1 - Table showing results of Multiple Regression Analysis – Influence of shopping mall culture on Consumer Decision Making Styles

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<th>Consumer Decision Making Styles</th>
<th>Confused by over choice</th>
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Regression fit using ANOVA

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Source: Computed data

Independent variables: Shopping mall culture
Dependent variables: Consumer Decision Making Styles
*t values are mentioned only for variables that are significant at 5% level
4.2.1 Influence of shopping mall culture on the Consumer Decision Making Style “Confused by over choice”

From the Multiple Regression summary table 4.1 values it is found that $R = .281$, $R^2 = .079$ and Adjusted $R^2 = .066$. This indicates that the 7 factors of shopping mall culture cumulatively create an influence over the Consumer Decision Making Style “Confused by over choice” at 7.9% level. This leads to the computation of Goodness of Regression Fit as stated in the ANOVA table. The table also reveals that $F = 6.023$ and $p = .000$ are statistically significant at 5% level. Therefore it can be concluded that the Regression Fit is good enough to explain the relationship between shopping mall culture and Consumer Decision Making Styles.

This leads to the compulsion of individual influence of shopping mall culture factors over the dependent factor “Confused by over choice”. Table 4.1 indicates the influence of the following factors on the Consumer Decision Making Style “Confused by over choice” – awareness ($t = 2.701$, $p = .007$), disposable income ($t = 4.753$, $p = .000$) and customer engagement ($t = 2.359$, $p = .019$).

This indicates that in Chennai, consumers have adapted to the mall culture and are aware of the various national and international brands that have occupied retail space in Chennai malls. With high disposable income and different options for shopping and entertainment in malls, consumers at times tend to be confused. Shopping malls that frequently organise customer engagement programs like cultural shows, magic shows, music concerts and flash mobs (Raghuram & Sriram, 2010)\(^1\) have contributed to the mall culture in the city as customers tend to visit malls with their entire family and participate in events.

From the above discussion it can be concluded that Chennai consumers are confused by over choice when they have to make a purchase decision between the best selling brands in a shopping mall due to their level of awareness of the Chennai retail scene, disposable income and the various customer engagement programs offered by the city malls.
4.2.2 Influence of shopping mall culture on the Consumer Decision Making Style “Habitual / store loyal”

From the Multiple Regression summary table values it is found that $R = .246$, $R^2 = .060$ and Adjusted $R^2 = .047$, thus indicating that the independent variables of mall culture have an influence of 6% variance over the Consumer Decision Making Style “Habitual / store loyal”. This leads to the computation of Goodness of Regression Fit as stated in the ANOVA table. From the table it is found that $F = 4.506$ and $p = .000$ are statistically significant at 5% level. This asserts that the Regression Fit is good enough to elucidate the relationship between shopping mall culture and Consumer Decision Making Styles.

This leads to the compulsion of individual influence of shopping mall culture factors over the dependent factor “Habitual / store loyal”. From the table values it is found that the Consumer Decision Making Style “Habitual” is collectively influenced by retail development ($t = 2.879$, $p = .004$) and awareness ($t = 4.105$, $p = .000$).

The retail scene in Chennai is growing in a rapid speed and the consumers are aware of the emerging trend in retail. With 17 operational malls and 7 upcoming malls which will be launched during different time spans in the city (Images Research, 2014)$^2$, the mall culture in Chennai has paved way to well known national and international brands to occupy retail spaces in malls due to which consumers have a variety of brands to choose from. With increase in the consumers’ awareness levels, they tend to shop at their favorite mall / store and have adequate knowledge about competing malls and stores. New malls in the city have a combination of international brands and regional brands to attract the loyal consumers (Sreedevi, K., 2013)$^3$.

From the above discussion, it can be concluded that Chennai consumers are habitual as they like visiting shopping malls in Chennai and tend to revisit their favorite mall and store in a mall. Retail development in Chennai and the consumer’s increased awareness of the trend keeps the consumer asking for more.
4.2.3 Influence of shopping mall culture on the Consumer Decision Making Style “Brand conscious”

From the Multiple Regression summary table values it is found that R = .228, \( R^2 = .052 \) and Adjusted \( R^2 = .038 \), thus indicating that the independent variables create influence over the Consumer Decision Making Style “Brand conscious” at 5.2% level. This leads to the computation of Goodness of Regression Fit as stated in the ANOVA table. From the table it is found that \( F = 3.829, p = .000 \) are statistically significant at 5% level. Therefore it can be concluded that the Regression Fit is good enough to explain the relationship between shopping mall culture and Consumer Decision Making Styles.

This leads to the compulsion of individual influence of shopping mall culture factors over the dependent factor “Brand conscious”. From the table values it is found that the Consumer Decision Making Style “Brand conscious” is collectively influenced by awareness \( (t = 3.004, p = .003) \) and mall browsing \( (t = 2.953, p = .003) \).

With the mall culture booming in Chennai, shopping malls are roping in the best brands from all over the world to occupy retail spaces in the city. With the consumer becoming aware of the best selling brands, they tend to indulge in mall browsing activities to browse through malls and see the different brands and stores occupying retail spaces in a mall. With more and more popular brands coming up in the city, consumers want good quality products for the price they pay.

The mall culture has given the consumer a refreshing chance to choose the best brand. It indicates that consumers in Chennai browse through different malls in the city and various stores in malls to find out the numerous well known national and international brands that have flooded the Chennai retail space.

From the above discussions it can be concluded that Chennai consumers are brand conscious as they are aware and browse for various national and international brands that have occupied retail spaces in Chennai shopping malls.
4.2.4 Influence of shopping mall culture on the Consumer Decision Making Style “Recreational”

The Multiple Regression summary table shows that the independent variables have an influence of 23.2% (R = .482, R^2 = .232 and Adjusted R^2 = .221) over the Consumer Decision Making Style “Recreational”. The Goodness of Regression Fit is established through the ANOVA values (F = 21.176, p = .000). Therefore it can be concluded that the Regression Fit is good enough to explain the relationship between shopping mall culture and Consumer Decision Making Styles.

This leads to the compulsion of individual influence of shopping mall culture factors over the dependent factor “Recreational”. The Consumer Decision Making Style “Recreational” is collectively influenced by the following independent variables – retail development (t = 7.920, p = .000), awareness (t = 2.477, p = .014), competition (t = 6.183, p = .000), mall browsing (t = -3.260, p = .001) and customer engagement (t = 5.444, p = .000).

This indicates that Chennai has become an ideal place for mall developers to invest in retail spaces. With the increased level of awareness among consumers on brands and malls in Chennai, the competition between the city malls has also increased. Malls in Chennai, are finding various ways to engage their visitors and consumers by constantly organising game shows, competitions, live events, music concerts and spot sales to attract consumers and make their stay at the mall a very enjoyable and memorable one.

Mall developers have invested a lot in huge and sprawling food courts in malls to serve all varieties of cuisines to their consumers. Food courts occupy an entire floor in most of the city malls. Earlier consumers had to make a choice between shopping, watching a movie and entertainment, but today malls are offering all the services under one roof. Today, consumers believe that the malls are the best place to shop and spend quality time with family and friends as shopping malls with entertainment and recreational facilities have an increasing emphasis on a customer’s visit to its premises (Anuradha & Manohar, 2011). As consumers seek recreation in a mall’s offering they tend to browse through the various malls...
in the city and make a choice to visit the mall that offers the best recreational option.

From the above discussion it can be concluded that malls that indulge in recreational activities and engagement programs attract customers towards them. Giving the consumer a lot of entertainment and recreation in the tenant mix can make a mall better than its competitor.

4.2.5 Influence of shopping mall culture on the Consumer Decision Making Style “Novelty”

From the Multiple Regression summary table values it is found that $R = .239$, $R^2 = .057$ and Adjusted $R^2 = .044$, thus indicating that the independent variables cumulatively create influence over the Consumer Decision Making Style “Novelty” at 5.7% level. The Goodness of Regression Fit is established through the ANOVA table values ($F = 4.263, p = .000$). Therefore it can be stated that the Regression Fit is good enough to elucidate the relationship between shopping mall culture and Consumer Decision Making Styles.

This leads to the compulsion of individual influence of shopping mall culture factors over the dependent factor “Novelty”. From the table values it is found that the Consumer Decision Making Style – “Novelty” is collectively influenced by retail development ($t = 3.062, p = .002$), awareness ($t = 2.877, p = .004$) and disposable income ($t = 2.858, p = .004$).

Novelty seeking consumers are constantly looking to buy new and exciting products from a mall. With the enormous retail development in Chennai and with the numerous brands that have occupied retail spaces in the city malls, the novelty seeking consumers seem to be the happiest lot as they tend to experience different brands (Azizi & Makkizadeh, 2012). They compare products and brands and immediately purchase a new product and easily get adapted to a new innovation. They spend a lot on new merchandise and always keep themselves up to date with the new trends in fashion.

From the above discussion it can be concluded that novelty is a very strong Consumer Decision Making Style and Chennai consumers seem to be enjoying the development in the Chennai retail scene. Since Chennai consumers are aware
of all major brands and retail formats, they prefer to shop at a mall that provides them novel products and services.

**4.2.6 Influence of shopping mall culture on the Consumer Decision Making Style “Irrational”**

The Multiple Regression summary table values reveal that $R = .302$, $R^2 = .091$ and Adjusted $R^2 = .078$, thus indicating that the independent variables cumulatively create influence over the Consumer Decision Making Style “Irrational” at 9.1% level. The ANOVA table values ($F = 7.016$, $p = .000$) reveal the Goodness of Regression Fit. This leads to the compulsion of individual influence of shopping mall culture factors over the dependent factor “Irrational”.

From the table values it is found that the Consumer Decision Making Style “Irrational” is collectively influenced by awareness ($t = 4.906$, $p = .000$), disposable income ($t = -3.441$, $p = .001$) and mall browsing ($t = 2.193$, $p = .029$).

Irrational consumers are spendthrifts. They are highly irrational in their purchase behaviour and end up buying very costly goods which exceeds their means. Once they see famous brands and merchandise they purchase it as a status symbol. They indulge in mall browsing which is a powerful consumer information activity that influences both desired and undesired consumer purchases (Xia, 2010). High disposable income is a major reason for a consumer’s irrational behaviour at a mall.

From the above discussion it can be concluded that consumers indulge in irrational shopping behaviour because of their increased level of awareness, high disposable income and mall browsing activities which leads them into over indulgence of shopping.

**4.2.7 Influence of shopping mall culture on the Consumer Decision Making Style “Perfectionist”**

The Multiple Regression summary table values show that $R = .233$, $R^2 = .054$ and Adjusted $R^2 = .041$, thus indicating that the independent variables of mall culture create influence over the Consumer Decision Making Style “Perfectionist” at 5.4% level. The ANOVA table values ($F = 4.036$, $p = .000$) reveal the Goodness of Regression Fit. From the values it can be ascertained that the Regression Fit is
good enough to elucidate the dependence relationship between shopping mall culture and Consumer Decision Making Styles.

This leads to the compulsion of individual influence of shopping mall culture factors over the dependent factor “Perfectionist”. From the table values it is found that the Consumer Decision Making Style “Perfectionist” is collectively influenced by awareness ($t = 2.863$, $p = .004$) and mall browsing ($t = -3.555$, $p = .000$).

Perfectionist consumers purchase only high quality products and are very careful in their purchase decision. With increase in the consumers’ awareness levels of the various national and international brands in Chennai shopping malls, perfectionist consumers make a systematic search in the city malls to obtain the best quality and perfect choice of products (Bertha, 2005).7

From the above discussion it can be concluded that perfectionist consumers make very careful purchase decisions after browsing through various brands and stores in a mall. They give a lot of importance for product quality and will not settle for anything other than the best. They shop at a mall that offers only best quality products to its consumers.

4.2.8 Influence of shopping mall culture on the Consumer Decision Making Style “Price conscious”

From the Multiple Regression summary table values it is found that $R = .300$, $R^2 = .090$ and Adjusted $R^2 = .077$. This indicates that the factors of shopping mall culture cumulatively create influence over the Consumer Decision Making Style “Price conscious” at 9% level. This leads to the computation of Goodness of Regression Fit as stated in the ANOVA table. It is found that $F = 6.946$, $p = .000$ are statistically significant at 5% level. Therefore it can be concluded that the Regression Fit is good enough to explain the relationship between shopping mall culture and Consumer Decision Making Styles.

This leads to the compulsion of individual influence of shopping mall culture factors over the dependent factor “Price conscious”. From the table values it is found that the Consumer Decision Making Style “Price conscious” is collectively influenced by awareness ($t = 2.247$, $p = .025$), competition ($t = 5.055$, $p = .000$) and innovation ($t = 3.064$, $p = .002$).
Price conscious consumers are always conscious of their economic conditions when they go shopping to a mall. They take extra efforts in comparing prices of products in different stores in a mall and then make a calculated purchase decision (Grewal & Marmorstein, 1994). They make a very conscious decision of purchasing between national and international brands. Price conscious consumers prefer to shop at theme malls as they get the advantage of comparing similar merchandise with similar price ranges. With malls competing with each other to attract consumers, mall tenants offer regular discounts and have spot sale offers to satisfy the price conscious consumer.

From the above discussions it can be concluded that price conscious consumers are looking for malls which offer them merchandise with discounts and other offers. This makes the Chennai malls to compete with each other to offer the best deal to the consumer.

4.2.9 Influence of shopping mall culture on the Consumer Decision Making Style “Impulsive”

From the Multiple Regression summary table values it is found that $R = .247$, $R^2 = .061$ and Adjusted $R^2 = .048$. This indicates that the independent variables cumulatively create influence over the Consumer Decision Making Style “Impulsive” at 6.1% level. This leads to the computation of Goodness of Regression Fit as stated in the ANOVA table. It is found that $F = 4.550$, $p = .000$ are statistically significant at 5% level. Therefore it can be concluded that the Regression Fit is good enough to explain the relationship between shopping mall culture and Consumer Decision Making Styles.

This leads to the compulsion of individual influence of shopping mall culture factors over the dependent factor “Impulsive”. From the table values it is found that the Consumer Decision Making Style “Impulsive” is collectively influenced by competition ($t = -3.461$, $p = .001$), mall browsing ($t = 3.012$, $p = .003$) and customer engagement ($t = -2.298$, $p = .022$).

Impulsive consumers never plan their shopping trips to a mall and hence they tend to indulge in mall browsing and spend a lot of time in the food court and at the multiplex. With malls in the city of Chennai are constantly updating themselves to keep up with their competitors, mall developers and mall tenants...
are trying to add a lot of excitement in the mall offering, which in turn makes the consumer impulsive. Impulsive consumers spend a lot of time in malls that organize events and shows. They indulge in lot of customer engagement programs organised in malls and often lose track of time when they are inside a mall.

From the above discussion it can be concluded that impulsive consumers are enjoying the competition that malls have against each other as this gives them an opportunity for mall browsing and to participate in events at the malls.

**4.2.10 Influence of shopping mall culture on the Consumer Decision Making Style “Variety seeking”**

The Multiple Regression summary table reveals that the independent variables create influence over the Consumer Decision Making Style “Variety seeking” at 7.4% level (R = .272, $R^2 = .074$ and Adjusted $R^2 = .061$). The Goodness of Regression Fit is established through the ANOVA table values ($F = 5.607, p = .000$). Therefore it can be concluded that the Regression Fit is good enough to elucidate the relationship between shopping mall culture and Consumer Decision Making Styles.

This leads to the compulsion of individual influence of shopping mall culture factors over the dependent factor “Variety seeking”. The Consumer Decision Making Style “Variety seeking” is collectively influenced by retail development ($t = 1.961, p = .050$), competition ($t = -2.637, p = .009$), mall browsing ($t = -4.429, p = .000$) and innovation ($t = -1.964, p = .050$).

Retail development in Chennai has paved way for numerous brands to enter retail spaces in the city. Next – generation retailers are offering greater choice and variety for customers by providing a wide range of products under one roof (Dash, 2011). Shopping malls are providing consumers with a new experience in shopping to attract consumers to their premises and want to be better than their competitor. A variety seeking consumer is always a boon to any mall as they are the group of consumers who browse through all the stores in a mall to get variety in their shopping trips. At times they also indulge in window shopping and mall hop from one shopping mall to another mall to see the variety in the tenant mix.
and merchandise. A variety seeking consumer looks for innovation in a mall’s product offering.

From the discussion it can be concluded that variety seeking consumers tend to browse and frequent malls that have variety and offer the best combination of shopping and entertainment under one roof.

4.2.11 Influence of shopping mall culture on the Consumer Decision Making Style “Shopping avoidance”

The Multiple Regression summary table values reveals that the independent variables create influence over the Consumer Decision Making Style “shopping avoidance” at 7.1% level (R = .267, R² = .071 and Adjusted R² = .058). The Goodness of Regression Fit is established through the ANOVA table values (F = 5.372, p = .000). Therefore it can be concluded that the Regression Fit is good enough to elucidate the relationship between shopping mall culture and Consumer Decision Making Styles.

This leads to the compulsion of individual influence of shopping mall culture factors over the dependent factor “Shopping avoidance”. The Consumer Decision Making Style “Shopping avoidance” is collectively influenced by awareness (t = 2.325, p = .020), customer engagement (t = -2.044, p = .042) and innovation (t = -5.101, p = .000).

Shopping avoidance is a decision style of consumers who tend to finish their shopping trips fast in a mall. Such consumers do not take the effort to browse through a mall before making a purchase decision as they are aware of the various brands and stores operating in a mall and they feel that shopping in many stores wastes their time. Consumers at times exhibit shopping avoidance traits due to customer engagement programs organised at malls. Consumers tend to go to malls to spend time in a mall rather than to shop at the mall’s stores. This is the real challenge that lies before the mall tenants. This can be due to mall fatigue and hence mall developers and mall retailers have to look for innovative ways to attract consumers.

From the above discussion it can be concluded that Chennai consumers tend to make shopping trips very fast in a mall as they are aware of the brands that are present in a mall and they do not have to browse for it. Consumer’s increased
awareness keeps them updated about the retail scenario in Chennai. Customer engagement programs are also a reason for the consumer’s shopping avoidance decision making style.

4.2.12 Influence of shopping mall culture on the Consumer Decision Making Style “Undemanding”

From the Multiple Regression summary table values it is found that $R = .169$, $R^2 = .029$ and Adjusted $R^2 = .051$. This indicates that the independent variables cumulatively create influence over the Consumer Decision Making Style “Undemanding” at 2.9% level. This leads to the computation of Goodness of Regression Fit as stated in the ANOVA table. It is found that $F = 2.069$, $p = .045$ are statistically significant at 5% level. Therefore it can be concluded that the Regression Fit is good enough to elucidate the relationship between shopping mall culture and Consumer Decision Making Styles.

This leads to the compulsion of individual influence of shopping mall culture factors over the dependent factor “Undemanding”. The Consumer Decision Making Style “Undemanding” is influenced by awareness ($t = 2.387$, $p = .017$).

An undemanding consumer is highly influenced by the mall culture in Chennai as he/she is aware of all the brands which have occupied retail spaces in malls. Undemanding consumers do not look for the best brand to satisfy their needs and wants, they look for products that meet their demands. When they are aware of the brands available in a mall, it becomes easier for them to choose the products.

From the above discussion it can be concluded that undemanding consumers make purchase choices based on their needs. They do not choose products based on the brand name or price value. Due to these characteristics they look out for a shopping mall that meets their demand.

4.3 Influence of shopping mall preference on Consumer Decision Making Styles

The influence of shopping mall preference variables on Consumer Decision Making Styles is enumerated in table no. 4.2. The table shows the collective results of Multiple Regression, ANOVA table values and the ‘t’ values.
### Table no. 4.2 - Table showing results of Multiple Regression Analysis – Influence of shopping mall preference on Consumer Decision Making Styles

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#### Regression fit using ANOVA

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Source: Computed data

Independent variables: Shopping mall preference

Dependent variables: Consumer Decision Making Styles

*t values are mentioned only for variables that are significant at 5% level
4.3.1 Influence of shopping mall preference on the Consumer Decision Making Style “Confused by over choice”

From the Multiple Regression summary table 4.2 values it is found that R = .270, R² = .073 and Adjusted R² = .060. This indicates that the independent variables of shopping mall preference cumulatively create influence over the Consumer Decision Making Style “Confused by over choice” at 7.3% level. This leads to the computation of Goodness of Regression Fit as stated in the ANOVA table. The table also indicates that F = 5.507, p = .000 are statistically significant at 5% level. Therefore it can be ascertained that the Regression Fit is good enough to explain the relationship between shopping mall preference and Consumer Decision Making Styles.

This leads to the compulsion of individual influence of shopping mall preference factors over the dependent factor “Confused by over choice”. The Consumer Decision Making Style “Confused by over choice” is influenced by mall loyalty (t = 2.519, p = .012), mall environment (t = 2.899, p = .004), mall affect (t = 2.879, p = .004), customer experience (t = -2.421, p = .016) and mall layout (t = -2.422, p = .016).

This indicates that in Chennai, mall consumers are confused by over choice due to the various factors such as the mall’s environment, layout and customer experience. At times consumers get confused as to what they want to purchase and which mall to shop at, due to a mall’s attractive interiors, comfortable physical environment, events and recreational activities that a mall offers. Confused consumers at times become emotionally attached to a shopping mall and are loyal to a particular mall.

From the above discussion it can be concluded that consumers enjoy shopping, but they can be confused by too many choices available at a mall (Hanzae & Aghasibeig, 2008), attractive environment and the mall’s layout. Such consumers stay loyal and are emotionally attached to a mall.

4.3.2 Influence of shopping mall preference on the Consumer Decision Making Style “Habitual / store loyal”

The Multiple Regression summary table reveals that the independent variables create influence over the Consumer Decision Making Style “Habitual / store
loyal” at 11.3% level (R = .336, R^2 = .113 and Adjusted R^2 = .100). The Goodness of Regression Fit is established through the ANOVA table values (F = 8.911, p = .000). Therefore it can be concluded that the Regression Fit is good enough to explain the relationship between shopping mall preference and Consumer Decision Making Styles.

This leads to the compulsion of individual influence of shopping mall preference factors over the dependent factor “Habitual”. The Consumer Decision Making Style “Habitual” is influenced by mall loyalty (t = 4.844, p = .000), mall affect (t = 1.979, p = .048), tenant mix (t = -2.489, p = .013), convenience (t = 3.718, p = .000) and mall layout (t = 3.462, p = .001).

This indicates that in Chennai, mall consumers exhibit habitual characteristics while shopping at a mall as they are very mall loyal and they are willing to take extra efforts to shop at a particular mall over other malls in the city. Consumers are habitual and loyal towards a mall/store in mall due to reasons like a mall’s competitive tenant mix and its comfortable layout. Consumers tend to become loyal and emotionally attached to a mall that offers them convenience during their shopping trips (Fatima & Rasheed, 2012).11

From the above discussion it can be concluded that Chennai consumers are habitual as they tend to stick to their favorite mall and store in a mall that is convenient and has an impressive tenant mix and layout.

4.3.3 Influence of shopping mall preference on the Consumer Decision Making Style “Brand conscious”

The Multiple Regression summary table reveals that the independent variables cumulatively create influence over the Consumer Decision Making Style “Brand conscious” at 3.6% level (R = .190, R^2 = .036 and Adjusted R^2 = .022). The Goodness of Regression Fit is established through the ANOVA table values (F = 2.628, p = .011). These values indicate that the Regression Fit is good enough to explain the relationship between shopping mall preference and Consumer Decision Making Styles.

This leads to the compulsion of individual influence of shopping mall preference factors over the dependent factor “Brand conscious”. From the table values it is
found that the Consumer Decision Making Style “Brand conscious” is influenced by convenience (t = 2.738, p = .006) and mall layout (t = -3.156, p = .002).

The layout of a mall plays a major role in the purchase decision of brand conscious consumers. When a shopping mall has an organised layout of stores, consumers find it easy to access their favorite store and choose from a wide assortment of merchandise. When the famous and best selling brands occupy prominent spaces in a mall they are easily spotted by a consumer. Such consumers look for convenience during their shopping trips.

From the above discussion it can be concluded that Chennai consumers are brand conscious and they seek convenience in a mall. They also prefer a comfortable mall layout which makes it easy for them to choose from the wide range of brands in a mall.

4.3.4 Influence of shopping mall preference on the Consumer Decision Making Style “Recreational”

From the Multiple Regression summary table values it is found that R = .338, R² = .114 and Adjusted R² = .101. This indicates that the independent variables cumulatively create influence over the Consumer Decision Making Style “Recreational” at 11.4% level. This leads to the computation of Goodness of Regression Fit as stated in the ANOVA table. The table indicates that F = 9.008, p = .000 are statistically significant at 5% level. Therefore it is ascertained that the Regression Fit is good enough to elucidate the relationship between shopping mall preference and Consumer Decision Making Styles.

This leads to the compulsion of individual influence of shopping mall preference factors over the dependent factor “Recreational”. The Consumer Decision Making Style “Recreational” is influenced by mall loyalty (t = 5.887, p = .000) and tenant mix (t = 4.786, p = .000).

This indicates that recreational consumers look for an exciting tenant mix in malls when they decide to go shopping. Most consumers prefer to watch a movie or dine at the mall’s food court after shopping at the mall. When a mall is able to satisfy all the needs of a consumer, the consumer tends to become loyal to a mall – and that is what the mall tenant wants.
From the discussion it can be concluded that malls which indulge in recreational activities attract loyal customers towards them. Giving the consumer a lot of variety in the tenant mix can make a mall better than its competitors.

4.3.5 Influence of shopping mall preference on the Consumer Decision Making Style “Novelty”

The $R^2$ value in the Multiple Regression summary table indicates that the independent variables create influence over the Consumer Decision Making Style “Novelty” at 4.2% level ($R = .205$, $R^2 = .042$ and Adjusted $R^2 = .028$). The Goodness of Regression Fit is established through the F value 3.067 which is statistically significant at 5% level ($p = .004$). Therefore it can be concluded that the Regression Fit is good enough to explain the relationship between shopping mall preference and Consumer Decision Making Styles.

This leads to the compulsion of individual influence of shopping mall preference factors over the dependent factor “Novelty”. The Consumer Decision Making Style “Novelty” is influenced by mall affect ($t = 3.102$, $p = .002$).

This indicates that novelty seeking consumers feel happy to shop at a mall that stocks new and innovative products. They become emotionally attached to such malls.

From the above discussion it can be concluded that Chennai consumers are emotionally attached to malls that provide them new and exciting merchandise.

4.3.6 Influence of shopping mall preference on the Consumer Decision Making Style “Irrational”

The Multiple Regression summary table reveals that the independent variables cumulatively create influence over the Consumer Decision Making Style “Irrational” at 11.2% level ($R = .334$, $R^2 = .112$ and Adjusted $R^2 = .099$). The Goodness of Regression Fit is established through the ANOVA table values ($F = 8.817$, $p = .000$) that is statistically significant at 5% level. Therefore it is ascertained that the Regression Fit is good enough to explain the relationship between shopping mall preference and Consumer Decision Making Styles.

This leads to the compulsion of individual influence of shopping mall preference factors over the dependent factor “Irrational”. The Consumer Decision Making
Style “Irrational” is influenced by customer experience (t = 2.164, p = .031), convenience (t = 5.669, p = .000) and mall layout (t = - 4.683, p = .000).

When shopping malls have a very structured mall layout, consumers get easy access to all the stores and facilities in a mall, this gives the irrational consumer ample opportunity to purchase whatever he wants from a mall. When malls offer services like gift wrapping and free home delivery, irrational consumers tend to spend a lot and indulge in irrational shopping. This consumer group also enjoys the special sales, exhibitions and recreational services that a mall offers.

From the above discussion it can be concluded that irrational consumers are carried away by a mall’s impressive layout and that which provides a lot of customer experience and convenience during their shopping trips.

4.3.7 Influence of shopping mall preference on the Consumer Decision Making Style “Perfectionist”

The R² value in the Multiple Regression summary table indicates that the independent variables create influence over the Consumer Decision Making Style “Perfectionist” at 7.1% level (R = .267, R² = .071 and Adjusted R² = .058). The Goodness of Regression Fit is established through the F value 5.382 which is statistically significant at 5% level (p = .000). Therefore it can be concluded that the Regression Fit is good enough to elucidate the relationship between shopping mall preference and Consumer Decision Making Styles.

This leads to the compulsion of individual influence of shopping mall preference factors over the dependent factor “Perfectionist”. The Consumer Decision Making Style “Perfectionist” is influenced by mall affect (t = 3.745, p = .000), customer experience (t = 2.079, p = .038), convenience (t = - 2.708, p = .007) and mall layout (t = 2.574, p = .010).

Perfectionist consumers trust a shopping mall that sells high quality brands and products and they tend to get emotionally attached to such a mall and make repeat purchases there. This consumer group also looks for convenience in their shopping trips. Being a perfectionist consumer, their standards and expectations of a products performance is very high and hence they purchase from malls that regularly indulge in spot sales, demonstrations and exhibitions. This gives them a chance to select the best quality product. Perfectionist consumers also look for a
comfortable mall layout which allows them to view and choose the best products from the wide range of products that a mall offers.

From the above discussion it can be concluded that perfectionist consumers make very careful purchase decisions from a mall's wide range of brands and stores. They give a lot of importance for convenience and product quality while shopping at a mall and will not settle for anything other than the best. This makes them attached to a mall that offers only best quality products to its consumers.

4.3.8 Influence of shopping mall preference on the Consumer Decision Making Style “Price conscious”

The Multiple Regression summary table reveals that the independent variables create influence over the Consumer Decision Making Style “Price conscious” at 5.8% level (R = .240, R² = .058 and Adjusted R² = .044). The Goodness of Regression Fit is established through the ANOVA table values (F = 4.292, p = .000). Therefore it is ascertained that the Regression Fit is good enough to elucidate the relationship between shopping mall preference and Consumer Decision Making Styles.

This leads to the compulsion of individual influence of shopping mall preference factors over the dependent factor “Price conscious”. From the table values it is found that the Consumer Decision Making Style “Price conscious” is influenced by mall loyalty (t = 3.034, p = .003) and customer experience (t = 4.447, p = .000).

Price conscious consumers are comparison consumers and they give a lot of importance for the services that a mall and a store in a mall provides them. Since they purchase goods which are of reasonable price they expect extra services to be offered to them at a mall. Price conscious consumers are loyal to shopping malls that provide value for the money they pay.

From the above discussion it can be concluded that price conscious consumers are looking for malls which provide a good customer experience thereby satisfying their needs and wants in an economical way. Once they feel satisfied with their purchase and experience in a mall they tend to become very mall loyal and they are willing to take extra efforts to shop at a particular mall over other malls in the city.
4.3.9 Influence of shopping mall preference on the Consumer Decision Making Style “Impulsive”

The R² value in the Multiple Regression summary table indicates that the independent variables cumulatively create influence over the Consumer Decision Making Style “Impulsive” at 6% level (R = .245, R² = .060 and Adjusted R² = .047). The Goodness of Regression Fit is established through the F value 4.463, which is statistically significant at 5% level (p = .000). Therefore it can be ascertained that the Regression Fit is good enough to explain the relationship between shopping mall preference and Consumer Decision Making Styles.

This leads to the compulsion of individual influence of shopping mall preference factors over the dependent factor “Impulsive”. The Consumer Decision Making Style “Impulsive” is influenced by the tenant mix (t = - 4.877, p = .000)

The tenant mix of a mall has a major influence on impulsive consumers. When the tenant mix of a mall has a mix of merchandise, entertainment and leisure a consumer tends to spend a lot of time in a mall. The consumer can get carried away by the assortment of goods and services and end up making careless purchases at a mall.

From the above discussion it can be concluded that impulsive consumers are highly influenced by the tenant mix of a mall and enjoy shopping at a mall that has a good tenant mix.

4.3.10 Influence of shopping mall preference on the Consumer Decision Making Style “Variety seeking”

The Multiple Regression summary table reveals that the independent variables create influence over the Consumer Decision Making Style “Variety seeking” at 12.4% (R = .353, R² = .124 and Adjusted R² = .112). The Goodness of Regression Fit is established through the ANOVA table values (F = 9.933, p = .000). Therefore it can be ascertained that the Regression Fit is good enough to elucidate the relationship between shopping mall preference and Consumer Decision Making Styles. This leads to the compulsion of individual influence of shopping mall preference factors over the dependent factor “Variety seeking”. From the table values it is found that the Consumer Decision Making Style
“Variety seeking” is influenced by mall loyalty \((t = 2.193, p = .029)\), mall affect \((t = 4.772, p = .000)\), tenant mix \((t = 3.696, p = .000)\) and mall layout \((t = 5.034, p = .000)\).

A variety seeking consumer always looks for variety in the tenant mix of a mall. A mall which has a mix of retail stores, multiplex, food court, gaming zone and other entertainment options is always a hit with this category of consumers. The mall layout also has a major influence on variety seeking consumers. A mall layout that is well organised and has a proper floor arrangement makes it easy for variety seeking consumers to browse through the stores. When variety seeking consumers find a mall which satisfies all their needs they become emotionally attached to it and feel happy every time they visit it thus making them loyal to the mall.

From the above discussion it can be concluded that malls in Chennai should try to have variety in their tenant mix and a structured mall layout as variety seeking consumers tend to frequent malls that have variety and become loyal towards it.

4.3.11 Influence of shopping mall preference on the Consumer Decision Making Style “Shopping avoidance”

From the Multiple Regression summary table values it is found that \(R = .165, R^2 = .027\) and Adjusted \(R^2 = .013\). The ANOVA table values revealed that the \(F\) value is 1.949 and \(p = .060\). This indicates that the Goodness of Regression Fit is not statistically significant at 5% level as the \(p\) value is above .050.

From the table values it is ascertained that the independent variables of shopping mall preference do not have an influence over the Consumer Decision Making Style “Shopping avoidance”.

4.3.12 Influence of shopping mall preference on the Consumer Decision Making Style “Undemanding”

From the Multiple Regression summary table values it is found that \(R = .249, R^2 = .062\) and Adjusted \(R^2 = .049\). This indicates that the independent variables cumulatively create influence over the Consumer Decision Making Style “Undemanding” at 6.2% level. This leads to the computation of Goodness of Regression Fit as stated in the ANOVA table. The table also indicates that \(F = 4.635, p = .000\) are statistically significant at 5% level. Therefore Regression
Fit is good enough to explain the relationship between shopping mall preference and Consumer Decision Making Styles.

This leads to the compulsion of individual influence of shopping mall preference factors over the dependent factor “Undemanding”. From the table values it is found that the Consumer Decision Making Style “Undemanding” is influenced by mall loyalty ($t = 5.268, p = .000$).

Undemanding consumers make purchase choices based on their needs and requirements. They do not choose products based on the brand name or price value. Once undemanding consumers find the store and mall that satisfies their needs and wants they tend to be loyal towards it.

From the above discussion it can be concluded that undemanding consumers look out for a shopping mall that meets their demand and stay loyal to it.

**Summary of Multiple Regression analysis**

- Consumers who are “confused by over choice” are collectively influenced by awareness, disposable income, consumer engagement, mall loyalty, mall environment, mall affect, customer experience and mall layout.
- Consumers who are “habitual/store loyal” are influenced by retail development, awareness, mall loyalty, mall affect, tenant mix, convenience and mall layout.
- Consumers who are “brand conscious” are influenced by awareness, mall browsing, convenience and mall layout.
- Consumers who are “recreational” are influenced by retail development, awareness, competition, mall browsing, consumer engagement, mall loyalty and tenant mix.
- “Novelty” seeking consumers are influenced by retail development, awareness, disposable income and mall affect.
- “Irrational” consumers are influenced by awareness, disposable income, mall browsing, customer experience, convenience and mall layout.
- Consumers who are “perfectionist” are influenced by awareness, mall browsing, mall affect, customer experience, convenience and mall layout.
• Consumers who are “price conscious” are influenced by awareness, competition, innovation, mall loyalty and customer experience.

• “Impulsive” consumers are influenced by competition, mall browsing, consumer engagement and tenant mix.

• Consumers who are “variety seeking” are collectively influenced by retail development, competition, mall browsing, innovation, mall loyalty, mall affect, tenant mix and mall layout.

• “Shopping avoidance” consumers are influenced by awareness, consumer engagement and innovation.

• Factors of shopping mall preference do not have an influence on Consumer Decision Making Style “Shopping avoidance”.

• “Undemanding” consumers are influenced by awareness and mall loyalty.

The collective influence of shopping mall culture and shopping mall preference factors on Consumer Decision Making Styles is presented in the consolidated table 4.3.
Table no. 4.3 – Table showing the collective influence of shopping mall culture and shopping mall preference on a particular Consumer Decision Making Style – At a glance

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<th>Habitual / store loyal</th>
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