

The Influence of Shopping Dimensions on Consumers' Motivation to Shop at Malls: A Study on Supermal Karawaci Shopping Center

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Abstract—This purpose of this research is to determine the effect of the seven Shopping Dimensions identified by Bloch et al (1994) on consumers' motives for visiting and shopping at malls, specifically in Supermal Karawaci, while simultaneously studying the strategies needed for Supermal Karawaci to compete with its competitors in terms of consumer behavior and how it gives them a competitive advantage over other malls. The multiple regression statistical technique is used for the data analysis in this research to determine the significance of: (1) Aesthetics dimension; (2) convenience dimension; (3) escape dimension; (4) exploration dimension; (5) role enactment dimension; (6) flow dimension; and (7) social dimension towards the consumers' motivation for shopping at malls specifically at Supermal Karawaci. A structured questionnaire was distributed to the consumers of Supermal Karawaci, with a total of 200 respondents based on the sample size calculated through non-probability purpose sampling. This research found all of the seven dimensions are positively related to consumers' motivation to shop at malls, indicating that all hypotheses were accepted, with escape dimension being the strongest motivator amongst the others. A cluster analysis showed that the respondents could generally be clustered into three groups; 1) Moderately motivated respondents, 2) Highly motivated respondents and 3) Lowly motivated respondents. This research, however, was limited to Supermal Karawaci and its consumers only, with a non-probability sampling method that may predispose the results to selection bias. In addition, the sample frame of 200 respondents does not sufficiently represent the consumers of shopping malls in general.

Index Terms—shopping dimensions, consumer behaviour, mall visit behaviour, shopping centres, retail industry, supermal Karawaci

I. INTRODUCTION

Indonesia's retail industry is facing a complex problem. One by one, major retail industry players in Indonesia began to discontinue their retail outlet operations. Up until 2017, there are several retail business outlets that closed its business outlets, ranging from 7-Eleven to PT Matahari Department Store. The decline in retail performance in Indonesia has been seen from 2015 to 2016. Based on APRINDO's observations, the retail condition in 2015 is in the range of 11% and has decreased growth to 9% in 2016. Meanwhile, based on data from the Asosiasi Pengusaha Ritel Indonesia or APRINDO, Indonesia's retail growth in 2017 experienced a growth of

about 7.5 percent, in which the figure is down from the previous year's retail industry performance. However, this occurrence does not mean the end of the retail industry, but rather the relocation of the business model changes taking place. Expansion and relocation are taking place among Indonesia's retailers today. The closure of this retail is a form of change in terms of their business innovations that occur, such as their adaptation to external factors. These external factors that cause the slow growth of the retail industry mainly come in forms of consumer behavior that include changes in consumer's behavior through their way of life or lifestyle and changes in shopping patterns.

The condition of the retail business these days also comes into effect for shopping malls, specifically at Supermal Karawaci. This involves the closing of several stores, such as its department store Debenhams and several of their foreign fashion outlets. As one of the biggest shopping centers in Tangerang that is highly affected by this incident, Supermal Karawaci is then chosen to be the focus of interest of this study. According to their website, Supermal Karawaci is one of the first and biggest shopping centers in the west side of Jakarta and Tangerang with an area of 125.000 sqm [1]. They consider themselves to be the biggest destination for choices for luxuries, endless shopping, dining, entertainment, and community opportunities. Until now, Supermal Karawaci continually transforms their shopping experience through the development of their "Xplority program" and "Xplor Community", which consists of 4 different zones (Executive, Youth, Moms & Kids, and eCenter) that are tuned with what today's consumers want and expect through innovative marketing strategies.

A study done by Zafar U. Ahmed, Morry Ghingold, Zainurrah Dahari on Malaysian shopping mall behavior is deemed to have a similar topic to this research and was used as one of the main references. This shift on a consumer trend has been majorly known through the main effects of the change in consumer behavior towards shopping malls. These behaviors include the consumer's way of life or lifestyle, the way of thinking, preferences or choices, attitude to a brand or store. To meet the demands of today's consumers,

shopping malls need to reevaluate their approach, specifically their business models. Retailers, therefore, need to adapt to the aforementioned circumstance and find resolutions to these ever-changing customer behaviors towards their businesses. It can be done through the basic of identifying the shopping dimensions that these consumers rely on as their motivation to shop at shopping malls. Each of these dimensions has its own indicators, with the most significant variable being able to help shopping malls understand these recent trends imposed by consumers.

II. LITERATURE REVIEW

A. Shopping Mall

The basic concept of a shopping mall is based on constructing an enclosed building and renting the space to individual tenants. Shoppers use the same parking facilities and there is a combined brand pull of all outlets. Other terms used to describe this modern, indoor form of a traditional marketplace are: shopping center, shopping arcade, or shopping precinct. However, there are still many imperfections in the use of concepts from the field of a shopping mall, the most frequent being the different interpretation, the different meanings given to the same notions and the variety of their definitions. According to the International Council of Shopping Centers [2], the shopping center is

“a group of retail and other commercial establishments that is planned, developed, owned and managed as a single property, with on-site parking provided. The center’s size and orientation are generally determined by the market characteristics of the trade area served by the center. The three main physical configurations of shopping centers are malls, open-air centers, and hybrid centers.”

B. Aesthetic Dimension

Shopping malls are much more than just providers for products and services available within the mall. Instead, they offer a whole shopping escapade through their aesthetics—defined as something that reflects the significance of their tangible factors, which includes its physical design and appearance [3]. Shopping malls’ physical appearance relates to its architectural and interior aspects, which was designed to act as an attractive factor of a shopping mall that helps to engage consumers who appreciate the mall’s interior design, interior color, interior texture, the lighting, and decoration. The aesthetic dimension, however, is not limited to only these two basic factors of architectural and interior design. Ambiance, color, décor, music, and layout are the five major atmospheric items that can be observed in a shopping center, as stated by Bell [4] and Frassetto, et al. [5].

H1: Aesthetic dimension will be positively related to the consumer’s motivation to shop at malls, specifically at Supermal Karawaci.

C. Escape Dimension

The escape dimension can be defined as the consumer’s motivation in visiting shopping centers. Shopping malls, in

general, offers the consumers products and services as well as sensory stimulation from the mall atmospherics as previously explained in the aesthetic dimension. In the perspective of consumers, shopping malls are considered as their diversion from their daily routines or regular patterns that may result in the feeling of boredom, loneliness, and stress [6]. Consumers may be able to feel relaxed during their visit to the mall. Furthermore, consumers view the shopping mall as a way to escape the bad weather and traffic congestion in the area. This creates shopping malls, as a form of recreation, entertainment, and leisure where it offers free or low-cost entertainment for individuals or families that is always available without the necessity of pre-planning at hand.

H2: Escape dimension will be positively related to the consumer’s motivation to shop at malls, specifically at Supermal Karawaci.

D. Flow Dimension

The flow dimension of a shopping center is often times described as the consumers’ pleasurable immersion during when they lose track of time in their visit, in other words, as being in the zone. This occurs when consumers in a shopping mall experience a flow-like psychological state. It has been described as a rare and desirable state [7]. Through the achievement of flow dimension in a shopping mall may encourage continuation among consumers enthusiastic motivation to shop in malls. One of the examples of an occurring flow dimension is the casino. In a casino, people are isolated to the basic knowledge on the current time as well as the condition outside. The more pleasurable a certain activity is for a consumer, the more likely they are to spend hours and hours doing it, making them lose track of time and sometimes surprised to find out that it is night time outside.

H3: Flow dimension will be positively related to the consumer’s motivation to shop at malls, specifically at Supermal Karawaci.

E. Exploration Dimension

Exploring new marketed goods or newly opened stores in shopping centers can be perceived as a fun, enjoyable activity for most consumers. This signifies customers’ inclination towards variety or novelty as well as their eagerness to a learn an experience, be it for new trends in fashion, food, or technology or a whole new store experience, as discussed by Hirschman (1980) [8], [9]. Furthermore, certain consumers preferred a “brick and mortar” store in which is a physical retail store, as opposed to one that conducts sales entirely online. These consumers enjoy handling the products and trying it on for size.

H4: Exploration dimension will be positively related to the consumer’s motivation to shop at malls, specifically at Supermal Karawaci.

F. Role Enactment Dimension

Activities that involve behaviors that are expected from one’s role in a society [7] create a situation where one



Fig. 1. Conceptual research model.

feels the need to participate in that particular activity, this thought to be more motivated in doing so. This occurs to a mother, housewife, husband, and a student. As a housewife, for example, weekly or monthly grocery shopping is a customary activity in Indonesia. In another example, as a mother, one can buy baby products for her new-born baby consisting of baby diapers, baby bottles, and baby strollers. In the role of a buyer throughout the process of haggling and bargaining, Solomon has argued that some consumers enjoyed it, viewing it almost as a sport [15]. When incorporated together, this creates a situation where visiting shopping center forms the idea of them fulfilling their role that signifies their identity within society.

H5: Role enactment dimension will be positively related to the consumer’s motivation to shop at malls, specifically at Supermal Karawaci.

G. Social Dimension

The social dimension in a shopping mall offers the benefit of affiliation with others makes it an attractive leisure site for consumers. Shopping malls can act as a platform for socializing, a space for social experience outside their common places such as their home, office, campus or school. According to Ahmed, et al., consumers use this opportunity to meet their friends or families, as well as seek and meet new people any time of the week [7]. The most important factor of social dimension is the enjoyment of talking to others, thus, socializing [10]. Through a sociological perspective, shopping malls are considered as a community center, offering consumers common recreational attraction in the form of movies, games, dining out, and music [7]. With its low cost of entry, shopping centers have become the main place for social interaction by its recreational attractions and entertainment they provide [7].

H6: Social dimension will be positively related to the consumer’s motivation to shop at malls, specifically at Supermal Karawaci.

H. Convenience Dimension

Shopping centers’ operational hours and distance and time from consumers’ location are arguably the two key principles in consumers’ choice, as conveyed by Kaufman [11]. This statement is supported by Bodkin and Lord where they concluded that the most important reasons for selecting malls were their convenience, the presence of a specific store in the mall, its services and prices [12]. Consumers tend to shop in places that are close to their homes or current position such as office, campus or school, which indicates that convenience is a major element in deciding which shopping center to visit. In selecting shopping malls, consumers seek a one-stop shopping place. This term means that most of the shopping needs of one can be satisfied in one place, all at one time [11].

H7: Convenience dimension will be positively related to the consumer’s motivation to shop at malls, specifically at Supermal Karawaci.

III. RESEARCH METHODOLOGY

In this research, the researcher used a conclusive research design with a descriptive cross-sectional study conducted through primary data analysis that involves questionnaires distributed to 200 consumers of Supermal Karawaci shopping center.

A. Measurement of Constructs

The constructs on the literature review are based on the seven shopping dimensions identified by Bloch, et al. [3]. This consists of the aesthetic dimension, flow dimension, escape dimension, role enactment dimension, convenience dimension, social dimension, and exploration dimension, which would be measured and subject to testing by operationalizing them. The measurement was conducted using an interval scale of five-point Likert Scale.

B. Questionnaire Design

In this research, a questionnaire is used to collect the data by means of the distribution of a self-administered questionnaire to the number of respondents. The questionnaire

in this research is considered as a structured questionnaire where it consists of multiple-choice questions, dichotomous questions and using a five-point Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). It consists of five sections that are arranged systematically, which are the introduction, screening questions, general and demographic questions, research questions, and closing.

C. Sampling Design

The population of this research would be the consumers of Supermal Karawaci. The population consists of purchasers of a good or service in Supermal Karawaci (Business Dictionary) who have regularly visited Supermal Karawaci in the past six months (November 2017 – April 2018). A regression analysis is used in which it required a minimum sample size of 50+8K to test the model overall, where K is the number of predictors or independent variable [13]. There are seven independent variables which make a minimum sample size of 106 respondents.

D. Data Collection and Analysis

The research used a non-probability sampling method, specifically judgmental or purposive sampling. Purposive sampling used in the procedure will involve the researcher selecting the sample on the basis of knowledge of the research problem to allow selection of appropriate people for inclusion in the sample. This research was conducted from February 2018 until June 2018. Distribution of the questionnaire started on the last week of April, while the data analysis and the conclusion started in the first week in June until the third week of June 2018. The pre-test was conducted in Supermal Karawaci where the data from 30 respondents were collected through offline or face-to-face. It was analyzed through IBM SPSS Statistics Ver. 23 to test whether the reliability and validity of the questionnaire are satisfied (KMO > 0.5, Bartlett’s test of sphericity > 0.05, and Cronbach’s Alpha > 0.6). The main data collection was conducted directly by the researcher and one of Supermal Karawaci’s employee in the Supermal Karawaci shopping center to create efficiency in terms of time and energy with the researcher conducting the survey in the main lobby while one of Supermal Karawaci’s employee would conduct the survey in the west lobby. The data from 200 respondents were analyzed through frequency distribution analysis, cross-tabulation analysis, cluster analysis as well as multiple regression analysis to measure the influence or effect of the independent variables on the dependent variables and determine the strongest motivation for consumers to shop at malls using IBM SPSS Statistics Ver. 23.

IV. RESULTS

The profile of the respondents is shown in Table 2. The research found that the consumers of Supermal Karawaci are frequent and long-staying visitors to the shopping mall, with 56% of the sample visiting 3 to 4 stores in one visit, and 60% of the sample spent 3 to 4 hours in Supermal Karawaci per visit. The shopping mall, specifically Supermal Karawaci, is

a major spending destination for its consumers with 57.5% of the total respondents spent an average of Rp 300.001 to Rp 500.000 in one visit as the majority of the respondents have a monthly income of Rp 5.000.001 to Rp 10.000.000 million per month. This means that 10% of their monthly expenditures are spent in Supermal Karawaci.

Variables	%	Variables	%
(1) Gender		(6) Income	
Male	38,5	< Rp 1.000.000 million per month	7
Female	61,5	Rp 1.000.001 - 5.000.000 million per month	36
(2) Age		Rp 5.000.001 - 10.000.000 million per month	43,5
17 – 20 years old	15,5	> Rp 10.000.001 million per month	13,5
21 – 30 years old	39,5	(7) Frequency of Visit	
31 – 40 years old	29,5	Once a month	1,5
41 – 50 years old	13,0	Twice a month	62,5
> 50 years old	2,5	3 times per month	31
(3) Educational Qualification		4 times per month	3,5
High School (SMA)	39	More than 4 times per month	1,5
Diploma (D1) - D3/Academy	17	(8) Time Spent	
Graduate (S1)	42,5	< 1 hour	5,5
Higher Graduate (S2/3)	1,5	1 – 2 hours	27
(4) Marital Status		3 – 4 hours	60
Married	56,5	5 – 6 hours	7,5
Single	43,5	(9) Number of Stores Visited	
(5) Occupation		1 – 2 stores	26,5
Government worker (PNS – BUMN)	14,5	3 – 4 stores	56,0
Private employee	47,5	5 – 6 stores	12
Professional [Doctor, Accountant, Notary, Lawyer, Engineer, Art worker]	17,	More than 6 stores	5
Entrepreneur or self-employed	12,5	(10) Average Amount of Spending in One Visit	
Student	3,5	< Rp 300.000	22,5
Housewife	3,5	Rp 300.001 – Rp 500.000	57,5
Others	1,5	Rp 500.001 – Rp. 1.000.000 million	15
		Rp 1.000.001 – Rp 3.000.000 million	5

Fig. 2. Respondents’ profile.

A. Cross-Tabulation Analysis

The cross-tabulation analysis was done one by one against the seven shopping dimensions of consumers’ motivation to shop at malls in terms of gender and age groups. The result and conclusion are as follows: overall, males have a stronger opinion regarding the importance of a number of dimensions in shopping malls specifically at Supermal Karawaci than females. The group means calculated for the two groups indicates that although, overall, the motivation of the males and females varies but the two groups are not widely separated in terms of the independent variables.

Model Summary^a

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.832	.693	.681	1.41986

a. Predictors: (Constant), CONVavg, ESCAPEavg, SOCIALavg, EXPLOREavg, REavg, AESTavg, FLOWavg

b. Dependent Variable: MOTIVavg

Fig. 3. Model summary.

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	9.871	1.685		5.858	.000
AESTavg	.183	.069	.133	2.648	.009
ESCAPEavg	.151	.038	.167	3.988	.000
FLOWavg	.444	.112	.230	3.957	.000
EXPLOREavg	.337	.085	.222	3.964	.000
REavg	.899	.128	.353	7.035	.000
SOCIALavg	.225	.106	.098	2.133	.034
CONVavg	.227	.106	.123	2.142	.033

a. Dependent Variable: MOTIVavg

Fig. 4. Coefficients.

B. Cluster Analysis

Through the non-hierarchical cluster method, there are three cluster groups formed. With a total of 200 respondents, cluster 1 consists of 71 respondents, cluster 2 consists of 88 respondents, and in cluster 3 there are 41 respondents. These cluster groups are concluded as consumers that are moderately motivated by the seven shopping dimensions (Cluster 1), consumers that are highly motivated by the seven shopping dimensions (Cluster 2), and consumers that are lowly motivated by the seven shopping dimensions (Cluster 3). Cluster 1 consists of respondents with a low aesthetic, escape, flow, exploration, and social value with high convenience and role enactment values. In cluster 2, the respondents are of those who scored high in aesthetics, role enactment, social, convenience, flow, escape, and exploration values. Cluster 3, however, consists of the respondents with low values of all the variables that include aesthetic, escape, exploration, flow, role enactment, convenience, and social dimensions. Furthermore, based on the ANOVA F-test, the variable exploration dimension is the variable that shows the biggest difference among respondents on the three clusters formed. This is indicated by the value of $F = 105.346$ and a $Sig. = 0,000$.

C. Multiple Regression Analysis

There is an influence from the independent variables of aesthetic dimension (AEST), flow dimension (FLOW), escape dimension (ESCAPE), exploration dimension (EXPLORE), convenience dimension (CONV), social dimension (SOCIAL), and role enactment dimension (RE) on the Motivation of

Shopping on Supermal Karawaci Shopping Center (MOTIV) with a value of 69.3%. The other 30.1% (100% – 69.3%) is influenced by other variables outside of the independent variables and not included in this research.

The escape dimension received higher preference score based on the average mean score compared to other dimensions, meaning it is the strongest motivator explaining why consumers shop at malls, specifically at Supermal Karawaci. Conversely, the aesthetic and social dimensions tend to obtain lower preference scores compared to other dimensions. In general, respondents' motivation for shopping at malls, specifically at Supermal Karawaci, is to escape from boredom, loneliness, or stress; to feel relaxed; to avoid bad weather or traffic congestion; and as a diversion from their daily routines. It appears that consumers of Supermal Karawaci went to malls as a way to avoid or forget negative circumstances, rather than as an enjoyable experience with their friends or families. The rank of the seven shopping dimensions was: (1) Escape dimension; (2) Flow dimension; (3) Convenience dimension; (4) Explore dimension; (5) Role enactment dimension; (6) Social dimension; and (7) Aesthetic dimension. The highest rated indicators were: (1) I visit Supermal Karawaci to avoid the bad weather (4.5200); (2) When I am alone and need something to do, Supermal Karawaci is a good place to go (4.4850); (3) I feel relaxed during my visit to Supermal Karawaci (4.4150); and (4) I visit Supermal Karawaci as a diversion from my daily routines (4.4150). Thus, the consumers of Supermal Karawaci were motivated to visit malls primarily to avoid the bad weather; an escape from loneliness; to feel relaxed; and

as a diversion from their daily routines.

V. DISCUSSION AND CONCLUSION

This purpose of this research is to determine the effect of the seven Shopping Dimensions identified by Bloch, et al. [3] on consumers’ motives for visiting and shopping at malls specifically in Supermal Karawaci. There are seven main hypotheses in which table 5 shows the summary of the hypothesis testing based on the research model. Overall, all of the seven hypotheses were supported or accepted. In terms of the seven shopping mall dimensions, the results showed that escape dimension were the strongest motivators explaining why consumers shop at malls, specifically at Supermal Karawaci. Consumers rated avoiding the bad weather as the most important motivation for shopping at malls, specifically at Supermal Karawaci. Consumers appreciate the mall environment such as its lighting and decoration, exploring new things, socializing with friends or families, and the variety of products and services offered in the mall. This research’s result showed a contrasting result between the previous research done by Zafar U. Ahmed, Morry Ghingold, and Zainurin Dahari (2009). In their research, aesthetic and exploration dimensions received higher preference scores compared to other dimensions, while escape and flow dimensions tend to obtain lower preference scores. On the other hand, in this research, the shopping dimensions of escape and flow each ranked number one and number two respectively, with aesthetic dimension having the lowest preference score compared to other dimensions.

This research contributes to the services marketing discipline in finding out the role of the shopping dimensions (aesthetic, convenience and role enactment, escape, explore, socialize, and flow) in enhancing shopper satisfaction and loyalty, thus increasing mall traffic and the sales of other mall stores. As previously explained, the term “more than a shopping place” in a shopping mall is the standard nowadays. This creates a view that malls in the past are characterized by a professionally managed type of tenants or stores, providing goods and services that appeal to consumers, is simply not enough for consumers. Shopping malls, such as Supermal Karawaci should adapt to these conditions where shopping malls are expected to be a multi-purpose place where consumers are offered a place of comfort, convenience, dine, leisure, entertain, learn, and center for health, etc.

- 1) In terms of Supermal Karawaci’s consumers, the escape dimensions were highly valued. As such, in terms of their mall marketing strategy, Supermal Karawaci should focus on improving and developing its service sector mainly on mall entertainment. This could include movies, theatre, people watching, entertainment-retail stores, shopping itself, restaurants, bars, and even the architecture and interior design of the mall itself.
- 2) The escape dimension is followed by flow, convenience, and explore dimensions as it was also preferred by the consumers of Supermal Karawaci. The consumers of Supermal Karawaci favored a wide assortment of products that can make consumers lose track of time

Hypothesis	Expression	Sig.	T	Conclusions
H1	Aesthetic dimension will be positively related to the consumer’s motivation to shop at malls specifically at Supermal Karawaci.	0.009	2.648	Significant. Positive Influence. Hypothesis accepted.
H2	Escape dimension will be positively related to the consumer’s motivation to shop at malls specifically at Supermal Karawaci.	0.000	3.988	Significant. Positive Influence. Hypothesis accepted.
H3	Exploration dimension will be positively related to the consumer’s motivation to shop at malls specifically at Supermal Karawaci.	0.000	3.957	Significant. Positive Influence. Hypothesis accepted.
H4	Flow dimension will be positively related to the consumer’s motivation to shop at malls specifically at Supermal Karawaci.	0.000	3.964	Significant. Positive Influence. Hypothesis accepted.
H5	Social dimension will be positively related to the consumer’s motivation to shop at malls specifically at Supermal Karawaci.	0.000	7.035	Significant. Positive Influence. Hypothesis accepted.
H6	Role enactment dimension will be positively related to the consumer’s motivation to shop at malls specifically at Supermal Karawaci.	0.034	2.133	Significant. Positive Influence. Hypothesis accepted.
H7	Convenience dimension will be positively related to the consumer’s motivation to shop at malls specifically at Supermal Karawaci.	0.033	2.142	Significant. Positive Influence. Hypothesis accepted.

Fig. 5. Summary.

when they are inside the mall. Supermal Karawaci’s mall marketing strategy can focus on its tenancy and service mix as it should be used as a strategic tool in attracting as well as keeping shoppers in their mall. An example would be the new forms of cinemas that are also evolving by adding destination dining, kids’ area, and family entertainment components to create another type of one-stop shopping.

- 3) Furthermore, there are three cluster groups formed which include consumers that are moderately motivated by the seven shopping dimensions (Cluster 1), consumers that are highly motivated by the seven shopping dimensions (Cluster 2), and consumers that are lowly motivated by the seven shopping dimensions (Cluster 3). In terms of a total of 200 respondents, cluster 1 consists of 71 respondents, cluster 2 consists of 88 respondents, and in cluster 3 there are 41 respondents. From this, Supermal Karawaci’s mall marketing strategy should implement the previous discussion on each of the seven variables mainly on the consumers that are included in the cluster group number 2 by offering personalized, relevant campaigns, offers, and prizes, as

these consumers are highly motivated by the seven shopping dimensions and, are superior in terms of their size compared to other cluster groups ($88 > 71 > 41$).

VI. RECOMMENDATIONS FOR FUTURE RESEARCH

The results of this research have several limitations that include a limited geographical scope of only one shopping mall, which is Supermal Karawaci, and a limited sampling frame of a total of 200 respondents out of the consumers of Supermal Karawaci, which certainly does not represent the total consumers of Supermal Karawaci as well as the shopping malls in general. As the research used a purposive sampling method, it may have led to biases in the selection of respondents where information is collected by the targeted sample in which is the consumers of Supermal Karawaci. Thus, further improvement and refinement is required in future research. It is recommended for future research to utilize random sampling methods to ensure the generalizability of results. A broader geographical scope of more than one shopping mall is suggested, e.g. the shopping malls in Tangerang or in the Jabodetabek area (Jakarta, Bogor, Depok, Tangerang, and Bekasi) that will create a more representative and unbiased data, given that consumers' shopping-related perceptions and expectations are likely to differ across regions or cultures throughout Indonesia. Furthermore, it is endorsed for future research to cover wider perspectives of consumers to create comparisons, benchmarking and setting standards with the previous researches made.

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