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INVESTIGATES HOW MALL BASICS CHANGE SHOPPING BEHAVIOR OF LOCAL COMMUNITY TOWARDS GROWING SHOPPING MALL IN SEMENYIH

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ABSTRACT

This study investigates the transformative impact of fundamental mall characteristics on local community shopping behavior in small cities, specifically in response to the expansion of shopping malls. Using a qualitative research technique, this examination identifies key elements impacting consumer preferences and decision-making processes. Mall location, accessibility, product diversity, store ambiance, and promotional tactics have all been cited as important factors influencing consumer decisions. The findings of this study show that the arrival of a new shopping mall reshapes the local retail sector, luring customers with its various offerings and modern amenities. As a result, this shift affects the patronage patterns of traditional retail outlets. This study not only improves our awareness of changing shopping habits, but it also makes strategic recommendations for local shops and mall developers to establish mutually beneficial ties with the community. The researcher conducted the study in the town of Semenyih, with the penghulu and the village head serving as respondents as representatives of the population who visited the shopping center and answered the questionnaire via interviews, resulting in a representative sample with a response rate. The data demonstrate that the establishment of shopping malls has resulted in a shift in the shopping habits of local communities in small towns toward increased shopping.

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1.0 INTRODUCTION

This literature review investigates the changing purchasing habits of local populations in small cities, namely Mall Basic, with a focus on their transition to tolerating more retail malls. This study attempts to understand the complex dynamics that drive customer choices and behaviors in this expanding urban landscape by methodically evaluating the key components that comprise mall fundamentals, convenience, and the distinct character of these retail establishments. According to Kotler and Keller (2016), shopping malls are the quintessential modern retail complexes, providing a diverse range of products and services under one roof, hence transforming the traditional shopping experience.

The rapid growth and development of shopping malls has caused a dramatic shift in the retail scene in recent years, particularly in smaller cities. These malls have evolved into more than just shopping destinations; they now provide a variety of services, entertainment, and social activities. As a result, the local community's buying habits have shifted significantly. The purpose of this study is to investigate the roles, problems, and future recommendations related to the changing shopping behavior of the local community in small cities towards expanding shopping malls.

To fulfill the research objectives, it is critical to investigate the numerous roles that shopping malls play in affecting the local community's purchasing behavior. According to Markin et al. (1976), the design, layout, and merchandise of retail locations have a substantial impact on visitor behavior. Shopping malls are intended to create an appealing environment that mixes shopping impulses with enjoyment and pleasurable activities (Mattila and Wirtz, 2004; McGoldrick & Pieros, 1998). Understanding the functions played by shopping malls can give light on how these facilities influence local behavior and preferences.

In addition to analyzing the responsibilities, it is critical to understand the obstacles associated with the local community's shifting shopping behavior toward expanding shopping malls. As shopping malls expand in small cities, they may encounter challenges that prevent the adoption of new buying habits. Identifying and comprehending these difficulties is critical for establishing effective solutions to address them. By addressing these issues, shopping malls may foster an environment that fosters and supports the changing shopping habits of the local community.

Furthermore, the purpose of this research is to look into future proposals for improving local buying behavior in small cities in order to attract more shopping complexes. By evaluating current patterns and preferences, researchers can discover areas for improvement and propose novel techniques to improving the shopping experience. These proposals will assist not only the local community, but also the general success and long-term viability of small-city shopping malls.

Finally, this study intends to investigate the roles, obstacles, and future recommendations related to the changing shopping behavior of the local community in small cities toward expanding shopping malls. By looking into these issues, this study hopes to add to existing information about purchasing behavior and provide significant insights for scholars and practitioners in the retail business. Understanding the functions of shopping malls, addressing difficulties, and implementing future proposals will all contribute to a positive and engaging shopping experience for the local community.

2.0 LITERATURE REVIEW

2.1 Mall Basic

According to Ailawadi and Keller (2004), the mall's location and closeness to buyers are the most influential elements in customers' decisions. The selection of the best site has piqued researchers' interest (Donthu and Rust, 1989; Cheng et al., 2005, 2007) using gravity models (Huff, 1966). Customers are more likely to favor a shopping mall that is easily accessible to them (Chebat et al., 2010). According to the positivist paradigm, a consumer can respond to an atmosphere in three ways: arousal, dominance, and pleasantness. This method is called the stimulus-organization-response (S-O-R) strategy (Ayadi and Cao, 2016).

According to this notion, the environment serves as the stimulus (S), impacting the consumer's internal reactions (organism) and resulting in the behavioural response (R) (Ayadi and Cao, 2016). A store's interior atmosphere, which includes colour, noise, and music, can also influence how customers perceive it (Ailawadi and Keller, 2004). Three internal criteria can be utilized to describe the store's atmosphere: ambient features like aroma and music, physical categories like lighting, layout, and design, and social categories like employee presence, customer type, and proximity (Baker et al., 2002).

The ambiance of a store influences many other aspects of its image. For example, buyers' judgments of physical features have a significant impact on the quality of products, prices, and services (Baker et al., 2002). All aspects of retail image and mall atmosphere can be classified as mall image, aesthetics, and ambient variables. claim Chebat et al. (2010). Regardless of the consumer's attributes, price acts as a moderator in decision-making processes. Shoppers' views of a retailer's price are influenced by a variety of elements, including price changes over time, average prices, the retailer's positioning as either HILO or EDLP, and the frequency and intensity of promotional activity.

Shoppers' behavioural responses and the mall's image are heavily influenced by their impressions of the shopping centers' low prices and promotional offers (Heung and Cheng, 2000; Léo and Philippe, 2002; Biswas et al., 2002; Lichtenstein et al., 1993). According to a literature review, one of the most commonly used managerial tactics in mall image mix is price/promotion (Downs, 1970; Finn and Louviere, 1996).

2.1.1 Mall Image

In most cases, there have been two approaches in previous studies of mall image. Some researchers focused on non-spatial (store mix, environment and retail image), while others focused on spatial factors (accessibility, geographical position or design) (Allard et al., 2009; Eckert et al., 2015). For spatial factors, image is a summary of what individuals interpret about the spatial environment and location as well as how to gain access to the mall (Downs, 1970; McGoldrick and Thompson, 1992). Conversely, according to a non-spatial view, Ailawadi and Keller (2004), mall image is based on its brand equity in the consumers' mind. The concept of retailer image was first defined by Martineau (1958). A retailer has psychological traits and functional qualities that could be interpreted by others (shopper, Previous mall image studies have typically taken two approaches. Some researchers focused on non-spatial characteristics (store mix, environment, and retail image), while others focused on spatial elements (accessibility, geographical location, or design) (Allard et al., 2009; Eckert et al., 2015). For spatial components, image is a description of how people perceive the spatial environment and location, as well as how to get to the mall (Downs, 1970; McGoldrick and Thompson, 1992). In contrast, Ailawadi and Keller (2004) argue that mall image is dependent on brand equity in the minds of consumers. Martineau (1958) originally articulated the notion of store image. A retailer's psychological

features and functional qualities may be viewed by others (shopper, rival, competitor, suppliers, etc.). This interpretation remains in their minds and will change over time.

According to four different types of brand paradigms regarding mall image, as measured by brand measurements (Dennis et al., 2002; Louro and Cunha, 2001), shopping mall image or mall image according to adaptive paradigm definition (which emphasizes the role of consumers' interpretations as a central constructor of image meaning) is reflecting the overall value of a mall's favorable and unique impression in a shopper's mind. This offers a long-term competitive advantage that competitors cannot replicate (Steenkamp and Wedel, 1991). It is also detailed how a shopping mall is perceived by the shopper in terms of a set of functions (tangible qualities) and psychological features (intangible) (Darden and Babin, 1994; Sit et al., 2003; Lee Taylor and Cosenza, 2002).

A mall's image stands out in the minds of shoppers and is considered a competitive advantage. As a result, excellent management will increase mall patronage, positive word-of-mouth, and, more recently, shopping satisfaction (Hart et al., 2007; El Hedhli and Chebat, 2009; Chebat et al., 2010; El Hedhli et al., 2013). Some scholars believe that mall image is synonymous with mall retail environment or attractiveness (Ismail El-Adly, 2007; El Hedhli et al., 2013), and that it transfers from malls to retailers within the mall (Chebat et al., 2006). Simply described, mall image is a collection of qualities (Ismail El-Adly, 2007).

2.1.2 Access

The mall's location and distance from purchasers are the most crucial factors for consumers (Ailawadi and Keller, 2004). According to gravity models (Huff, 1966), selecting the best position has piqued the interest of researchers. A retail mall that is easily accessible to customers is more likely to be regarded positively (Chebat et al., 2010). Other scholars have explored this idea under the same term (Chebat et al., 2010) or under different titles, such as convenience (El Hedhli et al., 2013; Chebat et al., 2009; El Hedhli and Chebat, 2009).

2.1.3 Atmosphere

According to the positivist paradigm, which focuses on the stimulus-organism-response (S-O-R) approach (Ayadi and Cao, 2016), a consumer may respond in three ways: arousal, dominance, and pleasantness. According to this theory, the atmosphere is the stimulus (S), which influences consumer internal responses (organisms) and leads to the behavioral response (R) (Ayadi and Cao, 2016). In addition, several components of a retailer's indoor ambiance, such as noise, music, and colour, influence shoppers' opinion of a store (Ailawadi and Keller, 2004). In reality, the ambiance of the business may be classified into three internal elements: social categories (for example, personnel presence, type of customer, and intimacy), physical categories (e.g., lighting, layout, and design), and ambient aspects (such as, smell and music) (Baker et al., 2002). The atmosphere of the store also influences other aspects of store image, for example, perception of physical attributes by shoppers significantly affects product quality, price, and service quality (Baker et al., 2002). According to Chebat et al. (2010), all dimensions of store image and mall environment can be generalized to mall image and aesthetics/ambient characteristics. Other researchers have also investigated the atmosphere, including El Hedhli et al. (2013), Chebat et al. (2010), and Downs (1970). Other researchers have examined this topic under the headings Environment, Structure, and Design (Chebat et al., 2009; El Hedhli and Chebat, 2009).

3.0 METHODOLOGY

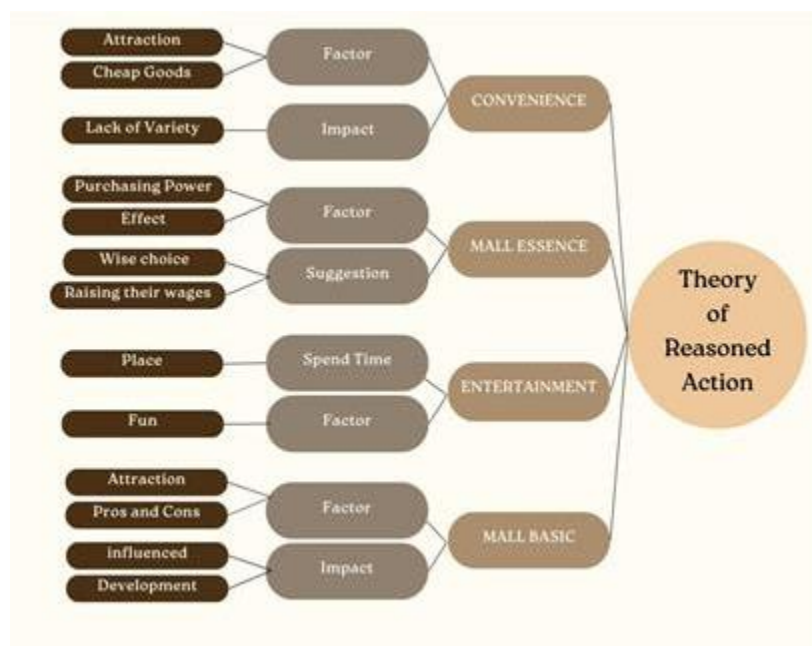
[This qualitative study aims to investigate The Change Shopping Behaviour Of Local Community Small City Towards Growing Shopping Mall, with the goal of providing a comprehensive understanding of the

changes in shopping behaviour caused by the growth of shopping malls in small cities, the challenges these changes present, and potential strategies to address these challenges. In-depth interviews and focus groups will be employed as qualitative research approaches in this project to collect rich, contextually integrated data on participant experiences and perspectives. Purposive sampling will be utilized to choose participants with the purpose of including persons from a variety of socioeconomic backgrounds, cultural backgrounds, and geographical places.

Thematic analysis will be performed during the data analysis process to identify recurring themes, patterns, and narratives. To ensure the results' authenticity and depth, interpretations will be based on respondents' voices and perspectives. To capture the dynamic nature of participants' engagement with our themes, we record the interview session using a phone and a microphone. Throughout the research, ethical factors such as informed consent, confidentiality, and participant well-being will be prioritized.

In general, the purpose of this qualitative study is to investigate the roles that contribute to the changes in shopping behaviour of local communities in small cities towards growing shopping malls, to understand the challenges that contribute to the changes in shopping behaviour of local communities in small cities towards growing shopping malls, and to investigate future recommendations for the changes in shopping behaviour of local communities in small cities towards growing shopping malls.

4.0 FINDINGS AND DISCUSSION



The dynamics of consumer behaviour in urban and rural settings, particularly in the context of shopping preferences and decision-making processes, are influenced by a multitude of factors. The allure of city centers, characterized by a variety of attractions such as shopping, entertainment, dining, and events, acts as a magnet drawing individuals despite the inconvenience of travel. This attraction is driven by the promise of excitement and fulfilment, motivating people to overcome the effort required to reach these bustling hubs.

Within the realm of consumer behaviour, factors like goods variety, quality, and convenience play a significant role in influencing visits to shopping destinations. While some individuals may browse without making purchases, buying decisions are ultimately shaped by personal choices and financial capability. It is crucial for businesses to cater to diverse preferences as not all visits result in immediate sales, highlighting the importance of understanding and adapting to consumer needs.

Purchasing power emerges as a key determinant of villagers' buying behaviour, with affordability playing a crucial role in shaping selective purchases. The impact of financial constraints on shopping decisions underscores the significance of economic factors in consumer behaviour. Moreover, the transformation of demographic landscapes, such as the shift from low-income villagers to a more diverse population post-2010 in areas like Semenyih, reflects the evolving nature of development and its implications on local communities.

The Theory of Reasoned Action (TRA) provides a structured framework for understanding and predicting human behaviour within decision-making contexts. By emphasizing the influence of attitudes and subjective norms on individuals' intentions and subsequent actions, TRA offers insights into the intricate interplay between attitudes, intentions, and behaviours. Through qualitative data analysis and coding, researchers can identify and interpret statements reflective of consumer attitudes, shedding light on the underlying factors that shape shopping choices and behaviours.

In conclusion, the interplay of factors such as attraction, purchasing power, demographic shifts, and theoretical frameworks like TRA contributes to a nuanced understanding of consumer behaviour in diverse settings. By recognizing the complexities of consumer decision-making processes, businesses and policymakers can better tailor their strategies to meet the evolving needs and preferences of individuals within urban and rural communities

5.0 CONCLUSION

The study's qualitative data analysis was aimed at evaluating the impact of major shopping malls on the shopping behavior of local communities in small cities. The investigation's major findings offered several significant insights. The transcript, codes, categories, topics, familiarization, thematic analysis, and story creation are all used to structure qualitative data for analysis. Each phase contributes to the data's structure, pattern discovery, and insight extraction from qualitative data. Researchers use manual ways to organize and manage data efficiently, including manual coding, which entails analyzing data, finding important themes, and assigning codes to data segments based on these themes.

Based on the findings, future study could concentrate on applying theoretical concepts to the analysis, developing a theme framework, and investigating linkages to produce grounded interpretations. Furthermore, the study proposed the use of peer review as a mechanism for ensuring the validity of research findings and increasing its reputation. Future research should also look into the potential biases in qualitative data processing and how to overcome them effectively. Furthermore, the study advocated presenting examples of how theoretical concepts were applied to the analysis, as well as developing a theme framework to guide data coding and interpretation.

Finally, the qualitative data analysis provided useful insights into the influence of shopping malls on local communities in small cities, adding to our understanding of shopping behavior and suggesting avenues for future research and practice.

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