

VISITATION DRIVERS AND SHOPPERS' PREFERENCE

The Influence of Visitation Drivers on Customer Preference at Shopping Centre in Malaysia

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Abstract

Each shopping centre was developed with various supporting visitation drivers. These visitation drivers have played the main role of attracting customers with different preferences to the shopping centres. However, each visitation driver contributes differently to each customer's preference. This research was carried out to study the extent of influence of these visitation drivers on the customer preference of shopping centres. A questionnaire survey was carried out focusing on the city of Shah Alam and its surrounding areas, in the state of Selangor. The respondents were asked about their preferences on 25 elements that were generated from 8 visitation drivers. These visitation drivers of shopping centres were identified to include Accessibility, Convenience, Architecture, Atmosphere, Point of Difference, Customer Service, Quality of Retailer and Loyalty Program. The collected primary data was analyzed using the significance (Chi-square) and correlation (correlation matrix) tests. The result shows that all of the 25 elements are significant, and there is high negative correlation between respondent profile, age and race with 4 visitation drivers which are architectural, atmosphere, quality of customer service and loyalty program.

Keywords: visitation driver, customer preference, shopping centre, Malaysia

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Introduction: Shopping Centre and Customer Preference

Shopping centre has been defined as a building that contains many units of shops (Pitt & Musa, 2009). It is also defined as retail group together with commercial establishments (Omar & Baker, 2009). Most retail property were planned, built and managed as a single entity which comprises commercial rental units and communal areas (Lambert, 2006). Shopping centre could appear different according to various characteristics or attributes such as size (Adnan, 2013), number of anchors, dominant use or concept (ICSC, 2010). (Lambert, 2006) identified two types of shopping centres as traditional and specialized. (ICSC, 2010) grouped shopping centres into four categories to include (i) traditional, (ii) specialty, (iii) hybrid (iv) mixed-use. Meanwhile these four types are measured under general purposed built, specialized purposed centre, limited purpose property such as airport retail and total industry which combine the traditional and specialty concept (ICSC, 2014). However (Adnan, 2013) classified shopping centers into eight basic types which refer to Neighborhood centre, Community centre, Regional centre, Super-regional centre, Fashion or specialty centre, Power centre, Theme or festival centre and Outlet centre. Basically shopping centres are often developed in complex size (Lambert, 2006), type and characteristics (Adnan, 2013). It also provides a variety of outlets such as supermarket, boutiques and services (like bank and cinema). Therefore as one of the place of modernization, shopping centres, within a good location (near to residents) could attract the shoppers and become the best place to satisfy people by offering a variety of products and services (Chan, 2011). The number of such shopping centers has steadily increased due to critical mass and community demand. (CBRE, 2012) reviewed that the opening of two suburban shopping centres in Selangor, Setia City Mall and Paradigm Mall at strong occupancy rates of over 90% indicates increase in retailers' demand for shopping units in suburban areas. However different shopping centres may have different attribute which serve as attractive factor for the customer. Therefore, it is essential for a commercial property developer to know the factors that influence the customers to visit a shopping centre before developing a shopping mall.

Development and management of shopping centers is a substantial investment opportunity and may generate double income for the owner (Cheng, Li, & Yu, 2004). In fact each shopping complex is unique and presents its own attractive factor(s) from the customer perspective (Reimers & Clulow, 2004). In line with the efforts to strengthen the operation of shopping complexes, various promotional activities are developed by merchants/retailers in order to attract more visitors (Parson, 2003). The success of a Shopping center (in terms of profit making and business continuation) is highly dependent on the degree of customer visits. Regular visits give high chance of a thriving shopping center in the property market. However the arrival of customers is often tied to the tastes and preferences of different users (Sohali & Shanmugham, 2003). Hence the preference of the customer should be given priority to ensure every shopping center is able to operate successfully (Durkin, Howcroft, O'Donnell, & Quinn, 2003). However, consumer preference is highly dependent on various aspects of the shopping center that could attract their attention (Poor, Duhachek, & Krishnan, 2013; Thannakon, 2009). The presence of visitors/shoppers in a shopping complex typically depends on various driven factors that are influenced by their own needs and taste. Therefore these driven factors should be examined to see how far they could draw visitors to the shopping centres.

Visitation Drivers

There are quite a number of literatures and studies on the issue of shopper's choice of one shopping centre or the other. However, the visitation drivers of a shopping centre located in city centre may be different from a suburban shopping centre. Visitation drivers of a shopping centre can be defined as series of factors that encourage customers to visit a shopping centre (Lend Lease Retail, 2008). (Anselmsson, 2006) proposed that the impact of these attractiveness factors could be reflected in the number of visits to the shopping centre. Visitation drivers are initially developed by the attractiveness factors that define the key attributes and selling points of the shopping centre over and above a strong retail plan and retail mix (Lend Lease Retail, 2008). It can also act as development parameters that need to be taken into consideration when carrying out the planning and conceptual design for proposed retail development.

In the past studies, authors have looked into the visitation drivers to shopping centres under various captions. (Dennis, Marsland, & Cockett, 2001) used market segmentation and shopper's choice of Shopping centres as the focus of their studies. It focused on the influence of visitation drivers on the 'Relative Spend' of individuals in the shopping centres and found attractiveness and distance as visitation drivers that influence customers choice of shopping centres. Other studies identified proactive marketing (Mintel 1997), promotion, price and place (Parson, 2003), quality of stores and availability of toilets (Hacket and Foxall, 1994). (Noble, Griffith, & Adjei, 2006) argued that gender influences loyalty of a customer to a shopping centre with shopping motivations as a mediating factor. Gender is also one of the bases of Dennis et al. (2001) a priori segment. Customer service was found to be an important driver along with physical environment that show significant influence on consumer behavior in a study by Keng, Huang, Zheng, and Hsu (2007). Tang, Bell, and Ho (2001) in a study of five supermarkets in Chicago postulated that pricing and customer satisfaction are the key drivers of customers to shopping centres, and it influences their spending. Size, distance and travel time are also driving factors to shopping centres (G. K. M. Wong, Lu, & Yuan, 2001). In this study the visitation drivers identified from various aspects comprises of 25 items/elements and are grouped into eight. They include Accessibility, Convenience, Architecture, Atmosphere, Point of Difference, Customer Service, Quality of Retailer and Loyalty Program. They are discussed further in turn.

Accessibility has a positive and significant effect on customer visitation. Accessibility can be divided into macro-accessibility and micro-accessibility (Ala'Eddin, 2012). Macro-accessibility concerns access road conditions to the shopping centre. According to (Sit, Merriless, & Birch, 2003), macro-accessibility is considered as the external aspects of accessibility which include the shopping centre's location in reference to its consumers. A shopping centre shall incorporate an excellent accessibility by personal vehicles including car and motorbike, public transportation and pedestrian walkways. Retail location theory also posits that customers prefer to shop as close to home as possible (Zafar, Ghingold, & Dahari, 2007). Micro-accessibility is considered as the internal aspects of accessibility which involve the facilities, including the ease and comfort of access, circulation, and parking, among others (Lend Lease Retail, 2008). (Bell, 1999; Finn & Louviere, 1996; Frasset, Gil, & Molla, 2001; Sit et al., 2003), Ala'Eddin (2012) found that customers visit a particular shopping centre because it is easier to find a parking space. Loudon and Bitta (1993) stated that customers disliked spending a lot of time finding a parking space. The shopping centre need to provide a

sufficient car parking with easy access in and out of car parks, sun and rain protected and sheltered parking (Lend Lease Retail, 2008).

Convenience also could have a positive and significant effect on customer visitation. Bodkin and Lord (1997) concluded that one of the most important reasons for selecting a shopping centre is convenience. A shopping centre is considered as convenient if it is a one-stop shopping place where customers can buy all their needs (Zafar et al., 2007). Shopping centres must appeal to customers' social motives and experiential needs to gain customer visitation (Keng et al., 2007). Shopping centres have grown larger in response to changing shoppers' needs and the convenience of one-stop shopping has expanded to include service outlets and entertainment providers (Yiu & Yan, 2006). Shopping centres today offer fast-food courts, restaurants, video arcades, movie theatres, beauty salons, dental clinics and more (C. B. Wong, 2012). Shopping centres have also become important meeting places especially for young people and seniors (Wagner, 2007). The term one-stop shopping implies that all but the most esoteric of shopping needs can be satisfied in the one shopping centre, all at the one time (Kaufman, 1996). Shopping centres moved toward more expansive assortments, typical of hyper stores, facilitating shopping that could be completed in one-stop (Zafar et al., 2007). Customers will tend to favour shopping centres that enable the completion of all essential shopping and related tasks at one concentrated location (Kaufman, 1996). A convenience providing shopping centre shall remain open for a long time (Zafar et al., 2007). Ala'Eddin (2012) found that customers visit a particular shopping centre because the shopping centre store hours are convenient. Anselmsson (2006) found that convenience comprising trading hours served as the fifth largest influence over shopping centre visit frequency. Hence, trading hours appear to exert a salient influence over customer behaviour (Ala'Eddin, 2012). According to Kaufman (1996), many customers select shopping areas based on hours of operation and travel time. One of the items in a convenience shopping centre is ease of reach (Chebat, Hedhli, & Sirgy, 2009).

Architectural design also has a positive and significant effect on customer visitation. Wakefield and Baker (1998) found that architectural design had the strongest positive influence on excitement generated by a shopping centre and the desire to stay. Customers are usually in a good mood when the shopping centre has interesting architectural features (Ala'Eddin, 2012). Architectural design features become impact assessments by customers. Architectural elements are being used by developers to increase the drama of shopping centre interiors and to satisfy customer-seeking sensory stimulation. The shopping centre and store environment is about manipulating architectural design, interior layout, the use of space and the choice of surroundings. Architectural design features concerns structural elements of retail environment such as general, exterior and interior decoration; high ceilings, flooring or carpeting; building layout, store layout, interior displays, space or function; signs, symbols or artifacts (Bitner, 1992; Turley & Milliman, 2000). Dennis et al. (2001) found enclosure to be one of the most five important attributes that influence retail spending. Enclosed shopping centres have offered customers the advantage of climatic comfort and freedom from the noise and traffic that categorizes other shopping venues since a "noisy" environment creates a different image than is characterized by silence or soft background music (Bitner, 1992; Turley & Milliman, 2000). Design also proposed good interior decoration as a strongest positive effect on shopping centres which could attract the customer (Ala'Eddin, 2012; Wakefield & Baker, 1998; Zafar et al., 2007).

According to Lui (1997), modern shopping centre interiors have evolved from comfortable to architecturally rich with lavish materials and sophisticated design elements. Interior design actually continues the shopping centre's image-fostering process (Loudon & Bitta, 1993). Lend Lease Retail (2008) found that the desirability to attract customers to all parts of the shopping centre and particularly to each end of the shopping centre is reflected by a retailing planning of a shopping centre. Consideration should be given to the possibility to situate the two anchors at opposite ends of the shopping centre. The shopping centre shall remove ability for pedestrian traffic to bypass prime shop fronts and maximise sight line and shop front exposure. The shopping centre shall also make maximum use of existing land form contours.

Atmosphere of a shopping centre also provides significant effect on customer satisfaction. Atmospheric features may be an extension of product display and are chosen to modify customers' knowledge and mood, thereby affecting behaviour and enhancing the shopping centre or store image to differentiate it from that of other shopping centres (Yiu & Yan, 2006). Atmospherics are critical because they act as environmental cues that customers use to imply the quality of the shopping centre (Smith & Burns, 1996). Customers broadly evaluate shopping centres in terms of their intangibles, including atmospherics (Zafar et al., 2007). Common atmospheric items measured are ambience, colour and music (Bell, 1999; Frassetto et al., 2001). Ambient factor includes non-structural elements of the retail environment such as music, scent and lighting. Light colours impart a feeling of spaciousness and serenity and signs in bright colours create excitement (Solomon, 1994). Additionally, some shopping centres have successfully used restful music and warm colour schemes to encourage customer to linger (Peter & Olson, 1994). More generally, shopping centres are trying to become more conducive to sensual or aesthetic shopping by offering on-premises features such as bakeries, which fill the air with warm and homey scents (Underhill, 1999). A shopping centre's environment must be spacious (Zafar et al., 2007). Lend Lease Retail (2008) believed that a shopping centre shall be open and spacious with as much use of natural light as possible. The shopping centres' use of indoor plants and the provision of ample seating and relaxation whether it be in the form of cafes, restaurants or simple passive seating areas is adorable. If there is a water body nearby, the shopping centre shall make use of it and overlay into the shopping centre design including the potential for food court outside seating area and entertainment area to interact with the lake.

Point of difference is another factor for customer satisfaction. Lend Lease Retail (2008) found it is important that the shopping centre have a point of difference and have some unique features that pertain particularly to the local area making it an attraction in its own right. It is useful if the centre has a postcard shot which is a signature look externally that can be used for marketing. This aspect has generated another characteristic such as landmark, product variety and entertainment (Adnan, 2013). An adjacent park and additional amenity that brings an outdoor program of events enhance the attractiveness of a shopping centre. A food and beverage retail mix that includes some unique retailers and compelling food precincts will deliver to a higher standard than the competition. Point of difference also can be identified under product variety. Dennis, Murphy, Marsland, Cockett, and Patel (2002) demonstrated that techniques of varying product can be used for shopping centres. It could help towards customer visitation and commercial success for shopping centres (Dennis et al., 2001; Dennis et al., 2002). Boatwright and Nunes (2001) suggested that customer preferences are affected by the perception of variety within a selection, which in turn depends on more than just the number of distinct products on

the shelves. Point of difference may involve entertainment which has a positive and significant effect on customer visitation. Bloch, Ridgway, and Dawson (1994) examined that shopping centres were viewed by customers as a place for other activities such as entertainment. In the same line, Nicholls, Li, Kranendonk, and Roslow (2002) found that today's shopping centre customers tend to be more leisure driven. Three entertainment items, namely events, exhibitions and attractive leisure offer, were associated with the atmosphere attribute (Frasquet et al., 2001)

Quality of customer services has a positive and significant effect on customer visitation. Service quality is one of the primary determinants of customer visitation (E. Anderson & Sullivan, 1993; W. Anderson, Fornell, & Lehmann, 1994; Athanassopoulos, 2000; Cronin & Taylor, 1992; Fornell, Johnson, Anderson, & Bryant, 1996; Parasuraman, Zeithaml, & Berry, 1994). Over the past two decades, service quality has been regarded as one of main factors affecting customer visitation (C. B. Wong, 2012). There is a positive relationship between service quality and customer visitation as better service implies better performance, an increased likelihood of expectations being fulfilled and correspondingly higher levels of visitation (Caruana, Money, & Berthon, 2000). Previous research has offered some evidence that service quality perceptions significantly influence visit intentions. For example, (Taylor, Nicholson, Milan, & Martinez, 1997) have found a positive relationship between customers' perceptions of service quality and their willingness to visit the shopping centre. Boulding, Kaira, Staelin, and Zeithaml (1993) also uncovered a significant correlation between service quality and behavioural intentions. A shopping centre shall provide the customers good customer services and information (Chebat et al., 2009). The customer service staff are also expected to be responsive and friendly (Zafar et al., 2007). (Ala'Eddin, 2012) found that customers were attracted to a particular shopping centre because the sales personnel were helpful, polite and gave good advice.

The importance of quality of retailers in shoppers' visiting decision has been recognized in the case of durable goods (Brucks, Zeithaml, & Naylor, 2000). The retailers offer high quality products and provide the customers good after sales service (Chebat et al., 2009). Quality of retailer may be improved through the Loyalty programmed which has a positive and significant effect on customer visitation. (Kendrick, 1998) found that different components of loyalty programmes have influence on the visits. There is a relationship between customers visit and loyalty programmes' attributes, visitation and loyalty, where the shopping centre shall provide the customers discounts, gift vouchers or cash coupons (Bridson, Evans, & Hickman, 2008) . Customers who received gifts or discounts were more loyal than those who were given only a complimentary note and receiving a discount of equivalent value (Adnan, 2013). At the same time, loyalty programmes which offers discounts, free items, coupons, gift vouchers and accumulation may satisfy customers and could increase their likelihood of visiting again (Wirtz & Chew, 2002)

Methodology

A questionnaire survey was adopted for this study and administered to customers from one of the suburban areas in Klang Valley, Shah Alam. Section I of the questionnaire dwells on respondent profile capturing their demographic data. Section II of the questionnaire asked about 25 items that were generated from 8 main component of visitation drivers. The questionnaire was administered to 200 respondents who are residents of Shah Alam, Setia Alam and Bukit Jelutong. These areas are in close proximity to suburban shopping centres namely Plaza Alam

Sentral, SACC Mall, Kompleks PKNS, Plaza Masalam and Setia City Mall. The respondent must be one of the visitors of any of these suburban shopping centres. Questionnaires were distributed to all respondents and it was fully and correctly completed, yielding a response rate of 100%. Non-random sampling method was used in order to get 50% male and 50% female respondents. The data was analyzed with the use of the SPSS software to generate the result of chi-square test and correlations value. Under chi-square analysis, a particular variable (visitation driver) is considered significant when it has indicated the value less than 0.05 and 0.01. The probability of significance together with total frequency of significance generate the importance level of each Main Driven Factor (MDF) by using the following formula

$$\text{Main Driven Factor} = \sum \frac{\text{TFS}}{\text{TPS}} \times 100$$

TFS= Total Frequency of significant
TPS=Total Probability of significant

Pearson Correlation coefficients for all items were derived through correlation matrix from SPSS (Table 2). Correlation shows the association between two continuous variables represented by a range of possible values from -1 to +1. The strength of the association is expressed by the value, while the direction is represented by the sign (+ or -). A particular visitation driver in these research is considered important if the correlations value is higher than 0.5 with a positive sign. The indication of correlation value generates the importance level of each Sub Driven Factor (SDF).

Result

Table 1 shows the respondent profile information. 66% of the respondents live in Shah Alam and 17% each live in Setia Alam and Bukit Jelutong. Malay respondents become the majority of the total number of respondents (50%) followed by Chinese 25%, Indian 13% and others 12%. 60% of respondents are parents who have children. Majority (50%) of the respondents' have household income equal to or below RM2000. The data also saw an equal rate for each category of age profile, gender and occupation of respondents.

Table 1: Respondent profile according to demographic aspect

Table 2 shows the significance of visitation drivers. Through chi square analysis, each variable display different values in term of various elements of driven factors and different demographic profiles. It also shows the number of frequencies for each element studied. The analysis presents significant status on 23 elements of the total, within the different number of total frequencies ranging from 1 to 8. Meanwhile two sub driven factors which do not show any significance are 'High Quality Product' and 'Good After Sales Service' which fall under Main Driven Factor – Quality of Retailer. Based on information from Table 2, frequency of significance was computed to determine the importance level of Main Driven Factor.

Table 2: The indication of significant driven factor

Figure 1: The importance level of Main Driven Factor

Figure 1 presents the importance level of each Main Driven Factor expressed in %. 3 of 8 factors show the highest value which is 75%. These factors are Architecture, Atmosphere and customer services. Meanwhile 2 factors, Convenience and Quality of Product just present 25% importance level and become less important indicator of customer preferences. In overall six of these Main Driven Factor (MDF) with importance level above 50% become important visitation drivers which could influence customer preference at shopping centres in Malaysia.

Table 3 show the correlation value which defines the relationship between all of SDF and eight type of respondent profile. In overall MDFs (Architecture, Atmosphere, Customer Service and Loyalty Program) present high correlation for all related SDF with the place of residence characteristics of the Respondent (0.661). However, all 3 Architecture SDF and 5 Atmosphere SDF have high negative correlation value for other respondent's profiles of Age, Race, Marital Status and Occupation (-0.552 – 0.827). The result also indicated high value for *Land Mark* under MDF Point of Difference in relation to Age (0.78), Race (0.61), Marital Status (0.86) and Monthly Household Income (0.50), so also did Product Variety with Age and Marital Status with correlation value 0.526 and 0.579 respectively. Convenience Factor of *Long Time Operation* also indicated 0.552 under Frequency of Visit Respondent profile. Again *Parking Facilities* also indicated high correlation with Age (0.526), and Marital Status (0.579).

Table 3: Correlation status between Sub Driven Factor (SDF) and 8 criteria of respondent profile

Generally, the green shaded values show high positive correlation of SDF to relevant respondents' profile characteristics of +0.5 and above. The red shaded values indicate the high negative correlation value with the concerned SDF to relevant respondents' profile characteristic. For the purple shaded values of correlation, value ranged between negative 0.49 to positive 0.49 ($-0.49 \leq r \leq +0.49$). We infer from Table 3 that the correlation with value less than 0.5 are of no significant association with customers' preference of shopping centres. The high negative correlations SDFs portend an inverse relationship to consumer preferences for shopping centres. Only the SDF items with high positive correlation ($r \geq 0.5$) are considered to be visitation drivers for consumer's preference of shopping centres. For further clarifications, all positive correlation values are converted to percentages and presented in figure 2.

All of the SDF which indicated positive correlation $\geq .50$ were transformed to percentages in order to identify the most influencing Visitation Drivers towards Customer Preference at Shopping Centre in Malaysia. Figure 2 displays the level of importance for each SDF review. SDF which recorded the high percentage thus become visitation driver that can influence customer preferences when visiting any of shopping center. The best SDF is Landmark which falls under Point of Different factor (86%). Meanwhile majority of other SDF indicated 66% which refer to MDF Loyalty Program, Customer Service, Atmosphere and Architecture. Besides that, two SDFs under Quality of Retailer and *Road Condition* under Accessibility do not influence customer preferences (5%, 0%). *Entertainment* and the concept of *One Stop Shopping*

centre also do not really influence customers with 16%. However 72% of all SDF have a potential to become visitation drivers which could influence customer preferences with importance value of more than 50%.

Figure 2: The importance level of Sub Driven Factor (SDF)

Conclusion

This study concludes that there are many influencing factors and elements that can drive customers to a shopping center. The variety of methods and programs that apply to every shopping center is capable of generating its own charm and becoming preference among customers. Yet each of these priorities (Visitation Driver) is intimately linked to the demographic criteria. These show that every emphasis on these factors should be driven based on the demographic profile of the community and potential customers to the relative shopping centres. Therefore Developers should take these parameters into considerations when building up a new shopping centre so that it will attract customers of the area (neighbourhood) of the location of the shopping centres. Management team of a suburban shopping centre could focus on these related drivers when doing marketing initiatives.

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Table 1: Respondent profile according to demographic aspect

		Frequency of Visit (%)					Total	
		2-3 times a week	Almost every week	2-3 times a month	About once a month	Less often than once a month		
Place of Residence	Setia Alam	3	3	3	4	4	17	100%
	Bukit Jelutong	3	4	4	3	3	17	
	Shah Alam	14	13	13	13	13	66	
Gender	Male	10	10	10	10	10	50	100%
	Female	10	10	10	10	10	50	
Age	20 and below	4	4	4	4	4	20	100%
	21-30	4	4	4	4	4	20	
	31-40	4	4	4	4	4	20	
	41-50	4	4	4	4	4	20	
	51 and above	4	4	4	4	4	20	
Race	Malay	10	10	10	10	10	50	100%
	Chinese	5	5	5	5	5	25	
	Indian	3	3	3	2	2	13	
	Others	2	2	2	3	3	12	
Marital Status	Single/Divorcee with no children	6	6	6	6	6	30	100%
	Married with no children	2	2	2	2	2	10	
	Married/Divorcee with children	12	12	12	12	12	60	
Occupation	Working full-time/part-time	6	6	6	6	6	30	100%
	Student	6	6	6	6	6	30	
	Retired/between jobs/not working	8	8	8	8	8	40	
Monthly Household Income	Less than or equal to 2000	10	10	10	10	10	50	100%
	2001-4000	2	2	2	2	2	10	
	4001-6000	4	4	4	4	4	20	
	6001-8000	2	2	2	2	2	10	
	Above 8000	2	2	2	2	2	10	

Table 2: The indication of significant driven factor

Main Driven Factor	Sub Driven Factor	Place of Residence	Gender	Age	Race	Marital Status	Occupation	Monthly Household Income	Frequency of Visit	Total frequency	Significance status
Accessibility	Road Conditions	.627	.000	1.000	.690	1.000	1.000	1.000	.000	2	√
	Parking Facilities	.000	.000	.000	.000	.000	.003	.000	.013	8	√
Convenience	One Stop Shopping	.932	.027	1.000	.817	1.000	1.000	1.000	.002	2	√
	Open For Long Time	.710	.000	1.000	.817	1.000	1.000	1.000	.000	2	√
	Easy To Reach	.710	.000	1.000	.817	1.000	1.000	1.000	.002	2	√
Architecture	Enclosure	.000	.665	.000	.000	.000	.000	.000	.358	6	√
	Interior Design	.000	.470	.000	.000	.000	.000	.000	.307	6	√
	Layout	.000	.562	.000	.000	.000	.000	.000	.411	6	√
Atmosphere	Music	.000	.312	.000	.000	.000	.000	.000	.919	6	√
	Scent	.000	.665	.000	.000	.000	.000	.000	.683	6	√
	Lighting	.000	.312	.000	.000	.000	.000	.000	.358	6	√
	Colour	.000	.665	.000	.000	.000	.000	.000	.152	6	√
Point of Difference	Spacious	.000	.312	.000	.000	.000	.000	.000	.540	6	√
	Landmark	.000	.003	.000	.000	.000	.000	.000	.610	7	√
	Product Variety	.000	.000	.000	.000	.000	.003	.000	.217	7	√
Customer service	Entertainment	.710	.027	1.000	.817	1.000	1.000	1.000	1.000	1	√
	Good Service	.000	.312	.000	.000	.000	.000	.000	.683	6	√
	Good Information	.000	.665	.000	.000	.000	.000	.000	.358	6	√
Quality of Retailer	Responsive & Friendly Staff	.000	.312	.000	.000	.000	.000	.000	.152	6	√
	High Quality Products	.955	.421	.850	.873	.976	.583	.759	.658	0	×
	Good After Sales Service	.864	.655	.850	.973	.929	.316	.466	.752	0	×
Loyalty Program	Reputable Retailers	.000	.466	.000	.000	.000	.001	.000	.898	6	√
	Discounts	.000	.312	.000	.000	.000	.000	.000	.358	6	√
	Gift Vouchers	.000	.665	.000	.000	.000	.000	.000	.152	6	√
	Cash Coupons	.000	.312	.000	.000	.000	.000	.000	.540	6	√

Significance level at $P \leq 0.05$ and ≤ 0.01

Table 3: Correlation status between Sub Driven Factor (SDF) and 8 criteria of respondent profile

Main_Driven Factor (MDF)	Sub_Driven factor (SDF)	Place of Residence	Gender	Age	Race	Marital Status	Occupation	Monthly Household Income	Frequency of Visit
Accessibility	Road Conditions	.035	-.469**	.000	-.028	.000	.000	.000	-.552**
	Parking Facilities	-.331**	-.372**	.526**	.421**	.579**	.209**	.337**	-.175*
Convenience	One Stop Shopping	-.006	.156*	.000	.016	.000	.000	.000	-.221**
	Open For Long Time	-.026	.469**	.000	.016	.000	.000	.000	.552**
	Easy To Reach	-.026	-.469**	.000	.016	.000	.000	.000	.221**
Architecture	Enclosure	.661**	.031	-.827**	.809**	.742**	-.565**	-.296**	-.065
	Interior Design	.661**	-.051	-.827**	.809**	.754**	-.552**	-.304**	-.073
	Layout	.658**	.041	-.832**	.815**	.755**	-.579**	-.289**	.058
Atmosphere	Music	.661**	-.072	-.827**	.809**	.742**	-.565**	-.296**	.007
	Scent	.661**	.031	-.827**	.809**	.742**	-.565**	-.296**	-.029
	Lighting	.661**	-.072	-.827**	-.809**	-.742**	-.565**	-.296**	-.065
	Colour	.661**	.031	-.827**	-.809**	-.742**	-.565**	-.296**	-.102
Point of Difference	Spacious	.661**	-.072	-.827**	-.809**	-.742**	-.565**	-.296**	.044
	Landmark	-.483**	-.212**	.781**	.612**	.859**	.313**	.500**	.036
	Product Variety	-.315**	-.372**	.526**	.409**	.579**	.209**	.337**	.088
Customer service	Entertainment	-.026	.156*	.000	.016	.000	.000	.000	.000
	Good Service	.661**	-.072	.827**	-.809**	-.742**	-.565**	-.296**	-.029
	Good Information	.661**	.031	-.827**	-.809**	-.742**	-.565**	-.296**	-.065
Quality of Retailer	Responsive & Friendly Staff	.661**	-.072	-.827**	-.809**	-.742**	-.565**	-.296**	-.102
	High Quality Products	-.004	.057	-.013	-.011	-.002	-.039	.022	.031
	Good After Sales Service	-.012	-.032	-.014	.002	-.006	-.071	.052	.023
Loyalty Program	Reputable Retailers	.352**	.052	-.536**	-.428**	-.574**	-.223**	-.343**	.009
	Discounts	.661**	-.072	-.827**	-.809**	-.742**	-.565**	-.296**	-.065
	Gift Vouchers	.661**	.031	-.827**	-.809**	-.742**	-.565**	-.296**	-.102
	Cash Coupons	.661**	-.072	-.827**	-.809**	-.742**	-.565**	-.296**	.044
Key/Legend		SDF does not indicate any correlation							
		SDF indicated Negative& Positive Correlation $\leq 50\%$							
		SDF indicated Negative correlation $\geq 50\%$							
		SDF indicated Positive correlation $\geq 50\%$ (may be referred as a visitation Driver)							

Figure Captions

Figure 1: The importance level of Main Driven Factor

Figure 2: The importance level of Sub Driven Factor (SDF)

Figure 1:

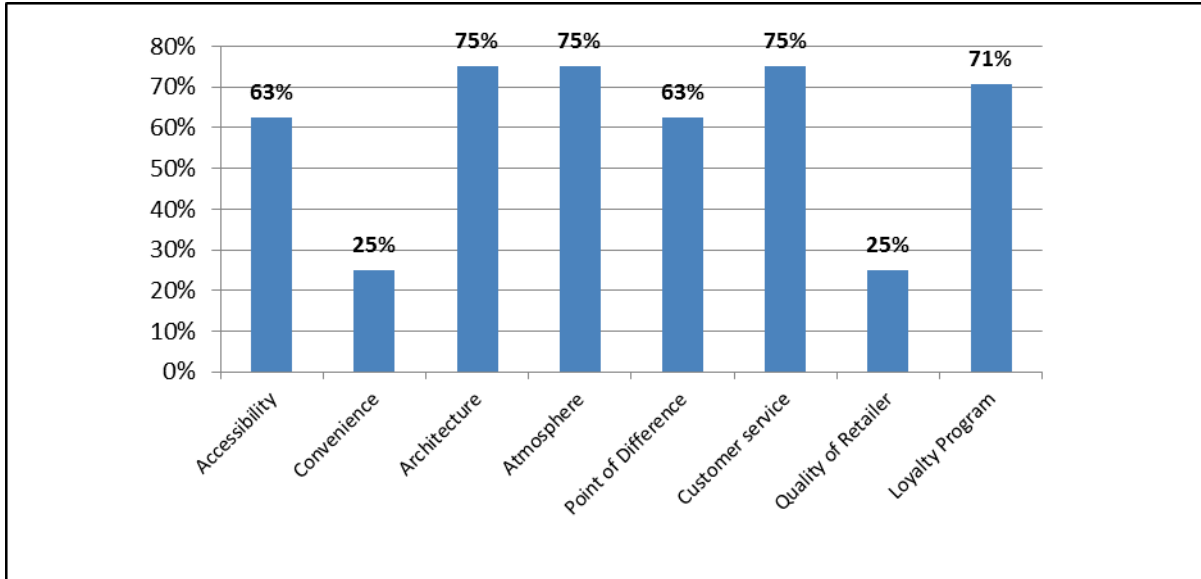


Figure 2:

