ANTECEDENTS OF STORE IMAGE INFLUENCING YOUNG ADULTS PURCHASE INTENTION IN MALAYSIA

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DECLARATION

We hereby declare that:

(1) This undergraduate research project is the end result of our own work and that due acknowledgement has been given in the references to ALL sources of information be they printed, electronic, or personal.

(2) No portion of this research project has been submitted in support of any application for any other degree or qualification of this or any other university, or other institutes of learning.

(3) Equal contribution has been made by each group member in completing the research project.

(4) The word count of this research report is 22, 113.

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LIST OF ABBREVIATIONS

A   Agree

Atm Ave.   Average of Atmospheric

BIN   Bachelor of International Business

CS Ave.   Average of Customer Service

D   Disagree

N   Neutral

PI Ave.   Average of Purchase Intention

PV Ave.   Average of Product Variety

SA   Strongly Agree

SD   Strongly Disagree

Sig   Significant

SP Ave.   Average of Sales Promotion

SPSS   Statistical Package for Social Science

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PREFACE

Traditionally, the consumers are attracted to shopping malls because of the wide assortment of stores and product available in a single location. However in 21st century, the number of the shopping malls has mushroomed throughout the country and the competition in the industry is getting more intense. The shopping malls have to compete from the atmospheric, product variety, sales promotion and customer service to attract more customers.

Due to that, shopping malls have to identify and understand the purchase behavior of their target consumers. In order to attract young adult consumers, the malls need to apply innovative marketing methods. Besides, they may have to create image of positioning to target young adults so that they can create individual profile and differentiate from the competitors.

Although many studies have examined the consumer re-patronage intention and customer loyalty of shopping malls, relatively few studies have examined the attributes of the shopping malls that affect young adults' intention to purchase in regards to shopping malls choice in Malaysia.

In this research, researchers discuss some implications on store image antecedents, and based on this research, the shopping malls management will be able to customize their mall based the most important factors affecting young adults purchase intention.

ABSTRACT

This study investigates the antecedents of store image that creates the intention to purchase for young adults (aged 18 to 24) in a shopping mall. The purpose of this study is to investigate the reason behind young adults choosing a particular shopping mall to purchase products. This study is very useful for shopping mall management and retail marketers.

By using SPSS version 17.0 to analyze the 200 questionnaires from our respondents, we found that purchase intention in shopping malls is dependent on the factors of atmosphere, product variety, sales promotion, and customer service. The 200 respondents vary from different age and races. In addition, our target respondents will be young adults around Klang Valley.

After the research study, we acknowledged that atmosphere and product variety are the important factors influencing the purchase intention of young adults in shopping malls while sales promotion and customer service are not important.

The limitations of this study and recommendations for future research study have also been discussed in the later chapter. As a result, the recommendation in this study will assist future researchers to conduct related researches more promptly and accurately.

CHAPTER 1: RESEARCH OVERVIEW

1.0   Introduction

Chapter 1 provides an overview of the whole study. This research examines the antecedents of store image like atmospheric, product variety, sales promotion and customer service which influence young adults purchase intention in Malaysia. It outlines the research background, problem statement, research objectives, research questions, and hypotheses of the study, significance of the study, chapter layout and the overall conclusion of the chapter.

1.1   Research Background

Competition among Shopping Malls in Malaysia is getting more intense since the number is increasing (Mokhlis, 2009).They need to compete in terms of product offerings which include excellence services, competitive prices, attractive promotions and exciting mall atmospheres. Therefore, Shopping Malls have to change in concept and positioning to attract diversified target customers. Some of the well-known Shopping Malls in Klang Valley Malaysia are MidValley Megamall, Suria KLCC, Pavilion, Sunway Pyramid, One Utama, and The Mines.

Mokhlis (2009) stated that young adult consumers provide an interesting topic for consumer research for at least four reasons. Firstly, transition period from adolescence to early adulthood where they seek to establish their own individual personalities and form behavior patterns, consumption patterns, attitudes and values. They make purchases to define and create an identity that eventually reflects their roles and status symbols. Many of these patterns are carried well into individuals' lifetimes. Secondly, young people are able to influence the purchase and decision making of others. Thirdly, they act as a change agent by influencing society and culture. Finally, from marketing perspective, they are recognized as a

specialized market segment that forms a powerful consumer spending group in their own way. Thus, marketers are keen to target this group because they are perceived as potential loyal customers currently and in future.

According to Xu (2007), people born between 1977 and 1994 are grouped under Generation Y, and are referred as "Millennial" or "Echo-Boomers". Generation Y is a less homogenous market than its predecessors and typically examined in terms of different age groups. Those who fall within Generation Y are between the ages of 7 and 11 and also known as tweens, ages of 12 and 17 are teens, and between the ages of 18 and 24 are known as young adults. Adults of Generation Y represent the wealthiest group as many members of this group are employed in either part time or full-time jobs. A significant number of these adult Generation Y consumers are also either part-time or full-time college students and nearly 80% are employed.

According to Omar and Mohd Ali (2009), young adult consumers are very attentive and enchanted with current trends as compared to other age groups. Typically, most young adult consumers are trendsetters among themselves and play a role as trendsetters to the population at large. Based on Akturan and Tezcan (2007), young consumers are recognized as a specialized market segment and they often influence purchasing decisions of others. They are agents of consumer socialization, which is defined as a process by which young people acquire skills, knowledge and attitudes relevant to their functioning as consumers in the marketplace.

In addition to the growth of young adults' spending power, young adults have been recognized as having distinctively different tastes and preferences from other generations. Xu (2007) also outlined that young adults have been characterized as media and Internet savvy, trendsetting in fashion, being receptive to new products, and having the potential to become lifelong customers. Furthermore, young adult consumers are very likely to spend their cash as quickly as they acquire it, usually on consumer goods and personal services. Compared to their predecessors, young

adults are more likely to be involved in compulsive and impulse buying. Due to its size and spending power, young adults deserve close attention from both the retail industry and academia.

According to Sung and Young (2005), the concept of store image is defined as a store in customers' mind partly based on functional attributes and psychological attributes. Store image includes its characteristic attributes to make customers feel that the particular store is different from others. Functional attributes are assortment of commodities, layout, location, price value relation, promotion, and service that consumers can objectively compare with other stores. Psychological attributes are attractiveness and luxuriousness that represent special attributes of that store.

Purchase intention is a plan to purchase a particular good or service in the future. Purchase intention can also be defined as a symptom of a person's readiness to perform a given behaviour, and it can be considered to be the immediate antecedent of behaviour. It is a part of behavioural intention which is like a cognitive plan to perform an action (Summers, Belleau, & Xu, 2006).

According to Summers et al. (2006), purchase intention is determined by two factors, individual's attitude toward the behaviour and the person's perception towards social pressures. This is a function of salient beliefs that performs the behaviour that has certain attributes and evaluation of beliefs to influence a person's estimation whether to place a product under consideration.

In addition, purchase intention is the favourable attitude of a consumer toward certain behaviour; the consumer might not have the intention to accomplish the behaviour when perceiving difficulties and purchase intention maybe influenced by the other factors (Kim & Chung, 2011).

Purchase intention is turning in jointly determined by attitude toward the behaviour, subjective norm, and perceived behavioural (Ajzen, 1991). Pavlou

(2003) also defined purchase intention is the situation when a customer is willing and intends to become involved in purchase.

Customer purchase intention has been a subject of research for the past two decades. Purchase intention determines the strength of a customer's intention to carry out a purchasing behaviour. This research is conducted to examine the determinants of the factors influence purchase intention of young adults.

1.2   Problem Statement

Today, decision making is getting more complex. It plays an important role when consumers engage in purchasing than in the past whereby consumers are exposed to advertising, news articles and direct mailing that provide them abundant information. In addition, the increasing number and variety of goods, stores, and Shopping Malls have broadened the sphere for consumer choices (Omar et al., 2009).

According to Shah and Shah (2004), understanding the customers' behaviours and attitudes is an important first step in developing strong customer relationships, but it is not enough. To gain competitive advantage, companies must use this understanding to design market offers that deliver more values than competitors' offers; in order to attract the customers.

Based on Schlosser (1998), in the past, retailers ignored the importance of aesthetic shopping experience, preferring to lure consumers into the store by announcing sales incentives. However, nowadays improving store atmosphere and increasing store image has become a necessity; especially when the retailers want to attract young adult consumers.

The 3 elements of atmospheric that are focused in this research are lighting, background music and scent. According to Reddy, Reddy and Abdul (2011),

variations can be observed in the moods among younger and older age groups in response to cool and warm room lighting. Besides, Mattila and Wirtz (2001) have observed that younger shoppers are spending more time shopping when foreground music is being played in the store. Spangenberg, Crowley and Henderson (1996) also found that ambient scent affects store image and shopping behaviors of young adults. Based on the journals, lighting, background music and scent do impact young adult consumers' purchase intention in Shopping Malls. Therefore, it is essential to conduct this research to better explain whether lighting, background music and scent will influence young adults purchase intention in Shopping Malls in Malaysia.

Based on Salvador, Forza and Rungtusanatham (2002), with an effort to better respond to heterogeneous customer needs, many firms find it appropriate to increase product variety; or in other words, increase the number of different products offered to customers. By doing so, firms are convinced that they are able to maximize the fit between product offerings and customer desires, which can allow them to defend or increase their market shares. The 3 elements of product variety are brand names, price and quality.

According to Degeratu, Rangaswamy and Wu (2001), brand names have become more important in some categories depending on the extent of information available to consumers. Thus, brand names are more valuable when information on fewer attributes is available. More information provided on prices could increase consumer price sensitivity for undifferentiated products. At the same time, having more information on non- price attributes could reduce price sensitivity for differentiated products.

Furthermore, according to Tsiotsou (2005), there is a debated issue on the relation between perceived quality and purchase intentions that says that there is a direct relationship between perceived quality and purchase intentions whereas others have reported an indirect relation mediated by satisfaction. Therefore, it is necessary to conduct a study on product variety to know exactly what factors

consumers prefer when purchasing and also allow marketers to fit customer preference using these factors.

A part of the functions of sales promotion is not only to reinforce commitment of young adults but to encourage them for repeat purchases. Effects of sales promotion on young adults' behavior have been widely studied in literature (Nagar, 2009). Besides that, sales promotion affects various aspects of consumer's purchase decisions. According to Wathieu and Murre (2007), many purchase situations are so habitual that consumers conduct very little cognitive activity. In such cases, it is hard to motivate behaviours such as brand switching or increase in the number of units purchased.

Nagar (2009) also stated one of the advantages of promotions is to stimulate consumers' evaluation on brands and their purchase. Therefore, many marketers and retailers utilize different kinds of promotion tools and strategies in order to understand consumers' preferences and boost their sales. Therefore, there is a need to study in this area to identify how elements of sales promotion such as coupons, free sample and buy-one-get-one-free factors impact the purchase intention among young adults in Malaysia.

Excellent customer service becomes a key factor in pleasing customers and gaining a share of their heart. Dealing with customers in a speedy, sensitive, and sympathetic manner is more important than the facilities, the decor, or the wine offered for tasting. Customer-contact employees need to understand that often they are the key to delight the customer and create lasting and positive memories (Nowak, Thach, & Olsen, 2006).

Consumer has particular perceptions of the sales assistant. These perceptions are created through the manner in which the sales assistant approaches the consumer, their behaviour, knowledge, friendliness and appearance, as well as existing expectations prior to the interaction. All the above-mentioned have a direct impact on the consumer's emotions, which may influence the consumer's purchasing

decision (Jacob, Stoltz, & Merwe, 2008). Therefore, there is a need to conduct a study to examine whether the staff's appearance, knowledge and friendliness can influence young adults purchase intention in Malaysia.

1.3   Research Objectives

The purpose of this study can be separated into 2 categories which are the general objective and specific objectives as follows:

1.3.1   General Objective

The purpose of this study is to identify the relationship between antecedents of store image and the purchase intention among young adults in Malaysia. The antecedents include atmospheric, product availability, sales promotion and customer service.

1.3.2   Specific Objectives

(i) To examine the atmospheric factors that influence young adults purchase intention.

(ii) To examine the product variety factors that influence young adults purchase intention.

(iii) To examine the sales promotion factors that influence young adults purchase intention.

(iv) To examine the customer service factors that influence young adults purchase intention.

1.4   Research Questions

(i)   Do the atmospheric factors such as lighting, background music and scent influence young adults purchase intention?

(ii)   Do the product variety factors such as product quality, brand name and price influence young adults purchase intention?

(iii)   Do the sales promotion factors such as coupons, free samples and buy-one-get-one-free influence young adults purchase intention?

(iv)   Do the customer service factors such as friendliness, appearance and knowledge of the staff influence young adults purchase intention?

1.5   Hypotheses of the Study

There are four hypotheses that have been derived in this study namely:

H1: There is a positive relationship between atmospheric and young adults purchase intention.

H2: There is a positive relationship between product variety and young adults purchase intention.

H3: There is a positive relationship between sales promotion and young adults purchase intention.

H4: There is a positive relationship between customer service and young adults purchase intention.

1.6   Significance of the Study

This study contributes to further research in terms of organizational and individual perspective. The certainty and reliability of the result are able to act as a guideline for future research towards purchase intention of young adults in Malaysia. In organizational perspective, this study helps to foster better understanding and knowledge about young adults purchase intention. Furthermore, this study helps to determine the contributing variable which has the most significant relationship on purchase intention. It helps entrepreneurs to identify the factors that affect young adults when purchasing so that they can improve their sales and revenue. Moreover, this study helps entrepreneurs by providing useful information to create factors that ensure the purchase intention of young adults when operating their businesses.

1.7   Chapter Layout

This research project consists of five chapters and is interrelated between each chapter as listed below:

Chapter One
Chapter One is the synopsis of the study. It includes research background, problem statement, research objectives, research questions, hypothesis of the study, and significance of the study, chapter layout and conclusion.

Chapter Two
Chapter Two aims to build a theoretical foundation for the research by reviewing relevant journals and articles to identify research issues which are worth researching. Then, the linkages between variables in different journals will be identified to provide a relevant theoretical model related to the research constructs

to develop a new model based on the theories. Lastly, hypotheses are formed to examine the relationship among those variables.

Chapter Three

Chapter Three provides information on the research methodology. It describes how the research is designed, what methods are used to collect and analyse the data and sampling design, types of measuring instrument or questionnaire to be used and also how the data is being processed.

Chapter Four

In Chapter Four, description analysis is conducted in which it includes the respondent demographic profile and central tendencies measurement of constructs. Furthermore, discussion of scale measurement is provided with result of the reliability analysis and inferential analyses which will be used to examine the individual variables and its relationship with other variables.

Chapter Five

The last chapter provides a summary of statistical analyses, discussions of major findings and implication of the study. Then, limitations are listed throughout the evaluation of the research and recommendation is stated for future research. Lastly, an overall conclusion is formed based on the entire research project in line with the research objective set.

1.8   Conclusion

This study has examined the antecedents of store image of atmospheric, product variety, sales promotion, and customer service, towards young adults purchase intention in Malaysia. The problem statement, research objective, research questions and hypotheses have been developed based on previous literature. Additionally, the next chapter will discuss in depth on each of the variables and the proposed conceptual framework.

CHAPTER 2: LITERATURE REVIEW

2.0   Introduction

Published articles, journals and books were collected to investigate the theories and past empirical studies which are related to this study. This chapter consists of literature review, review of relevant theoretical model, conceptual framework, hypothesis development and overall conclusion for Chapter 2.

2.1   Review of Literature

2.1.1   Atmospheric

According to Kumar, Garg and Rahman (2010), atmospheric is the design of store environment that can stimulate buyers' emotions and ultimately affect their purchase behaviour. It can be used as a marketing tool to attract and hold a specific segment of the market. Besides, atmosphere can communicate the type of clientele who patronize the store and own the store's merchandise like an image advertisement that can convey the type of person who owns the advertised product brand. Although a store's atmosphere is less direct and less product specific than an advertisement in communicating product information, atmosphere can still silently communicate such social product information as its social class qualities.

Moreover, previous studies of Donovan (1994) results indicate that store atmospheric influences emotional states such as pleasure, arousal, dominance, and submissiveness and consequently blocks or elevates consumers' mood and shopping motive. Reddy et al. (2011) also reported that the environmental cues not only craft store image, they also speak about identity of store's

clientele and act as signals of quality and value to other customers. Furthermore, Kumar et al. (2010) stated that environment can communicate the stores' image and purpose to customers. It can impact customers' ultimate satisfaction with service and even the amount of money and time spent in the store. Therefore, customer behavior, particularly among those with higher stimulus seeking tendency or hedonism is dependent on the atmospheric characteristics of a shopping area.

2.1.1.1   Lighting

According to (Reddy et al., 2011), lighting is a key design element that contributes to the identity, comfort and visual quality of a retail store. Moreover, Kouchekian (2012) stated that lighting is an important factor in the environment's impact on individuals because brightly lit rooms are more captivating than dimly lit ones. It is founded that consumers examined and observed significantly more items under 'bright' lighting conditions than under ''soft'' lighting conditions. Primary goals in the lighting of merchandise are to attract the consumer, initiate purchases, and facilitate the completion of the sale.

In addition, there is an interaction between types of lamp on human's emotion. Younger adults about 23 years old are best preserved in negative mood in the "warm" or more reddish white lighting while working with a battery of cognitive tasks for 90 minutes. This suggests that the colouring quality (type of lamp) of indoor lighting may have communicated different emotional meanings to young adults (Reddy et al., 2011). This emphasizes the importance of colour parameters in the design of lighting as related to psychological lighting-demands of an individual (Knez & Kers, 2000). Hence, lighting is recognized as an important component of store atmospherics affecting consumers' visual appraisal of everything in the store including the merchandise which will influence illumination on consumer

behaviour in retail environments. In fact, light can also have such a strong influence on people's attention and even physically attract customers toward a retail display and set a tone for the store's atmospherics (Reddy et al., 2011).

2.1.1.2   Background Music

According to Herrington (2007), background music is generally considered to be one of several atmospheric variables that can influence evaluation, willingness to buy, mood, cognition and consumer behaviour. It might also influence shoppers' evaluations on the service provider and shopping experience. Besides that, Grewal, Baker, Levy and Glenn (2003) said that music affects consumers' responses to retail environments, typically in a positive manner whereby playing music in a service environment is like adding a favourable feature to a product and the outcome leads to a more positive evaluation of the environment. Hence, music can induce pleasure and arousal on consumers' desire to affiliate in a buyer-seller interaction (Mattila et al., 2001).

Furthermore, Vaccaro, Yucetepe, Ahlawat and Lee (2011) stated that there might be a compounding effect of three primary music properties which are volume and tempo, emotional tone, and musical preference. In terms of volume and tempo, they found that shoppers will spend more time and money in a low tempo retail environment. Additionally, playing happy music will enhance shopping intentions while playing sad music will curtail individuals' shopping intentions. Consumers shopping intentions are highest when subjects hear happy music that they like. Music preference is also playing a role whereby if consumers do not like a particular genre, they may feel irritated or annoyed. This may prevent them from shopping at certain stores which play music that is not preferred by them (too loud, disliked genre, etc.).

However, Herrington (2007) suggested that the degree to which a person likes a musical composition depends on the music's physical characteristics, complexity, familiarity, and also the age and cultural background of the listener.

2.1.1.3   Scent

According to Michon, Chebat and Turley (2005), perception and interpretation of scent is a complex phenomenon that involves a mixture of biological responses, psychology, and memory. Of the five senses, smell is considered to be the most closely attached to emotional reactions because the olfactory bulb is directly connected to the limbic system in the brain which is the seat for immediate emotion in humans. This makes ambient scent in a retail environment an important atmospheric variable because fragrance has an increased likelihood of producing an emotional reaction from consumers. Scent can influence consumers' desire to make a purchase through influencing their mood.

Besides, Mattila et al. (2001) also stated that ambient scent refers to scent that does not originate from any particular object but present in the environment itself. Ambient scent is playing an important role as it could affect perceptions of customers towards the store and its products. According to Michon et al. (2005), the effect of ambient scents might be mediated by other atmospheric elements. Adding a pleasant fragrance to a product display causes a higher level of attitude among young adults toward the product, purchase intention, and willingness to pay higher prices.

2.1.2   Product Variety

According to Marx and Erasmus (2006), the range, quality, and availability of product offerings in a supermarket are regarded as a core attraction to the store for collection of need-satisfying utilities. Besides that, customers today have grand expectations for a variety of products and there is contemporary focus on state-of-the-art products in the minds of consumer. There must be significant focus on satisfying demands of the customer with continuously improved products. More options allow the firm to offer a better match to varied customer tastes and segments.

The efficient provisions of product variety as well as the ability to customise products to customer needs have been identified as a mean of providing a competitive advantage (Scavarda, Reichhart, Hamacher, & Holweg, 2010). Therefore, retailers need to compete for market share with using both price and variety. Retailers display extensive product lines, new variety of products in their stores and maintain differential prices as retail competition indicates that product heterogeneity is critical to retail price in gaining competitive advantage over others. However, retailers in large shopping malls tend to follow moderately cooperative strategy, thus competition between malls and smaller forms of shopping centres has led mall developers and management to consider alternative methods to build excitement of customers. Moreover, it enables shopping malls to induce variety-seeking behaviour and build store loyalty among shoppers (Rajagopal, 2009).

2.1.2.1   Brand names

According to Parker and Dawar (1994), a brand name typically is shared by only a few products within a competitive line of products and is therefore a very specific signal. The research also said that brand name is found to be more important than price or physical appearance as a signal of quality.

Therefore, brand name is universally used more than price or physical appearance as a signal of product quality. This shows that brand name is a key marketing variable that consumers may use as an indicator of quality for the products they are seeking (Brucks, Zeithaml, & Naylor, 2007).

2.1.2.2 Quality

According to Sethi (2000), new product quality has been found to have a major influence on the market success and profitability of a new product. The crucial role of product quality in influencing a firm's competitiveness in the marketplace is widely recognized in the United States in the last two decades, particularly after better-quality Japanese products started capturing a major share of the market in one industry after another.

The variety a brand offers can act as an important quality cue, affecting the inferences consumers make about the brand and thus influencing which brand consumers choose (Draganska, Simonson, & Berger, 2007). According to Carson (2001), sellers may know quality of the item they sell but it may be in their interest to withhold that information. If there is no way for buyers to learn about the sellers' quality, then this leads to all items sold at the same price.

2.1.2.3 Price

Dodds, Monroe and Grewal (1991) observed that price can be both an indicator of the amount of sacrifice needed to purchase a product and the level of quality. Higher prices lead to higher perceived quality and consequently to a greater willingness to buy. Furthermore, Parker et al. (1994) founded that price and physical appearance can be more important than retailer's reputation as a signal of quality. Naturally, price will be used as a deciding

factor for an entrepreneur more than their retailer reputation as a signal of product quality. This is also similar to consumers where the key marketing variable that consumers use to indicate quality of a product is the price of that product (Brucks et al., 2007).

2.1.3   Sales Promotion

Sales promotion is more short-term oriented and capable of influencing behaviour. Ndubisi (2005) defined sales promotion as many kinds of selling incentives and techniques intended to produce immediate or short-term sales effects. Chandon, Laurent and Wansink (2000) indicated that sales promotion may be attractive for highly promotion prone consumers for reasons beyond price savings. These highly promotion prone consumers may switch brands to receive "special" deals that reflect and reinforce their smart shopper self-perception. They might try a new product with promotion. Thus, consumers' purchase intention will be motivated by promotional tools such as price discounts, coupons, free samples and "buy-one-get-one-free" (Osman, Yeoh, & Chan, 2011).

2.1.3.1   Coupons

A new consumer research on three coupon programs showed that the promoted brands gained incremental sales through increased trial and subsequent non-coupon purchases (Wayne, 2002). It was founded that six months after receiving one of these coupon offers, consumers were between two and five times more likely to buy and use the promoted brand than the control group of similar consumers who had not received the coupon. Consumers who received the coupon offer indicate that they would be more likely to buy the promoted brand in the future.

Moreover, coupons also could improve future brand purchase intentions of consumers who receive the offers and build brands by increasing sales and market share, as well as by defending against competitive promotional activity. Coupon has direct influence on increase of the sale through which consumers' tendency toward the product increases (Nasco & Juan, 2009). This is one of the oldest and yet most common tools of promotion which has been applied since 1895 and during recent years have become a known term for producers and retailers as a tool to encourage sale. Thus, it is widely accepted by consumers more than any other promotion method (Banerjee, 2009).

2.1.3.2   Free Samples

According to Ndubisi (2004), free sample is an important promotional tool often used by marketers. Marketing managers recognize the importance of product trial and direct behavioural experience with a product. They often mail free samples of products to consumers so that consumers can try the products for themselves rather than just hear about the products.

Ndubisi (2004) and Chiew (2005) found significant relationship between free sample and product trial behaviour of consumers. Sampling is the activity of offering small quantities of product to consumers for free in order for them to try and potentially buy it. According to Amor and Guilbert's research (2009), significance of free sample acts as tool of promotion in the field of cosmetics. Free samples are influential in cases which involves many people who have not used the product or who are not willing to do so (Bawa & Shoemaker, 2004).

2.1.3.3 Buy-one-get-one-free

Promotion technique of "buy-one-get-one-free" is one of the types of bonus packs in which consumers are offered additional product at the ordinary price. Consumer would be easily persuaded to buy products as there is no extra cost needed and more value can be perceived (Smith & Sinha, 2000). Besides that, this promotion technique would be beneficial to retailers in speeding up the stock clearance compared to price promotions (Li, Sun, & Wang, 2007).

According to Gilbert and Jackaria (2002), packs with "buy-one-get-one-free" may not increase brand awareness before trial purchase because customer will only come across the product once in store unlike samples or coupons. Since, the promotion is noticeable thus it facilitates brand recognition and brand recall for future purchase. On top of that, an additional amount is given for free so consumers may be persuaded to buy the product if they feel it represents a fair deal that provides value for money. Ong, Ho and Tripp (1997) found that consumers appear to be slightly sceptical of bonus pack offer, but somewhat more trusting of the price and quantity claimed.

2.1.4 Customer Service

According to Xavier (2012), customer service is a series of activities designed to enhance the level of customer satisfaction which refers to the feeling that a product or service has met the customer's expectation. Customer service is an age old business practice. 'Service with a smile' is a fundamental business rule throughout the world. Goodwill, consistent growth and high return on investment are factors that have their roots in strong customer base in any business. Loyalty from customers underscores the importance of customer service and customer satisfaction.

Xavier (2012) also mentioned that customer service is important for a business as it is a key factor to maintain customer loyalty. Patronage by loyal customers yields 65 percent of a typical business' volume. Furthermore, dissatisfied customers would tell between 7-10 people while a satisfied customer would recommend a company to 3-4 friends. According to Ou and Sia (2003), many studies in marketing area have confirmed the role of salesperson as mediator in the relationship between customer and brand. The better the interaction with the salesman, the more loyal the customer is in selling-buying relationship.

As stated by Marx & Erasmus (2006), sales personnel actually represent their employers as the retailers. Excellent customer-salesperson relationships contribute to pleasant shopping experiences and reduce risk perception, especially during the final stages of the decision-making process. A customer-oriented approach that signifies empathy, expertise, and competence enhances customer satisfaction and store loyalty and encourages positive word-of-mouth communication. Customers may experience anger, other undesirable emotions when waiting for service and dealing with unresponsive or impolite employees.

2.1.4.1   Staff Friendliness

Good service provided by staff can achieve a high level of customer satisfaction. Service is selling because when customers are satisfied they continue to be customers (Tschohl, 1991). When the term "smiling customer service" is used figuratively in this study it becomes synonymous with the service provider or frontline staff's demonstrating the following attributes such as compassion, warm and friendly personality, an accommodating and friendly attitude, understanding, patience, putting the customer first, attention to details, excellent listening skills, a willing spirit and resourcefulness (Hunter, 2011). In other words, service providers or frontline staffs are

willing to go above and beyond their job description to ensure total customer satisfaction.

2.1.4.2   Staff Knowledge

Customer-oriented service personnel view customer relationship from a long-term perspective and therefore concentrate on what is best for customer rather than the prospect of an immediate sale which would fulfil their own short-term interest. They need to possess strong product knowledge so that they can read customer needs accurately and demonstrate high empathy towards customer and also adapt their personality and style to the desires of their customers (Bove & Johnson, 2000).

Therefore, employees should be empowered to handle customer problems, such as adjusting a customer's bill without the delay of management approval. Customers appreciate it when a firm learn customer's preferences and buying habits. Thus, customer databases should be carefully maintained with appropriate knowledge for all customers (Nowak et al., 2006).

2.1.4.3   Staff Appearance

Based on Nickson, Warhurst and Dutton (2005), the sales assistant's appearance will affect the perception of the consumer. Therefore, employers increasingly desire that employees should have the "right" appearance in that they "look good" and "sound right" for their service in retail and hospitality. The manner in which people are judged and treated by others is influenced by the attire they wear. This is true because individuals' appearances can express a large amount of information about themselves.

Additionally, customers interpret the sales assistant's appearance as symbolic of his or her characteristics and represent what the shop is offering. This is important in establishing the relationship with customers. Therefore, a sales assistant that appears to be professional may have a positive influence on the consumer's perception over themselves (Van Der Merwe, 2008).

2.1.5   Purchase Intention

The theory of reasoned action stated that behavior is predicted from intentions that correspond directly in terms of action, target and context to the behavior (Vallerand, Deshaies, Cuerrier, Pelletier, & Mongeau, 1992). According to Kwek, Lau and Tan (2010), the intentional measures can be more effective than behavioral measures to capture customer's mind as customer may make purchase due to constraints instead of real preference when purchase is considered.

Based on Khan, Ghauri and Majeed (2012), purchase intention is one type of cognition about how an individual intends to buy a specific brand or product. A variable that considers buying a brand and expect to buy a brand can measure purchase intention. Moreover, purchase intention also represents what we think we want to buy.

Furthermore, Wu, Yeh and Hsiao (2011) mentioned that purchase intention represents the possibility that consumers will plan or be willing to purchase a certain product or service in the future. An increase in purchase intention means an increase in the possibility of purchasing. Purchase intention is also perceived as an important indicator for estimating consumer behaviour. When consumers have a positive purchase intention, this forms a positive brand commitment which propels consumers to take an actual purchase action.

Internal information such as prior shopping experience and other factors may increase consumers' intention to shop or repurchase. It represents a thorough response instrument for assessing various aspects of purchase intentions of a consumer such as disseminating positive news about products or brands to encourage friends or relatives to buy certain products and brands (Wu, Yeh, & Hsiao, 2011).

2.2 Review of Relevant Theoretical Framework

Figure 2.1 Store Image Attributes Affecting Customer Loyalty

Independent Variables   *Dependent Variable*
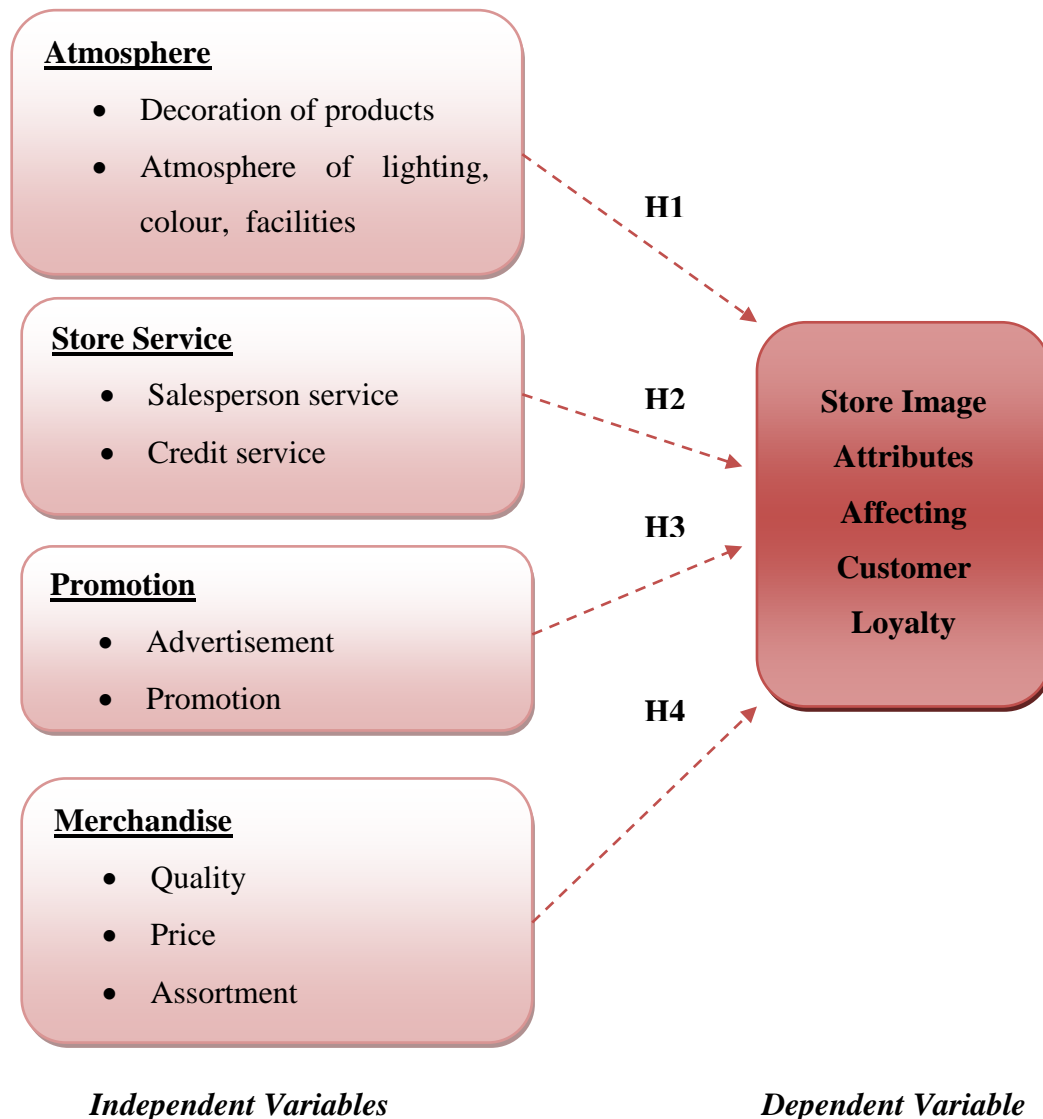
Adapted from: Sung, J. Y., & Young, J. C. (2005). An Exploratory Research on the Store Image Attributes Affecting Its Store Loyalty. *Seoul Journal of Business, 11*(1), 19-41.

According to this research, there is a relationship between components of the store image and customer loyalty. The components of store image include atmosphere, store service, promotion and merchandise.

2.3   Proposed Theoretical / Conceptual Framework

Based on the review of previous research, the following model was generated.

**Figure 2.2 Antecedents of Store Image Influencing Young Adults Purchase
Intention**

Independent Variables   *Dependent Variable*
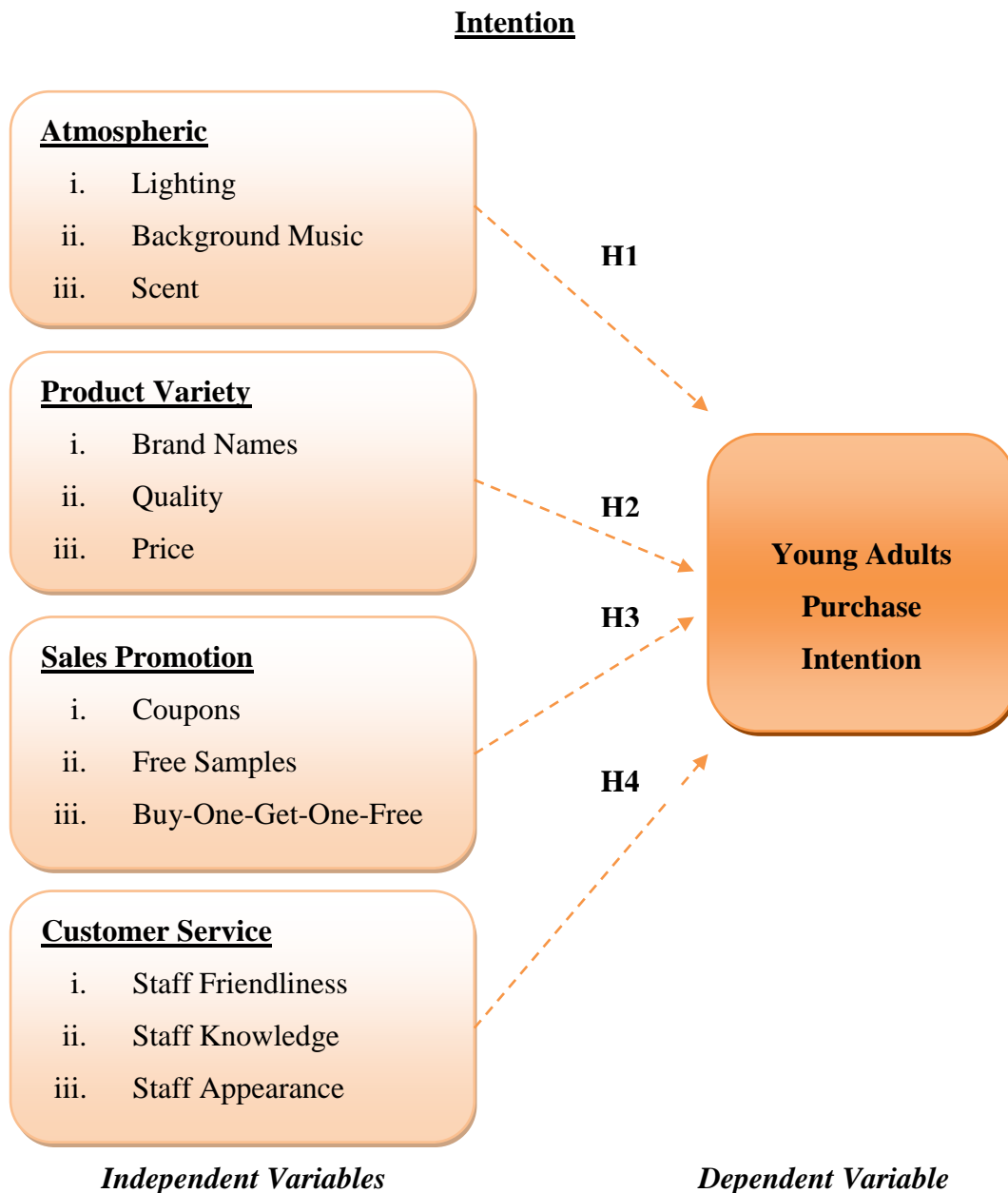
Figure 2.2 illustrates the proposed theoretical framework that serves as the basis
for this study. It is used to focus on the relationship among the four independent
variables which consist of atmospheric, product variety, sales promotion and
customer service towards independent variable of young adults purchase intention.

2.4   Hypotheses Development

2.4.1   Relationship between Atmospheric and Purchase Intention

Donovan (1994) indicated that an environment could change consumer's mood and influence the behaviour of retailing or service provider's performance. Consumers' purchase intention includes attitude towards a certain product and other external factors referring to the consumer's subjective tendency to a certain product and that tendency is an important indicator to forecast consumer behaviour. In addition, the novelty and joyfulness environment could create a better evaluation of consumers and promotes consumer behaviour (Chi, Chih, & Ting, 2012).

Lighting characteristics could influence moods and emotions, cognition and environmental impressions of consumers (Reddy et al., 2011). Similarly, background music is able to influence consumer's expenditure and time spent in a mall. Herrington (2007) and Michon et al. (2005) also pointed out store that presents acceptable odor will indirectly increase purchase intention towards the products.

H0: There is no relationship between atmospheric and young adults purchase intention.

H1: There is a positive relationship between atmospheric and young adults purchase intention.

2.4.2 Relationship between Product Variety and Purchase Intention.

According to Forza & Salvador (2002), product variety is no longer restricted to complex and costly industrial goods because today it is practiced for many product categories. Thus, consumers' are witnessing a variety level that was unthinkable in the past. Product variety allows customer to directly express preference on many options when ordering automobiles, personal computers, clothes and numerous services that are offered in an ever-increasing number of variants. Besides that, Kaplan & Haenlein (2006) defined mass-customized products as having enough variety and customization that nearly everyone is able to find for exactly what they want.

Product variety can be defined in two dimensions; the breadth of products that a firm offers at a given time and the rate at which the firm replaces existing products with new products. Both dimensions of variety have steadily increased in many industries, so the managerial challenge now is how to provide high degree of variety that seems necessary for competitive success while retaining the scale economies (Fisher, Ramdas, & Ulrich, 1999).

H0: There is no relationship between product variety and young adults purchase intention.

H2: There is a positive relationship between product variety and young adults purchase intention.

2.4.3 Relationship between Sales Promotion and Purchase Intention

Sales promotion can be defined as 'special offers' (Peattie S. , 1998). It essentially aims to stimulate demand during the period in which it is set (Peattie & Peattie, 1995). The potential benefits of using sales promotions could range from attracting new customers from competitors, persuading customers to switch brands to earn higher profit margins and simply inducing existing customers to buy more.

Sales promotion plays an important role in retaining old consumers and attracting new ones. Moreover, it has effects on various aspects of consumer's purchase decisions such as brand choice, purchase time, quantity and brand switching (Nijs, Dekimpe, Steenkamps, & Hanssens, 2001). It also measures consumers' sensitivity to price (Bridges, Briesch, & Yim, 2006).

In addition, sales promotion seems to have double-edge impact on consumer behaviour depending on the consumers' level of commitment. A committed consumer is less receptive of sales promotional efforts. However, a highly committed consumer is highly influenced by sales promotional efforts (Mariole & Elina, 2005).

H0: There is no relationship between sales promotion and young adults purchase intention.

H3: There is a positive relationship between sales promotion and young adults purchase intention.

2.4.4 Relationship between Customer Service and Purchase Intention

According to Osman, Chan and Bei (2010), customer service that influences purchase decision includes vendor knowledge, responsiveness, assurance and reliability. In high-contact to medium-contact contexts, service personnel are integral to service delivery to customers noting that their attitudes and behaviours during the service encounter strongly influence customer satisfaction, loyalty and behavioural intention. Continued interaction between customer and the service worker can lead to development of a relationship.

Moreover, good service quality can translate into gaining loyal customers. Many companies with successful service philosophies make service quality a priority in order to have customer retention. Customers will remain faithful to companies that provide quality service consistently. These companies continuously provide a value to their customers that keep them coming back for their products or services. Consistent quality service can lead to competitive advantage, organizational growth, profitability and customer loyalty (Lorenzo, Foley, Dipp, Lane, & Le, 2010).

In addition, smile while serving customers is a visible manifestation of the core values of respect, compassion, hospitality and a foundation of excellent customer service. Patience and courtesy show themselves in the outward behaviour of smiling while helping customers. Therefore, customers usually react well when attended by frontline staff whose smiles demonstrate that they are putting the customer first (Hunter, 2011).

H0: There is no relationship between customer service and young adults purchase intention.
H4: There is a positive relationship between customer service and young adults purchase intention.

2.5   Conclusion

According to the findings above, this chapter conclude that there are significant relationships and influences between the store image antecedents and purchase intention based on the past researches. This chapter also explained in detail on how each variable is formed using relevant studies, past researches, journals and articles that have been gathered. It covers the reviews of literature on atmospheric, product variety, sales promotion and customer service that will influence young adults purchase intention. In addition, review on relevant conceptual framework is carried out by the researchers. Conceptual framework and hypotheses of the research are proposed in this chapter and will be tested based on the respondents' opinions with appropriate research method.

CHAPTER 3: METHODOLOGY

3.0   Introduction

Research methodology used by researchers for collection and analyses of data will be used to answer the hypotheses and research questions in a systematic way. This chapter includes how the research is carried out in terms of research design, data collection methods, sampling design, research instrument, constructs measurement, data processing and data analysis. This chapter aims to ensure appropriate research procedures are followed so that readers can better understand and evaluate the research result.

3.1   Research Design

Quantitative research has been adopted as a mean of data collection and used to examine the hypotheses proposed in this study. It is defined as research involving the use of structured questions in which the respondents' options have been predetermined and a large number of respondents are involved (Burns & Bush, 2006). Furthermore, findings of quantitative research can be treated as conclusive and used to recommend a final course of action (Malhotra & Peterson, 2006).

This study outlines the influence of store image antecedents towards young adults purchase intention. It is appropriate to categorize this research as exploratory research, causal research and descriptive research. Exploratory research is conducted to clarify ambiguous situations or discover ideas that may be potential business opportunities. Conversely, causal research is to identify cause-and-effect relationships among variables when the research problem has already been narrowly defined. In this study, the four antecedents of store image are the causes that influence the effect, which is the young adults purchase intention. On the

other hand, descriptive research is describing the characteristics of a population or phenomenon (Zikmund, Babin, & Carr, 2010).

Besides that, there are four basic categories of techniques used for obtaining insights and gaining a clearer picture of the problem: secondary data analysis, pilot test study, case study and questionnaires. Survey questionnaire is chosen to examine the influence of store image factors towards young adults purchase intention.

3.2 Data Collection Method

Data collection method is significant for study and effective in assisting researchers greatly in quest of success. Besides, it can affect a test's reliability and validity. Thus, primary and secondary methods are used to analyze the data in order to provide a clearer and in depth understanding (Yang, Wang, & Su, 2006).

3.2.1 Primary Data

Based on Malhotra et al. (2006), survey method is a structured questionnaire given to a sample of a population and designed to elicit specific information from respondents. It is used to gain more desirable data with wide variety of information.

Burns et al. (2006) mentioned that primary data is the data that has been collected from first hand-experience, which is the information developed and gathered by researchers. Hence, it is more reliable, authentic and appropriate in data collection (Gulnazahmad, 2010). For this study, self-administered questionnaire is chosen as it is convenient, inexpensive, has greater anonymity and is able to reduce biases. The purpose of the questionnaire is to generalize from a sample to a population to make inferences about the characteristics of the population (Driscoll, 2011).

3.2.2   Secondary Data

Secondary data is known as data that has been collected by previous researchers and readily available. It helps to make the primary data collection more specific and allow researchers to figure out the deficiencies and additional information needed to be collected for the study ("Secondary Data", 2012).

ProQuest, EBSCO Host, Emerald, Science Direct online databases and Harvard Business Review were primarily used due to the nature of easy accessibility, time saving and low cost to obtain data. Besides, reference books were used to further support the terminologies and theories that have been used for this study.

3.3   Sampling Design

According to Zikmund (2003), sampling is the process of using small number of items or part of a larger population to make a conclusion about the whole population. There are 5 steps included in the sampling design which are determining the target population, setting sampling frame and location, deciding the sampling elements, selecting sampling technique and determining the sampling size of respondents.

3.3.1   Target Population

Target population is the group of people where researchers are interested in analyzing to get relevant information for research purposes (Hitzig, 2009). Since generation Y is diverse, the target population in this study focused on a segment of young adults group or consumers aged from 18 to 24 (Xu, 2007). Moreover, young adults group is a potential target market for many marketers.

3.3.2   Sampling Frame and Sampling Location

Sampling frame is the actual set of units from which a sample has been drawn. All units that have been included in the sampling frame have an equal chance to get selected by the respondents ("Sampling", 2011).

The sampling frame of this study refers to the young adults between 18 to 24 years old as they may have their independent buying experience in purchasing goods without having any influence from their parents (Omar et al., 2009).

For sampling location, the 200 questionnaires are randomly distributed in Klang Valley area with the concentration of young adults. There are large numbers of potential respondents who are able to provide reliable information about the store image attributes that may influence their purchase intention.

3.3.3   Sampling Elements

The respondents are young adult consumers who are between 18 and 24 years old because they are able to make decision themselves and possess the ability to determine factors that influence their purchase intention. The other reason for choosing sampling element of this group of respondents is because they can understand the questionnaire that is written in English language.

3.3.4   Sampling Technique

There are two sampling techniques which are probability and non probability sampling. Purposive sampling technique is non-probability sampling or purposeful sampling or qualitative sampling which involves selecting certain units or cases "based on a specific purpose rather than randomly" ("Purposive sampling", 2012). In this research, purposive sampling technique

has been used as it requires lesser time and provides better accuracy for data collection and analysis. Additionally, it is difficult for the researchers to collect data from all the young adults in Malaysia. Thus, it is appropriate to use this technique to select the respondents non-randomly.

3.3.5 Sampling Size

There were 200 questionnaires distributed to the young adults in Klang Valley area randomly in order to identify the store image antecedents influencing their purchase intention in Shopping Malls. However, only 197 questionnaires have been collected while remaining 3 questionnaires cannot be used due to incompleteness. According to Saunders, Lewis and Thornhill (2009), the reason to only distribute 200 questionnaires is because smaller sample size will have less error as compared to large complex sample size. Besides that, the 200 or fewer observations can help lower down cost and reduce the time.

3.4   Research Instruments

Self-administered questionnaire has been applied in this research. According to Trochim (2006), self-administered questionnaire defines the method in which the respondents answer the questionnaire on their own, either on the questionnaire papers or via Internet. Undeniably, the questionnaires serve as a very important tool for this study. Questionnaire is inexpensive to collect data and the results can be consistently used to compare and contrast. Besides, it can be distributed to a large number of potential respondents to increase the speed and accuracy and facilitate data processing.

In designing the questionnaires, extra caution must be taken for better clarification of each question. Evaluation is done upon gathering the data from questionnaires.

Basically, questions in the questionnaire are adopted from previous researchers and modified based upon the necessity to fit into this study (McDonald, Burnett, Coronado, & Johnson, 2003).

The structure of the questionnaire is carried out in simple English for better understanding of question descriptions to prompt critical thinking and analytical behaviour of the respondents. This encourages higher degree of accuracy in respondents' answers due to prevention of confusion in answering the questions. Brief introduction and the purpose for study are stated in cover page of the questionnaire.

Generally, the questionnaires are divided into three sections which are Section A (Demographic Profile), Section B (General Information) and Section C (Construct Measurement).

In Section A, it consists of seven questions which are related to the demographic data namely gender, age, race, marital status, occupation, income and the current educational level of the respondents.

In Section B, it consists of four questions. This section prompts for the basic information regarding factors of store image that influence the young adults purchase intention. The questions include the respondents' preferred Shopping Mall, reason for choosing the Shopping Mall, monthly visit to Shopping Mall and average spending on purchase in the Shopping Mall.

In Section C, general opinions relates to the construct measurement of the study in four independent variables such as atmospheric, product variety, sales promotion, customer service, and followed by one dependent variable of young adults purchase intention. They are used to investigate the relationship between each of the independent variables with the dependent variable upon data collection from the answer given by respondents.

Finally, the 200 questionnaires were distributed to the target respondents. To increase the validity and reliability of the information gathered, respondents are asked on their willingness to participate and were given sufficient time to complete the questionnaire.

The questionnaires were distributed and collected in one week time from the 21st of October 2012 to 27th of October 2012. The survey was carried out smoothly, thus researchers are able to collect it on time.

3.4.1   Pilot Test

Before conducting the actual questionnaire, a pilot test was carried out to find out the possible errors occurred in the questionnaires such as ambiguous questions. Meanwhile, pilot testing provides opportunities for the researchers to find out remedies to wide range of potential problems that will occur when preparing the questionnaire and correct it before the actual questionnaires are given out (Pratt, 2008).

For pilot test, 30 questionnaires were distributed and the feedback gathered was used to improve the clarity of the questions. After the questionnaires were collected, reliability test was conducted by using the SPSS Version 17.

In order to test the reliability, Cronbach's Coefficient Alpha was adopted. Table 3.1 shows the result of the pilot test conducted. According to Malhotra (2007), all the variables are significant since the Cronbach's Alpha value is more than 0.6 for each.

Table 3.1: Results of Pilot Test

Variable	Total Number of Question	Cronbach's Alpha
Atmospheric	6	0.850
Product Variety	6	0.782
Sales Promotion	6	0.859
Customer Service	6	0.806
Young Adults Purchase Intention	5	0.814

Source: Developed for the research

3.5 Constructs Measurement

Table 3.2: Origin of Constructs

Constructs	Adopted From
Atmospheric:	
i. **Lighting**	Knez and Kers (2000)
	Kouchekian (2012)
	Reddy, Reddy and Abdul (2011)
ii. **Background Music**	Mattila and Wirtz (2001)
	Grewal. Baker, Levy and Glenn (2003)
	Vaccaro, Yucetepe, Ahlawat and Lee (2011)
iii. **Scent**	Mattila and Wirtz (2001)
	Michon, Chebat and Turley (2005)
Product Variety:	
i. **Brand Names**	Parker & Dawar (1994)
	Brucks, Zeithaml and Naylor (2007)
ii. **Quality**	Sethi (2000)
	Grossman (2008)
iii. **Price**	Dodds, Monroe and Grewal (1991)
	Brucks, Zeithaml and Naylor (2007)

Sales Promotion:		
i.	**Coupons**	Osman, Chan and Yeoh (2011)
		Ndubisi, N.O (2004)
ii.	**Free Sample**	Osman, Chan and Yeoh (2011)
		Wayne (2002)
iii.	**Buy-one-get-one-free**	Osman, Chan and Yeoh ((2011)
		Smith and Sinha (2000)
Customer Service:		
i.	**Friendliness**	Hunter (2011)
ii.	**Knowledge**	Bove and Johnson (2000)
iii.	**Appearance**	Jacob, Stoltz and Merwe (2008)
Purchase Intention		Kim and Chung (2011)
		Summers, Belleau and Xu (2006)

Source: Developed for the research

3.5.1   Scale Measurement

Questionnaire survey was used as a tool to collect the data for this research and each of the questions was adopted from different journals. The survey questionnaire was divided into three sections, which consist of Section A, Section B and Section C.

In Section A and B, nominal scale is used to measure the most appropriate answers for the respective respondents. Meanwhile, the nominal scales are the lowest scale for all the measurement.

Table 3.3: 5-points Likert scale

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

Source: Developed for Study

Section C is about general opinion of the respondent which includes 4 independent variables in the construct measurement that is atmospheric, product variety, sales promotion and customer service and the dependent variable which is young adult purchase intention. Researchers used Likert scale (as shown in table above) as scaling techniques in order to make the questionnaire more complete.

Ordinal scale is used under Likert scale when items are classified according to whether they have more or less of a characteristic. The main characteristic of the ordinal scale is that the categories have a logical or ordered relationship to each other. It permits the measurement of degrees of difference, but not the specific amount of difference ("Difference between Ordinal, Interval and Ratio Variables", 2012).

3.6   Data Processing

Data processing is a procedure that converts data into information. Data processing begins with a preliminary check of questionnaires, subsequently data editing, data coding, data transcribing, data cleaning and data analysis. The information will be transferred from questionnaires or coding sheets into disks or directly into computers by keypunching and analysed by SPSS (Malhotra et al., 2006).

3.6.1   Questionnaire Checking

According to Malthora et al. (2006), questionnaire checking consists of completeness and interviewing quality. This will be checked after the first set of questionnaires is returned to detect any problems earlier and corrective action can be taken before conducting the actual questionnaire. Any mistake found is then carried forward in the data editing process.

3.6.2   Data Editing

Data editing is a process whereby raw data are checked for mistakes made by either the researcher or respondent (Hair, Bush, & Ortinau, 2002). It consists of screening questionnaires to identify illegible, incomplete or ambiguous responses to enhance precision of questionnaires. Besides, unsatisfactory responses are usually handled by returning to the field to get better data, by assigning missing value and discarding those unsatisfactory responses (Malthora et al., 2006).

3.6.3   Data Coding

Data coding is the assigning of a code to represent a specific response to a specific question along with the data recorded and column position that the code will occupy. Numerical codes will be assigned into questionnaire at first due to its advantages of quick and easy to input data into the software for processing (Malthora et al., 2006). In this study, the questionnaires involved are only structured questions, thus the code is pre-coded.

3.6.4   Data Transcribing

Transcribing data involves transferring coded data from the questionnaires or coding sheets on disks or directly into computers by keypunching (Malthora et al., 2006). In this study, the data obtained was transcribed by keying in into the SPSS program. However, the main concern is accuracy of the data entry. Hence, verification is conducted to ensure the accuracy of data entered.

3.6.5   Data Cleaning

According to Malthora et al. (2006), data cleaning involves consistency checking of data that are out of range, logically inconsistent or have extreme values and treatment of missing responses to substitute a neutral or an imputed response. Missing responses are values of variable that are unknown due to unambiguous answer to questions occurred in data cleaning process.

3.7   Data Analysis

According to Malhotra (2007), objective of data is to test the goodness of the data (scale measurement) and hypothesis developed for the research (inferential analysis) by using descriptive analysis. The objectives of data analysis include checking on central tendency and dispersion of the respondents (descriptive analysis), testing the reliability and validity of the measures (scale measurement) and testing hypotheses developed for the research (inferential analysis). These data analysis processes consist of interrelated procedures that transform data into useful information (Zikmund et al., 2010).

After data collection, the SPSS software version 17 is used to analyze the data collected. SPSS is widely used by researchers to analyze the data collected and is able to transform the data into information graphically with tables, charts and diagram as well as provides statistical calculation for hypothesis testing.

3.7.1   Descriptive Analysis

Descriptive analysis refers to transformation of raw data into a form that will make researchers to easily understand and interpret. According to Burn et al. (2006), certain measures like mean, mode, standard deviation and ranges are forms of descriptive analysis used by marketing researchers to describe the sample data matrix to portray a "typical" respondent and reveal general pattern of responses. In other words, through descriptive analysis, researchers are able to describe and discover characteristics of respondents.

Descriptive analysis is provided by frequencies, measures of central tendency and dispersion. Frequencies procedure provides statistics and graphical displays which are useful in presenting many types of variables. The purpose of frequency is to demonstrate the values such as numbers and percentages for different categories of a single categorical variable. Its measurement

involves only 1 categorical variable, which is nominal or ordinal scale (Zikmund, 2003).

Frequencies are generally obtained from nominal variables such as age, race, income level, gender, working status and others. In the questionnaire of study, frequencies analyses are used in Section A and B. Finally, a frequency division for a variable would generate a table of frequency counts, percentages and cumulative percentages for all the values allied with that variable (Malhotra et al., 2006).

Besides, mean is a measure of central tendency which is used to analyze data collected in Section C of the questionnaire because it is commonly used to estimate the average when data are collected using an interval scale (Zikmund, 2003).

3.7.2   Scale Measurement

According to Malhotra et al. (2006), scale measurement is used in order to determine the stability and consistency of the variables. Reliability test can be used to evaluate degree of which measures that are from errors and hence, yield consistent results. The validity test can also be used to test on how well an instrument measures a particular concept. Validity focuses on the stability and consistency in measurement.

3.7.2.1 Reliability Test

Reliability test is used to determine whether the measurement items in the questionnaire are highly related to each other. Moreover, the relationship between individual items in the scale can be determined significantly.

Reliability refers to the extent to which scale procedures provide consistent results if repeated measurements are free from random (Malhotra et al., 2006). By using reliability test, Cronbach's Coefficient Alpha is adopted by averaging the coefficient that results from all possible combinations of split halves. According to Malhotra (2007), Cronbach's alpha coefficient provides the most that is ranging from 0 to 1. The higher the coefficient, the more reliable the items are in measuring the constructs. A value of 0.6 or less generally indicates unsatisfactory internal consistency and reliability.

Table 3.4: Cronbach's Alpha Coefficient Size

Alpha Coefficient Range	Strength of Association
<0.6	Poor
0.6 To <0.7	Acceptable
0.7 To <0.8	Adequate
0.8 To <0.9	Good
>0.9	High

Source: Malhotra (2007)

3.7.3   Inferential Analysis

Inferential analysis is a group of statistical techniques and procedures used in confirmatory data to draw conclusions about a population from quantitative data collected from a sample (Collis, Hussey, & Hussey, 2003). SPSS Version 17 is employed to conduct the following types of inferential analysis:

  I.   Pearson Correlation
 II.   Multiple Regression Analysis

3.7.3.1   Pearson Correlation

According to Zikmund (2003), Pearson Correlation coefficient is a statistical measure of the strength of a linear relationship between two metric variables. Two-tailed significant level is used to test null hypotheses. Correlation coefficient at ranges from +1.0 indicates perfect positive relationship to -1.0 indicates perfect negative relationship. A correlation of 0 means there is no linear relationship between the two variables (Hair et al., 2002).

3.7.3.2   Multiple Regression Analysis

According to Burns et al. (2006), multiple regressions are expansions of bivariate regressions analysis where more than one independent variable is used in the regression equation. The general purpose of multiple regressions is to learn about the relationship between several independent or predictor variables and a dependent variable. Furthermore, regression model allows researchers to have a clearer view and better understanding of construct that will have higher impact on dependent variable (Hair et al., 2002).

Hair et al. (2002) also mentioned that the use of multiple regression analysis allows researchers to answer four basic questions: whether a relationship exists, how strong the relationship is, whether the relationship is positively or negatively skewed and what is the best way to describe the relationship. Multiple regressions has been calculated by using the proposing formula,

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3 + \ldots\ldots bnXn$$

Whereby Y represents the dependent variable, coefficient (a) represents the constant and (b) is the partial regression coefficient. The partial regression coefficient represents expected change in the dependent variable that can be changed by one unit and other independent variables are held constants.

In this study, the adjusted R Square will be tested as the result of the atmospheric, product variety, sales promotion and customer service towards young adults purchase intention. The higher the percentage of independent variables influences the dependent variable, the higher the relationship of store image antecedents towards young adults purchases intention.

Young Adults Purchase Intention = a + b_1 Atmospheric + b_2 Product Variety + b_3 Sales Promotion + b_4 Customer Service

3.8   Conclusion

In conclusion, research methodologies were used in collecting, analyzing, and interpreting data. Computer software, SPSS Version 17 was used to assist the analysis and interpretation. Questionnaire was used to obtain more accurate information from the large group of respondents, primary data and secondary data were also used to help researchers to better understand the topic investigated. Target population, sampling frame and location, sampling elements, sampling techniques and sampling size were discussed. Moreover, scales used in constructing the measurement were explained. Other than that, data preparation processes such as checking, editing, coding and transcribing were discussed.

CHAPTER 4: DATA ANALYSIS

4.0   Introduction

In this chapter, results of the questionnaires surveyed respondents' data will be analyzed. Data collected from 197 respondents were analyzed by using SPSS Version 17 program. Reliability Test and Inferential Analysis (Pearson Correlation and Multiple Regression) have been used to analyze data. To ensure a clearer picture, results obtained will be presented in charts and tables form.

4.1   Descriptive Analysis

4.1.1   Respondents' Demographic Profile

In this study, there are a total seven questions asked under the respondents' demographic section which included gender, age, race, marital status, occupation, monthly level of income and highest qualification.

4.1.1.1   Gender

Table 4.1: Gender of Respondents

Gender	Frequency	Percentage (%)
Male	84	42.6
Female	113	57.4
Total	197	100.0

Source: Developed for the research

Figure 4.1: Gender of Respondents
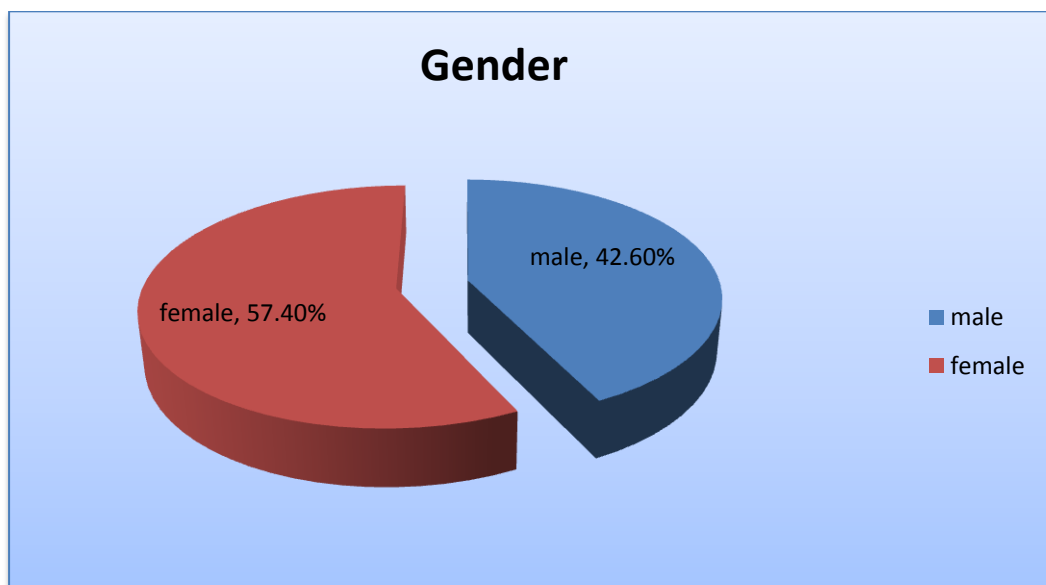
Source: Developed for the research

The gender distribution of respondents in this research is shown in Table 4.1 and Figure 4.1. The majority of respondents are female which consists of 113 respondents (57.4%), while the minority respondents are male which consists of 84 respondents (42.6%).

4.1.1.2   Age

Table 4.2: Age Group of Respondents

Age Group	Frequency	Percentage (%)
18-20 years old	74	37.6
21-24 years old	123	62.4
Total	197	100.0

Source: Developed for the research

Figure 4.2: Age Group of Respondents
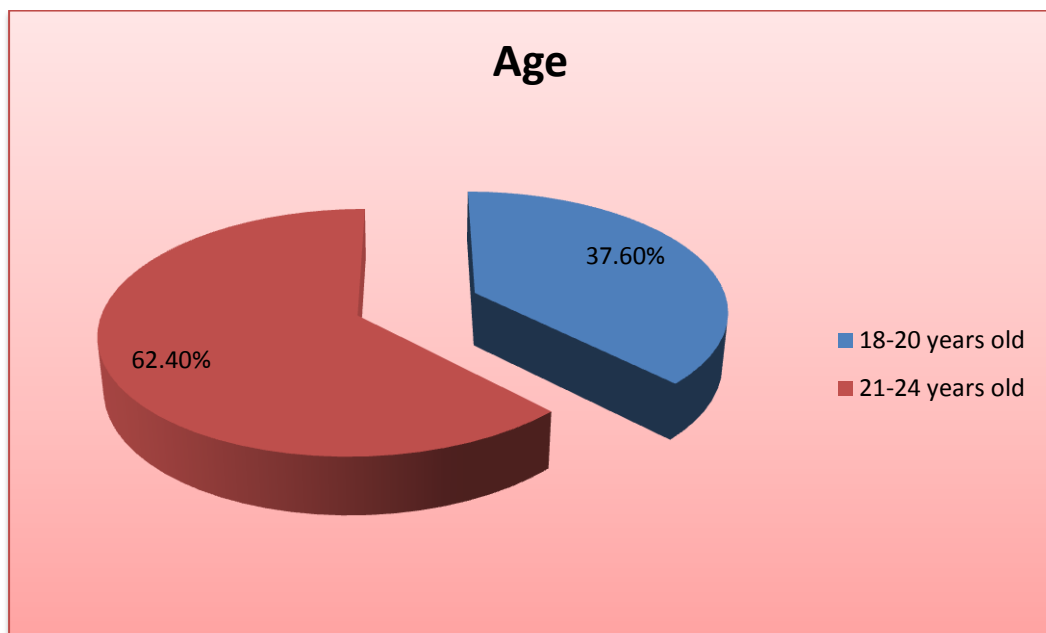
Source: Developed for the research

Based on the data collected, there are two age categories in the questionnaire. The age range for most respondents is from 21 to 24 years old, which are 123

respondents (62.4%) from the total of 197 respondents. The minority are 74 respondents (37.6%) who are from 18 to 20 years old.

4.1.1.3   Race

Table 4.3: Race

Race	Frequency	Percentage (%)
Malay	3	1.5
Chinese	189	95.9
Indian	5	2.5
Total	197	100.0

Source: Developed for the research

Figure 4.3: Race
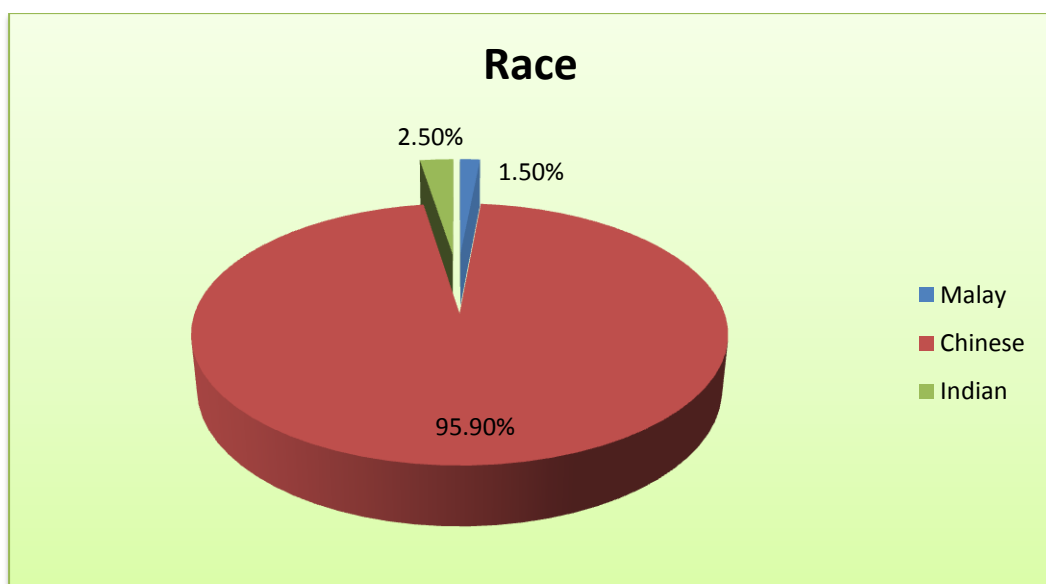
Source: Developed for the research

This survey represents the race of 197 respondents which have been classified into Malay, Chinese and Indian. Result showed that most respondents are Chinese representing 189 respondents (95.9%), followed by 5 Indian respondents (2.5%) and 3 respondents (1.5%) are Malay.

4.1.1.4 Marital Status

Table 4.4: Marital Status of Respondents

Marital Status	Frequency	Percentage (%)
Single	195	99.0
Others	2	1.0
Total	197	100.0

Source: Developed for the research

Figure 4.4: Marital Status of Respondents
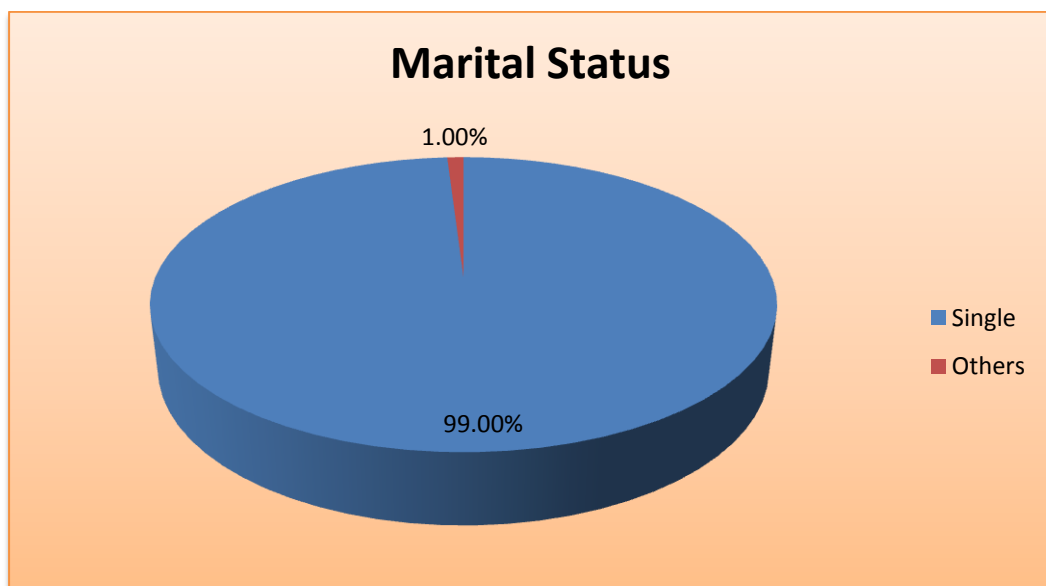
Source: Developed for the research

Based on the Table 4.4 and Figure 4.4, highest proportion of respondents is single and represents 195 respondents (99%) of the total respondents and only 2 (1%) respondents were in other status.

4.1.1.5   Occupation

Table 4.5: Occupation of Respondents

Occupation	Frequency	Percentage (%)
Student	196	99.5
Non-executive	1	0.5
Total	197	100.0

Source: Developed for the research

Figure 4.5: Occupation of Respondents
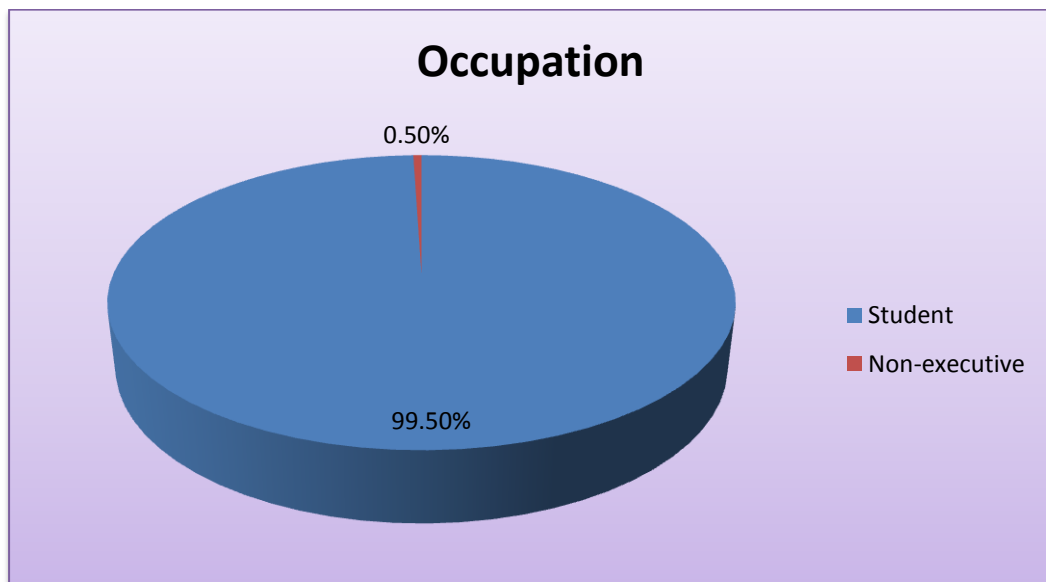
Source: Developed for the research

Based on the data collected that are shown on Table 4.5 and Figure 4.5, there are 196 respondents (99.5%) who are students and 1 respondent (0.5%) who is a non-executive. This shows that there will be a high tendency of students influenced by the antecedents of store image through their purchase intention to the Shopping Mall.

4.1.1.6   Monthly Income Level

Table 4.6: Monthly Income of Respondents

Monthly Income	Frequency	Percentage (%)
Below RM1,000	143	72.6
RM1,001 - RM2,000	25	12.7
RM2,001 - RM3,000	3	1.5
RM3,001 - RM4,000	1	0.5
Above RM4,000	0	0.0
Others	25	12.7
Total	197	100.0

Source: Developed for the research

Figure 4.6: Monthly Income of Respondents
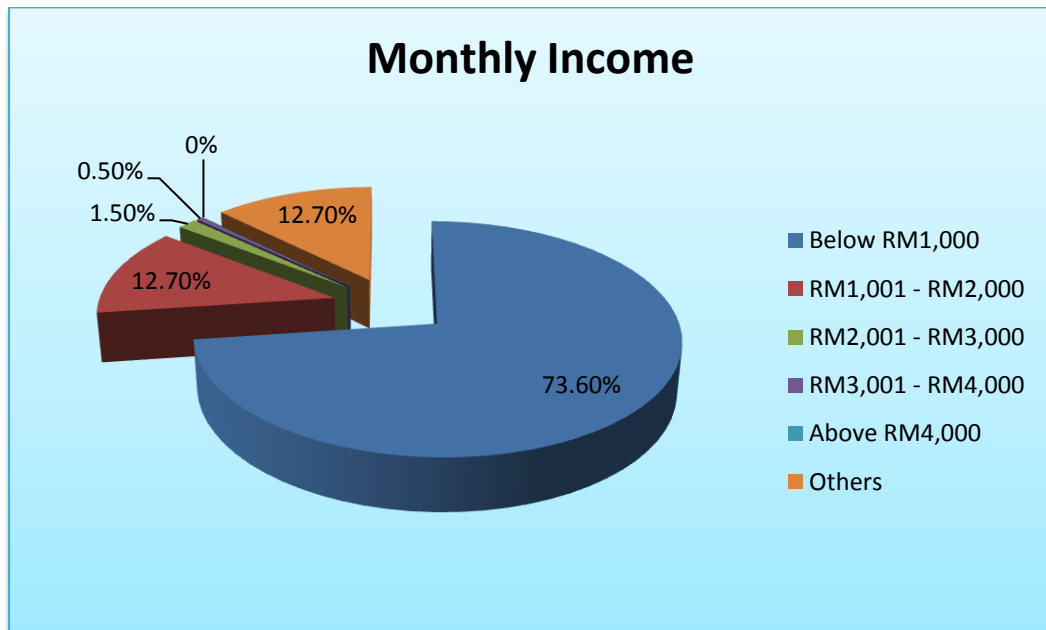
Source: Developed for the research

From Table 4.6 and Figure 4.6, respondents monthly income level that is below RM 1,000 comprised of 143 respondents (72.6%), followed by income level of RM 1,001 – RM 2,000 that consists of 25 respondents (12.7%). Subsequently, income level of RM 2,001 – RM 3,000 represents 3 respondents (1.5%), RM 3,001 – RM 4,000 representing 1 respondent (0.5%) and monthly income of others consists of 25 respondents (12.7%).

4.1.1.7   Current Education Level

Table 4.7: Current Education Level of Respondents

Current Education Level	Frequency	Percentage (%)
Certificate	34	17.3
Diploma	21	10.7
Degree	106	53.8
Others	36	18.3
Total	197	100.0

Source: Developed for the research

Figure 4.7: Current Education Level of Respondents
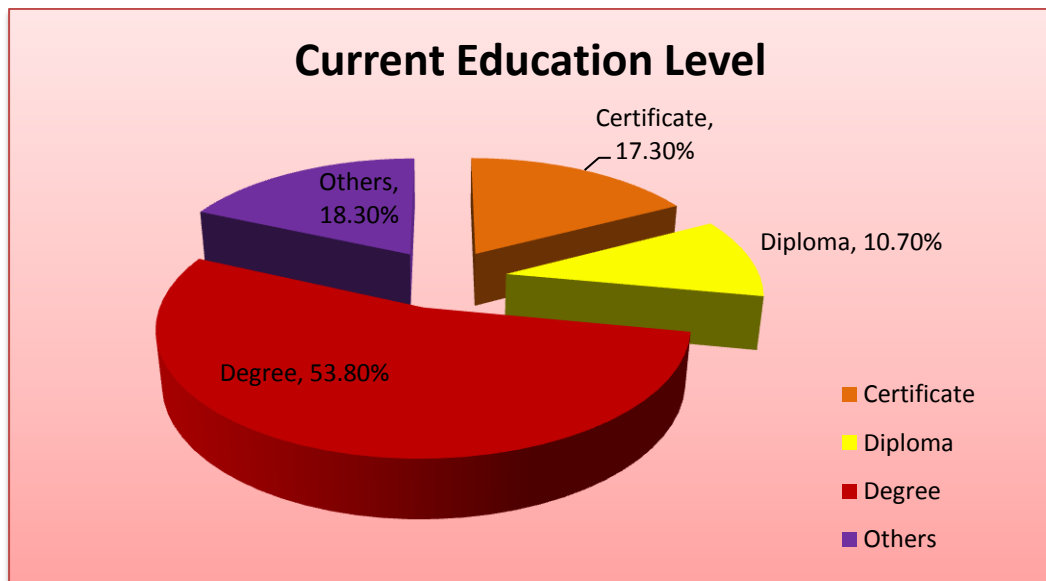
Source: Developed for the research

Referring to Table 4.7 and Figure 4.7, 106 respondents (53.8%) are holding Bachelor of Degree, followed by the others current education level which represents 36 respondents (18.3%), 34 respondents with certificate (17.3%) and 21 respondents (10.7%) with Diploma.

4.1.2   Respondents' General Information

4.1.2.1   Shopping Mall Preferred by Respondents

Table 4.8: Shopping Mall Preferred by Respondents

Preferred Shopping Mall	Frequency	Percentage (%)
Mid Valley Megamall	108	54.8
Suria KLCC	19	9.6
Pavilion	31	15.7
Sunway Pyramid	28	14.2
One Utama	11	5.6
Total	197	100.0

Source: Developed for the research

Figure 4.8: Shopping Mall Preferred by Respondents
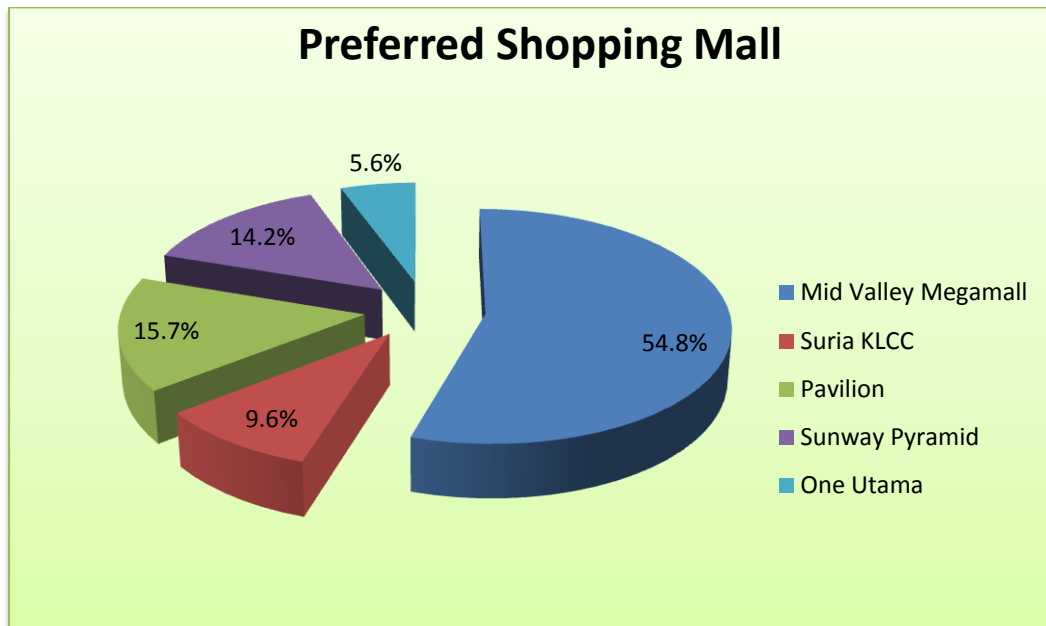
Source: Developed for the research

According to the table, most of the respondents prefer to shop at Mid Valley Megamall which consists of 108 respondents (54.8%) followed by 31 respondents (15.7%) for Pavilion, 28 respondents (14.2%) for Sunway Pyramid, 19 respondents (9.6%) for Suria KLCC and lastly 11 respondents (5.6%) for One Utama Shopping Mall.

4.1.2.2   Reason of Respondents to Choose the Shopping Mall

Table 4.9: Reason of Respondents to Choose the Shopping Mall

Reason to Choose the Shopping Mall	Frequency	Percentage (%)
Atmospheric	61	31.0
Product Variety	104	52.8
Sales Promotion	28	14.2
Customer Service	4	2.0
Total	197	100.0

Source: Developed for the research

Figure 4.9: Reason of Respondents to Choose the Shopping Mall
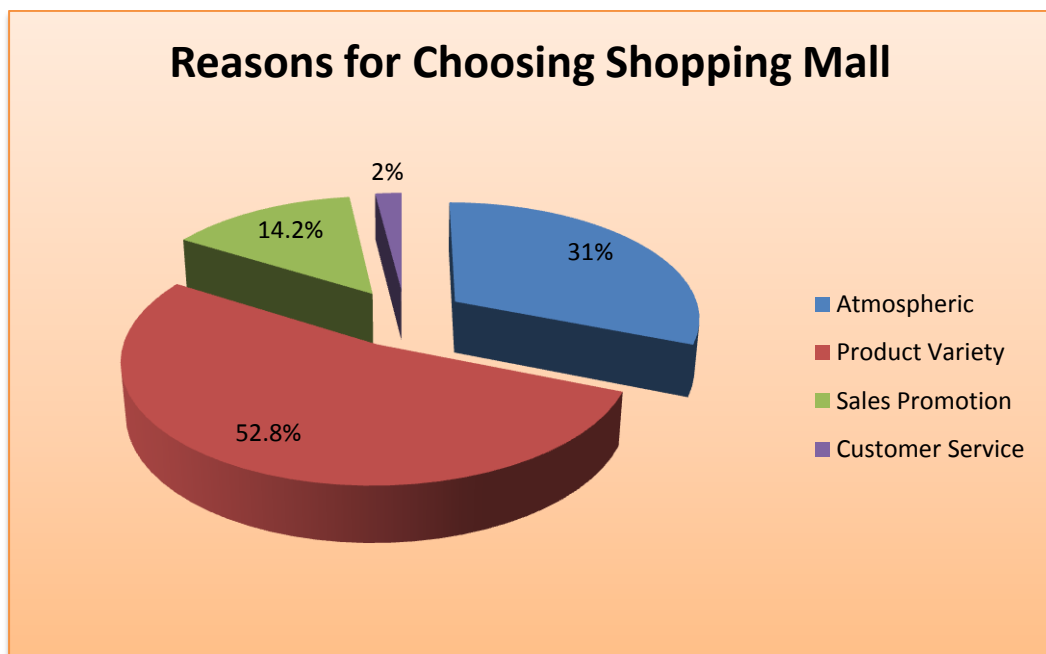
Source: Developed for the research

Based on the above table, most respondents chose Product Variety as their main reason for shopping at a particular Shopping Mall which consists of 104 respondents (52.8%) followed by 61 respondents (31%) for Atmospheric, 28 respondents (14.2%) for Sales Promotion and 4 respondents (2%) for Customer Service.

4.1.2.3   Number of Visits to the Shopping Mall per month

Table 4.10: Number of Visits to the Shopping Mall per month

Number of Visits to the Shopping Mall per month	Frequency	Percentage (%)
1 - 2 times	104	52.8
3 - 4 times	74	37.6
5 - 6 times	14	7.1
More than 7 times	5	2.5
Total	197	100.0

Source: Developed for the research

Figure 4.10: Number of Visits to the Shopping Mall per month
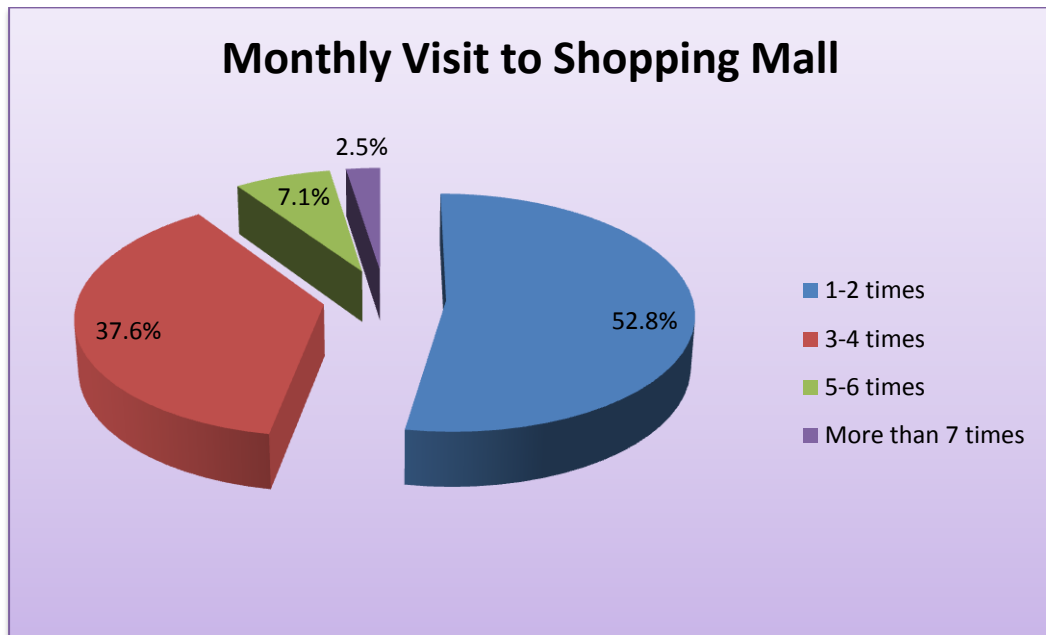
Source: Developed for the research

According to the table, 104 respondents (52.8%) choose to visit the Shopping Mall 1-2 times in a month followed by 74 respondents (37.6%) choosing 3-4 times, 14 respondents (7.1%) choosing 5-6 times and 5 respondents (2.5%) choose to visit the Shopping Mall more than 7 times monthly.

4.1.2.4 Average Spending on Purchase in the Shopping Mall

Table 4.11: Average Spending on Purchase in the Shopping Mall

Average Spending on Purchase in the Shopping Mall	Frequency	Percentage (%)
Below RM100	95	48.2
RM101 - RM200	74	37.6
RM201 - RM300	23	11.7
Above RM301	5	2.5
Total	197	100.0

Source: Developed for the research

Figure 4.11: Average Spending on Purchase in the Shopping Mall
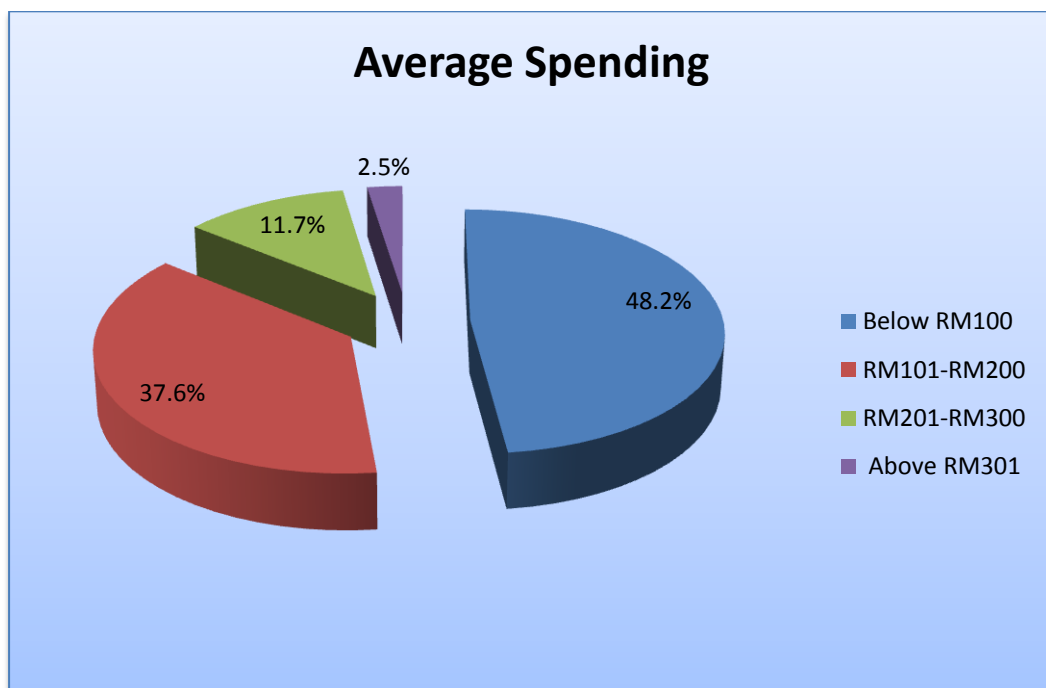
Source: Developed for the research

Based on the above table, 95 respondents (48.2%) chose below RM100 on average spending, followed by 74 respondents (37.6%) for RM 101-RM 200, 23 respondents (11.7%) chose RM 201-RM 300 and 5 respondents chose above RM 301 (2.5%).

4.2 Scale Measurement

4.2.1 Internal Reliability Test

The following table shows the summary of reliability statistics for 4 independent variables (atmospheric, product variety, sales promotion and customer service) and one dependent variable (purchase intention). All items used in each variable will be involved in this reliability test.

Table 4.12: Reliability Statistics for Each of the Variable

No.	Constructs	Alpha Coefficient	No. of item
1	Atmospheric	.760	6
2	Product Variety	.720	6
3	Sales Promotion	.708	6
4	Customer Service	.757	6
	Purchase Intention	.856	5

Source: Developed for the research

In this study, it illustrates the reliability of five variables. Cronbach's Alpha was used to examine the internal reliability of the 29 items and measure the six constructs.

According to Table 4.12, the results revealed that internal reliability of each construct has ranged from 0.708 to 0.856. Alpha Coefficient of 0.6 was set as minimum criterion. Therefore, this has concluded that all items for each construct of this study provide stable and consistent results since all Alpha Coefficient values for each constructs are more than 0.6. Besides that, result has shown that purchase intention had the highest coefficient (0.856) while sales promotion has the lowest coefficient (0.708). Moreover, Cronbach's alpha value for product variety is 0.720, customer service is 0.757 and atmospheric is 0.760.

4.3 Inferential Analyses

4.3.1 Pearson Correlation Analysis

Table 4.13 Summary of Pearson Correlation Analysis

	Atm Ave.	PV Ave.	SP Ave.	CS Ave.	PI Ave.
Atmospheric	1				
Product Variety	.193** .007	1			
Sales Promotion	.386** .000	.359** .000	1		
Customer Service	.342** .000	.222** .002	.332** .000	1	
Purchase Intention	.415** .000	.408** .000	.323** .000	.231** .001	1

**Correlation is significant at the 0.01 level (2-tailed).

Atm Ave. = Average of Atmospheric

PV Ave. = Average of Product Variety

SP Ave. = Average of Sales Promotion

CS Ave. = Average of Customer Service

PI Ave. = Average of Purchase Intention

Source: Developed for the research

Based on Table 4.13, correlation matrix for five construct of atmospheric, product variety, sales promotion and customer service is examined. From the

result, there were positive correlations among all the constructs because none of the constructs had negative sign.

Furthermore, atmospheric has shown strongest positive relationship with young adults purchase intention with r= 0.415. Then, it is followed by positive correlation of product variety with r=0.408 and sales promotion with r=0.323. The weakest level of positive relationship is between customer service and young adults purchase intention with r=0.231. Thus, the result has shown that there is a significant relationship between the store image antecedents towards Malaysian young adults' customer purchase intention and all the independent variables.

4.3.2 Multiple Regression Analysis

Table 4.14 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.539[a]	.290	.276	.58123

a. Predictors: (Constant), Atmospheric, Product Variety, Sales Promotion, Customer Service

Table 4.14 has shown that R Square is 0.290 for regression of young adults purchase intention of 0.539. Furthermore, 29% of variation in the young adults purchase intention was influenced by the four independent variables of atmospheric, product variety, sales promotion and customer service. The others 71% remain uninfluenced.

Table 4.15 ANOVA Test

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	26.535	4	6.634	19.637	.000 [a]
	Residual	64.863	192	.338		
	Total	91.398	196			

Source: Developed for the research

a. Predictors: (Constant), Atmospheric, Product Variety, Sales Promotion, Customer Service

b. Dependent Variable: Purchase Intention

As shown in the ANOVA, Table 4.15, F = 19.637; p = 0.000 < 0.001, thus, fitness for the model is confirmed. The overall regression model with four predictors of atmospheric, product variety, sales promotion and customer service has worked well in explaining the variation in young adults purchase intention.

Table 4.16 Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1　(Constant)	.206	.457		.451	.652
Atmospheric	.381	.083	.314	4.615	.000
Product Variety	.417	.087	.313	4.769	.000
Sales Promotion	.107	.095	.080	1.130	.260
Customer Service	.037	.089	.028	.417	.677

Source: Developed for the research

a. Dependent Variable: Purchase Intention

Based on Table 4.16, the following linear equation is formed:

Young Adults Purchase Intention = 0.206 + 0.381 Atmospheric + 0.417 Product Variety + 0.107 Sales Promotion + 0.037 Customer Service

There is a significant relationship between atmospheric, product variety, sales promotion, customer service and the dependent variable of young adults purchase intention.

Based on the equation formed, regression coefficient of atmospheric is 0.381, thus level of young adults purchase intention will increase by 0.381 units when atmospheric increases 1 unit while others remain. Furthermore, regression coefficient of product variety is 0.417 and level of young adults purchase intention will increase by 0.417 units when product variety increases 1 unit while others remain.

Moreover, regression coefficient of sales promotion is 0.107 and level of young adults purchase intention will increase by 0.107 units when sales promotion increases 1 unit while others remain. Lastly, regression coefficient of customer service is 0.037 and level of young adults purchase intention will increase by 0.037 units when customer service increases 1 unit while others remain.

Among the four independent variables, atmospheric has the strongest influence on young adults purchase intention where its standardized beta equals to 0.314. Thus, atmospheric is the most important predictor of young adults purchase intention, followed by product variety 0.313, sales promotion 0.080 and customer service 0.028.

4.3.3 Hypotheses Testing

Hypothesis 1

H_o: There is no relationship between atmospheric and young adults purchase intention.

H1: There is a positive relationship between atmospheric and young adults purchase intention.

Reject H_o, if $p < 0.05$

Based on Table 4.16, the significant value of atmospheric is 0.000, which is below p-value of 0.05. Hence, H_o is rejected, which indicates that there is a positive relationship between atmospheric and young adults purchase intention.

Hypothesis 2

H$_o$: There is no relationship between product variety and young adults purchase intention.

H2: There is a positive relationship between product variety and young adults purchase intention.

Reject H$_o$, if $p < 0.05$

Based on Table 4.16, the significant value of product variety is 0.000, which is below p-value of 0.05. Hence, H$_o$ is rejected, which indicates that there is a positive relationship between product variety and young adults purchase intention.

Hypothesis 3

H$_o$: There is no relationship between sales promotion and young adults purchase intention.

H3: There is a positive relationship between sales promotion and young adults purchase intention.

Reject H$_o$, if $p < 0.05$

Based on Table 4.16, the significant value of sales promotion is 0.260, which is above p-value of 0.05. Hence, H3 is rejected, which indicates that there is no significant relationship between sales promotion and young adults purchase intention.

Hypothesis 4

H_o: There is no relationship between customer service and young adults
purchase intention.

H4: There is a positive relationship between customer service and young
adults purchase intention.

Reject H_o, if $p < 0.05$

Based on Table 4.16, the significant value of customer service is 0.677, which
is above p-value of 0.05. Hence, H4 is rejected, which indicates that there is
no significant relationship between customer service and young adults
purchase intention.

4.4 Conclusion

This chapter summarizes respondents' general information and demographic
profile that are analyzed using descriptive analysis. Moreover, an internal
reliability test is used to test the reliability of the constructs and Pearson
Correlation Analysis is used to examine the association among those constructs.
Multiple Regression Analysis is used to test whether independent variable(s) have
significant impact on dependent variable and lastly test of significant for
hypothesis is explained. The next chapter will provide a more detailed discussion
of the major findings and conclusions of the study.

CHAPTER 5: DISCUSSION, CONCLUSION
AND IMPLICATIONS

5.0   Introduction

After analyzing results from previous chapter, outline of this chapter is to clearly define the outcome of the research conducted and conclusion of the study. This chapter will discuss on the findings from previous chapter and it contains four parts which are the summary of statistical analysis and discussion of major findings, implication, limitation, recommendation and conclusion of the study.

5.1   Summary of Statistical Analyses

5.1.1   Descriptive Analyses

From the respondents' demographics, the personal details are classified as gender, age, race, marital status, occupation, monthly income level and current education level. Majority of the respondents are female which consist of 57.4% of the sample size, aged between 21 to 24 years old which consist of 62.4%, 95.9% are Chinese, and 99% of the respondents are single. Almost 100% of the respondents are students while 72.6% are earning an income of below RM1000. Lastly 53.8% of the respondents are pursuing or holding a Bachelor Degree.

As for the general information of the respondents, it was found that most of the respondents preferred Mid Valley Megamall which consists of 54.8% of the respondents. Product variety is the reason most of the respondents visit a Shopping Mall which consists of 52.8%. Also, most of the respondents visit the Shopping Mall 1 to 2 times in a month which is a 52.8% of the

respondents. Finally, 48.2% of the respondents provided that they spend less than RM100 every time they visit a Shopping Mall.

5.1.2   Scale Measurement

Reliability test is the test relevant to scale measurement. Cronbach's Alpha reliability test is used to measure the reliability of the five constructs that consist 29 items used for purpose of this research. Among the five constructs measured, purchase intention has the highest score of Cronbach's Alpha which is 0.856, followed by atmospheric with a reliability score of 0.760. Customer service has the third highest reliability score which is 0.757 and product variety is the fourth which has the reliability score of 0.720. Lastly, sales promotion scored 0.708 for the reliability test. Therefore, the reliability analysis result appears to have satisfactory measurement qualities as they scored above the required 0.6 in order to be considered reliable.

5.1.3   Inferential Analyses

5.1.3.1   Pearson Correlations Analysis

Pearson Correlation is used to measure the relationship between each constructs of the research. The result shows that there are positive correlations among all the constructs because none of the constructs has negative sign with significant at p-value < 0.05. Based on the results, the strongest positive relationship with young adults is between atmospheric and purchase intention with a score of 0.415. The second strongest positive relationship with young adults is between product variety and purchase intention with a score of 0.408. This is followed by positive relationship between sales promotion and purchase intention which has a score of 0.323. The weakest level of the positive relationship is between customer service

and purchase intention which only manages a score of 0.231. Therefore, the result obtained also shows that there are positive relationship for all constructs and are found to be significant at 0.01-level.

5.1.3.2   Multiple Regression Analysis

Multiple regressions were done in previous chapter to test the relation among independent variables against young adults purchase intention. Based upon Table 4.16, an equation has been developed as shown below

Young Adults Purchase Intention = 0.206 + 0.381 Atmospheric +
0.417 Product Variety + 0.107 Sales Promotion + 0.037 Customer Service

Based on the results presented on Table 4.16, all the independent variables have a significant influence on purchase intention. The standardized coefficient beta of atmospheric has the strongest effect to purchase intention which has a beta of 0.314. This is followed by product variety with beta of 0.313 thus having the second strongest effect on purchasing intention. Meanwhile, sales promotion and customer service has lower standardized coefficient which means both of them are less influencing the purchase intention. It is found that sales promotion has the beta of 0.08 and customer service has only beta of 0.028.

5.2   Discussions of Major Findings

Table 5.1: Summary of Research Questions, Hypotheses and Results

Research Objectives	Hypotheses	Results	Achieved/ Supported
To examine the atmospheric factors that influence young adults purchase intention.	H1: There is a positive relationship between atmospheric and young adults purchase intention.	r = 0.415 (p < 0.05) p = 0.000	**Yes**
To examine the product variety factors that influence young adults purchase intention.	H2: There is a positive relationship between product variety and young adults purchase intention.	r = 0.408 (p < 0.05) p = 0.000	**Yes**
To examine the sales promotion factors that influence young adults purchase intention.	H3: There is a positive relationship between sales promotion and young adults purchase intention.	r = 0.323 (p > 0.05) p = 0.260	**No**
To examine the customer service factors that influence young adults purchase intention.	H4: There is a positive relationship between customer service and young adults purchase intention.	r = 0.231 (p > 0.05) p = 0.677	**No**

Source: Developed for the research

5.2.1   Hypothesis 1

H$_o$:   There is no relationship between atmospheric and young adults purchase intention.

H1: There is a positive relationship between atmospheric and young adults purchase intention.

Pearson Correlation Analysis indicates that atmospheric has strongest significant correlation with purchase intention (r = 0.415). There is a positive relationship between atmospheric and young adults purchase intention as value of $p < 0.05$ which is 0.000. Hence, H1 is supported.

The pleasant environment will create a pleasure experience for customer so it leads to extra time spent in the store and unplanned spending. In addition, Donovan et al. (1994), Schlosser et al. (1998) and Kumar et al. (2010) have reported that atmospheric influences customer value, store image, and patronage intentions in an emerging market condition.

Hence, purchase intention of young adults is affected by atmospheric elements that in this research. This statement is supported Reddy et al. (2011) who observed customers reliance on lighting to determine the quality and visual of merchandise before buying it. Moreover, Grewal et al. (2003) concluded that music can influence young adults customers mood and purchase behaviour in a store. Michon et al. (2005) results also found that ambient scent can directly affect perceptions towards environment and purchase intention.

5.2.2   Hypothesis 2

H$_o$: There is no relationship between the product variety and young adults purchase intention.

H2: There is a positive relationship between the product variety and young adults purchase intention.

Pearson Correlation Analysis indicates that product variety has significant correlation with purchase intention (r = 0.408). From the study, researchers found that there is a positive relationship between product variety and young adults purchase intention as value of $p < 0.05$ which is 0.000. Hence, H2 is supported.

This is supported by Brucks et al. (2007) who stated that brand name is a key marketing variable that consumers use as an indicator of quality for products they are seeking. Moreover, quality has become a crucial role in influencing a firm's competitiveness in marketplace (Sethi, 2000).

Due to increasing importance of product variety, marketers need to make sure that they take account of product variety factor to capture more revenues in the market.

5.2.3   Hypothesis 3

H₀: There is no relationship between sales promotion and young adults purchase intention.

H3: There is a positive relationship between sales promotion and young adults purchase intention.

Pearson Correlation Analysis indicates that sales promotion has significant correlation with purchase intention ($r = 0.323$). There is no relationship between sales promotion and young adults purchase intention as value of $p > 0.05$ which is 0.260. Hence, H3 is rejected.

Based on the survey results, sales promotion is not a highlighted factor to influence young adults purchase intention. Thus, overusing it would make the consumers have bad store impression such as bad quality and negative store impression (Liao, Huang, Huang, & Deeseentham, 2012). This is because young adults are looking forward for brands that can signify their status and social class compared to promotions offered in Shopping Malls. However, in order to tailor the buying behaviour of young adults, marketers need to always consider this factor to identify their behavioural dimensions such as purchase frequency and brand loyalty.

Even though in this study sales promotion is not young adults main concern, it is still pictured as an efficient and effective vehicle for marketing communication which provides a direct and often rational motivation to purchase the product or service being promoted.

5.2.4   Hypothesis 4

H$_o$: There is no relationship between customer service and young adults purchase intention.

H4: There is a positive relationship between customer service and young adults purchase intention.

From Pearson Correlation Analysis, it indicates that customer service has the weakest significant correlation with purchase intention (r = 0.231). There is no relationship between customer service and young adults purchase intention as value of $p < 0.05$ which is 0.677. Hence, H4 is rejected.

However, according to the survey results, customer service quality seems not a very important factor to influence young adults purchase intention.

In addition, younger consumers are so accustomed to poor customer service that they have come to expect it. They are less likely to have their opinions of the company swayed by poor customer service or bad contact centre experiences. Even though the staffs treat them rudely, they may ignore the poor customer service and still continue with their purchase (Cronin & Taylor, 1992).

Nevertheless, this does not mean that if the firm cater to young adults, it needs not to invest in top-notch service. Because though they may not stop doing business with a company that offers poor service, they are more likely to continue buying from a company that delivers good service.

5.3   Implications of the Study

5.3.1   Managerial Implications

This research provides useful information to help Shopping Malls owners to improve it by understanding about antecedents that can influence young adults purchase intention to make a choice on the Shopping Malls.

Firstly, by examining this research, managers and critical decision making personnel are able to gauge to what extend the factors like atmospheric, product variety, sales promotion and customer service will actually influence one's purchase intention. Shopping Malls and companies can save resources and time in long run. This study discovered factors that can help Shopping Malls to attract more young adults, enhance their purchase intention and thus improve the sales of store.

5.3.1.1   Atmospheric

Based on the research finding, atmospheric is the most important factor that influences young adults' choice on Shopping Malls so will be influenced by the lighting, background music and scent of the Shopping Mall. According to Mattila et al. (2001) atmospheric are positively related to money and time spend by young adults consumers.

5.3.1.2   Product Variety

There is significant positive relationship between product variety and purchase intention. Hence, Shopping Mall should implement different brand name, quality and price of the products in their Shopping Mall. As stated by

Salvador et al. (2002), an increase in product variety allows marketers to defend, if not increase, their market shares.

5.3.1.3 Sales Promotion

Based on the study conducted, sales promotion is not a significant factor that affects young adult purchase intention to choose the Shopping Mall. According to (Mishra, Das, Mishra, & Mishra, 2012), consumers have perception that marketers use sales promotions only because of poor quality of the product which cannot sell without promotions and therefore not easily influenced by promotions offered in the Shopping Mall.

5.3.1.4 Customer Service

Based on the results, customer service is not an important factor for young adults purchase intention. Compared to customer service, situational influences are considered to be the predominant factors that affect consumer decision-making in respect of the choice of Shopping Mall (Poovalingam & Docrat, 2011).

5.4 Limitations of the Study

There are several limitations that have been identified throughout the study and its importance is pointed for forthcoming researchers to learn and acknowledge.

The first limitation is limited sample size to represent whole population of Malaysian young adult consumers. Due to limit of time and resource, it was not possible to conduct a large scale survey in other parts of Malaysia. Therefore, questionnaire survey which is conducted based on only 200 respondents might not

be able to provide a reliable result. Furthermore, 3 respondents might have misunderstood the survey questions or did not follow the instruction of answering, so the questionnaires are voided and this affects the results.

Secondly, in this study questionnaires are prepared in English version which caused difficulties to some respondent to understand certain questions due to language problem. Thus, they answered it with their intuitions or guessing which influence the reliability and accuracy of the result.

Thirdly, this study only focuses on six Shopping Malls which are MidValley Megamall, Suria KLCC, Pavilion, Sunway Pyramid, One Utama, and The Mines in Malaysia. Besides that, specific examples for Shopping Malls which are not included in the survey that also affect the results because respondents may have different perceptions and comments about malls that they had visited.

Next, due to researchers limited budget they are unable to access journals and articles that require subscription and payment. Since few local researches have conducted research that is applicable to this study, researchers relied more on foreign journals and articles to conduct this study.

On top of that, respondents can express their additional comments and opinions in questionnaire of this study in part D open question. They might get influenced by other store image antecedents that are not focused in this study. From the results that have been collected, most of the respondents commented that number of parking lots provided in Shopping Malls is an important preference. Moreover, respondents also commented that entertainment, crowding, safety, cleanliness and dining service influence their purchase intention. Eventually, the researchers did not analyze these factors due to time and resource constraint.

Lastly, based on part D of the questionnaire most respondents choose facilities compared to importance of store image antecedents provided by a Shopping Mall in. By asking open questions, researchers can find out which factor is highly

appreciated by respondents. Facilities provide them convenience when shopping in malls; however, researchers are unable to interpret the data easily and conveniently again due to time constraints.

5.5 Recommendations for Future Research

After completing this study, the researchers have found that there are some spaces to improve quality of this study in future.

Firstly, future researchers are advised to expand the sample size, specifically more than 200 questionnaires to get more reliable and accurate result. In this study, researchers only distributed the questionnaire in Klang Valley which is not comprehensive enough to represent the whole population of young adults in Malaysia. In order to cover a large sample size of young adults, researchers can distribute questionnaire to all states in Malaysia. In addition, time frame of conducting this study should also to ensure enough time to conduct the study on large amount of respondents.

Moreover, multi-lingual questionnaire can be used to ward off the language barrier that might distort the actual findings of the research in future; such as Chinese, Malay, Tamil and English. This can help respondent to better understand the instructions and questions clearly. Thus, number of void questionnaire decreases.

Furthermore, this study only covers four factors that might have impact on young adults purchase intention. However, researchers have overlooked that there are some other important factors that may influence young adults purchase intention such as entertainment, crowding, safety, cleanliness and dining service. However, from the open question they have acknowledged other store image antecedents and found that facilities provided by Shopping Mall are playing an important role.

Hence, future researchers who wish to conduct similar studies should consider this factor to get a more reliable and preferable result.

Lastly, in future researcher should also increase the capacity in term of resources for instance manpower, time and fund to conduct this study.

5.6 Conclusion

In conclusion, the research project has fulfilled its objectives to identify the relationship of the factors that affects the purchase intention among young adults in Malaysia with regard to atmospheric, product availability, sales promotions and customer service.

After running the Internal Reliability Test and Pearson Correlation Analysis, it showed that all four independent variables atmospheric, product variety, sales promotions and customer service had positive significant relationship with the dependent variable of purchase intention among young adults in Malaysia. In addition, this chapter states the usefulness for Shopping Malls in Malaysia to make some necessary improvements.

As a conclusion, the outcomes of the research indicates that atmospheric is the most important antecedent that influences the purchase intention of young adults in Malaysia. Lastly, this study has provided some limitations that have been met and recommendations for future researcher or marketer in relation to related topic. Thus, this study provides information for future researchers who may want to investigate more on antecedents of store image influencing young adults purchase intention.

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APPENDICES

Appendix A: Questionnaire

UNIVERSITI TUNKU ABDUL RAHMAN (UTAR)
FACULTY OF ACCOUNTANCY AND MANAGEMENT

Bachelor of International Business (Hons)

Academic Research Survey in Antecedents of Store Image Influencing Young Adults Purchase Intention

<u>Survey Questionnaire</u>

Dear respondents,

We are students from Universiti Tunku Abdul Rahman (UTAR), Faculty of Accountancy and Management, pursuing degree in Bachelor of International Business (Hons). We are currently conducting a study on **"Antecedents of Store Image Influencing Young Adults Purchase Intention"** for our final year project. The objective of this research project is to understand the main antecedents affecting young adults purchase intention.

We sincerely hope that you will take a few minutes to complete this questionnaire. Your responses are essential for us to complete our study. Your participation is on a voluntary basis.

The information gathered from this questionnaire will be used solely for academic purposes. We will assure that all information you provide to us will be kept PRIVATE AND CONFIDENTIAL. We greatly appreciate your cooperation in completing this questionnaire. Thank you for your precious time participation in this study.

NAME	STUDENT ID NO.
Chum Wei Jin	09UKB06206
Leong Chun Hoong	09UKB06062
Liow Wai Kit	10UKB01659
Lok Kah Mun	09UKB06205
Yuvarani Selvarajan	09UKB07446

SECTION A: Demographic Profile

Please specify your answer, tick √ the box □ that represents the most appropriate response for you in respect of the following questions.

Each question should have **ONE** answer.

1. Please state your gender:

□ Male

□ Female

2. Please state your age:

□ 18 – 20 years old

□ 21 – 24 years old

3. Please state your race:

□ Malay

□ Chinese

□ Indian

□ Others (Please state): _____

4. Please state your marital status:

□ Single

□ Married

□ Others (Please state): _____

5. Please state your occupation:

□ Student

□ Professional

□ Manager/ Head of Department

□ Executive / Supervisor/ Middle Management

□ Non-executive

6. Please state your income:

□ Below RM1,000

□ RM1,001 – RM2,000

□ RM2,001 – RM3,000

□ RM3,001 – RM4,000

□ Above RM4,001

□ Others (Please state): _____

7. Please state your current education level:

□ Certificate

□ Diploma

□ Degree

□ Master

□ PhD

□ Others (Please state): _____

SECTION B: General Information on Shopping Behavior

Please specify your answer, tick √ the box □ that represents the most appropriate

response for you in respect of the following questions.

Each question should have **ONE** answer.

1) Which of the following Shopping Mall you prefer to go?

□ Mid Valley Megamall

□ Suria KLCC

□ Pavilion

□ Sunway Pyramid

□ One Utama

2) What is the main reason you have chosen the Shopping Mall to shop?

□ Atmospheric

□ Product Variety

□ Sales Promotion

□ Customer Service

3) How often do you visit the Shopping Mall in a month?

□ 1-2 times

□ 3-4 times

□ 5-6 times

□ > 7 times

4) How much do you spend on average each time you make purchase in your

chosen Shopping Mall?

□ < RM100

□ RM101 – RM200

□ RM201 – RM300

□ > RM301

SECTION C: Construct Measurement

Based on EACH statement below, please circle on the number that reflects your opinion most accurately and precisely. Use the following codes to answer those questions.

SA = Strongly Agree
A = Agree
N = Neutral
D = Disagree
SD = Strongly Disagree

i.   Atmospheric

No	Statements	SA	A	N	D	SD
1.	The store lighting that allows me to evaluate the quality of the products clearly will motivate me to purchase.	5	4	3	2	1
2.	The bigger the clarity in the store increases my purchase intention.	5	4	3	2	1
3.	The existence of background music will motivate me to purchase.	5	4	3	2	1
4.	The store background music that is pleasant increases my purchase intention.	5	4	3	2	1
5.	The fresh scent presents all over the store will motivate me to purchase.	5	4	3	2	1
6.	The presence of a pleasant scent increases my purchase intention.	5	4	3	2	1

ii. **Product Variety**

No	Statements	SA	A	N	D	SD
1.	The name of a brand influences my intention to purchase.	5	4	3	2	1
2.	The reputation of the brand influences my intention to buy.	5	4	3	2	1
3.	The price of a product influences my decision to purchase.	5	4	3	2	1
4.	I am more likely to buy a product if it is cheaper than usual.	5	4	3	2	1
5.	I purchase a product based on its quality.	5	4	3	2	1
6.	I am more likely to buy a product if it is in perfect condition.	5	4	3	2	1

iii. **Sales Promotion**

No	Statements	SA	A	N	D	SD
1.	Promotion of buy-one-get-one-free helps me to get a product at a cheaper rate.	5	4	3	2	1
2.	Promotion of buy-one-get-one-free persuades me to try a new product.	5	4	3	2	1
3.	Free sample influences me to continue purchasing the product on a regular basis.	5	4	3	2	1
4.	Free sample creates awareness towards me about arrival of new brands or innovative products.	5	4	3	2	1
5.	Coupon benefits me by providing extra quantity of a product at a reduced price.	5	4	3	2	1
6.	Coupon influences me to re-purchase a product due to price reduction.	5	4	3	2	1

iv.   **Customer Service**

No	Statements	SA	A	N	D	SD
1.	Well-dressed and presentable staff increases my purchase intention.	5	4	3	2	1
2.	Staff with neat and clean appearance motivates me to purchase.	5	4	3	2	1
3.	Friendly and smiling staff increases my purchase intention.	5	4	3	2	1
4.	I am more likely to purchase when the staff is kind and helpful.	5	4	3	2	1
5.	Assistance of salesperson on product and related information encourages me to purchase.	5	4	3	2	1
6.	Appropriate knowledge of salesperson increases my purchase intention.	5	4	3	2	1

v.   **Purchase Intention**

No	Statements	SA	A	N	D	SD
1.	I would like to purchase in the shopping mall.	5	4	3	2	1
2.	I would like to spend more time shopping at mall.	5	4	3	2	1
3.	I would like to visit the shopping mall again.	5	4	3	2	1
4.	I would like to tell my family and friends about the shopping mall.	5	4	3	2	1
5.	I think that shopping mall can fit my needs and wants.	5	4	3	2	1

SECTION D: Open Questions

1. Apart from the discussed antecedents of store image, which **OTHER** element do you think is important to be considered?

   _____

2. Compare the store image antecedents and facilities provided by a Shopping Mall, which do you think is **MORE IMPORTANT** for you and **WHY**?

   _____

   _____

   _____

Appendix B: SPSS Output – Pilot Test

Reliability

Scale: Atmospheric

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the
procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.849	.850	6

Item Statistics

	Mean	Std. Deviation	N
Atmospheric Item 1	4.07	.828	30
Atmospheric Item 2	3.97	.718	30
Atmospheric Item 3	3.60	1.070	30
Atmospheric Item 4	3.60	1.163	30
Atmospheric Item 5	3.97	.964	30
Atmospheric Item 6	3.77	.971	30

Inter-Item Correlation Matrix

	Atmospheric Item 1	Atmospheric Item 2	Atmospheric Item 3	Atmospheric Item 4	Atmospheric Item 5	Atmospheric Item 6
Atmospheric Item 1	1.000	.526	.654	.638	.262	.320
Atmospheric Item 2	.526	1.000	.476	.438	.247	.433
Atmospheric Item 3	.654	.476	1.000	.699	.488	.372
Atmospheric Item 4	.638	.438	.699	1.000	.449	.495
Atmospheric Item 5	.262	.247	.488	.449	1.000	.801
Atmospheric Item 6	.320	.433	.372	.495	.801	1.000

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
22.97	19.068	4.367	6

Reliability

Scale: Product Variety

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the
procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.785	.782	6

Item Statistics

	Mean	Std. Deviation	N
Product Variety Item 1	4.10	.960	30
Product Variety Item 2	4.23	.935	30
Product Variety Item 3	4.60	.724	30
Product Variety Item 4	4.43	.858	30
Product Variety Item 5	4.33	.711	30
Product Variety Item 6	4.40	.724	30

Inter-Item Correlation Matrix

	Product Variety Item 1	Product Variety Item 2	Product Variety Item 3	Product Variety Item 4	Product Variety Item 5	Product Variety Item 6
Product Variety Item 1	1.000	.742	.556	.406	.505	.338
Product Variety Item 2	.742	1.000	.194	.084	.709	.316
Product Variety Item 3	.556	.194	1.000	.566	.000	.513
Product Variety Item 4	.406	.084	.566	1.000	.038	.322
Product Variety Item 5	.505	.709	.000	.038	1.000	.335
Product Variety Item 6	.338	.316	.513	.322	.335	1.000

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
26.10	11.817	3.438	6

Reliability

Scale: Sales Promotion

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.857	.859	6

Item Statistics

	Mean	Std. Deviation	N
Sales Promotion Item 1	4.20	.961	30
Sales Promotion Item 2	4.03	1.033	30
Sales Promotion Item 3	3.90	1.062	30
Sales Promotion Item 4	4.33	.661	30
Sales Promotion Item 5	3.90	.960	30
Sales Promotion Item 6	3.73	.868	30

Inter-Item Correlation Matrix

	Sales Promotion Item 1	Sales Promotion Item 2	Sales Promotion Item 3	Sales Promotion Item 4	Sales Promotion Item 5	Sales Promotion Item 6
Sales Promotion Item 1	1.000	.583	.527	.597	.621	.107
Sales Promotion Item 2	.583	1.000	.663	.640	.629	.241
Sales Promotion Item 3	.527	.663	1.000	.442	.768	.344
Sales Promotion Item 4	.597	.640	.442	1.000	.435	.461
Sales Promotion Item 5	.621	.629	.768	.435	1.000	.505
Sales Promotion Item 6	.107	.241	.344	.461	.505	1.000

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
24.10	18.300	4.278	6

Reliability

Scale: Customer Service

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the
procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.809	.806	6

Item Statistics

	Mean	Std. Deviation	N
Customer Service Item 1	4.07	.740	30
Customer Service Item 2	3.90	.885	30
Customer Service Item 3	4.37	.718	30
Customer Service Item 4	4.30	.651	30
Customer Service Item 5	4.00	1.083	30
Customer Service Item 6	3.97	.890	30

Inter-Item Correlation Matrix

	Customer Service Item 1	Customer Service Item 2	Customer Service Item 3	Customer Service Item 4	Customer Service Item 5	Customer Service Item 6
Customer Service Item 1	1.000	.327	.342	-.043	.344	.108
Customer Service Item 2	.327	1.000	.385	.353	.432	.171
Customer Service Item 3	.342	.385	1.000	.420	.665	.559
Customer Service Item 4	-.043	.353	.420	1.000	.636	.613
Customer Service Item 5	.344	.432	.665	.636	1.000	.823
Customer Service Item 6	.108	.171	.559	.613	.823	1.000

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
24.60	13.007	3.607	6

Reliability

Scale: Purchase Intention

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the
procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.816	.814	5

Item Statistics

	Mean	Std. Deviation	N
Purchase Intention Item 1	4.17	.950	30
Purchase Intention Item 2	3.73	1.258	30
Purchase Intention Item 3	4.07	.868	30
Purchase Intention Item 4	3.80	1.126	30
Purchase Intention Item 5	4.20	.761	30

Inter-Item Correlation Matrix

	Purchase Intention Item 1	Purchase Intention Item 2	Purchase Intention Item 3	Purchase Intention Item 4	Purchase Intention Item 5
Purchase Intention Item 1	1.000	.500	.530	.258	.286
Purchase Intention Item 2	.500	1.000	.554	.740	.526
Purchase Intention Item 3	.530	.554	1.000	.508	.240
Purchase Intention Item 4	.258	.740	.508	1.000	.531
Purchase Intention Item 5	.286	.526	.240	.531	1.000

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
19.97	14.654	3.828	5

Appendix C: SPSS Output – Descriptive Analysis

Frequencies: Section A – Demographic Profile

Statistics

		Gender	Age	Race	Marital Status	Occupation	Income	Current Education Level
N	Valid	197	197	197	197	197	197	197
	Missing	0	0	0	0	0	0	0

Frequency Table

Gender of Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	84	42.6	42.6	42.6
	Female	113	57.4	57.4	100.0
	Total	197	100.0	100.0	

Age of Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-20 years old	74	37.6	37.6	37.6
	21-24 years old	123	62.4	62.4	100.0
	Total	197	100.0	100.0	

Race of Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Malay	3	1.5	1.5	1.5
	Chinese	189	95.9	95.9	97.5
	Indian	5	2.5	2.5	100.0
	Total	197	100.0	100.0	

Marital Status of Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	195	99.0	99.0	99.0
	Others	2	1.0	1.0	100.0
	Total	197	100.0	100.0	

Occupation of Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	196	99.5	99.5	99.5
	Non-executive	1	.5	.5	100.0
	Total	197	100.0	100.0	

Income of Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below RM1,000	143	72.6	72.6	72.6
	RM1,001-RM2,000	25	12.7	12.7	85.3
	RM2,001-RM3,000	3	1.5	1.5	86.8
	RM3,001-RM4,000	1	.5	.5	87.3
	Others	25	12.7	12.7	100.0
	Total	197	100.0	100.0	

Current Education Level of Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Certificate	34	17.3	17.3	17.3
	Diploma	21	10.7	10.7	27.9
	Degree	106	53.8	53.8	81.7
	Others	36	18.3	18.3	100.0
	Total	197	100.0	100.0	

Frequencies : Section B – General Information

Statistics

		Shopping Mall Preferred by Respondents	Reason of Respondents to Choose the Shopping Mall	Number of Visits to the Shopping Mall per month	Average Spending on Purchase in the Shopping Mall
N	Valid	197	197	197	197
	Missing	0	0	0	0

Frequency Table

Shopping Mall Preferred by Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Mid Valley Megamall	108	54.8	54.8	54.8
	Suria KLCC	19	9.6	9.6	64.5
	Pavilion	31	15.7	15.7	80.2
	Sunway Pyramid	28	14.2	14.2	94.4
	One Utama	11	5.6	5.6	100.0
	Total	197	100.0	100.0	

Reason of Respondents to Choose the Shopping Mall

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Atmospheric	61	31.0	31.0	31.0
	Product Variety	104	52.8	52.8	83.8
	Sales Promotion	28	14.2	14.2	98.0
	Customer Service	4	2.0	2.0	100.0
	Total	197	100.0	100.0	

Number of Visits to the Shopping Mall per month

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-2 times	104	52.8	52.8	52.8
	3-4 times	74	37.6	37.6	90.4
	5-6 times	14	7.1	7.1	97.5
	More than 7 times	5	2.5	2.5	100.0
	Total	197	100.0	100.0	

Average Spending on Purchase in the Shopping Mall

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below RM100	95	48.2	48.2	48.2
	RM101-RM200	74	37.6	37.6	85.8
	RM201-RM300	23	11.7	11.7	97.5
	Above RM301	5	2.5	2.5	100.0
	Total	197	100.0	100.0	

Appendix D: SPSS Output – Reliability Test

Reliability

Scale: Atmospheric

Case Processing Summary

		N	%
Cases	Valid	197	100.0
	Excluded[a]	0	.0
	Total	197	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.760	.756	6

Item Statistics

	Mean	Std. Deviation	N
Atmospheric Item 1	3.76	.748	197
Atmospheric Item 2	3.81	.710	197
Atmospheric Item 3	3.54	.906	197
Atmospheric Item 4	3.56	.870	197
Atmospheric Item 5	3.71	.847	197
Atmospheric Item 6	3.60	.867	197

Inter-Item Correlation Matrix

	Atmospheric Item 1	Atmospheric Item 2	Atmospheric Item 3	Atmospheric Item 4	Atmospheric Item 5	Atmospheric Item 6
Atmospheric Item 1	1.000	.537	.273	.207	.229	.168
Atmospheric Item 2	.537	1.000	.257	.185	.229	.150
Atmospheric Item 3	.273	.257	1.000	.746	.270	.275
Atmospheric Item 4	.207	.185	.746	1.000	.402	.415
Atmospheric Item 5	.229	.229	.270	.402	1.000	.765
Atmospheric Item 6	.168	.150	.275	.415	.765	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Atmospheric Item 1	18.22	8.935	.384	.315	.753
Atmospheric Item 2	18.17	9.121	.371	.313	.756
Atmospheric Item 3	18.44	7.668	.543	.579	.714
Atmospheric Item 4	18.41	7.563	.605	.610	.696
Atmospheric Item 5	18.27	7.801	.570	.608	.706
Atmospheric Item 6	18.38	7.880	.531	.601	.717

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
21.98	11.214	3.349	6

Reliability

Scale: Product Variety

Case Processing Summary

		N	%
Cases	Valid	197	100.0
	Excluded[a]	0	.0
	Total	197	100.0

a. Listwise deletion based on all variables in the
procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.720	.723	6

Item Statistics

	Mean	Std. Deviation	N
Product Variety Item 1	3.96	.919	197
Product Variety Item 2	4.03	.895	197
Product Variety Item 3	4.32	.780	197
Product Variety Item 4	4.31	.744	197
Product Variety Item 5	4.17	.678	197
Product Variety Item 6	4.34	.693	197

Inter-Item Correlation Matrix

	Product Variety Item 1	Product Variety Item 2	Product Variety Item 3	Product Variety Item 4	Product Variety Item 5	Product Variety Item 6
Product Variety Item 1	1.000	.826	.232	.064	.191	.166
Product Variety Item 2	.826	1.000	.310	.049	.195	.192
Product Variety Item 3	.232	.310	1.000	.482	.221	.276
Product Variety Item 4	.064	.049	.482	1.000	.367	.355
Product Variety Item 5	.191	.195	.221	.367	1.000	.623
Product Variety Item 6	.166	.192	.276	.355	.623	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Product Variety Item 1	21.18	6.290	.483	.686	.673
Product Variety Item 2	21.11	6.232	.522	.705	.659
Product Variety Item 3	20.81	6.898	.453	.324	.681
Product Variety Item 4	20.82	7.361	.359	.336	.708
Product Variety Item 5	20.96	7.239	.456	.422	.682
Product Variety Item 6	20.80	7.183	.457	.418	.681

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
25.14	9.364	3.060	6

Reliability

Scale: Sales Promotion

Case Processing Summary

		N	%
Cases	Valid	197	100.0
	Excluded[a]	0	.0
	Total	197	100.0

a. Listwise deletion based on all variables in the
procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.708	.706	6

Item Statistics

	Mean	Std. Deviation	N
Sales Promotion Item 1	3.98	.718	197
Sales Promotion Item 2	3.82	.823	197
Sales Promotion Item 3	3.61	.877	197
Sales Promotion Item 4	3.93	.739	197
Sales Promotion Item 5	3.84	.731	197
Sales Promotion Item 6	3.74	.864	197

Inter-Item Correlation Matrix

	Sales Promotion Item 1	Sales Promotion Item 2	Sales Promotion Item 3	Sales Promotion Item 4	Sales Promotion Item 5	Sales Promotion Item 6
Sales Promotion Item 1	1.000	.410	.282	.085	.151	.133
Sales Promotion Item 2	.410	1.000	.384	.264	.274	.278
Sales Promotion Item 3	.282	.384	1.000	.366	.250	.260
Sales Promotion Item 4	.085	.264	.366	1.000	.309	.298
Sales Promotion Item 5	.151	.274	.250	.309	1.000	.546
Sales Promotion Item 6	.133	.278	.260	.298	.546	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Sales Promotion Item 1	18.93	7.470	.319	.192	.702
Sales Promotion Item 2	19.10	6.475	.498	.289	.649
Sales Promotion Item 3	19.31	6.368	.474	.253	.657
Sales Promotion Item 4	18.99	7.092	.407	.208	.678
Sales Promotion Item 5	19.08	6.871	.478	.333	.658
Sales Promotion Item 6	19.18	6.466	.461	.332	.662

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
22.92	9.238	3.039	6

Reliability

Scale: Customer Service

Case Processing Summary

		N	%
Cases	Valid	197	100.0
	Excluded[a]	0	.0
	Total	197	100.0

a. Listwise deletion based on all variables in the
procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.757	.757	6

Item Statistics

	Mean	Std. Deviation	N
Customer Service Item 1	3.71	.737	197
Customer Service Item 2	3.78	.783	197
Customer Service Item 3	4.13	.692	197
Customer Service Item 4	4.17	.708	197
Customer Service Item 5	3.87	.832	197
Customer Service Item 6	3.95	.791	197

Inter-Item Correlation Matrix

	Customer Service Item 1	Customer Service Item 2	Customer Service Item 3	Customer Service Item 4	Customer Service Item 5	Customer Service Item 6
Customer Service Item 1	1.000	.595	.262	.194	.189	.187
Customer Service Item 2	.595	1.000	.354	.226	.371	.264
Customer Service Item 3	.262	.354	1.000	.570	.258	.234
Customer Service Item 4	.194	.226	.570	1.000	.444	.424
Customer Service Item 5	.189	.371	.258	.444	1.000	.557
Customer Service Item 6	.187	.264	.234	.424	.557	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Customer Service Item 1	19.90	7.200	.406	.363	.745
Customer Service Item 2	19.84	6.606	.529	.454	.712
Customer Service Item 3	19.49	7.108	.478	.384	.727
Customer Service Item 4	19.44	6.840	.543	.454	.710
Customer Service Item 5	19.74	6.387	.540	.412	.710
Customer Service Item 6	19.66	6.715	.490	.354	.723

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
23.61	9.350	3.058	6

Reliability

Scale: Purchase Intention

Case Processing Summary

		N	%
Cases	Valid	197	100.0
	Excluded[a]	0	.0
	Total	197	100.0

a. Listwise deletion based on all variables in the
procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.856	.856	5

Item Statistics

	Mean	Std. Deviation	N
Purchase Intention Item 1	3.93	.783	197
Purchase Intention Item 2	3.83	.926	197
Purchase Intention Item 3	3.95	.841	197
Purchase Intention Item 4	3.83	.926	197
Purchase Intention Item 5	3.95	.771	197

Inter-Item Correlation Matrix

	Purchase Intention Item 1	Purchase Intention Item 2	Purchase Intention Item 3	Purchase Intention Item 4	Purchase Intention Item 5
Purchase Intention Item 1	1.000	.610	.654	.470	.434
Purchase Intention Item 2	.610	1.000	.625	.619	.417
Purchase Intention Item 3	.654	.625	1.000	.625	.469
Purchase Intention Item 4	.470	.619	.625	1.000	.510
Purchase Intention Item 5	.434	.417	.469	.510	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Purchase Intention Item 1	15.56	7.962	.668	.507	.828
Purchase Intention Item 2	15.67	7.151	.710	.533	.816
Purchase Intention Item 3	15.54	7.402	.747	.579	.807
Purchase Intention Item 4	15.67	7.222	.692	.518	.821
Purchase Intention Item 5	15.54	8.474	.547	.317	.856

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
19.50	11.527	3.395	5

Appendix E: SPSS Output – Pearson's Correlation Analysis

Correlations

Correlations

		Average of Atmospheric Item	Average of Product Variety Item	Average of Sales Promotion Item	Average of Customer Service Item	Average of Purchase Intention Item
Average of Atmospheric Item	Pearson Correlation	1	.193**	.386**	.342**	.415**
	Sig. (2-tailed)		.007	.000	.000	.000
	N	197	197	197	197	197
Average of Product Variety Item	Pearson Correlation	.193**	1	.359**	.222**	.408**
	Sig. (2-tailed)	.007		.000	.002	.000
	N	197	197	197	197	197
Average of Sales Promotion Item	Pearson Correlation	.386**	.359**	1	.332**	.323**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	197	197	197	197	197
Average of Customer Service Item	Pearson Correlation	.342**	.222**	.332**	1	.231**
	Sig. (2-tailed)	.000	.002	.000		.001
	N	197	197	197	197	197
Average of Purchase Intention Item	Pearson Correlation	.415**	.408**	.323**	.231**	1
	Sig. (2-tailed)	.000	.000	.000	.001	
	N	197	197	197	197	197

**. Correlation is significant at the 0.01 level (2-tailed).

Appendix F: SPSS Output – Multiple Regression Analysis

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Average of Customer Service Item, Average of Product Variety Item, Average of Atmospheric Item, Average of Sales Promotion Item[a]	.	Enter

a. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.539[a]	.290	.276	.58123

a. Predictors: (Constant), Average of Customer Service Item, Average
of Product Variety Item, Average of Atmospheric Item, Average of
Sales Promotion Item

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	26.535	4	6.634	19.637	.000[a]
	Residual	64.863	192	.338		
	Total	91.398	196			

a. Predictors: (Constant), Average of Customer Service Item, Average of Product Variety Item,
Average of Atmospheric Item, Average of Sales Promotion Item

b. Dependent Variable: Average of Purchase Intention Item

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	.206	.457		.451	.652
	Average of Atmospheric Item	.381	.083	.314	4.615	.000
	Average of Product Variety Item	.417	.087	.313	4.769	.000
	Average of Sales Promotion Item	.107	.095	.080	1.130	.260
	Average of Customer Service Item	.037	.089	.028	.417	.677

a. Dependent Variable: Average of Purchase Intention Item