

The Effect of Shopping Mall Environment on Shopping Behavior under a Model

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Abstract: The process by which marketing managers' try to change the physical environment of their shops in order to make special habits. Based on psychological theory, shopping mall's environment influences behavioral habits/purposes of customers. In more exact words, environment can be an important basis for the investigation of the customers. This theory is based on the guidance of a spiritual change in two different forms of behavior, i.e. approach and far behavior. Approach behavior is for staying in long-term, investigation of the structure and adhering to other buyers or salespersons. On the other hand, far behavior is the opposite meaning of approach behavior. Shopping moves beyond suitability, duty and operation preparing other uses and satisfactions. Two dimensions of understood value of shopping include usability-oriented and enjoy (welfare)-oriented shopping. Five shopping malls in Mashhad (i.e. Alton, Proma, Zist-Khavar, Kiyān Center and Almas Shargh) were investigated in order to investigate the effect of shopping mall environment on understandings and behaviors of the buyers. The statistical society of the research consists of female buyers of the above-mentioned shopping malls. From the sample group (323 people), 320 people responded to the designed questionnaires. Regression analysis tests and structural equations modeling were used in order to investigate the researches' assumptions.

Key words: Environment's effect • Shopping values • Usability-oriented • Enjoy-oriented • Shopping mall

INTRODUCTION

The staff of shopping malls and small-sellers is currently identifying the positive effect of environment on shopping behavior more and more. Shopping malls are generally effective factors on the growth of towns and cities. They encountered once with a small competency, but today they have reached maturity competing each other for attracting customers. Developers have invented new strategies in order to reach a new style inside a matured shopping mall.

Establishing restaurants and cinemas, attractive environments, water-fountains, sitting places encouraging the customers to do sight-seeing and shopping are examples of these strategies [1].

The process by which marketing managers' try to change the physical environment of their shops in order to make special habits/ responses of their customers is called atmosphereology.

It is necessary that the operators of shopping malls and shop-keepers have deeper cognition of the customer so that they can provide a desirable shopping environment for them. This research investigates how female buyers process the retail atmospheric cues and how they react to the shopping mall. Therefore it is to provide recommendations for the operators of shopping malls, small-sellers and marketing researchers [2].

Theoretical Scope of the Research:

- Cognitions and emotions: environmental psychology is "the study of behavioral psychology in the body environment of daily life". This science provides a framework of perspectives, researches and assumptions which can help us get a better understanding of mutual relationships between human beings and the surrounding environment. Ecological psychologists believe that body environment makes necessities for human's behavior [3].

Based on the environmental Psychology Theory which is used as the theoretical framework of this research, the environment of shopping mall influences the behavioral habits/tendencies of customers. This theory is based on the guidance of a spiritual change in two different forms of behavior, i.e. approach and far behavior. Approach behavior is for staying in long-term, investigation of the structure and adhering to other buyers or salespersons. On the other hand, far behavior is the opposite meaning of approach behavior.

- Shopping mall and conclusion of the product: researchers have concluded that formal qualities show expressive emotions/affections of the environments of the shopping malls, transfer different messages to the customer and may lead in both Aesthetic and Instrumental values. In addition, buyers' cognitions and conclusions about the small-selling environment may be effective on buyers' tendencies. An effective shopping environment in a shopping mall may affect the experience of the shopping affecting the customers so that it would have approacher/more durable behavior in the shopping mall. The environment of a small-selling store can be an important basis for evaluating the customers of the product. Researchers have noticed that ambient (surrounding) signs (physical aspects of the store's environment such as light, music, color, showing the goods, etc) and social signs (conclusion of the crowd (density) and staff's kindness) are important atmospheric factors affecting customer's effective habits which influence shopping behavior in the environment of the shopping mall [4].

Shopping Values: buying value includes the relationship between the consumer and the service or product which include not only the goal, but also the the consumption experience.

This includes intrinsic and intrinsic values of the goal. Shopping value is a concept which emphasizes the value from the standpoint of consumption behavior.

Shopping moves beyond suitability, duty and operation preparing other uses and satisfactions. Two dimensions of understood value of shopping include usability-oriented and enjoy (welfare)-oriented shopping.

Utilitarian value reflects a duty-orientation, while enjoy-oriented one shows personal gratification and self-expression which are related to shopping experience. It is observed that shopping affect has a positive influence on shopping cognate value which positively affects customer's consistent shopping behavior.

Shopping value is defined as "mental cognates value which is understood by the consumer in the consideration of all evaluation standards which is the value cognates by the consumer via shopping experience in the shopping mall based on the properties and specifications of the shopping mall [5].

In other words, it is "the collection of all quality, quantity, mental and practical shopping experiences of the consumer evaluating the values where evolutionary standards are considered". In 1988, Zeithaml revised value literature identifying four usual/common values in marketing terms:

- In a very simple definition, value is equal to price: "value is the same as price".
- Another conceptual definition shows the key role of value in the transformation process which is indicated by the transformation between expenditure and profit. In simple words it is defined as: "what do I pay, what do I get".
- The other definition is more special: declaring the value as a transformation between the cognized value of the product and the price.
- The forth definition of shopping value includes: "all factors, both quality and quantity, both mental and practical completing the shopping experience". In other words, it is declared that shopping values are multi-folded. Especially shopping value includes dimensions of both aspects of the experience of receiving the product and the aspect of enjoy-oriented experience [6].

Utilitarian Value: Consumer's benefiter behavior is described via duty-oriented and wisdom-based behavior. Shopping profit-oriented cognitive value is defined as to what extent of the consuming need encouraged is satisfied by shopping experience. This means that the consumer buys the products deeply and by searching and it would be effective. Therefore shopping profit-oriented is more related to logical, wisdom shopping related to retail. In addition, it is related to data gathering in comparison with enjoy-oriented behavior [7].

Hedonic Value: In comparing profit-oriented value, hedonic value is more mental related to individualism. Hedonic value is a value which is completely as entertainment and cognitive enjoy. It is also considered as an opposition for success and reaching the goal. Hedonic value reflects shopping emotional enjoy and value and therefore hedonic value shows a cognitive level of shopping via different positive/valuable feelings which

are emotionally useful. Therefore hedonic value can be considered as a shopping experience besides reacting the main purpose of shopping [8].

Literature Review: Despite all-purpose investigations, there is no research in the field of "the effect of the environment on the shopping behavior and values of female buyers" in Iran (on the level of Master and PhD theses of all Iranian universities so far. But researches below can be mentions on international level:

Research Purpose: The main purpose of this research is the investigation of how female buyers process retail atmospheric cues reacting to the environment of the shopping mall. In other words, we are to find the answer of the question that "how the buying environment of shopping mall affects shopping experience and the approach behavior of female buyers".

Research Assumptions and Research's Conceptual Model

Methodology: The current research is "applied" in terms of its goal, since its expected results can be effective on the process of the analysis of buyers' behaviors in shopping malls and stores and design and arrangement of such malls and the role played by product shopping centers on satisfaction and sales improvement.

On the other hand, according to the data gathering method which is of the descriptive kind and in terms of the relationships among the variable which is the coherence method, it is among three coherence categories based on the goal, coherence matrix analysis or covariance.

Statistical Society and Sample: The statistical society of this research includes all female buyers of shopping malls in Mashhad. The sampling method of this research is simple accidental or unlimited one. In simple sampling

Table 1: Summary of the results of previous researches' of scientists

| Results of researches performed | Year | Researcher's name |
|---|------|--------------------------|
| The properties of small-selling stores play a significant role in making positive reactions. | 1993 | Areni & Kim |
| | 1996 | Spangenberg <i>et al</i> |
| | 1997 | Hui <i>et al</i> |
| The properties of small-selling stores causes that customers consume more time for non-planned shopping in stores. | 1994 | Donovan <i>et al</i> |
| The properties of stores affect finally the consumer for selecting the store. | 1994 | Bender |
| The properties of stores affect shopping decision in the store. | 1997 | Herman <i>et al</i> |
| The properties of stores affect customer's tendency for becoming permanent customer of the store. | 2002 | Baker <i>et al</i> |
| | 1983 | |
| Buyers' cognitions/understandings about the small-selling environment may affect customers' tendencies. | 2005 | Michon <i>et al</i> |
| The environment of shopping mall affect both groups of enjoy and profit-oriented buyers. | 2007 | Michon <i>et al</i> |
| Clothes consumers consider different shopping values based on the type of small-selling (multi-segment stores, sale and internet stores) and also based on their social class. | 2008 | Seo & Lee |
| Male and female buyers show meaningful differences in their shopping tendencies (trust to shopping, knowing mode brands, knowing the price, tendency to home shopping, knowing time welfare, tendency to planned shopping). In addition, it was observed that shopping tendencies are different among age groups. Although trust to shopping had the highest score both for females and males among all age groups, it was observed that female responders have higher attention to welfare and price in comparison with male ones. | | Seock & Sauls |
| In this research which was related too knowing the specifications of women mode leaders when shopping, it was observed that opposite to followers, mode leaders experience higher percentage of personal conflict while shopping and there is a higher probability that they consume more money for shopping clothes or conflict which makes them more familiar with the small-seller and he environment of shopping mall. | | Michon,YU,Smith & chebat |
| Environment acts as a tool for making value in order to reach customer's share on a path. | 2000 | Babin & Attaway |
| Customer's conclusion about the small-selling environment affects his/her conclusion of the quality of the product. | 2003 | Chebat and Michon |

Table 2: Research's assumptions

| No. | Relationships and effects | Assumptions |
|-----|--------------------------------------|---|
| 1 | Mall perception → product perception | H1: desirable cognition of the environment of the shopping mall will improve the cognition of the product's quality among female buyers |
| 2 | Mall perception → shopping value | H2: desirable cognition of the mall will shopping enjoy-oriented experience among female buyers. |
| 3 | Product perception → shopping value | H3: desirable cognition of the quality of the product will affect enjoy-oriented experience of female buyers. |
| 4 | Product perception → shopping value | H4: desirable cognition of the quality of the product will help female buyers reach their goals. |
| 5 | Shopping value → approach/avoidance | Female buyers, who have positive experiences of shopping, get approach behavior more probably. |
| 6 | Shopping value → approach/avoidance | H6: female buyers who do their shopping duty, conflict in approach behavior more probably |

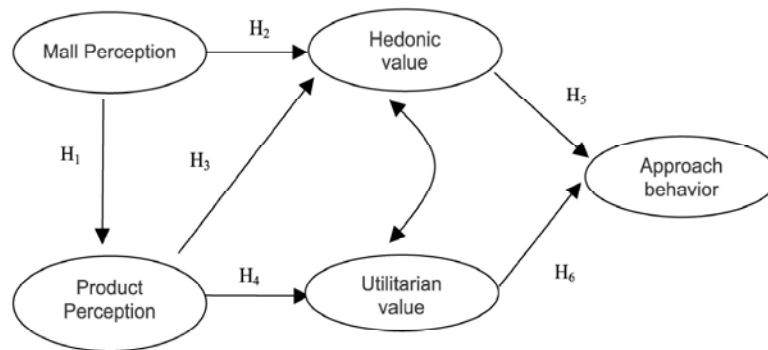


Fig. 1: Research's conceptual model
(Richard Michon, Hong Yu and Donna Smith, 2007)

scheme, the members of the statistical society have definite equal chances for being selected as testable. This scheme has the least orientation and the highest extensibility.

Based on Ramko rule which declared that in multi-variable research (including multi-variable regression), the volume of the sample must be some times higher (preferably ten times or more) than the variables under study (Sarmad *et al*, 1378, 186) and also due to the fact that the variables under study (any question related to the purpose of the questionnaire) in this research is 22 variables, the sum of the sample's volume is 323 people, i.e. approximately 14.65 times higher than the variables under study in the conceptual model. The questionnaires prepared were distributed during 2 months (Azar and Dey) in Mashhad's shopping malls and finally 320 observations were evaluated after eliminating the lost/un-necessary values. Response rate of this research was 99 percent. This high volume is due to the coherency of the questioner with the responder.

Data Gathering Method

Library Method: Is used for gathering information in the fields of literature and research history. In order to know theoretical basics of the current research, virtual library studies (Latin papers in virtual libraries) and actual library studies were used.

- **Questionnaire:** Questionnaire includes two parts, i.e. population-oriented questions and questions related to knowing the effect of the environment.

In order to prepare the questionnaire in the present research, papers, books and magazines were finally sent to the author of the basic paper - Mr. Richard Mechon, PhD, faculty of mode and marketing studies on Reason University, Canada- in order to ask the research

questionnaire and his kindly cooperation besides studying similar questionnaires. After making native tsks using opinions and recommendations of some of the sellers of Mashhad's shopping malls, the questionnaire was prepared as a package using Likert Spectrum.

The first part of the questionnaire includes 4 questions related to individual specifications of the responders such as age, marital status, education and job status.

The second part includes 22 questions of the Likert Spectrum type about the variables of the conceptual model, mall perception(5 questions), product preception (6 questions), the value of shopping profitability, shopping hedonic value (each 3 questions) and approach behavior (5 questions). Seven-point meaning items were used for measuring customers' cognitions of the shopping mall and their understanding of the product (1 = ompletely disagreed, 7= completely agreed). For enjoy-oriented shopping and profitability and for approach-far behavior measurement of the buyers, Likert five-point index was used (1 = ompletely disagreed, 5= completely agreed).

Data Analysis Method: The method used in this research was path analysis which was utilized for model test via data analysis by structural equations model (SEM). Modeling the structural equations of the statistical model was used for investigating the liapproach relations between unobserved variables and observed ones. In other words, modeling the structural equations is a powerful statistical technique which combines measurement model (conformational operational analysis) and structural model (regression or path analysis) with a simultaneous statistical test. Via these techniques, researchers can reject assumed structures (models) or confirm their cooperation with the data (Hooman, 1384, 47).

In this research, according to the small size of the sample and the need to perform path analysis and the facilities of Xlstat software, this software was used. It should be mentioned that data entry in this software is solely raw and there is no need to enter the data as coherence matrix or covariance matrix.

Validity: The meaning of validity is that the way of measurement can measure the properties/specifications considered. For preparing the questionnaires, according to using the standard questionnaire of Meachon *et al* (2007) it should be mentioned that the present questionnaire has a suitable validity.

Reliability: Reliability is a scale by which the degree of trust to the results of the test is measured. Two methods were used in order to measure the reliability.

The most famous test for reliability is the conformity of the components of Chronbach alpha index (Sekaran, 1981, 229). According to Oma Sekaran (2001) Chronbach alpha index smaller than 0.6 is usually weak, 0.7 is acceptable and bigger than 0.8 is good. According to the table below, all Chronbach alpha values except two structures are bigger than 0.7 for other structures and the average alpha values for all questionnaires were obtained by Xlstat software as 0.68. therefore data reliability is confirmed.

| | Compound reliability |
|--------------------------------|----------------------|
| Cognition of the shopping mall | 0.840849 |
| Cognition of the product | 0.75027 |
| Shopping enjoy-oriented value | 0.813740 |
| Shopping profitability value | 0.804213 |
| Approach behavior | 0.852401 |

The second method of measuring reliability is compound reliability which is a sign which shows how good each structure in the measurement model is described by its observed variables. Values bigger than 0.7 indicate that the structure under consideration is described well by its observed variables. All compound reliability values for each structure are bigger than 0.7 and the average value of all structures is 0.82. Therefore data reliability is confirmed. In this respect it can be concluded that the questionnaire used had a high degree of reliability.

R. Square: R square is the most important measure by which the relationship between two variables can be described. The table below shows the values of R square for flowing unobserved variables. It is concluded from the values of the table that 26 percent of the changes in

Table 3: Chronbach alpha and compound reliability

| | Chronbach alpha |
|--------------------------------|-----------------|
| Cognition of the shopping mall | 0.8 |
| Cognition of the product | 0.5 |
| Shopping enjoy-oriented value | 0.7 |
| Shopping profitability value | 0.6 |
| Approach behavior | 0.8 |

Table 4: R square table

| | R square |
|--------------------|----------|
| Product preception | 0.26 |
| Hedonic value | 0.42 |
| Utilitarian value | 0.37 |
| Approach behavior | 0.39 |

product cognition are declared by its entering variables and the cognition of the shopping mall. 42 percent of the changes in the variable of enjoy-oriented shopping is describes by the variables of mall perception and product perception entering it. In this respect, 37 percent of the changes of the shopping variable are depicted by the variable of shopping profitability by entering understanding the product and the remaining 39 percent by the variable of approach behavior, i.e. profitability value and shopping enjoy-oriented value.

Research Results

Responders' Population-Oriented Information: Based on the information obtained from the questionnaires, 24 percent of the responders 15-20, 29 percent 20-25, 19 percent 25-30, 18 percent 30-40, 8 percent 40-50 and 2 percent 50-65 years old. As observed, the most and the least distributions are related to 20-25 and over 65 age group. In addition, 35 percent of the responders had diploma, 14 percent had after-diploma, 29 percent had bachelor degree, 4 percent had master's degree, 1 percent had PhD, 9 percent were university students and 8 percent were students. As observed, most of the responders (35 percent) had diploma and only 1 percent of them had PhD degree. Among the responders, 18 percent worked full-time, 18 percent half-time, 35 percent were unemployed, 27 percent were house-keepers, 18 percent of them had full-time careers and 18 percent had half-time jobs.

Measurement Equations: Measurement equations show the relationship between each unobserved variable with observed ones related to it, i.e. to what weight each observed variable affects the unobserved variable. These equations indicate the relationship between research's indices (the questions of the questionnaire) with unobserved ones.

Table 5: Path indices of the conceptual model's variables

| Path direction | Standard error value | Parameter prediction | T |
|--|----------------------|----------------------|--------|
| Mall perception → product perception | 0.048 | 0.507 | 10.511 |
| Mall perception → hedonic value | 0.050 | 0.326 | 6.547 |
| Product perception → hedonic value | 0.054 | 0.156 | 2.874 |
| Product perception → utilitarian value | 0.051 | 0.341 | 6.656 |
| Hedonic value → approach behavior | 0.051 | 0.522 | 10.146 |
| Utilitarian value → approach behavior | 0.051 | 0.167 | 3.253 |

Unobserved variables include cognition of the shopping mall, product perception, enjoy-oriented value, utilitarian value and approach behavior.

Mall perception

$$= 0/167x_5 + 0/151x_6 + 0/235x_7 + 0/259x_8 + 0/188x_9$$

Product perception

$$= 0/217x_{10} + 0/250x_{11} + 0/231x_{12} + 0/230x_{13} + 0/058x_{14} + 0/013x_{15}$$

Hedonic value

$$= 0/335x_{16} + 0/412x_{17} + 0/253x_{18}$$

Utilitarian value

$$= 0/435x_{19} + 0/418x_{20} + 0/147x_{21}$$

Approach behavior

$$= 0/199x_{22} + 0/213x_{23} + 0/154x_{24} + 0/234x_{25} + 0/200x_{26}$$

Structural Equations: Structural equations show the relationship between unobserved variables, i.e. to what weight each unobserved affects other unobserved ones.

Product perception = 0.507. of the mall perception
 enjoy-oriented value = mall perception 0.337 + product perception 0.156

Shopping profitability value = 0.341 of shopping hedonic value + product perception 0.362

Approach behavior = shopping hedonic value 0.522 + Shopping profitability value 0.167

Research Assumptions Test and Conclusion about the

Assumptions: This part examines the assumptions of the research and their investigation. Table below besides the statistics of path index test or the prediction of the related parameter and standard error are included. Test statistics is T Student which is rejected or accepted depending on the value of the test assumption (zero assumption). Due to the fact that if T statistic is bigger than 1.96, test assumption is rejected on 0.05 error level and according to the values of T statistics (table below) it is concluded that all assumptions are confirmed on 0.05 error level.

Results of Research Assumptions Test and Comparison with Other Similar Researches: Table below indicates the results of the present research which is compared with a similar study performed by Meachon *et al* in Toronto, Canada in 2007.

| No. | Assumptions | Error level | Conformation or rejection | Confirmation or rejection in a similar research |
|-----|---|-------------|---------------------------|---|
| 1 | H1: desirable cognition of the environment of the shopping mall will improve the cognition of the product's quality among female buyers | 0.001 | Confirmed | Confirmed |
| 2 | H2: desirable cognition of the mall will shopping enjoy-oriented experience among female buyers. | 0.01 | Confirmed | Confirmed |
| 3 | H3: desirable cognition of the quality of the product will affect enjoy-oriented experience of female buyers. | 0.001 | Confirmed | Confirmed |
| 4 | H4: desirable cognition of the quality of the product will help female buyers reach their goals. | 0.001 | Confirmed | Confirmed |
| 5 | Female buyers, who have positive experiences of shopping, get approach behavior more probably. | 0.001 | Confirmed | Confirmed |
| 6 | H6: female buyers who do their shopping duty, conflict in approach behavior more probably | 0.01 | Confirmed | Rejected |

CONCLUSION

It seems that the environment of shopping mall and the space of small-selling store may be developments of additive cognition declared by Levit (1980). Product's properties, packaging, appearance, small-selling environment and the environment of shopping mall are cooperated with each other causing the sale. Shopping mall is a part of meta-packaging the goods. Packaging and appearance lead to increase in the product's value via additive cognition of quality and separation to the customer increasing the probability of purchase and finally affects sale volume and profitability.

The effect of enjoy-oriented shopping confirms the theory that consumer or customers' demands are something more than solely requesting the goods and the success of a small-seller depends on an equation which included all types of values. Results show that the atmosphere or environment of the shopping mall may be a useful mean for making approach behavior. In addition, this study indicates the important role of shopping value in balancing the relationships. The results of the research show that buyers react positively despite their different cognitions and values in respect to environmental effects. As expected from the theory of environmental psychology, a desirable and joyful environment of the shopping mall makes Experiential and practical benefits among joy-wanting buyers.

A desirable small-selling environment decreases time cognitions, attempt and psychological costs. Profitability-oriented buyers are affected by the atmosphere of the shopping mall for to see the shopping mall without shopping incentives.

Although both enjoy and profit-oriented buyers respond to different responses with high probability with any shopping incentive, they accept the cognition of product's quality under the effect of the environment. Performing the targets responsively results in a positive cognition of products/services quality. According to cognitive incompatibility theory, the buyers who follow profitability needs should develop a desirable cognition of products/services quality in them. Naturally approach/far behavior is related to effective experiential shopping.

Perhaps successful performance of shopping goals may create a similar emotional reactions to experimental purchase too. Both profit and enjoy-oriented buyers are sensitive to a approach or far reaction.

Probably enjoy-oriented customers stay longer in a department store with tendency to experimental advantages of shopping conflicting with additional unplanned purchases. Duty-oriented buyers are not protected from long stays and continuous visit of the department stores either.

Executive Recommendations:

- According to the positive effect of shopping mall on product perception it is recommended that paying more attention to issues which increase the mall perception leading to higher cognition of the product's quality are considered.
- According to the positive effect of cognition of shopping mall on enjoy-oriented shopping it is recommended that appearances/qualities of the shopping mall among the visitors which make joy and pleasure feeling are paid special attention to.
- It is recommended according to the positive effect of product preception on shopping enjoy-oriented experience that showing/appearance of the products is done in such a way to make enjoy-oriented shopping.
- Since desirable cognitions of product's quality help profit-oriented buyers reach their goals, showing the appearance of the product in an effective way is suggested.
- According to the positive relationship between obtaining profit goals and approach behavior (fifth assumption) and reaching enjoy-oriented goals and approach behavior (sixth assumption) it is recommended to pay attention to issues which make the buyers to show approach behavior with their enjoy-oriented goals and profit-oriented goals.

Application Recommendations for Shopping Malls' Staff:

- Results of the present research show that the environment of the shopping mall may be useful means for making approach behavior. They can increase the probability of shopping and approach behavior making the visitors stay longer in the shopping mall and go window-shopping by creating commitments such as burden and entertainment spaces, building colorful/bright spaces, making gardens and green spaces with different types of plants, building fountains and waterfalls, restaurants, banks inside shopping malls, green parks in shopping

mall spaces, using architectural styles of other countries of the world, statues and signs, playgrounds for children and holding places for them so that mothers can do shopping conveniently and whatever helps making the environment of the shopping mall more beautiful.

- The developers of shopping malls demand a percentage of small sales besides the basic rent rate. In this situation, percentage rent is an encouragement for the owners who consciously consider the benefits of this group and in effect their benefits while making decisions about the development, modification, change and the servants of rented places in shopping malls. The owners of shopping malls and the executives can help their renters and themselves via trying to attract buyers, increasing the number of visitors and developing the sight-seeing area for the buyers.
- In today's "destructive" world, streets are so ugly and unsafe that walking on narrow predestinations can be the worst memory of life. Shopping malls are new penetrations for walking of the people in which there is no sign of wind or rain. It seems that shopping malls are the biggest entertainment places of our today's life. On the other hand, today's shopping malls are places in which people can satisfy their needs by stopping in them, communicating with each other, doing entertainment and shopping. Therefore making spaces for meeting and talking equipped with big televisions and the advertisements of different types of goods may be useful.
- The idea of the relationship between the space and the goods, recruiting architecture in order to reach marketing goals and therefore building structures with higher desirability are among other recommendations. The theory of "make it! They will come!" would not have any result but the depress of shopping malls, being rejected from shopping malls and their emptiness and capital losses. Changing the styles of living and new small-selling competitive canals, kindly cooperation of the architects and marketing managers in order to make shopping malls with all-purpose perspective on visitors and customers' demands and needs is necessary, the environments that find facilities and solutions in environmental psychology.
- Non-shopping activities are overlooked by shopping in commercial environments and stores. Colhous

says: "museums, libraries, airports, hospitals and schools are increasingly unseparated from shopping malls". As a part of life, accepting the act of shopping has transformed visitors of museums, researchers, passengers, patients and students into customers. I wish we could change this equation by a strategy such that customers kept their researcher, student, patient and visitor roles instead of consumers and I wish the shopping experience would be the process of richness instead of poorness. This opinion can act as a collection of shopping malls in combination with museums and libraries. Combining artistic performances with the program of mixary stores is another recommendation. In this way besides attracting visitors, the probability of sight-seeing on the halls of the shopping mall and seeing the goods and approach behavior is increased.

- What shows itself in today's shopping malls is paying attention to the taste of every customer and the selection of all types of goods or so-called A to Z shopping. these collections which have very various spaces for reacting their investors' goals, have a very wide user range including sports clubs, entrainment, offices, green spaces, etc. besides stores. With such a trend in the world and by comparison with Mashhad's shopping malls which are build on small areas with international shopping malls such as Southern China's shopping mall in Dongan on an area of 892000 square meters with 6 technical goods-selling segments and 1500 stores, the author believes that there is no shopping mall in Mashhad with properties similar to universal shopping malls according to the latest building styles of the shopping malls of the world. Therefore investment in this field and building shopping malls with big areas, wide under-area with various stores with all types of goods, wide covered parking lots, easy transportation path via city transportation system are among other recommendations of the researcher.

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