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IMPACT OF MALL ATTRACTIVENESS ON MALL PATRONAGE INTENTION: THE MEDIATING EFFECT OF MALL PERSONALITY

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Abstract

There are many shopping malls operating in recent years. In order to achieve success in a competitive environment, these shopping malls should attract consumers and show their mall personality to differentiate from competition. This can be possible by revealing the attractive features of the mall from the consumer perspective and understanding the consumer behavior. The purpose of this study is to examine the relationships between mall attractiveness, mall personality and mall patronage intention, as well as revealing the mall attractiveness and mall personality factors. In this context, data was collected with face-to-face survey method, from 414 people that visited the Trabzon Forum Mall. Exploratory Factor Analysis (EFA), Confirmatory Factor Analysis (CFA) and Structural Equation Modeling (SEM) were used to analyze the survey responses from 414 shopping mall patrons. The findings indicate that shopping mall attractiveness has significant positive impact on mall patronage intention and mall personality has a full mediating effect between shopping mall attractiveness and mall patronage intention.

Keywords: *Shopping Mall Attractiveness, Mall Personality, Mall Patronage Intention, Structural Equation Modeling*

1. Introduction

The consumers living in the metropolitan cities experience shortage of time due to their hectic lifestyles even though they belong to the higher income group. Meeting the diverse needs of members of the family gets even more difficult in a limited period of time. Time factor compels the residents of a city to look for a central solution for varying degrees of family requirements (one of which is shopping among these needs) (Wong and Nair, 2018). In addition to the demands of conscious customers, intense competition has paved the way for diverse retail formats such as hypermarkets, supermarkets, discount stores and specialty stores. Modern shopping malls have emerged as striking retail formats for customers as they enabled them to spend their free time and benefit from the entertainment and shopping opportunities simultaneously. Hence, the change in the customer behaviour has given rise to a central shopping experience, which is a holistic experience entailing some qualities such as the pragmatic consumption of retailers as well as the simultaneous convenience, productivity, a wide range of product, and the atmosphere (Tandon et al., 2016). As of the end of 2019, the turnover of the shopping malls in Turkey is expected to be 160 billion Turkish Liras and the total anticipated number of visitors is 2.4 billion (AYD, 2019). According to the results of "The Analysis of Shopping Mall Potential in Turkey between 2017-2019" conducted by EVAgyd and Akademetre, it is suggested that the shopping malls are in search of innovativeness to be able to meet diverse needs and thus need to vary their architecture, offer diversity in terms of recreational activities and highlight the value attached to children. It is also emphasized that the shopping mall personality will lead to success (EVAgyd and Akademetre, 2017). In that regard, the attractiveness of shopping malls can be improved through having an ideal combination of such qualities (Tandon et al., 2016).

There are various shopping malls in metropolitan cities and many of these shopping malls may usually be clustered in a single location. This can lead to a decreased number of customers visiting another shopping mall. The fact that the shopping malls located in the same area have similar parameters in terms of range of brands and products, pricing strategies and the tenant mix causes a crisis for the identity of shopping malls. It also leads to a decision making process entailing factors beyond the shopping action for customers when choosing to be the customers of a certain

shopping mall (Singh and Sahay, 2012). In this regard, taking advantage of recreational opportunities has become a marketing strategy for shopping malls to attract customers in addition to the shopping experience. Entertainment options could also be used as tools in diversifying the image (Sit et. al, 2003). Thus, identifying the expectations of customers visiting the shopping malls and the features that attract customers and offering a good shopping experience to customers are some key aspects of having a good portfolio of customers and gaining a competitive advantage for shopping malls

The main purpose of this research is to reveal the effect of mall personality and mall attractiveness on mall patronage intention as well as identifying the factors attracting customers to shopping malls. This study is aimed at filling the gap in the literature arising from the limited studies conducted in Turkey with respect to mall attractiveness through making a connection between mall attractiveness, mall personality and mall patronage intention.

2. Literature Review and Hypothesis Development

2.1. Mall Attractiveness

A setting can be attractive to the extent that it has the potential of arousing positive emotions and a positive cognitive appraisal and it encourages people to approach and enter inside. Attractiveness, which is a perception, is achieved through the needs, demands and preferences of an individual (Debek, 2015).

It is probable that the consumers move towards an environment that offers a wide range of goods and experiences with a good atmosphere, a high-level of social interaction and with no security concerns. The main suggestion here is that large and indoor shopping malls create primary living spaces for consumers. Consumers have been drawn to the shopping malls through a large shopping area and a wide range of products in a single location. The shopping malls have expanded further over the years offering service stores and entertainment opportunities. Nowadays, even the small shopping malls contain food courts, restaurants, hairdressers and cinema halls. Moreover, the indoor shopping malls are places that offer comfort for consumers away from the traffic and noise in the other shopping areas (Bloch, 1994). Previously, the distance (Brunner and Mason, 1968) and the size of shopping malls (Bucklin, 1967) were taken into consideration when choosing the shopping malls; however, nowadays, using a multidimensional approach for identifying the attractiveness of a shopping mall, namely the integration of image has become a significant point (Finn and Louviere, 1996; Frasquet et. al, 2001). Bloch (1994) claims that the consumers visiting the shopping malls exhibit diverse attitudes, and that the factors affecting their visits differ (while some consumers visit the shopping malls for leisure, others go to the malls for buying the products there). According to Debek (2015), mall attractiveness is a two-dimensional structure that reflects emotional-cognitive appraisal and the frequency of visits. Debek (2015) also suggests that mall attractiveness entails factors such as the atmosphere of the shopping mall, social positioning, entertainment potential, commerce, social density, noise, order, security and human resources. It is claimed that mall attractiveness is driven by mostly the atmosphere of the shopping mall and social positioning. In addition, a crowded and noisy setting is considered to improve the attractiveness of a shopping mall, which is a surprising fact (Debek, 2015).

In order for the retailers to achieve success, they need to be attractive for their customers at all stages of buying; in other words, they need to be preferable and convenient. In this regard, the retail managers are supposed to convince their customers to back to their facilities, to spend more time and money (Teller, 2008). According to Teller (2008), while the atmosphere is a factor influencing the situational attractiveness of the tendency to stay / be in a shopping mall for customers, tenant mix and merchandise value are the factors that directly influence the general attractiveness. Thus, it is suggested that the retailers are supposed to offer a wide range of stores and product mix that facilitate and improve shopping effort of consumers (Teller, 2008). In a study conducted by Anselmsson (2006), the most important factor determining shopping malls customers' satisfaction is selection (the match between the demands of the customers and the products in the mall). While the atmosphere is the second important factor, it was found that the frequency of visits did not have an impact. The atmosphere factor is specified as a motivating one for staying longer in a shopping mall and buying more. The third important determinant of satisfaction is the convenience factor entailing the working hours, parking, ease of movement and the skill of locating places in a shopping mall. The fourth important determinant of satisfaction is the performance of the sales staff and the fifth one is refreshments. Although location is a less effective factor of shopping malls customers' satisfaction, it may be a

significant one in terms of visiting the shopping mall. In addition to these factors, promotional activities and merchandise policy are the least effective ones on satisfaction (Anselmsson, 2006). Gonzalez-Hernandez and Orozco-Gomez (2012) suggested in their studies that for Mexican shoppers, mall essence, popularity and promotional programs, personal service, recreational options, internal atmosphere, and external atmosphere are the factors of mall attractiveness. Mas-Ruiz (1999) identifies mall attractiveness through three factors in terms of the dimensions of image. These factors include variety and professionalism, parking and shopping environment (Mas-Ruiz, 1999). While El-Adly (2007) refers to comfort, entertainment, diversity, mall essence, convenience and luxury as factors of attractiveness from the perspective of a shopper, Sit et. al (2003) claims that six factors including micro-accessibility, personal service, amenities, ambulance, atmospherics and security constitute the factors of mall attractiveness. Arslan and Bakır (2009) suggest that the most important factors for customers in a shopping mall are moving stairways that facilitate a comfortable tour, being able to visit their favourite stores and mall hygiene, respectively (Arslan and Bakır, 2009). In their studies, Cengiz and Özden (2002) claim that marketing benefits (having different brands in one place, parking facilities, the quality of the shopping environment, the convenience of working hours, etc.), the qualities of the shopping malls (cleanliness, ease of access, options for cinemas, cafes and restaurants, etc.) and promotional activities in the shopping malls are effective in terms of forming attitudes towards shopping malls by consumers visiting the shopping malls (Cengiz and Özden, 2002).

Mittal and Jhamb (2016) identify the factors of mall attractiveness, which results in shoppers' patronage, as merchandising, variety and selection, milieu and facilities and convenience for shoppers in India (Mittal and Jhamb, 2016). In a study conducted in Malaysia by Wong and Nair (2018), it was suggested that mall attractiveness consists of six dimensions (child friendliness and safety, parking facilities, mall security/convenience, mall marketing activities, service offerings, convenience offered to ladies and elderly people) and child friendliness and safety as well as parking stand out as the most attractive factors that draw customers to the shopping malls. Therefore, mall patronage and the image of shopping malls are improved through differentiation of shopping malls and offering better services to the shoppers (Wong and Nair, 2018). In this regard, it is expected that mall attractiveness is going to have a positive effect on mall patronage. Moreover, it is probable that as the shopping environments possess ambiance, design and social factors, these factors may have an effect on the mall personality assumptions made by the consumers (d'astous and Levesque, 2003). Hence, it is expected that mall attractiveness may have a positive effect on mall personality. This leads to H1-H1a-H2 hypotheses:

H1. Mall attractiveness will have a positive influence on mall patronage intention

H1a. Mall attractiveness will have a positive influence on mall patronage intention through mall personality.

H2. Mall attractiveness will have a direct positive influence on mall personality.

2.2. Mall Personality

Martineau (1968) claims that there is a power that determines the customer group besides the functional qualities such as the location of the stores, price range and product range and that this power is defined as store personality or image. Martineau (1968) defines store personality as the image of stores in consumers' minds partly by through functional qualities and partly by an aura of psychological attributes. The researcher also defines store personality rather by means of the image concept and refers to layout-architecture, symbols-colors, advertising and salesperson as the factors constituting the store image. However, d'astous and Levesque (2003) put forward that store personality and store image differ from one another rather than explaining store personality through store image. That is to say, while store image is a mental definition entailing all relevant dimensions of a store, store personality is, on the other hand, is limited to the mental dimensions that are compatible with a person's qualities. Although product range is a vital aspect of store image, it is a not a personality trait as it cannot be attributed to a person (d'astous and Levesque, 2003). Das et.al (2012) defines the personality of department stores, which are general goods stores belonging to store-based retailers, as the attribution of personal qualities of a consumer to a department store (Das et. al., 2012a). In another study conducted by Das et. al (2012), it is suggested that personality of department stores is comprised of five dimensions, which are sophistication, empathy, dependability, vibrancy and authenticity. The dimensions of store personality plays a key role in establishing retail brand equity (Das et.al, 2012b).

The studies suggest that store personality differs according to the types of retail (Das, 2012b; Das et. al, 2013; d'astous and Levesque, 2003). Besides, shopping malls are also retailers and they have similar shopping motives and

activities (acquiring products, recreation, social experiences, personal satisfaction, etc.) as other retail stores (Rahman et. al, 2016).
Rahman et. al (2016) state that positive attitudes towards mall personality improves the shopping value, not just the shopping experience of fashion consumers. Hence, they claim that a high shopping value has a powerful impact on mall patronage intention (Rahman et. al, 2016). In this regard, mall personality is expected to have a positive effect on mall patronage intention. This leads to H3 hypothesis:
H3. Mall personality will have a direct positive influence on mall patronage intention

3. Research Methodology and Data Collection

3.1. The Purpose and Scope of the Research

The purpose of this study is to reveal the impact of mall attractiveness and personality on mall patronage intention as well as identifying the personality of shopping malls as a retail format and attractiveness factors. The limited number of studies that present the impact of mall personality and attractiveness on revisit intention reveals the significance of this study. In this regard, Trabzon Forum Shopping Mall (Trabzon Forum Alışveriş Merkezi), located in Trabzon which is the most developed district of TR90 region, has been examined as part of this research based on its retail sales, significant contribution to employment in the region and its visitor figures.

3.2. Limitations of the Research

This current study has some limitations as all other research. The universe in this research consists of individuals who shop from the mall and convenience sampling was employed due to the limitations with respect to time and cost. Because of this, the results of the study cannot be generalized to the universe. A questionnaire was used as a data collection method and the questionnaire including questions about many dimensions such as mall personality and mall attractiveness is a long one. In order to eliminate the disadvantage caused by the length of the questionnaire, face-to-face questionnaires were conducted.

3.3.Research Sampling

The universe of the research consists of individuals who shop from Trabzon Forum Shopping Mall and convenience sampling, which is one of the types of non-probability sampling, was employed due to the limitations with respect to time and cost. When the size of sample was determined, it was aimed at reaching an adequate number with at least fivefold of the number of variables (Hair et. al, 2010). Initially, a pretest was conducted with 45 individuals in order to ensure intelligibility to respondents and the questions that were not intelligible were rearranged. 414 completed questionnaires were included in the analysis.

3.4.Data Collection Method and Tool

Research data was collected by means of a face-to-face questionnaire data collection method with shoppers in Trabzon Forum Shopping Mall between December 5, 2019 and January 4, 2020.

3.5.Research Variables

This research was conducted through a questionnaire. This questionnaire was formed based on the literature related to mall attractiveness, mall personality and mall patronage intention in line with the purpose of the study. Close-ended questions were used in the questionnaire to be able to get fast responses from the participants. The questionnaire is composed of five general sections. The first section includes 6 items that are aimed at revealing some behavioural attributes of the participants about Trabzon Forum Shopping Mall. These items are related to the frequency of visits of the participants, when they visit the mall, what their purpose of visit is, how much time they spend in the mall and how they access to the mall. In the second section, mall personality items (34 items) that range from "strongly agree" to "strongly disagree" and assessed on a five-point Likert scale are included. The third section consists of items related to mall attractiveness (49 items) on a five-point Likert scale ranging from "very good" to "very bad". The fourth section includes 4 items on a five-point Likert scale about mall patronage intention that range

from "strongly agree" to "strongly disagree". The final section of the questionnaire consists of items about the demographic characteristics of the participants (such as gender, age, marital status, residency, educational background, monthly personal income and employment status).

The store personality scale developed by d'Astous and Levesque (2003) was used to measure mall personality. That scale consists of 34 items in five dimensions. These dimensions are enthusiasm, sophistication, unpleasantness, genuineness and solidity. The reason why the store personality scale of d'Astous and Levesque (2003) was used in the present study to measure mall personality is that there are similarities between retail stores and shopping malls in terms of shopping motives and activities (tangible and intangible product acquisition, recreation, satisfaction and social experiences) (Rahman et. al, 2016, p.156).

When the literature is reviewed (Wakefield and Baker, 1998; Frasquet et.al, 2001; Wong et. al, 2001; Sit et.al, 2003; El-Adly, 2007; Teller and Elms, 2010; Khare, 2011; Gonzalez-Hernandez and Orozco-Gomez, 2012; Mittal and Jhamb, 2016; Tandon et. al, 2016), in order to measure mall attractiveness, it is observed that the dimensions in the scales developed by Gonzalez-Hernandez and Orozco-Gomez (2012) and El-Adly (2007) align with each other and they are more comprehensive. Thus, these two scales were mainly employed in the study. Besides, the items that were included in the same dimensions in the literature but that were not integrated in the dimensions were also incorporated into the scale. As a result, mall attractiveness was measured using the 49 items integrated into 6 dimensions in the literature. These dimensions are mall essence, popularity and promotional programs, personal service, atmosphere, recreational options, comfort and convenience. In order to measure mall patronage intention, 4 items were employed from the study of Rahman et. al (2016).

4. Analysis and Discussion

4.1. Descriptive Statistics – Demographics

The data collected from 414 participants reveal that women make up the majority of customers (%60.9) in the shopping mall. The individuals aged 18-24 years (%47.8) and aged 25-31 (%25.4) years are the two most significant age groups. Majority of the participants (%70.5) are single. While the students rank highest in terms of employment status (%39.4) in the sample, private sector employees follow them (%29.5). %33.8 of the participants have a monthly personal income less than 1000 TL, %21.7 of them have between 2001-3000 TL and %17.6 of them have between 1000-2000 TL. While %48.8 of the participants are high school graduates, %27.3 of them are university graduates. The majority of the customers of the mall reside in the district of Trabzon (%74.6); and there are also customers who reside in Rize (%25.1) and Ordu (%.0.2) districts and shop from the mall analyzed in the study. Detailed information about the demographic characteristics of the participants is presented in Table 1 below:

Table.1: Demographic characteristics of sample (N=414)

Variable		**Number of participants**	**% of participants**
Sex	Female	252	60.9%
	Male	162	39.1%
Age	18-24	198	47.8%
	25-31	105	25.4%
	32-38	52	12.6%
	39-45	41	9.9%
	46 or older	18	4.3%
Marital Status	Single	292	70.5%
	Married	122	29.5%
Education	Illiterate	0	0.0%
	Literate	0	0.0%
	Primary education	24	5.8%
	High school	202	48.8%

	College	14	3.4%
	Associate degree	36	8.7%
	Undergraduate	113	27.3%
	Graduate	25	6.0%
Monthly personal income	Lower than 1000 TL	140	33.8%
	1000 TL to 2000 TL	73	17.6%
	2001 TL to 3000 TL	90	21.7%
	3001 TL to 4000 TL	50	12.1%
	4001 TL to 5000 TL	31	7.5%
	5000 TL and over	30	7.2%
Employment Status	Student	163	39.4%
	Private sector employee	122	29.5%
	Public employee	41	9.9%
	Housewife / stay at home	33	8.0%
	Retired	8	1.9%
	Self-employed	23	5.6%
	Unemployed	14	3.4%
	Others	10	2.4%

4.2. Descriptive Statistics – Mall Activities

Majority of the participants (%69.3) visit the shopping mall at the weekends and %30.7 of them visit on weekdays. The participants access to the shopping mall by public transportation (%51.9), by their own vehicles (%40.3) or by another means of transportation or on foot (%7.7). %58.5 of the participants visit the shopping mall once or twice a month; % 25.4 of them visit three or four times a month; %10.4 of them visit 5 to 8 times a month and % 5.8 of them visit more than 8 times a month. %44.2 of them spend around 3 to 4 hours; %38.4 of them spend about 1 to 2 hours; %11.6 of them spend 5 hours or more and %5.8 of them spend less than 1 hour in the shopping mall.

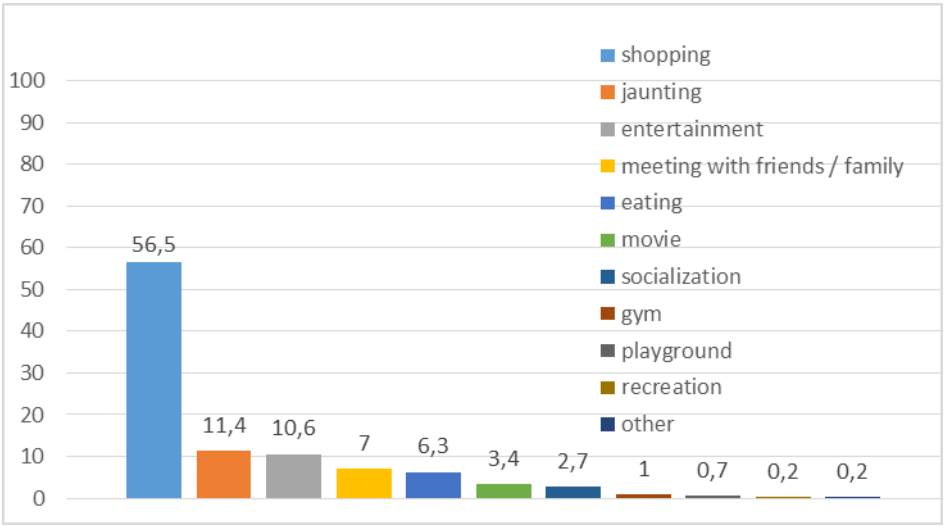

Figure.1: Activities of the Participants in the Mall

The participants were asked which activities they have when they visit the shopping mall and shopping was the most frequent activity in the responses. In this regard, %56 of the participants prefer the shopping mall for shopping primarily. %11.4 of them prefer strolling around, %10.6 of them prefer entertainment, %7 of them prefer to meet their families or friends and %6.3 of them prefer to eat in the mall as their primary purposes.

4.3. Reliability Analysis and Exploratory Factor Analysis

In this research, the reliability analyses of mall attractiveness, mall personality and patronage intention scales were done. Cronbach's alpha was used to analyze reliability. A frequently cited acceptable range of Cronbach's alpha is a value of 0.70 or above (Nunnally and Bernstein, 1994). This value is 0.955 for the mall attractiveness scale; 0.885 for the mall personality scale and 0.785 for patronage intention scale. Hence, each scale can be considered to have quite high reliability.

In this study, exploratory factor analysis was conducted initially to identify the dimensions forming mall attractiveness and mall personality. The analysis was performed with a sample size of 414 participants by means of Varimax method on 87 items. As a result of the analysis, Kaiser-Meyer-Olkin (KMO) Sampling Adequacy statistic was 0.918 and the value of the chi-square ($\chi 2$) of the Bartlett test result was found to be significant ($\chi 2 = 21740.629$; $p = 0.000$). In this regard, conducting a factor analysis was significant. As a result of the factor analysis, the items with values lower than 0.30 factor loading were removed from the analysis and the analysis was repeated each time (Hair et al., 2010). In terms of statistical significance, the factor loading should be 0.30 and for factor loading values greater than that the sample size should be 350 or over (Albayrak, 2006, p.151). In this study, 10 variables/items that had a factor loading lower than 0.30 were deleted as the sample size was 414 participants. As a result of the analysis, a sum of 77 variables were clustered under 14 dimensions that had an eigenvalue greater than 1 and that could be interpreted in accordance with the relevant literature. The statistical power of the model with the 14 dimensions was %63.225. In social sciences, measure of %60 or better are considered acceptable (Hair et al., 2010). Standard deviations and averages with respect to the variables of the research as well as the factor loadings of the variables are presented in Appendix 1. The number of variables related to the factors extracted, variance explained by every factor and the reliability coefficient of each factor as a result of the exploratory factor analysis are given in Table 2.

Table.2: Factor Names, Number of Variables, Variance Explained by Every Factor, Reliability Coefficient

Factor Name	Number of variables	Variance Explained	Cronbach's α
Factor 1: Genuineness (GEN)	9	27.115	0.894
Factor 2: Personal Service (PS)	7	5.936	0.896
Factor 3: Mall Essence (ME)	7	4.337	0.896
Factor 4: Enthusiasm (ENT)	7	3.449	0.868
Factor 5: Recreational Options (RO)	7	3.319	0.868
Factor 6: Solidity (SOLI)	5	3.001	0.822
Factor 7: Internal Atmosphere (IA)	5	2.570	0.834
Factor 8: Convenience and Comfort (CC)	5	2.380	0.822
Factor 9: Atmosphere (ATM)	5	2.170	0.806
Factor 10: Popularity and Promotional Programs (PP)	4	2.078	0.848
Factor 11: External Atmosphere (EA)	4	1.957	0.737
Factor 12: Unpleasantness (UNP)	3	1.822	0.813
Factor 13: Patronage Intention (PI)	4	1.604	0.785
Factor 14: Sophistication (SOP)	5	1.484	0.715

*Rotation Method: Varimax

The explanations with respect to the factors in Table 2 are presented below. The first factor has 9 variables. The variables with the highest factor loadings are Sincere (factor loading=0.740), Reliable (factor loading=0.735), and True (factor loading= 0.724). These variables are clustered under the Genuineness factor as it is presented in the store personality scale of d'Astous and Levesque (2003). In this regard, considering the high factor loadings and the relevance to the literature, the first factor is named as "Genuineness". Factor 1 explains % 27.115 of the total variance.

The second factor has 7 variables. The variables with the highest factor loading are Prompt service of staff (factor loading=0.806), Staff kindness (factor loading=0.799), Staff helpfulness (factor loading=0.7829). These variables are clustered under a factor which is in line with the literature. In this regard, high factor loadings are taken into consideration and this factor is named as "Personal Service" in accordance with the literature. Factor 2 explains the % 5.936 of the total variance.

The third factor has 7 variables. The variables with the highest factor loadings are Variety of stores (factor loading=0.803), Variety of brands (factor loading=0.796) and Fashionable brands offered (factor loading=0.753). These variables are clustered under a factor which is in accordance with the literature. In this regard, considering the high factor loadings and the relevance to the literature, this factor is named as "Mall Essence". Factor 3 explains % 4.337 of the total variance.

The fourth factor has 7 variables. The variables with the highest factor loadings are Lively (factor loading =0.803), Dynamic (factor loading=0.726), and Enthusiastic (factor loading=0.706). These variables are clustered under the Enthusiasm factor as it is presented in the store personality scale of d'Astous and Levesque (2003). In this regard, considering the high factor loadings and the relevance to the literature, this factor is named as "Enthusiasm". Factor 4 explains % 3.449 of the total variance.

The fifth factor has 7 variables. The variables with the highest factor loadings are Presence of entertainment programs (factor loading=0.681), Existence of fun spaces for kids (factor loading=0.681), Services offered in mall (factor loading=0.668), and Socialization opportunities (factor loading=0.632). These variables are clustered under a factor which is in accordance with the literature. In this regard, considering the high factor loadings and the relevance to the literature, this factor is named as "Recreational Options". Factor 5 explains % 3.319 of the total variance.

The sixth factor has 5 variables. The variables with the highest factor loadings are Well-organized (factor loading=0.641), Leader (factor loading=0.639), and Thriving (factor loading=0.639). These variables are clustered under the Solidity factor as it is presented in the store personality scale of d'Astous and Levesque (2003). In this regard, considering the high factor loadings and the relevance to the literature, the sixth factor is named as "Solidity". Factor 6 explains % 3.001 of the total variance.

The seventh factor has 5 variables. The variables with the highest factor loadings are General layout (factor loading=0.728), Ease of circulation inside mall (factor loading=0.668), and General decoration (factor loading =0.663). These variables are clustered under a factor which is in accordance with the literature. In this regard, considering the high factor loadings and the relevance to the literature, this factor is named as "Internal Atmosphere". Factor 7 explains % 2.570 of the total variance.

The eighth factor has 5 variables. The variables with the highest factor loadings are Adequate lifts (factor loading=0.750), Adequate escalators (factor loading=0.734), and Adequate directory sign boards (factor loading =0.640). These variables are clustered under a factor which is in accordance with the literature. In this regard, considering the high factor loadings and the relevance to the literature, this factor is named as "Convenience and Comfort". Factor 8 explains % 2.380 of the total variance.

The ninth factor has 5 variables. The variables with the highest factor loadings are Clean restrooms (factor loading=0.704), Cleanness of the mall (factor loading=0.582), and Scent of mall (factor loading=0.569). These variables are clustered under a factor which is in accordance with the literature. In this regard, considering the high factor loadings and the relevance to the literature, this factor is named as "Atmosphere". Factor 9 explains % 2.170 of the total variance.

The tenth factor has 4 variables. The variables with the highest factor loadings are Organization of special events (factor loading=0.718), Advertising campaigns (factor loading=0.709), and Promotional campaigns/sales (factor loading=0.696). These variables are clustered under a factor which is in accordance with the literature. In this regard, considering the high factor loadings and the relevance to the literature, this factor is named as "Popularity and Promotional Programs". Factor 10 explains % 2.078 of the total variance.
The eleventh factor has 4 variables. The variables with the highest factor loadings are Ease of reaching to the mall (factor loading=0.743) and Availability of parking (factor loading=0.675). These variables are clustered under a factor which is in accordance with the literature. In this regard, considering the high factor loadings and the relevance to the literature, this factor is named as "External Atmosphere". Factor 11 explains % 1.957 of the total variance.
The twelfth factor has 3 variables. The variables with the highest factor loadings are Outmoded (factor loading=0.831), and Conservative (factor loading=0.804). These variables are clustered under the Unpleasantness factor as it is presented in the store personality scale of d'Astous and Levesque (2003). In this regard, considering the high factor loadings and the relevance to the literature, the twelfth factor is named as "Unpleasantness". Factor 12 explains % 1.822 of the total variance.
The thirteenth factor has 4 variables. The variables with the highest factor loadings are I am a loyal customer of this mall (factor loading=0.735), and When I go shopping, this mall is my first choice (factor loading=0.725). These variables are clustered under the mall patronage intention factor in the study conducted by Rahman et al. (2016). In this regard, considering the high factor loadings and the relevance to the literature, this factor is named as "Patronage Intention". Factor 13 explains % % 1.604 of the total variance.
The fourteenth factor has 5 variables. The variables with the highest factor loadings are Upscale (factor loading=0.650), Stylish (factor loading=0.640), and Snobbish (factor loading=0.615). These variables are clustered under the Sophistication factor as it is presented in the store personality scale of d'Astous and Levesque (2003). In this regard, considering the high factor loadings and the relevance to the literature, this factor is named as. In this regard, considering the high factor loadings and the relevance to the literature, this factor is named as "Sophistication". Factor 14 explains % 1.484 of the total variance.

4.4. Confirmatory Factor Analysis

In this study, after the values were identified with the explanatory factor analysis, confirmatory factor analysis was performed to measure the consistency of the scales. Confirmatory factor analysis is used to test whether sample data are consistent with the research design (Byrne, 2009).
For making decisions with respect to reliable constructs, unidimensionality, convergent validity, reliability, and discriminant validity should be tested. Unidimensionality means that a set of variables have only one basic dimension. There are some stages in assessing unidimensionality (Janssens et al., 2008):
1. All variables are required to have a high loading on latent variables (> 0.50) and to be significant (Critical Ratio= C.R. = t-value > 1.96). The snobbish variable in the mall personality scale is low; yet it is not a lower value than 1.96 (0.298). When Standardized Regression Weights are reviewed, that variable was lower than a value of 0.50 (0.190) and therefore, this variable was then deleted from the model
2. The overall fit of the model should be reviewed. Some fit indices were used to test how well the model fit. These indices are chi-square- $\chi 2$, degrees of freedom-df, the root mean square error of approximation (RMSEA) and comparative fit index (CFI) (Hair et al., 2010). CFI is one of the most reliable indices and RMSEA and SRMR (Standardized Root Mean Square Residual) are generally used to evaluate the overall fit of structural equation modeling – SEM (Janssens et al., 2008). The chi-square / degrees of freedom ratio was used to evaluate the goodness of fit.
In this research, the value of $\chi 2$/ df is 2.095 and is indicative of acceptable model fit. The $\chi 2$/ df value should be within these ranges. Hu and Bentler (1999) stated that a good RMSEA value is maximum 0.06; Browne and Cudeck (1993) stated this value should approximate or be less than 0.05 to demonstrate a good fit and it represents a reasonable fit up to 0.08. In this research, RMSEA value is 0.052 and is indicative of a good model fit. The SRMR value is expected to be less than 0.08 (Hu and Bentler, 1999). This value here is 0.0544, which is indicative of a good fit. Comparative Fit Index – CFI values should range from 0 to 1 and values approximating 1.0 are indicative of good fit (Hooper et al., 2008). In this research, CFI value was 0.824. In Table 3, the relevant indices are presented.

Table.3: Goodness of Fit Indices

Measurement	Index	Threshold	Interpretation
$\chi 2/df$	2.098	Between 2 and 5	Excellent
RMSEA	0.052	< 0.06	Excellent
CFI	0.824	> 0.90	Unreasonable
SRMR	0.0544	< 0.08	Excellent

Source: Hu and Bentler, 1999; Hooper et al., 2008; Janssens et al., 2008

While the $\chi 2/df$, RMSEA, SRMR values indicate satisfactory fit, CFI value does not meet the minimum criteria. When the Standardized Regression Weights are reviewed initially, the snobbish variable was deleted from the model as its value was less than 0.50 and the analysis was repeated. As a result of the analysis, the fit indices were $\chi 2/df=2.101$, RMSEA=0.052, SRMR=0.0545, and CFI=0.828. When the fit indices are analyzed, it is seen that $\chi 2/df$, RMSEA, SRMR values indicate a good fit and the CFI value was less than the acceptable level (CFI>0.90). In order to have a more appropriate relationship between the variables, proposed modifications were taken into consideration and covariances were used between these variables while the analysis was rerun continuously. The results achieved as a result of the proposed modifications are presented in Table 4 below.

Table.4: Goodness of Fit Indices

Measurement	Index	Threshold	Interpretation
$\chi 2/df$	1.990	Between 2 and 5	Excellent
RMSEA	0.049	< 0.06	Excellent
CFI	0.845	> 0.90	Close to Reasonable
SRMR	0.0520	< 0.08	Excellent

Source: Hu and Bentler, 1999; Hooper et al., 2008; Janssens et al., 2008

Though the values of the fit indices did not show a significant difference as a result of the proposed modifications, they improved to some extent. When the values of the fit index are reviewed, the $\chi 2/df$, RMSEA, SRMR values indicate perfect fit and the CFI value increased to 0.845; yet this value (CFI=0.845) is less than the acceptable level. The CFI value can be considered approximating to the acceptable level as it is more difficult to obtain the acceptable values in the indices when there are multiple variables. The confirmatory factor analysis – CFA of the mall personality, mall attractiveness and patronage intention scales is shown in Figure 2.

Convergent Validity

Convergent validity of a measurement model are explained by means of Average Variance Extracted (AVE) and Composite Reliability (CR) (Fornell and Larcker, 1981). When CR and AVE values are reviewed for convergent validity), CR values should be higher than 0.70, and AVE values should be higher than 0.50. When Table 5 is analyzed, while the AVE values of some factors (Popularity and Promotional Programs, Mall Essence, Internal Atmosphere, Personal Service, Unpleasantness) are higher than 0.50, the AVE values of some other factors (Patronage Intention, Genuineness, Enthusiasm, Atmosphere, External Atmosphere, Convenience and Comfort, Recreational Options, Solidity, Sophistication) are less than 0.50; yet they approximate to values of 0.50. This might have happened due to the varieties in translation as the relevant scales were translated from foreign sources. Besides, as the scales used in this study have not been so extensively employed in the studies conducted in Turkey, these values can be considered acceptable. With regard to composite reliability, this value is higher than 0.70 for all latent variables and it ranges from 0.83 to 0.93. Therefore, the results indicate that the scales have convergent validity.

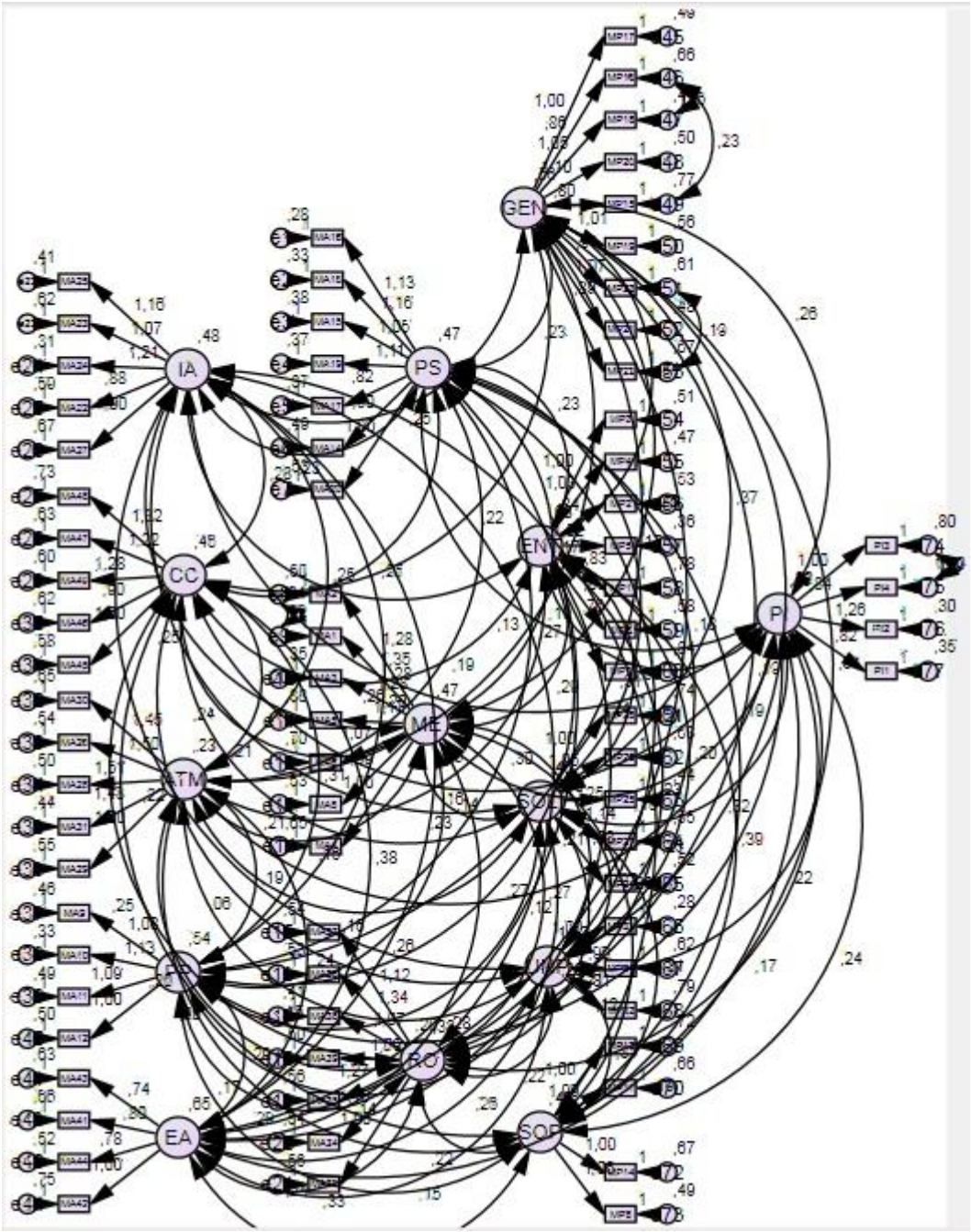

Figure.2: Confirmatory Factor Analysis of Scales

Table.5: Convergent and Discriminant Validity Measures

Factors	CR	AVE	MSV	ASV

Patronage Intention	0.839	0.457	0.455	0.173
Popularity and Promotional Programs	0.908	0.586	0.401	0.250
Mall Essence	0.934	0.545	0.405	0.245
Genuineness	0.931	0.476	0.540	0.258
Enthusiasm	0.919	0.496	0.488	0.223
Atmosphere	0.871	0.453	0.576	0.342
Internal Atmosphere	0.899	0.516	0.401	0.287
External Atmosphere	0.820	0.411	0.488	0.252
Convenience and Comfort	0.887	0.485	0.358	0.205
Personal Service	0.938	0.559	0.253	0.155
Recreational Options	0.918	0.488	0.271	0.219
Solidity	0.886	0.482	0.459	0.280
Unpleasantness	0.888	0.607	0.197	0.197
Sophistication	0.842	0.445	0.488	0.284

Discriminant Validity

When the correlation between the constructs does not approximate to 1 or the chi-square test indicates that two constructs are not related to each other, discriminant validity is established (Janssens et al., 2008). Discriminant validity can be assessed through comparing Average Variance Extracted (AVE) and Maximum Shared Variance (MSV) with each other (Fornell and Larcker, 1981). MSV values are expected to be lower than AVE values (Hair et al., 2010). When Table 5 is reviewed, majority of MSV values with respect to the factors are lower than AVE values. Average Shared Variance (ASV) values are also lower than MSV values. Hence, discriminant validity has been demonstrated.

4.5. Evaluating the Model Fit through Structural Equation Modeling -SEM

In this study, AMOS 20 was used to test and confirm the research design and hypotheses. As a result of confirming the structural model used in this research, fit indices are presented in Table 6. This table shows goodness of fit index of the model without mediator variable.

Table.6: Goodness of Fit Index for Model without Mediator Variable

Measurement	Index	Threshold	Interpretation
$\chi 2/df$	4.138	Between 2 and 5	Reasonable
RMSEA	0.087	< 0.08	Reasonable
CFI	0.917	> 0.90	Reasonable
SRMR	0.0538	< 0.08	Excellent

Source: Hu and Bentler, 1999; Hooper et al., 2008; Janssens et al., 2008

When the structural model is reviewed, goodness of fit index values are within the acceptable range and the model shows good fit.

Table.7: Regression Weights - Model without Mediator Variable

Direction	Estimate	SE	t-value	p	Hypothesis
Mall Attractiveness --- > Patronage Intention	0.452	0.069	6.568	***	Accepted

***p<0.05

When Table 7 is reviewed, mall attractiveness has a significant effect on patronage intention (C.R. or t-value is 6.568, $p<0.05$). In other words, the null hypothesis is rejected, and H1 (The mall attractiveness will have a positive influence on mall patronage intention) is accepted. Mall attractiveness has a positive influence on patronage intention (correlation=0.427). The table presenting the Standardized Regression Weights is given in Appendix 3.
For a variable to be called a mediator variable, some requirements must be met. One of the requirements is that the mediator variable explained by the independent variable must be significant. Another requirement is that the independent variable explained by the mediator variable must be significant. The final requirement is that when the first two requirements are met, the relationship between the dependent and the independent variables becomes nonsignificant (Baron and Kenny, 1986). In this regard, the goodness of fit values of the model with a mediator variable are presented in Table 8 below.

Table.8: Regression Weights - Model with Mediator Variable

Measurement	Index	Threshold	Interpretation
$\chi 2/df$	3.457	Between 2 and 5	Reasonable
RMSEA	0.077	< 0.08	Reasonable
CFI	0.907	> 0.90	Reasonable
SRMR	0.0534	< 0.08	Excellent

Source: Hu and Bentler, 1999; Hooper et al., 2008; Janssens et al., 2008

When the model with the mediator variable is reviewed, goodness of fit index values are within the acceptable range and the model shows good fit.

Table.9: Regression Weights - Model with Mediator Variable

Direction	Estimate	SE	t-value	p	Hypotheses
Mall Attractiveness --- > Patronage Intention	-0.174	0.099	-1.761	0.078	Rejected
Mall Attractiveness --- > Mall Personality	0.866	0.083	10.461	***	Accepted
Mall Personality --- > Patronage Intention	0.750	0.103	7.297	***	Accepted

***$p<0.05$

The results of the structural equation analysis are presented in Table 9 and Figure 3. When Table 9 is reviewed, mall attractiveness has an influence on the mediator variable (mall personality) ($p<0.05$). In this regard, H2 (Mall attractiveness will have a direct positive influence on mall personality) is accepted. In other words, mall attractiveness has a positive influence on mall personality (Correlation= 0.746). When Table 9 is reviewed, it is seen that mall personality has an influence on mall patronage intention ($p<0.05$) and H3 (Mall personality will have a direct positive influence on mall patronage intention) is accepted. In other words, mall personality has a positive influence on mall patronage intention (Correlation= 0.792). The change in the mediator variable, namely the change in mall personality must lead to a change in the dependent variable, that is patronage intention. When the mediator variable, which is mall personality, is added to the model, mall attractiveness has no effect on patronage intention. In this regard, it seems that mall personality has a mediator variable effect. In other words, H1a (mall attractiveness will have a positive influence on mall patronage intention through mall personality) is accepted. As mall attractiveness no longer has a significant effect on patronage intention after it is added to the model, it can be stated that mall personality fully mediates. In other words, when mall attractiveness and the mediator variable, which is mall personality, are added to the analysis, the independent variable has no significant effect on the dependent variable (patronage intention) ($p>0.05$). The table including the Standardized Regression Weights is presented in Appendix 4.

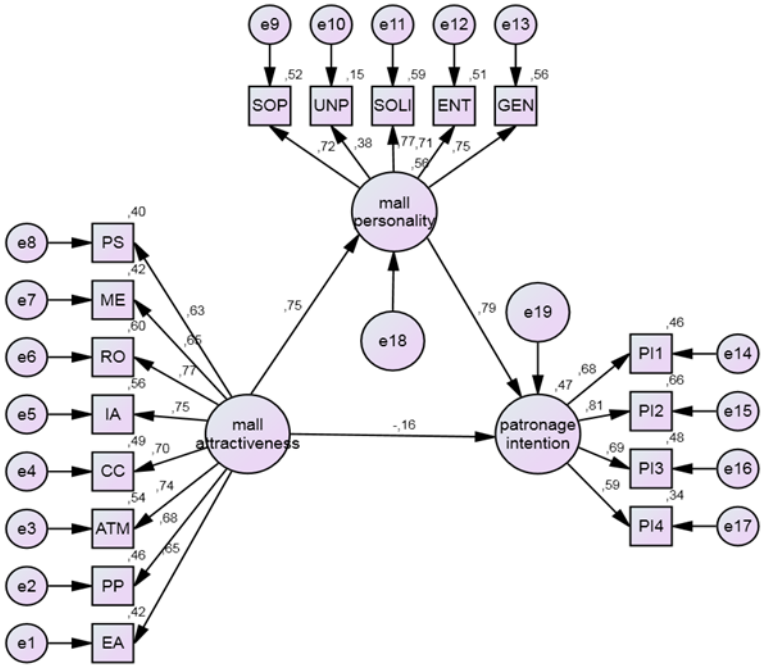

Figure.3: Full Structure Equation Modeling

5. Conclusion and Implications

Shopping malls have become preferred choices of retail areas for consumers due to the fact that they can satisfy many of their needs from one area and that they can spend their leisure time in an enjoyable way and socialize. In addition to the factors in the literature that influence the preference for the shopping malls such as tenant management, facility management, popularity, convenience, security, service offerings, atmosphere, ease of access, productivity, retailer presentation and entertainment options (Frasquet et. al, 2001; Wong et. al, 2001; Sit et. al, 2003; Kiriri, 2009; Teller and Elms, 2010; Debek, 2015; Tandon et. al, 2016; Wong and Nair, 2018), it can be stated that shopping malls have the personality traits that a retail store has and that can draw the consumers. This research aimed at revealing the reasons why consumers prefer to be the customers of these planned shopping malls that have large-scale circulations in retail. In this regard, the purpose of this research was to find out the mall attractiveness and personality factors of the malls which are a retail format as well as the influence of mall attractiveness and personality on mall patronage intention. When the literature is reviewed, the body of work usually is focused on the relationship between mall attractiveness, customers' preferences for shopping malls and mall patronage intention. However, this study, unlike the previous ones, focuses on the mediation effect of mall personality between mall attractiveness and mall patronage intention. Thus, it was aimed at reaching findings that could contribute both to the literature and shopping mall managers/marketers.

In this research, initially an exploratory factor analysis was conducted to reveal the basic dimensions of mall patronage intention, mall attractiveness and mall personality and a confirmatory factor analysis was performed to confirm these dimensions. In this regard, a total of 87 items were incorporated into the exploratory factor analysis (49 items in the mall attractiveness scale, 34 items in mall personality scale and 4 items in patronage intention scale) and 77 items were obtained as a result of exploratory factor analysis. 6 items that were deleted from the analysis were from the mall attractiveness scale and 4 of them were from the mall personality scale. A total of 14 dimensions were retained that could be interpreted as a result of exploratory factor analysis. These dimensions were named Genuineness, Personal Service, Mall Essence, Enthusiasm, Recreational Options, Solidity, Internal Atmosphere,

Convenience and Comfort, Atmosphere, Popularity and Promotional Programs, External Atmosphere, Unpleasantness, Patronage Intention and Sophistication in accordance with the literature.

Mall attractiveness scale is composed of 8 factors (Personal Service, Mall Essence, Recreational Options, Internal Atmosphere, Convenience and Comfort, Atmosphere, Popularity and Promotional Programs, External Atmosphere), mall personality scale has 5 factors (Genuineness, Enthusiasm, Solidity, Unpleasantness, Sophistication) and patronage intention has one factor. Confirmatory factor analysis was conducted to confirm the factors of each scale obtained as a result of exploratory factor analysis. As a result of the confirmatory factor analysis, the 'snobbish' item under the Sophistication factor was deleted from the analysis. 8 factors comprising the mall attractiveness scale and 5 factors comprising the mall personality scale and patronage intention factor were confirmed. All dimensions of the scales included in the analysis were shown to be reliable and convergent and discriminant validity were achieved.

Two scales, on which this study was based, were used for finding out the significance of mall attractiveness with respect to the preference of shopping malls. One of these is the scale used in a research about the segmentation of Mexican consumers with regard to mall attractiveness. According to Gonzalez-Hernandez and Orozco-Gomez (2012), mall attractiveness is composed of dimensions such as mall essence, popularity and promotional programs, personal service, internal atmosphere, recreational options, and external atmosphere. The second scale is the one in the research of El-Adly (2007). According to El Adly (2007), mall attractiveness is composed of dimensions such as comfort, entertainment, diversity, mall essence, convenience, and luxury. Even though the dimensions are named differently in these two scales, similar items/variables are included. In this research, a total of 8 dimensions which are reliable and valid as a result of the confirmatory factor analysis were used and they are similar to the relevant literature and they are named in a similar way.

For the mall attractiveness scale, the store personality scale of d'Astous and Levesque (2003) was employed. As a result of the confirmatory factor analysis that was performed, mall personality was confirmed to be measured with the same dimensions (5 dimensions), which was similar to the original scale. In order to measure the mall patronage scale, the study of Rahman et al. (2016) was used and that scale was confirmed.

A model was proposed which was based on a theory relating three structures, which was another purpose of the study, and structural equation modeling was then used to test the model that was proposed. In the research model, the independent variable is mall attractiveness; the mediator variable is mall personality and the dependent variable is patronage intention. According to the results of the research, it was inferred that mall attractiveness has an influence on patronage intention. In this regard, the entertainment opportunities (characteristics such as recreational areas, playgrounds for children, services offered insides the shopping mall), inner atmosphere factors (characteristics such as general layout, ease of circulation inside the mall, decoration, lighting), attaching importance to the general atmosphere of the shopping mall (characteristics such as the cleanness of the shopping mall and temperature control) may encourage customers to have a tendency to visit the shopping mall more. Attaching importance to entertainment opportunities with respect to mall attractiveness for the shopping mall customers is a factor that mall management should take into consideration to ensure that customers spend more time in the shopping mall and visit more frequently. In other words, increasing the number of such entertainment areas and opportunities (a variety of restaurant, cinema and theater halls, playgrounds, etc.) may be helpful in terms of drawing more customers to the shopping malls. These findings suggest that there is a similarity between them and the six mall attractiveness factors in the study of Gonzalez-Hernandez and Orozco-Gomez (2012), which are mall essence, popularity and promotional programs, personal service, recreational options, internal atmosphere, and external atmosphere. Besides, Gonzalez-Hernandez and Orozco-Gomez (2012) stated in their studies that the factors of internal atmosphere and external atmosphere are the most useful ones in terms of positioning the shopping malls. In this regard, managers of shopping malls may identify and improve their marketing strategies by focusing on the factors that attract the customers. El-Adly (2007) identified six factors of mall attractiveness in terms of customer perspective, which are comfort, entertainment, diversity, mall essence, convenience, and luxury. These dimensions also show similarity to the dimensions identified in the findings of this research.

When the consumers were asked why they preferred shopping malls, they stated that they attached most importance to shopping and then to strolling around and entertainment. Another result of the research is that mall personality mediates between mall attractiveness and mall patronage intention. When mall personality is added to the model, the relationship between mall attractiveness and mall patronage becomes nonsignificant. In this regard, it can be said that mall personality fully mediates. In other words, the perceptions of the individuals who participated in the research

are shaped through the factors of mall attractiveness. In this regard, the influence of mall attractiveness on mall patronage intention is demonstrated through revealing mall personality. The participants of this research perceive the shopping mall as solidity (thriving, imposing and so on) and genuineness (true, trustworthy and so on). In this regard, managers of shopping malls must take the personality traits perceived by their customers into consideration when they shape the identity of the malls and offer services. If the identity that the shopping mall wants to present overlaps with the traits that customers perceive, the shopping mall may sustain long-term relationships with the customers.

This current study has some limitations as all other research. First of all, it is not possible to generalize the research results as the sampling was determined based on convenience sampling. It might be probable to generalize the results of the study by selecting one of the probability sampling methods in future studies. In addition, the factors of mall attractiveness and personality of one shopping mall was taken into consideration in this research, and several shopping malls may be compared with the relevant factors and thus, their positioning can be supported in terms of their image. In this research, the influence of mall attractiveness on patronage intention through personality mediation was analyzed; in future research, consumer may be segmented based on the factor of mall attractiveness and the personality traits can be revealed in each segment. Thus, the areas that overlap with the personality traits of the preferred shopping malls may be found out.

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Appendix.1: Mean, standard deviation and factor loading related to research variables

Research Variables	Mean	Std. Deviation	Factors / Factor Loading
Mall Personality Items			
Welcoming	3.18	1,119	F4/0.629
Enthusiastic	3.18	1,005	F4/0.706
Lively	3.20	1,090	F4/0.803
Dynamic	3.33	1,093	F4/0.726
Friendly	3.05	1,037	F4/0.687
Congenial	3.14	1,057	F4/0.544
Daring	3.01	1.111	F4/0.427
Chic	3.46	1.007	F14/0.356
High Class*	3.56	1.027	
Elegant *	3.22	1.059	
Stylish	3.08	1.104	F14/0.640
Snobbish	2.72	1.181	F14/0.615
Upscale	3.09	1.120	F14/0.650
Selective	3.16	1.043	F14/0.560
Honest	3.28	1.064	F1/0.699
Reliable	3.51	1.041	F1/0.735
Sincere	3.37	1.025	F1/0.740

True	3.49	1.029	F1/0.724
Genuine	3.33	1.059	F1/0.577
Trustworthy	3.26	1.087	F1/0.719
Conscientious	3.44	1.062	F1/0.516
Hardy	3.39	1.056	F1/0.454
Solid	3.31	1.037	F1/0.519
Reputable	3.43	1.032	F6/0.565
Thriving	3.52	0.996	F6/0.639
Leader	3.30	1.071	F6/0.639
Imposing	3.33	1.072	F6/0.598
Well-organized	3.36	1.098	F6/0.641
Annoying*	3.49	1.149	
Irritating*	3.43	1.183	
Loud*	2.78	1.238	
Superficial	3.07	1.208	F12/0.763
Outmoded	3.39	1.140	F12/0.831
Conservative	3.34	1.208	F12/0.804
Patronage Intention Items			
I intend to revisit this mall	4.03	0.829	F13/0.570
I would certainly recommend this mall to my friends	3.71	1.041	F13/0.608
I am a loyal customer of this mall	3.31	1.136	F13/0.735
When I go shopping, this mall is my first choice	3.41	1.205	F13/0.725
Mall attractiveness Items			
Variety of brands	3.51	1.178	F3/0.796
Variety of stores	3.57	1.128	F3/0.803
Fashionable brands offered	3.61	1.060	F3/0.753
Availability of after sale services	3.33	1.062	F3/0.568
Prestigious brands offered	3.64	1.015	F3/0.735
Mall has all that I need	3.33	1.117	F3/0.643
Level of prices is appropriate to my income*	2.96	1.079	
Quality of options in mall	3.49	0.951	F3/0.581
Organization of special events	3.09	1.046	F10/0.718
Advertising campaigns	3.13	1.013	F10/0.709
Promotional campaigns/sales	3.10	1.065	F10/0.696
Loyalty programs	2.96	1.022	F10/0.526
Popularity of mall*	3.82	0.941	
Staff training	3.33	0.933	F2/0.632
Staff helpfulness	3.46	0.950	F2/0.782
Prompt service of staff	3.51	0.943	F2/0.806
Neat uniform of staff	3.72	0.832	F2/0.665
Staff kindness	3.50	0.986	F2/0.799
Staff friendliness	3.42	0.980	F2/0.755
Helpfulness of mall management	3.30	1.001	F2/0.607
Attitude of mall management*	3.34	0.990	
General lighting	3.73	0.981	F7/0.502
Ease of circulation inside mall	3.54	1.086	F7/0.668
General decoration	3.52	1.010	F7/0.663
General layout	3.48	1.031	F7/0.728

Cleanness of the mall	3.69	1.034	F9/0.582
External appearance of the mall	3.59	1.074	F7/0.501
Scent of mall	3.41	1.016	F9/0.569
Temperature control	3.79	0.889	F9/0.550
Clean restrooms	3.52	1.068	F9/0.704
The color of the mall interior	3.45	0.977	F9/0.558
Backround music*	3.25	1.112	
General atmosphere of mall	3.46	0.973	F5/0.406
Food offered in food courts	3.55	1.028	F5/0.599
Variety of restaurants	3.40	1.084	F5/0.601
Existence of fun spaces for kids	3.37	1.103	F5/0.681
Presence of entertainment programs	3.72	1.006	F5/0.681
Services offered in mall	3.42	0.922	F5/0.668
Socialization opportunities	3.38	0.976	F5/0.632
Working hours in the mall*	3.42	1.044	
Availability of parking	3.65	1.039	F11/0.675
Comfortable seats during shopping	3.36	1.186	F11/0.521
Ease of reaching to the mall (access to mall)	3.72	0.994	F11/0.743
Size of mall	3.61	0.960	F11/0.547
Security in the mall	3.53	1.022	F8/0.442
One-stop shopping	3.55	1.000	F8/0.500
Adequate escalators	3.28	1.152	F8/0.734
Adequate lifts	2.93	1.244	F8/0.750
Adequate directory sign boards	3.20	1.170	F8/0.640

*items removed from research

Appendix.2: Standardized Regression Weights- Confirmatory Factor Analysis (CFA)

Direction	Estimate
PI --- > PI3	0.618
PI --- > PI4	0.489
PI --- > PI2	0.850
PI --- > PI1	0.698
PP --- > MA12	0.723
PP --- > MA11	0.754
PP --- > MA10	0.821
PP --- > MA9	0.762
ME --- > MA4	0.648
ME --- > MA8	0.646
ME --- > MA6	0.661
ME --- > MA5	0.791
ME --- > MA3	0.831
ME --- > MA1	0.790
ME --- > MA2	0.779
GEN --- > MP17	0.728
GEN --- > MP16	0.619
GEN --- > MP18	0.764

GEN --- > MP20	0.756
GEN --- > MP15	0.563
GEN --- > MP19	0.710
GEN --- > MP23	0.657
GEN --- > MP21	0.755
GEN --- > MP22	0.633
ENT --- > MP3	0.755
ENT --- > MP4	0.779
ENT --- > MP2	0.685
ENT --- > MP5	0.812
ENT --- > MP1	0.614
ENT --- > MP6	0.693
ENT --- > MP7	0.561
ATM --- > MA29	0.544
ATM --- > MA31	0.733
ATM --- > MA28	0.716
ATM --- > MA26	0.702
ATM --- > MA30	0.656
IA --- > MA27	0.648
IA --- > MA22	0.623
IA --- > MA24	0.833
IA --- > MA23	0.686
IA --- > MA25	0.782
EA --- > MA42	0.682
EA --- > MA44	0.656
EA --- > MA41	0.626
EA --- > MA43	0.599
CC --- > MA45	0.666
CC --- > MA46	0.615
CC --- > MA49	0.747
CC --- > MA47	0.722
CC --- > MA48	0.725
PS --- > MA20	0.689
PS --- > MA14	0.662
PS --- > MA17	0.676
PS --- > MA19	0.783
PS --- > MA15	0.764
PS --- > MA18	0.813
PS --- > MA16	0.829
RO --- > MA33	0.634
RO --- > MA34	0.697
RO --- > MA35	0.720
RO --- > MA39	0.686
RO --- > MA38	0.719
RO --- > MA36	0.748
RO --- > MA37	0.685
SOLI --- > MP28	0.618
SOLI --- > MP26	0.668

SOLI --- > MP25	0.747
SOLI --- > MP27	0.722
SOLI --- > MP24	0.711
UNP --- > MP33	0.887
UNP --- > MP34	0.758
UNP --- > MP32	0.678
SOP --- > MP13	0.627
SOP --- > MP11	0.677
SOP --- > MP14	0.642
SOP --- > MP8	0.721

Appendix.3: Standardized Regression Weights- Model without Mediator Variable

Direction	**Estimate**
Mall Attractiveness --- > Patronage Intention	**0.427**
Mall Attractiveness --- > EA	0.659
Mall Attractiveness --- > PP	0.676
Mall Attractiveness --- > ATM	0.735
Mall Attractiveness --- > CC	0.699
Mall Attractiveness --- > IA	0.754
Mall Attractiveness --- > RO	0.780
Mall Attractiveness --- > ME	0.633
Mall Attractiveness --- > PS	0.624
Patronage Intention --- > PI1	0.660
Patronage Intention --- > PI2	0.783
Patronage Intention --- > PI3	0.726
Patronage Intention --- > PI4	0.613

Appendix.4: Standardized Regression Weights- Model with Mediator Variable

Direction	**Estimate**
Mall Attractiveness --- > Mall Personality	**0.746**
Mall Attractiveness --- > Patronage Intention	**-0.158**
Mall Personality --- > Patronage Intention	**0.792**
Patronage Intention --- > PI1	0.676
Patronage Intention --- > PI2	0.813
Patronage Intention --- > PI3	0.692
Patronage Intention --- > PI4	0.586
Mall Personality --- > SOP	0.721
Mall Personality --- > UNP	0.382
Mall Personality --- > SOLI	0.766
Mall Personality --- > ENT	0.712
Mall Personality --- > GEN	0.751
Mall Attractiveness --- > EA	0.651
Mall Attractiveness --- > PP	0.681

Mall Attractiveness --- > ATM	0.735
Mall Attractiveness --- > CC	0.696
Mall Attractiveness --- > IA	0.750
Mall Attractiveness --- > RO	0.775
Mall Attractiveness --- > ME	0.647
Mall Attractiveness --- > PS	0.629