

Impact of Store Attributes and Demographic Characteristics on Purchase Intention toward Fashion Products in Complex Shopping Malls

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Abstract As complex shopping malls have become more popular as major retailers of fashion products, the need for research on consumer behavior in a complex shopping mall context has also emerged. The current research explores critical attributes of fashion stores that impact purchase intention based on a mixed research methodology. Two studies were conducted to evaluate consumers' attitudes and attributes of fashion stores in complex shopping malls. For Study 1, a qualitative study was conducted to derive fashion store attributes in complex shopping malls, followed by Study 2, a quantitative study to determine what fashion store attributes are important in complex shopping malls. From the in-depth interviews in Study 1, five store attributes were identified including a reasonable price, famous brands that attract attention, friendly service with salespeople who responds only when necessary, stores that sell themselves, and quality products that consumers can see and touch. The results of multiple regression in Study 2 show that the products, brand, and store service have a positive and significant effect on purchase intention, and price has a negative yet significant effect. In addition, women, particularly those with a higher income, may have a higher level of purchase intention.

Keywords Complex shopping mall, Fashion stores attributes, Purchase intention, Demographic characteristics, Hybrid research methodology

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Introduction

Complex shopping malls, which were first built around downtown Seoul in the early 2000s, have been built in many sub-centers such as Yeongdeungpo Times Square in 2009 and Starfield Hanam in 2016. This trend is being strengthened by major companies such as Lotte, Shinsegae, and Hyundai, which have established complex shopping malls to overcome the low growth and market saturation of the department stores that sell their products (Park, 2014). Complex shopping malls have gained wide popularity as places for "mallings," a new form of consumption culture people can

enjoy. Shoppers not only shop, but also enjoy eating and entertainment (Underhill, 2008). Despite their multiple purposes, shopping is still the main activity in complex shopping malls, and the main items are fashion products including clothing. Most of the fashion stores in complex shopping malls are independently operated by separate brand owners who typically pay a portion of the sales to the complex shopping mall operator as a contract fee, which is an equivalent cost to the rental fee.

Although the utilization and purchase rate of online

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fashion-related products are likely to rise, offline channels are still popular. Among the offline channels, outlets and department stores are unrivaled even though the number of visitors to complex shopping malls continues to increase (Open Survey, 2020). This may reflect the fact that consumers use multiple channels rather than one channel to purchase goods, and their expectations for each channel is likely different. Although outlets and online channels are known to mainly sell low-priced products (Jia & Jeon, 2018), it is unknown whether customers expect to consume services in complex shopping malls that are unlike other retail sectors, such as selling high-end products. If so, it would make complex shopping mall stores stand out from regular department stores (Yang & Kim, 2018). As such, each channel provides consumers with different environments and characteristics and provides consumers with differentiated options.

Studies on the attributes of fashion stores have analyzed consumer behavior based on the types of consumers that frequent a type of store, or the studies have compared important store attributes by store type. In particular, most studies have examined department stores, online outlets, and editorial shops as store types that sell fashion products. However, studies on fashion stores in complex shopping malls are very rare. Therefore, this study aims to identify attributes to evaluate fashion stores in complex shopping malls, and to determine which store attributes induce purchases of fashion products. We interviewed consumers visiting complex shopping malls to provide their opinions and demographic information. From the data, we inferred the consumers and characteristics that fashion stores can successfully target in complex shopping malls.

Considering the scarcity of research on the evaluation attributes of fashion stores targeting complex shopping mall visitors, this study adopted a mixed research methodology. Study 1 was a qualitative study that involved intercepting actual consumers in a complex shopping mall and conducting one-on-one interviews with the actual shoppers. After analyzing the data, we identified fashion store attributes in complex shopping malls that may impact purchase intention. Study 2 was a quantitative study that used a questionnaire with a panel of online participants focusing on items

purchased. We then evaluated the attributes of fashion stores derived from the quantitative study. Finally, we proposed a factor structure of the attributes of fashion stores in complex shopping malls and empirically explored how the structure affects purchase intention.

Literature Review

Consumption Behavior of Complex Shopping Malls

The emergence of complex shopping malls is expanding the importance of shopping as a leisure activity in that it provides not only shopping but also various activities including meals in a large indoor space (Shim & Seo, 2010). Consumers perceive complex shopping malls as a special space that provides emotional fullness and fantasy (Kim & Oh, 2011). However, the main reason for visiting complex shopping malls is still shopping on both weekdays and weekends (Jung, Jo, & Lee, 2019).

Complex shopping malls mostly sell fashion products, which differentiates them from other department stores and outlets. As consumers visit complex malls, they will easily pass by department stores or high-end SOHO stores to purchase products, which may lead to impulsive purchases (Choi & Huh, 2014). Although people can go to outlets to find low prices (Park, Lee, & Park, 2012), visitors may choose to shop at complex shopping malls considering the size and other types of entertainment facilities including food and beverages (F&B) and activities (Cha & Park, 2014). In other words, people may visit complex shopping malls for reasons other than shopping. However, it is expected that spending leisure time at these malls will ultimately lead to shopping behavior (Suh, Moon, & Suh, 2013). Suh and Min's (2009) study on stores with cultural experiential elements suggested that enjoyment through various experiences can have a positive effect on satisfaction and purchase intention. Thus, complex shopping malls may be an alternative to provide new shopping satisfaction for consumers while overcoming the limitations of traditional retailers that focus solely on the selling process (Eom & Pyo, 2016). However, since previous studies have tended to consider complex shopping malls as just a bigger shopping space, most studies have failed to highlight the

separate fashion stores located in these malls.

Several studies have dealt with consumers' attitudes and behaviors in complex shopping malls. Especially certain age groups have been considered an important characteristic that affects consumers' attitudes toward complex shopping malls. For example, Zhu (2020) analyzed consumers' space consumption by analyzing Instagram hashtags and found that consumers in their 20s and 30s perceived complex shopping malls in the downtown area as a space to show themselves off. In addition, consumers with children in their 30s consider complex shopping malls as a space to spend time daily with their children. Kim and Lee (2011) argued that Generation X (i.e., born between 1965 and 1979) tend to be affected more by functional motives than Generation Y (i.e., born between 1980 and 2000). More specifically, Generation X is more satisfied with complex shopping malls than Generation Y (Park, 2013). Generation Y seems to have critical perspectives of complex shopping malls since they do not believe that it positively targets their age group. Another consumer characteristic impacting shopping behavior is gender. Research has found significant differences by gender in the motives for visiting complex shopping malls (Kim & Lee, 2011). They found that men were motivated by "mall-ing" (i.e., the mall experience) and women were motivated by variety. Therefore, the current research considered age, gender, and income as visitors' key characteristics in complex shopping malls.

Fashion Store Attributes

Store attributes play an important role in shaping consumers' attitudes toward fashion stores (Yang, 2009) and increasing purchase intention. These attitudes are likely to lead to store patronage (Sakong & Park, 2000; Lee & Lee, 2013) and actual purchasing behavior (Chung & Jang, 2012). As summarized in Table 1, previous studies have suggested multiple attributes that impact consumers as they evaluate fashion stores including various store types ranging from supercenters, select shops, specialty stores, department stores, agencies, and outlets. Although the suggested attributes are different based on the types of stores, commonly studied attributes include brand, price, salespeople/service, transportation, products, store facilities and atmosphere, sales, and advertisements. However, the

names and definitions of the store attributes vary in different studies because researchers have modified previously suggested attributes for their study's targeted store formats. For example, services (Sung, 2008; Lim, 2001; Chun, 2009) may refer to the salesperson service and policy service (Kwon & Hong, 2006), physical service, salesperson service, the exchange/refund attitude and policy service (Kim & Kim, 2001), salesperson, store policy (Kim, 2001), customer service and face-to-face sales (Kim, 2002), service quality (Park & Lee, 2012), salespeople and services (Yang, 2009), sales-oriented salesperson and customer service (Lee & Lee, 2013). Given the lack of consistency among researchers about fashion store attributes, we attempt to fill this research gap and explore critical fashion store attributes that may increase purchase intention in complex shopping malls.

Types of store attributes can be determined based on the types of outcomes such as cognitive and emotional responses. Specifically, Yang's (2009) research on apparel in department stores, discount stores, and internet shopping malls found that a positive evaluation of all the attributes she evaluated can enhance satisfaction with the stores. However, only some attributes such as brand, price, store atmosphere, and advertisement/promotion can finally lead to repurchase intention. Na and Oh (2010) studied branded SOHO stores and emphasized location convenience as the common significant store attribute that influences brand awareness, trust, and image, regardless of the brand's origin (i.e., being a foreign or domestic brand). Considering imported fashion multi-shops, Lee and Lee (2013) argued that product characteristics, customer-centered service, and salesperson service can impact consumers' store patronage behavior. Two studies also investigated consumers' cognitive and emotional responses to stores; Kim and Park (2016) examined select shops and Chun (2009) targeted fashion stores in outlets. Chun showed that regardless of the types of distribution channels, store atmosphere was an important determinant of emotional responses whereas Kim and Park (2016) indicated that popularity and design had a positive effect on cognitive responses.

Prior research has mainly focused on department stores, brand specialty stores, and outlets, but little research has examined store attributes in complex shopping malls. Based

Table 1. Prior research on the attributes of fashion stores

Author (year)	Attributes of Fashion Stores	Store Types
Sakong & Park (2000)	Salesperson and convenience of use, facility/service and location convenience, price, promotion, product and display	SOHO, branded stores
Kim & Kim (2001)	Physical service, salesperson service, exchange/refund attitude and policy service, promotion policy service, convenience policy service	
Kim (2001)	Salesperson, VMD, store policy, customer convenience	Department stores, special promotion section, agencies, large modern wholesale and retail stores, SOHO
Lim (2001)	Store atmosphere factor, service factor, product assortment factor, shopping convenience and customer attraction factor	Department stores, specialty stores/famous merchandise stores, general markets/town stores, permanent discount stores/economy stores, wholesale stores
Kim (2002)	Location, product, price, advertisement/promotion, store design/display, customer service, face-to-face sales	Supercenters
Kwon & Hong (2006)	Products, advertisement, service (salesperson service, policy service), store atmosphere (display, layout), location	Supercenters
Shin, Park, & Kwon (2006)	Product characteristics, services, physical environment of the store, price, and location convenience	Department stores and luxury stores, agencies, famous trademark discount stores, mass wholesale stores, and mass stores
Sung (2008)	Assortment, price, service, symbolic image	Department stores, discount stores, internet shopping malls
Yang (2009)	Brand and price, store facilities and environment, products, transportation convenience and accessibility, sales and advertisement, store atmosphere, salesperson service	
Chun (2009)	Product, service, advertisement, store atmosphere	Outlet
Na & Oh (2010)	Location convenience, salesperson service, store environment, sales promotion	Domestic fashion brands, overseas fashion brands
Park & Lee (2012)	Product factor evaluation area, service quality, purchase promotion area, image factor	Department store, brand clothing stores, discount stores, outlet stores, internet shopping malls
Lee & Lee (2013)	Sales-oriented salesperson, customer service, product characteristics, store facilities and atmosphere, price, sales promotion, customer-oriented salesperson, store location	Imported fashion multi-shops
Kim & Park (2016)	Utility, design, atmosphere	Select shops

on previous studies on various types of fashion stores, we can presume that consumers expect different store attributes of fashion stores in complex shopping malls from those of other distribution fashion stores. Thus, we aimed to identify the attributes that have a significant influence on intention to purchase at fashion stores in complex shopping malls.

Study 1: Qualitative Research on Users of Complex Shopping Malls

Research Purpose

The purpose of this study was to conduct in-depth interviews

to derive the fashion store attributes evaluated by actual shopping mall visitors. After receiving official permission from the complex shopping mall operators, we intercepted real visitors who visited a complex shopping mall in Seoul. The aim was to identify the main attributes of fashion stores that induce the purchase of fashion products in the context of a complex shopping mall. To differentiate shopping behaviors in complex shopping malls from other traditional retailers, we asked participants to elaborate on fashion store attributes in complex shopping malls by comparing their visit to shopping in other traditional stores that sell fashion products.

Research Method and Procedure

In this study, in-depth interviews were conducted to identify

and evaluate the attributes of fashion store and the critical attributes that lead to fashion product purchases in complex shopping malls. According to Thompson (1997), one-to-one in-depth interviews form a specific worldview based on individual experiences and have the advantage of being able to naturally derive respondents' emotions and thoughts by collecting data through open and intimate conversations.

In this study, Starfield, the most representative domestic complex shopping mall, was selected as the study location. Starfield is a complex shopping mall managed by Shinsegae Group, a domestic distribution group that has expanded to seven stores as of 2020, starting with Starfield Hanam in September 2016. This study asked consumers who visited the Starfield branch if they would be willing to participate in a one-to-one interview. Interviews were conducted from May to June 2019. To target fashion stores, we intercepted visitors who entered and exited fashion stores. On average, one in-depth interview took between 30 and 40 minutes. All the interviewees were notified of the fact that their interviews were recorded on the premise of guaranteeing anonymity and they were paid a nominal participation fee. Since this study was designed to consider demographic attributes such as gender, age, and income, researchers intentionally selected interviewees based on gender and age groups. A total of 63 customers participated in the interviews, of which 35 were women, and 84% were customers in their 30s and 40s.

The interview was conducted using a probing process in which a semi-structured questionnaire was constructed based on prior research on the evaluation of fashion store attributes. We also asked about their detailed reason for choosing an answer in the process of responding to the questionnaire. The interview questionnaire included questions about fashion store attributes that influenced their purchasing decision based on their experience of purchasing actual products at fashion stores located in the shopping mall. Specifically, six fashion store attribute evaluation areas were presented including brand and price, store facilities and environment, products, sales and advertisements, store atmosphere, and salesperson service. The in-depth interviews were transcribed from the recording, and content analysis was conducted. The purpose of visiting the complex shopping mall, the

experience of consumption of fashion products, and the store evaluation attributes were grouped according to age and gender. Below are examples of consumers' statements for each aspect.

Results

Status of complex shopping malls. Visitors to shopping malls use various shopping channels including online malls, outlets, and department stores to purchase fashion products. For complex shopping malls, the interviewed visitors said that they were aware that the prices of fashion stores in the complex mall were higher than those in online shopping malls that the stores sold branded products at regular instead of discounted prices. However, compared to outlets, the interviewees said that they could enjoy malling at the complex malls. Example statements include,

"I think complex shopping malls are a little more complex than department stores. There are more things that have a good cost-performance ratio (in complex shopping malls), and I think it's more comfortable to take kids." (30s/female)

"I understand it is natural that department stores are selling more expensive products." (40s/female)

"I compared the prices of online to (complex shopping malls), but there was no difference, so I just bought it (during malling)." (20s/male)

"It's better to come to the shopping mall, but (I recognize) they're not selling products much cheaper." (40s/female)

In particular, the consumers who had recently used online malls discussed their shopping behavior by classifying the types of products they would purchase online and offline. They said that they shopped in online malls for everyday clothes that required little outside use and were washed often, and they bought outerwear and suits in department stores, complex shopping malls, and outlets. Example statements include,

“When trying to buy outerwear like coats and jackets, I tend to go to shopping malls and other complexes. I mean, I buy offline. The main reason for buying online is low prices.” (40s/female)

“These days, the price range of products sold in department stores is high, if you look at places like bargaining events.” (30s/female)

“Regarding the outlets, the quality is excellent for bargain cheap prices, but I don't feel that the price here (complex shopping mall) is cheap.” (30s/male)

“On the Internet, we focus on comfortable clothes, and we just buy sweats and other things.” (40s/female)

“When I buy suits, I'd rather go to department stores or outlets and buy expensive ones at a discount... Otherwise, in a complex shopping mall, I think I buy one or two items like t-shirts, pants.” (40s/male)

“At first, I liked to buy (clothes) online even like social network services, but recently I prefer to see and touch products and visit offline stores.” (30s/female)

Fashion store attributes in complex shopping malls.

1) Reasonable price to purchase during malling

In general, the interviewees mentioned that price had a major influence on their product purchase. In the context of a complex shopping mall, lower prices are more effective for promoting the purchase of fashion products. The consumers pointed out that they preferred either brands with lower prices or promotions of discounts and gift giving events. The interviewees said that their purchase decisions related to price were mainly impulse purchases while malling in the complex shopping mall. If they planned to purchase fashion products, when they ran into fashion products that they really wanted to buy, they seemed to depend on price-related promotions. Example comments supported this perspective.

“Even though I thought it is pretty, the price was not cheaper than I thought, so I think I was

kind of hesitant to buy.” (40s/male)

“The most important attribute regarding actual buying is the price. The cheaper ones are better than the expensive ones.” (40s/female)

“If the price were a little cheaper, I would buy it. It also would be nice to get a discount.” (30s/male)

“I didn't have a purchase plan before leaving home; I just looked around and thought I like it. Actually, it's pretty, and because it was on sale (I bought it).” (30s/female)

2) Famous brands that attract attention

In the interviews, the consumers mentioned that brand was the main attribute of fashion stores in the complex shopping mall. Fashion stores in the complex shopping mall are separate spaces, and customers frequently walk around a corridor-style street in front of stores doing window-shopping. Along the corridor-style street, when they find a brand they like, they tend to enter the fashion store. Thus, seeing a highly recognized brand is one of the biggest reasons visitors actually enter fashion stores. High brand recognition is because the brands are either famous, popular, diverse, or unique. Customers commented about first looking for the brands in stores.

“The brand is important to me. Because there is a brand, the clothes carry quality. If there is no brand recognition, cheap is cheap.” (60s/female)

“I look around and buy. However, I try to wear a slightly better brand.” (40s/male)

“If there is a brand that I prefer, I just enter and look at the products.” (30s/female)

3) Friendly service with salespeople who respond only when necessary

Service provided by salespeople was mentioned as a main attribute affecting purchase intention. However, they expected that the salesperson would limit interference and only help when they were asked, which would increase the consumer's purchase intention. Since they considered window-shopping

without interference as part of malling, they did not seem to like being pressured to buy something. They also explained that when they wanted to ask a salesperson a question, he or she should give quick and accurate responses to their inquiries along with recommendations of products.

“I like when salespeople show their expertise when giving me a little bit of advice. If the salesperson is well dressed, it is even more reliable.” (40s/male)

“Personally, I tend to find the salesperson only when I need it. So, I don't like to be asked by salespeople if they can come and help me first. I think it's more comfortable not to talk.” (30s/male)

“I think it would be better to say hello and respond to a certain degree. However, if interference is getting too much, I totally hate it.” (30s/female)

4) Stores with attractive display

The interviewees' perceptions of the store atmosphere and facilities in complex shopping malls are more related to the displays of products and shopping routes inside of the stores. Fashion stores that are usually in complex shopping malls are SPA such as ZARA, H&M, and Uniqlo. Most visitors to complex shopping malls are already accustomed to browsing the big stores and they know about the products they like based on suggested displays. Specifically, consumers elaborated that good store spaces improve the probability of purchasing including convenient movement inside the store and attractive store displays. Although it was not specifically mentioned as a major factor influencing product purchase, aesthetics of the store atmosphere and the store space affect the overall feel of the store and consumers' impression of the store, which can lead to a positive consumer reaction and satisfaction. Interviewees confirmed this factor.

“I saw the clothes on display and approached the salesperson to ask, ‘Can I see that?’ So I think the display is important.” (30s/male)

“The entrance is too narrow to see what's inside. The corridors inside the shop are also too narrow, I don't think I feel comfortable when I walk around.” (50s/female)

“Store facilities, like the fitting room, don't seem to be the decisive impact factor for purchasing, but it still feels good.” (40s/male)

5) Quality products that consumers can see and touch

Not surprisingly, product characteristics were mentioned as a critical attribute of fashion stores to determine purchase intention. Considering that complex shopping malls are offline stores, they are expected to have product characteristics that can be easily judged through actual contact. In terms of design, the interviewees preferred to find something that matched their body and style. For example, they mentioned fit, fabrics, and the finish details of the products. Finally, a relevant price level for good quality was discussed, which is different from a low price. Even if an item is quite expensive, if the consumers perceived it as good quality, they said they would purchase it. This reflects the merits of offline shopping where they can judge the product quality in person and pay a good amount of money for it if it is good quality. Several interviewees mentioned this attribute of being able see and feel the items.

“If the design is okay, I try it on. If it is as expected, I just buy it.” (40s/male)

“I tend to buy clothes that match me (my taste).” (30s/female)

“The fit to my body shape is the most important thing.” (40s/male)

“I think I have to touch the material of (clothing) myself.” (40s/female)

“I want to check colors. Even if it is good, it can be just washed off. Thus, I check the fabric to see how convenient it is to wash.” (30s/female)

“The decisive factor in purchasing is the cost. I am willing to buy the product if it is a good quality if it is worth it.” (30s/female)

Table 2. Attributes of store evaluations in the complex shopping mall identified from this qualitative research

Store Evaluation Factors	Related Questions	Summary of Variables
Price	Low price	Price 1
	Current promotions such as price discounts or product presentations	Price 2
Brand	A brand that people around you know/have	Brand 1
	Current popular/rising brands	Brand 2
	Various brands	Brand 3
	A unique design that other brands don't have	Brand 4
Salesperson service	Recommended matching products	Salesperson 1
	Prompt/accurate response to inquiries	Salesperson 2
	Taking a leisurely tour without interference from a salesperson	Salesman 3
Store atmosphere and facilities	Easily identify brands that are for me because of the convenient layout of the stores	Store 1
	Good store facilities/interior	Store 2
	Good store displays	Store 3
Product	Clothes that are easy to wash	Product 1
	Overall design that suits my taste	Product 2
	Various products/designs	Product 3
	Good value based on price and quality	Product 4
	A silhouette/fit that fits well	Product 5
	Good fabric and sewing/cutting finish details	Product 6

Evaluation attributes of fashion stores in complex shopping malls. Based on the results of this qualitative study, we identified five fashion store attributes in complex shopping malls: price, brand, salesperson service, store atmosphere and facilities, and products. Finally, 18 detailed items were identified to explain the five factors by considering both the results of the interviews in this study and previous research. Details are shown in Table 2.

Study 2: Quantitative Study on the Evaluation Factors of Fashion Stores in Complex Shopping Malls

Research Purpose

Study 2 was a quantitative study with two main purposes. First, the fashion store attributes in the context of complex shopping malls were explored using factor analysis. We investigated which attributes enhanced the purchase intention of fashion products in the shopping mall. We also examined the demographic variables that are known to influence fashion product purchasing behavior such as age, income, and gender. Finally, we provide implications for practitioners about key attributes of fashion stores in complex shopping

malls that should be considered to enhance sales.

Research Procedure and Method

We conducted an online survey of 500 Korean women and 500 Korean men from the consumer panels by Macromill Embrain Trendmonitor (2012), which is a specialized research company. The survey targeted adults over the age of 20 with a significant income, who had visited a complex shopping mall in the last six months. Considering that complex shopping malls are usually located in metropolitan areas, only people living in metropolitan areas such as Seoul and Gyeonggi were invited to participate in the survey. At the final stage of the screening questions, we limited participants to major decision makers for purchasing fashion products, who answered that they “consider and decide which fashion products to buy by themselves.”

The questionnaire for this quantitative study consisted of questions on the evaluation of attributes of fashion stores in complex shopping malls. The questions were derived from prior qualitative research (refer to Table 2). We also asked about their intention to purchase fashion products at a complex shopping mall within the next 6 months. Participants answered the questions on fashion store attributes for each evaluation attribute based on a 5-point Likert scale ranging from “not very important (1)” to “very

important (5).” Their intention to purchase fashion products at a shopping mall was also evaluated on a 5-point Likert scale ranging from “strongly agree (5)” to very “strongly disagree (1)” using the question “I intend to purchase fashion products at a shopping mall within the next 6 months.” Additionally, several questions to indicate their general malling behavior in complex shopping malls probed their purposes for visiting the malls and fashion product purchase experience in the last 6 months. Finally, demographic information including monthly average household income, age, and gender was collected.

We utilized SPSS v 24.0 for statistical analysis of the data. Specifically, the demographic and malling behavior of

the survey participants were analyzed using frequency analysis. Using factor analysis, attributes of fashion stores in the complex shopping mall were extracted and reliability analysis was conducted. Finally, multiple regression analysis was conducted to analyze the influence of demographic characteristics and fashion store attributes on purchase intention in complex shopping malls.

Survey Participant Attribute Analysis

As depicted in Table 3 below, about 58% of the survey participants were adults in their 30s. According to the Gallup Report (2020) about complex shopping mall visitors, people

Table 3. Technical analysis of participant attributes

Attribute	Type	Frequency (Persons)	Percent (%)
Age	20-29 years	23	2.3
	30-39 years	581	58.1
	40-49 years	296	29.6
	50 years old or older	100	10
Income (MKW= Million Korean Won)	Below 100 (MKW)	3	0.3
	100-199 (MKW)	13	1.3
	200-299 (MKW)	92	9.2
	300-399 (MKW)	135	13.5
	400-499 (MKW)	222	22.2
	500-599 (MKW)	185	18.5
	600-699 (MKW)	117	11.7
	700-799 (MKW)	116	11.6
	800-899 (MKW)	45	4.5
	900-999 (MKW)	28	2.8
	Above 1000 (MKW)	44	4.4
Complex shopping mall experience	Times Square	345	12.20
	Starfield Hanam	693	24.60
	Starfield COEX	277	9.80
	IFC Mall	238	8.40
	Starfield Goyang	527	18.70
	Garden Five	263	9.30
	Lotte Mall Jamsil	422	15.00
Others	54	1.90	
Purpose of visiting the complex shopping mall	Take a walk	491	13.80
	Activity facilities	535	15.10
	Visiting restaurants	446	12.60
	Grocery shopping	544	15.30
	Buying fashion products for yourself	561	15.80
	Buying fashion products for your family	657	18.50
	Buying lifestyle goods for your family	312	8.80
Others	6	0.20	
Shopping mall apparel purchase experience	1-2 times	196	19.6
	3-5 times	354	35.4
	6-8 times	204	20.4
	9-11 times	79	7.9
	12 or more	167	16.7

Table 4. Exploratory factor analysis results

Question Summary	Summary of Variables	Factor Load				Rotating Factor Analysis Solution	
		Store Service	Product Attribute	Brand	Price	Eigen value	Explained Variance %
Route for movement	Store 1	0.78	0.03	0.17	0.03	2.769	19.778
Store interior	Store 2	0.72	-0.09	0.23	0.06		
Product recommendation	Salesperson 1	0.71	-0.03	0.19	-0.02		
Staff response	Salesperson 2	0.70	0.22	0.07	0.07		
Store display	Store 3	0.67	0.22	0.05	0.04	2.175	15.533
Trendy design	Product 2	-0.09	0.78	0.08	-0.02		
Various products	Product 3	0.15	0.70	0.11	0.09		
Cost performance	Product 4	0.02	0.64	0.10	0.29		
Silhouette/fit	Product 5	0.19	0.62	0.08	0.07	2.008	14.343
Famous brand	Brand 1	0.21	0.06	0.86	0.11		
Trendy brand	Brand 2	0.24	0.07	0.85	-0.01		
Various brands	Brand 3	0.14	0.32	0.61	-0.01		
Affordable price	Price1	0.02	0.06	-0.02	0.87	1.514	10.812
Promotion	Price2	0.09	0.22	0.10	0.80		

The amount that loaded onto a reduced factor is in bold

in their 30s to 50s are a major demographic of these malls. In terms of income, about 54% of the participants reported monthly household incomes of 300 to 599 MKW (million Korean Won).

For the participants of this survey, Starfield Hanam and Goyang were the most popular complex shopping malls with 43.3% answering that they had visited one or both of these malls within the last 6 months. The most frequently mentioned purpose for visiting the complex shopping mall was to purchase fashion products for the family or themselves (34.30%). Surprisingly, about 14% of the visitors cited taking a walk as the purpose of visiting the complex shopping mall. On average, the participants visited a complex shopping mall for more than 3.5 different purposes. Lastly, 35.4% of the respondents purchased fashion products 3 to 5 times in the last 6 months. Those who answered that they had bought fashion products 6 to 8 times in last 6 months in a complex shopping mall accounted for the next highest proportion with 20.4%.

Exploratory factor analysis of fashion store evaluation attributes. We reduced the 18 items explaining fashion store attributes to a small number of meaningful dimensions using

factor analysis based on principal component analysis and varimax rotation. First, items remained only if the loading value was over 0.5. Items were deleted if the loading values applied to more than one factor and the difference between the loading values did not exceed 0.2. Of the 18 questions, 4 factors were deleted, and 14 questions remained with 60.47% of the total variance explained.

Store service was the first factor with the highest Eigenvalue of 2.769 among the four factors derived. Similar to Study 1, the qualitative study, we combined the concepts of both “stores that sell themselves” and “friendly service that responds only when necessary.” This concept encompasses not only the facilities, atmosphere, and interior of the store, but also product recommendations and prompt response from salespeople. The second factor was named product, indicating that consumers prefer stores offering products with an attractive design, silhouette, or proper fit that suits consumers' tastes, or a variety of products so they can find a product that suits their taste. This concept reflects “quality products that can see and touch” in Study 1. Third, “famous brands that attract attention” in Study 1 was named “brand.” The last factor was named “price” which defines the demand for price discounts. Specifically, this concept

Table 5. Analysis of correlation and reliability analysis of fashion store attributes

Attributes	Correlation Coefficient			Descriptive Analysis		Reliability Analysis
	Product	Brand	Price	Average	Standard Deviation	Cronbach's Alpha
Store service	.214**	.437**	.132**	3.34	0.64	0.79
Product		.306**	.298**	4.06	0.48	0.679
Brand			.127**	3.44	0.72	0.76
Price				3.73	0.69	0.639

** p<.05

consisted of low prices or the demand for promotional events such as offering various gifts.

Table 5 describes the results of the correlation and reliability analysis of the four evaluation attributes of fashion stores. The correlation coefficient between the four variables was significant, but it was less than 0.5. Cronbach's alpha was calculated to measure the reliability of the four factors. Store service and brand exceeded the appropriate standard of 0.7, and product attributes and prices tended to be slightly lower than 0.7, but higher than 0.6, which is marginally acceptable. In addition, according to the descriptive analysis, the most important factor was product attributes based on the 5-point Likert scale, and the importance gradually decreased for price, brand, and store service.

Effect of Fashion Store Attributes on Product Purchase Intention. Finally, multiple regression analysis was conducted to determine which evaluation attributes of fashion stores in complex shopping malls influence purchase intention. We also considered the influence of demographic variables such as gender, income, and age group. Age, income, and age group were nominal scales, and age was coded as "0" for

men and "1" for women. Similarly, the age range was coded as "2" for people in their 20s, "3" for 30s, "4" for 40s, and "5" for 50s. Income was coded as "1" for less than 100 MKW. As units of "1" for 100 MKW increased for each increment; finally, more than 1000 MKW was coded as "11." Multiple regression analysis was conducted by selecting a stepwise method to avoid multicollinearity between the variables.

As described in Table 6, for the demographic information, gender was statistically significant and showed higher purchase intention for women ($\beta = 0.197, t = 6.767$). In addition, the higher the income, the higher the purchase intention ($\beta = 0.073, t = 2.51$). Age group did not show a significant effect on purchase intention. All four attributes evaluating fashion stores in complex shopping malls had a statistically significant effect on purchase intention. First, product was the strongest determinant ($\beta = 0.247, t = 7.926$). Brand ($\beta = 0.172, t = 5.172$) and store service ($\beta = 0.117, t = 3.623$) also showed significant and positive effects on purchase intention. However, price had a statistically significant and negative effect on purchase intention ($\beta = -0.1, t = -3.32$).

Table 6. Multiple regression analysis results

Independent Variable	Non-standardization		Standardization	t	Sig.
	Regression Coefficient	Standard Error	Regression Coefficient		
(Constant)	1.507	0.184		8.207	0
Gender	0.253	0.037	0.197	6.767	0
Income	0.022	0.009	0.073	2.51	0.012
Price	-0.093	0.028	-0.1	-3.32	0.001
Store service	0.116	0.032	0.117	3.623	0
Product attribute	0.331	0.042	0.247	7.926	0
Brand	0.154	0.03	0.172	5.172	0

$R^2 = 0.195, \text{adj}R^2 = 0.190$

Discussion

Considerable research over many years on fashion store attributes has identified various attributes in evaluating fashion stores. Although most studies agree that fashion store attributes have multiple dimensions, the dimensions have been different for different types of fashion stores. Thus, a new study is needed to identify store attributes for newly emerging distribution formats such as complex shopping malls. This study fills this gap given the scarcity of research on fashion stores in complex shopping malls and that it has been 10 years since this type of shopping experience began in Korea. This study captures the identified fashion store attributes and analyzes them in the context of complex shopping malls using both a qualitative study (Study 1) with in-depth interviews with actual consumers in a complex shopping mall and a quantitative study (Study 2) with online participants.

The qualitative study, Study 1, found that the factors shopping mall users consider when purchasing fashion products are “reasonable price to purchase during malling,” “famous brands that attract their attention,” “friendly service salespeople who respond only when necessary,” “stores that sell themselves,” and “quality products that consumers can see and touch.” The results of this study reflect the findings of previous studies. Chun (2009) study on outlets suggested that attractive attributes of fashion stores are products, services, advertisements, and store atmosphere. Park and Lee (2012) found similar results on various distribution channels that offered quality product factors, service quality, purchase promotions, and image. However, attributes related to transportation and location, which have been emphasized in other studies (e.g., Yang, 2009; Lee & Lee, 2013; Shin, et al., 2006; Sakong & Park, 2000), were not identified by the participants in this study. Because people visit complex shopping malls for a variety of reasons, such as dining and entertainment, rather than only for purchasing products (Suh et al., 2013), location and transportation may have a significant effect only on the intention to visit the shopping mall but may have little to do with the decision to purchase fashion products. This result implies that practitioners in complex shopping malls need to establish separate

management strategies to induce consumers to visit their fashion stores when visiting complex shopping malls.

The results of the quantitative study, Study 2, indicated that fashion store attributes in complex shopping malls could be defined in four dimensions: price, brand, store service, and products. Store facilities/atmosphere was combined with salesperson service as one dimension. Fashion stores in the complex shopping mall are independently operated even if they are located in one large indoor space of a complex shopping mall. The main tenants are fashion specialty stores like SPAs (e.g., Zara, H&M, UNIQLO) and they attempt to differentiate their stores from the other types of traditional retailers. Consumers who frequently purchase fashion products in complex shopping malls may feel comfortable with self-service shopping at SPAs. Thus, to boost efficient self-serviced shopping, most big sized specialty stores have created excellent product displays to enhance the store atmosphere with a brand concept. As Jung and Choi (2011) pointed out in their study about important visual merchandizing elements of SPAs, spatial composition and informative displays in the newly emerged self-serviced shopping context can replace the role salesperson services play in a traditional retailing setting like department stores.

We also determined the attributes of purchase intention in complex shopping malls by considering the impact of key demographic information. It is generally accepted that women tend to have a higher purchase intention than men and people with a higher income tend to have a higher purchase intention. However, there is no significant impact of the level of income on purchase intention in this study. Finally, four of the store attributes were found to have a significant effect on purchase intention and products had the greatest positive effect. Brand and store service also had a positive effect. These results indicate that purchase intention is a cognitive response, and practical attributes such as products and brands have a stronger influence than the store and salesperson services. Previous studies have also examined the impact of fashion store attributes on consumers' cognitive and emotional responses (Chun, 2009; Kim & Park, 2016). They also pointed out that while store atmosphere affects emotional responses, product performance and design impact cognitive responses also

impact purchase intention.

What stands out in this study is that price significantly but negatively affects purchase intention of fashion products in complex shopping malls. In other words, price is perceived as an attribute of evaluating fashion stores in complex shopping malls, but consumers who value low prices have lower intention to purchase actual fashion products in complex shopping malls. This finding indicates that price-sensitive consumers have a low tendency to purchase fashion products in complex shopping malls. Complex shopping malls are in close proximity to department stores where consumers can purchase regular-priced fashion products, but they are far away from outlets and online malls where consumers could take advantage of low or discounted pricing. Sakong and Park (2000) also supported that customers who mainly visit non-branded fashion stores put more importance on low prices compared to consumers who are loyal to branded stores. These results imply that complex shopping malls that have fashion stores centering on fashion brand specialty stores should strategically adopt a store strategy that is differentiated from online malls and non-branded SOHO stores.

Future Research and Limitations

This study explored fashion store attributes that visitors of complex shopping malls may appreciate to shape their intention to purchase fashion products. Given that complex shopping malls are relatively new and there is little research on consumers' behavior, the current study utilized a mixed methodology to delve into what consumers really utilize to evaluate fashion stores and to form their intention to purchase. We conducted in-depth interviews with 63 actual visitors in complex shopping malls, as well as an online survey of 1000 consumers, and identified five types of fashion store attributes that were important in shaping consumers' purchase intention. Despite the academic and practical implications, this study has some limitations. First, this study focused on only two complex shopping malls as the research context; thus, it is difficult to generalize the results to other types of complex shopping malls. Second, we

did not consider the types of fashion stores in complex shopping malls. The results may be different for other SPAs, editing shops, and specialty stores, for example. It would also be better to consider the types of fashion products in future research. Some fashion specialty stores may sell different items other than clothes and accessories or they may just sell shoes. Thus, there may be significant differences in the types of store attributes that affect consumers' emotional and behavioral responses based on the types of products sold (e.g., household goods, interior decor, and fashion products) even in the same types of stores (Kim & Park, 2017). Third, although this study evaluated differences among age groups, we mostly focused on adults aged 30-50. To expand this limited age range, future studies could meaningfully segment generations such as Generation X, Generation Z, and Baby Boomers to further refine the findings based on age.

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