

**WHAT ATTRACTS YOU TO SHOPPING MALLS?
: THE RELATIONSHIP BETWEEN SHOPPING VALUE AND SHOPPING
ORIENTATION ON PURCHASE INTENTION AT OUTLET MALL LOCATED
IN SUBURB AREA**

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ABSTRACT

As there are diversified shopping values that consumers want to attain by going shopping, many shopping mall managers provide various services for customers. Typically there are two shopping values such as utilitarian and hedonic value. Additionally, it is important to think of a reason why customers go to a mall as two separate shopping orientations exist which are task and social shopping orientation. This study examines how customers' shopping value and shopping orientation differences influence purchase intention at a shopping mall.

The primary purpose of this study is to compare each shopping value. Previous research on both hedonic and utilitarian shopping value focused its effort on the antecedents of shopping value. However, this research examines which shopping value contributes to purchase intention at a shopping mall and how shopping orientation affects the relationship between shopping value and purchase intention at a shopping mall.

This paper has both academic and managerial implications. First, in academic-wise, the author explains the relationship between such shopping value and shopping orientation. Utilitarian shopping value has effects on the customers who seek the result and the task of shopping and hedonic shopping value has effects on those who seek experience through shopping. Second, in managerial perspective, if shopping mall managers provide utilitarian and hedonic promotion to customers coming to the mall according to customers' characteristics, customers get more satisfied and it affects re-visit to the mall and word of mouth.

Acknowledgements: Scale items were derived from the literature review. A sample comprised of randomly selected customers who had experienced abshopping mall was obtained from an online survey.

Keywords: Hedonic shopping value, Utilitarian shopping value, Task shopping orientation, Social shopping orientation, Purchase intention, Shopping mall

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