

Michon and Chebat, 2004, Reynolds et L., 2002 Kircup )

(1999, (Malls) ( )

2009/1/9

2008/4/13

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.(Kotler and Keller, 2006)

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.( 2003 )

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.(William, 2004)

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.(Cohen, 1988) "

...

Tenant "

" Mix

(Borden, 1965);

(4 P's) (McCarthy, 1975)

" " / ( )

" : (Boons and Bitner, 1981). ( 7 P's )

:Shopping Centers ( )

(Shopping Center)

(<http://www.m3mare.com/>)

( )

.(Levy & Weitz, 2004)

Strip Centers :

Enclosed ( )

. ( Levy & Weitz, 2004) Malls

( )

( )

Enclosed Shopping Malls

(Mander,

2000)

Main Street

- 3

.(Hazel , 2001)

(Bloch et al., 1994)

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"

1975 -1960

%264

(Bloch et al., 1994)

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-2

(1)

:(<http://www.m3mare.com/>)

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:(1)


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7 - 5	

(Haynes and Talpade, 1994)

(Bloch et al., 1994)

: Wesley & Lehw (2002) .1 Ray, "Tourist Oriented Shopping Centers " (1994)

:

-1

(Andrew, 2003)



.6 (Anselmsson, 2006)  
: (Sources of Customer Satisfaction With Shopping Mall:  
A Comparative Study of Different Customer Segments)

.8 Leo and Philppe ( 2002 )  
: Retail Centers: Location and Consumer's Satisfaction

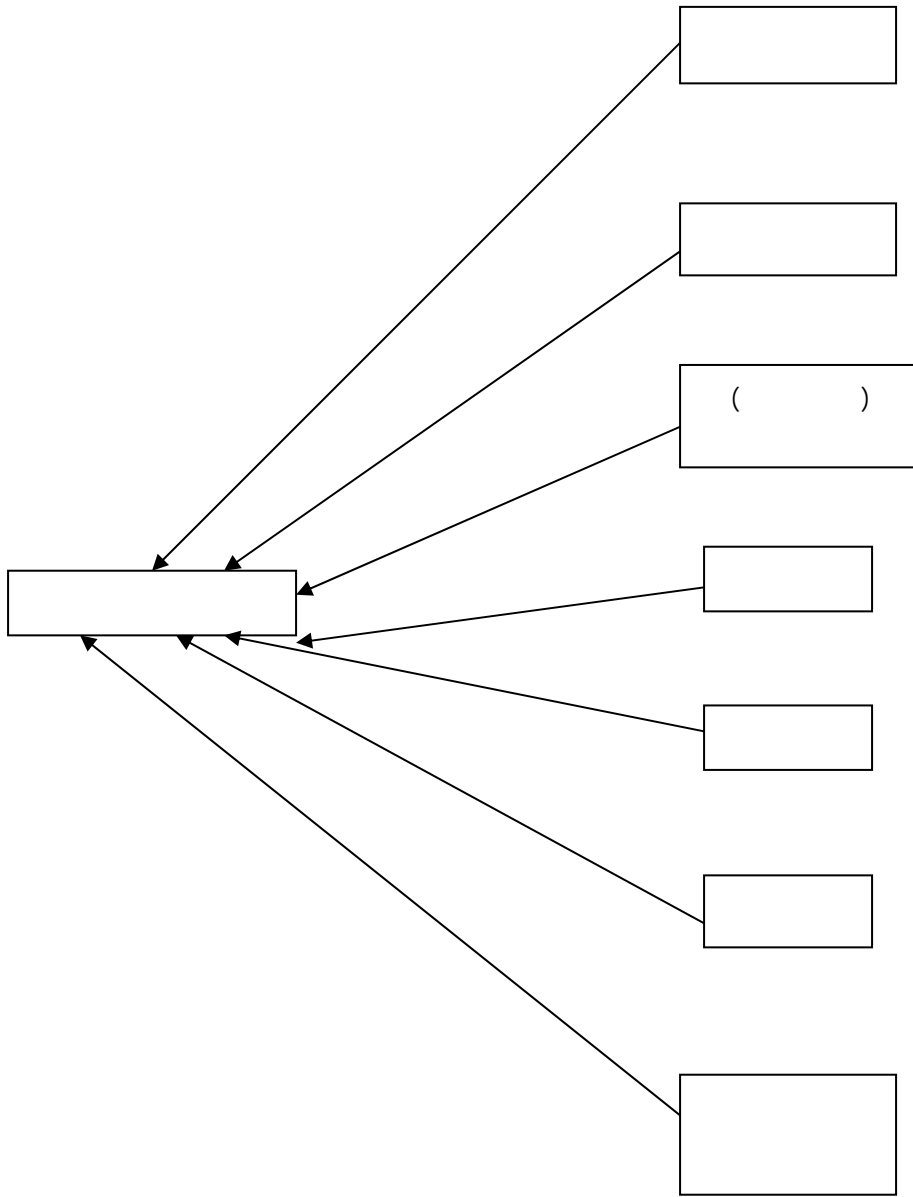
.7 Dennis, Murphy, Marsland, ( 2002 )  
: Measuring Image: Shopping Cocket and Patel  
Centre Case Studies

.(2)

:(2)


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	( )
	-
( )	- -



(1):

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(

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( )

-1

-2

600

50

550

% 72

500

(3)

:(3)

%			
%45,4	227		
%54,6	273		
%16,2	81	20	
%33,4	167	30-20	
%21,4	107	40-31	
%19,4	97	50-41	
%9,6	48	51	
%18,8	94		
%22,6	113		
%42,6	213		
%16	80		
%32,2	161		
%57	285		
%10,8	54		
%25,6	128	300	
%27	135	600-300	
%12,6	63	800-601	
%18,4	92	1000-801	
%16,4	82	1000	

Anderson et al., ) %60  
 ( 1990  
 40  
 (5)  
 ( 0,89 - 0,81) (4) .(1)  
 .0.93

:(4)

%		
84	6	
81	11	-
87	6	) (
89	4	
82	4	
87	5	
89	4	

500 =  
 %93 = ( )

-3  
 -1  
 -2  
 -4  
 (Factor Analysis) .1  
 (Multiple Regression) .2  
 .( )  
 .3

%27	135	3
%100	500	

( 6 ,5)

:(5)

		/
%24.8	124	
%23.2	116	
%22	110	
%.30	125	
%100	500	

Principal Axis )

(Factoring

:(6)

( Varimax with Kaiser Normalization)

%40 ( Factor Loading)

(%75,6)

:(7)

%15.4	77	1
%35.8	179	1
%21.8	109	3

:(7)

7	6	5	4	3	2	1	
						,85	
						,83	
						,81	
						,73	

7	6	5	4	3	2	1	
						,70	
						,63	
						,60	
						,52	
					,84		) (
					,82		
					,73		
					,73		
					,72		
					,65		
				,78			
				,75			
				,74			
				,70			

7	6	5	4	3	2	1	
				,67			
				,56			
				,51			
			,84				
			,72				
			,68				
			,67				
			,60				
			,54				
		,80					
		,70					
		,69					
		,65					
	,65						
	,64						
	,62						
	,58						

7	6	5	4	3	2	1	
,66							
,58							
,57							
,52							
,47							

:( 8 )

	%	
	31.173	-
	41.889	

---

	%	
	51.116	
	59.594	
	63.825	( )
	68.823	
	74.813	

( 8,7 )

( 2 )

10  
( 0.000 ) ( F= 65.83 )  
( R )

:(10)

Sig.	F	R	R	R	
0.000	65.83	0.73	0.74	0.86	1

(Skewness)

(11 )  
(Skewness)  
(-0.38 to -0.91 )

( Hair et al. ,1988 ) .

:(11)

( Skewness Coefficient )

(Skewness)	
0.38-	
0.46-	
0.271-	
0.71-	
0.91-	) (
0.67-	
0.66-	

(9)

(Tolerance)

Variance Inflation Factor -)

(Tolerance)

( VIF-

Variance ) 0,1

( Inflation Factor -VIF-

10

( Multicollinearity )

Hair et al., 1988; Kleinbaum et al., ) .

(1988

Tolerance and Variance Inflation :(9)

Factor- VIF

VIF	Tolerance	
2.204	0.396	
1.755	0.570	
1.535	0.580	
2.303	0.366	
2411	0.330	) (
3.078	0.440	
3.204	0.425	

:(13)

Sig. t	Beta		
0,000	0.38	1	) (
0,000	0,36	2	
0,000	0,32	3	
0,000	0,29	4	) (
0,000	0.18	5	

( )  
(12 ) .(12 )

:(13 )

%74

:(12)

Sig. t	beta	
0,000	,365	( )
0,000	,342	
0,032	,0345	
0,216	,047	
0,0350	,035	) (
0,000	,164	
0,789	,010-	

.(

( Consumer Reports, 1998 )

(

:

.1 Talpade and )

(Haynes, 1997

.2

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.( Wakefield and Baker 1998)

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.(Messinger and Narasimhan, 1997 )

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(6 ) 3

.2003

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## Factors Influencing Malls Selection from Jordanian Customer Point of View

*Fahd S. Al-Khateeb*

### ABSTRACT

This study aims to investigate the most important factors that may impact customer's behavior of selection of malls. Moreover, this study aims to examine the elements of mall marketing mix. A self-administered questionnaire was developed and distributed to a convenience sample of 500 respondents.

The findings of factor analysis revealed that five important factors affected customer's selection of malls. These five factors explained 74% of the variance of the dependent variable. These factors are the following: entertainment, diversity of products and stores, design and availability of space, inside environment (light, store diversity, ventilation and security), and finally, convenience and accessibility. Results showed also that malls marketing mix can include, in addition to the four traditional elements (product, price, promotion and distribution), other elements that are related to the service marketing mix like: physical environment (e.g., leisure and entertainment facilities; good design, and enough space) in addition to people element (e.g., availability of qualified and sufficient number of employees). Finally, the study suggests some recommendations to improve malls attractiveness for people.

**KEYWORDS:** Marketing mix, Malls, Factor analysis.