Application of the Theory of Planned Behaviour on Impulse Buying Behaviour in an Internationalized Shopping Centre.

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Abstract

The study focuses on an Internationalized Shopping Centre in located in Malaysia. It is internationalized because it was originally owned and operated by a Malaysian conglomerate (Sunway Group) but was subsequently taken over by a Singaporean based group. The interesting phenomenon about this transformed shopping centre is the business of mergers and acquisitions by localized Singaporean MNCs. Hence, the study examines the effect of perceived crowding and the appearance of service employees at a shopping centre on impulse buying behaviour. This study is guided by the Theory of Planned Behaviour (TPB) model as well as impulse buying literature, seeking to investigate how the three constructs (attitude, subjective norm and perceived behavioural control) would influence shoppers' impulse buying intention which would lead to impulse buying behaviour. Data to be collected from a shopping centre (Sunway Pyramid) located in the Klang Valley, using the mall intercept method, will only be conducted on weekends when the shopping centre is usually crowded.

Keywords : Shopping centre, impulse buying, behavioural intentions, Theory of Planned Behaviour.

1.0 INTRODUCTION

Shopping is often seen recreational activity, and people usually shop for either personal motives or social motives (Tauber, 1972). Personal motives are usually for self-satisfaction or gratification whilst social motives are to engage with other members in society to achieve a sense of belonging in society. The area of shopping especially impulse buying has interested many retailers as marketers as it is seen as a way to gain quick profits. In order to generate the fastest profits, it would be preferable that the retail attributes that a shopping centre has may create a pull towards impulse spending amongst shoppers.

According to Rook (1987), impulse buying occurs when a consumer experiences a sudden, quite often a powerful and persistent urge to buy something immediately. This impulse to buy, usually hedonically driven and may stimulate emotional conflict, is often forceful and urgent. Beatty and Ferrell (1998), adding to the previous research by Rook (1987), have highlighted other variables such as time and money (situational variables) as well as shopping enjoyment and impulse buying tendency (individual difference variables). They have extended the definition of impulse buying to include a sudden and immediate purchase with no pre-shopping intentions either to buy the specific product category or to fulfill a specific buying task. This behaviour occurs after experiencing an urge to buy spontaneously without a lot of reflection (impulsive) and it does not include the purchase of a simple reminder item (which is an item that is simply out-of-stock at home). They concluded that consumers vary in their impulse buying tendency. The higher the impulse buying tendency, the more likely he or she makes

unintended spontaneous purchases. According to Yu and Bastin (2010), in their study of consumers in China, Chinese consumers are indulging in impulse buying behaviour and seek to satisfy hedonic value during their shopping experience such as the need for fun, novelty, escapism (which can be derived from having hedonic retail attributes, praise from others and social interaction). Chinese consumers appear most interested in the need for praise and social interaction owing to its apparent relatedness to 'face' (literally translated as the need to conserve public or social image), a major distinctive characteristic of Chinese culture. This "face" characteristic is no different among major Chinese consumers in Malaysia as well.

Malaysia, with a high per-capita income and young population (nearly half of Malaysians are younger than 25), makes it a strong and stable market for shopping. It continues to be a magnet for international players because of its favourable trade promoting government regulations since retail is recognized as an important segment for economic growth. With the many festivities being celebrated and long trading hours in a multi cultural country like Malaysia, retailers or shopping centres bid to attract as many shoppers as possible to capture the impulse buying behaviour of potential shoppers. Retailers and shopping centres do this by creating a condusive shopping environment (hedonic and utilitarian factors) to entice shoppers especially on weekends and public holidays.

As mentioned earlier, impulse buying behaviour is usually driven by hedonic motivation which shopping centres and retailers tap effectively by providing more hedonic retail attributes to ntice shoppers to shop. However, the factors that are external to individuals (retail environment characteristics) have not been widely researched in the context of impulse buying behaviour (Mattila & Wirtz, 2008) especially in a non-western country setting such as Malaysia.

2.0 PURPOSE OF THE STUDY

The purpose of this study is to define and understand the impact of the attitude towards retail attributes (hedonic), subjective norm and perceived behavioural control on the shoppers to engage in impulse buying behaviour. The objectives are to establish the relationship between the hedonic retail attributes (psychological benefits, institutional imageand company image), and the attitude toward shopping centres, and to examine if and how do these factors affect or drive impulse buying behaviour. Little is known about the application of the TPB model on impulse buying behaviour because many previous studies usually focus on the S-O-R (Stimulus-Organism-Response) model to test impulse buying responses, according to Chang, Eckman and Yan (2011). Inevitably, therefore, this study attemepts to fulfill a research gap to include other external characteristics, time and money constraints and employee assistance to further understand impulse buying behaviour among consumers.

As Beatty et. al (1998) have observed, in-store browsing tend to influence the urge to buy impulsively. In-store browsing refers to the in-store examination of a retailer's merchandise for recreational and / or informational purposes without an immediate intent to buy (Bloch, Ridgway and Sherrell, 1989). Thus the store environment (retail attributes) as external situational factors is also significant in trigerring off impulse-buying behaviour.

3.0 LITERATURE REVIEW

3.1 Sunway Pyramid

Sunway Pyramid opened its doors about 18 years in 1997 (Phase 1 in July 1997), and was Malaysia's first themed shopping and entertainment mall. It has undergone a magnificent transformation to herald a new shopping kingdom which boasts 4 million square feet of retail extravaganza. It costs about RM550 million and its expansion (Phase 2 in September, 2007) and refurbishment exercise has unfolded a world of exciting new shops, varied selection of

dining offerings and greater leisure pursuits. Its architecture is an Egyptian-inspired Pyramid which has an eye-catching lion standing guard at the entrance with two glorious domes – the Orange Atrium and Blue Atrium after the extensively renovated expansion. The inspiration behind this magnificent architecture is the Sun God 'Ra', whereby the Orange Atrium represents the sun while the Blue Atrium is themed according to the Great River Nile.

Sunway Pyramid consists of 4 shopping precincts – Fashion Central, Oasis Boulevard, Asian Avenue and Marrakesh which offer a rejuvenating sanctuary for shoppers of all ages. There are more than 800 specialty outlets ranging from fashion, accessories, shoes, jewellery, timepieces, music, videos, gifts, souvenirs, leathers, books, pharmacies, electrical products, home furnishing, wellness and a one-stop IT centre.

According to Sunway Shopping Malls Chief Executive Officer, H.C. Chan, the expansion of the Sunway Pyramid was necessary because there was a high demand for space. Sunway Pyramid boasts 40 million visitors a year, and the number of visitors has risen 20% to 25% from June to September when tourists from the Middle East and China spend their summer holidays here (The Star, 2012). The number of visitors increased by 3.3 per cent in the financial year 2011 (FY11) and the average occupancy has remained strong at 98.5 per cent. The imposing shopping mall achieved a 16.3 per cent growth in rental reversion, with 421 tenancies renewed in a net lettable area (NLA) of 1.1 million square feet (sq ft), representing 65 per cent of total NLA (The Borneo Post, 2011).

3.2 Study Variables and Hypotheses Development

In this study, the research variables and hypotheses development are premised on the assumption that consumers' evaluations of retail attributes contribute to their perceptions and attitudes when it comes to indulging in impulse buying behaviour. Malaysia is a multi-cultural country, whose people practise different religions and speak numerous languages and dialects. The diversified cultures and multi facet ethnicity have generated a spectrum of tastes, habits and preferences which have influenced the motivations of mall shopping behaviour differently and at different times including ethnic festivities and increasingly popular 'sales'. Indeed this Malaysian consumer idiosyncrasy has differed markedly from their counterparts in other western countries. Park and Choi (2013), in their study of impulse western buying behaviour in the cross-cultural context, have advocated that more research should be carried out in a shopping environment (retail attributes, normative beliefs as well as perceived behavioural control) which responds to a diversity of cultural preferences and inclinations. Hence, my proposed principal hypotheses are as follow.

H1 : There is a significant relationship between Employee Assistance and Time and Money (Retail Attributes) and Attitudes Towards Shopping centres in affecting In store Browsing (Intention) and urges to buy impulsively.

H2 : Retail Attributes and Attitudes towards shopping centres (Intention) tend to influence in-store browsing and impulse buying behaviour (urges to buy impulsively).

3.2.1 Retail Attributes and Attitude Towards It

Attitude can be defined as a manner, disposition, feeling, position and others with regard to a person or an object. We may either have a positive or negative disposition or feeling towards a person or an object. Retail attributes, like product attributes are used to differentiate a product or service offering. This is the point of differentiation which helps customers choose one offering over another. From here, the product or service features are highlighted and heavily promoted to attract the customers. According to Schiffman and Kanuk (2010), a consumers' attitude toward an object, in this case a retail store, is the level of importance placed by the

consumer towards a store attributes as well as the consumers' perception of the level to which a retail store possesses each attribute. Consumers evaluate these and place certain emphasis on the store attributes with the overall perception (store image) in order to determine the acceptability of the store.

Prior researchers have suggested a link between retail attributes (hedonic and utilitarian), positive attitude and impulse buying behaviour (Morschett, Swoboda and Foscht, 2005; Chang et. al., 2011). Hence, using deductive logic, the first set of hypotheses of this study is stated as follows:

H1a: Retail attributes will positively impact attitude toward shopping malls.

H1b: Retail attributes will positively impact impulse buying behaviour.

3.2.2 Employee Assistance

According to Ajzen et. al. (2009), normative beliefs refer to the perceived behavioural expectations such as referent individuals or groups (spouse, family, friends and in some instances, depending on the population and behaviour study the teacher, doctor, supervisor and co-workers). It is assumed that the normative beliefs together with a person's motivation to comply with the different referents would determine subjective norm. To a certain extent, the availability of employee assistance behaviour in a service organisation such as a shopping centre does generate positive word-of-mouth communication (Paridon, 2006). The availability of employee assistance may also affect in-store browsing activities (Lombart, 2004). The second set of hypotheses is stated as follows :

H2a : Employee assistance will positively impact store browsing

H2b : Employee assistance will positively impact the attitude towards shopping centres.

3.2.3 Time and Money (Perceived self-efficacy)

Perceived self-efficacy refers to the "people's beliefs in their own capabilities to exercise control over their own functions as well as over the different events that may affect their lives" (Bandura, 1991, as cited by Ajzen, 2002). Based on this, there is a difference between perceived self-efficacy and perceived behavioural control whichfocuses on the ability to perform a particular behaviour. However, in efficacy expectation, it is the conviction that one can successfully choose to execute the behaviour required to produce a certain outcome.

According to Bandura (1977), the strength of conviction in people in their own effectiveness to perform will likely affect whether they can cope with given situations. Therefore, perceived self-efficacy plays a role in the selection of behavioural settings. Bandura (1997) also stated that if the perceived self-efficacy is strong, the stronger the efforts will be. People who continuously expose themselves in subjectively threatening activities will be able to reinforce their sense of efficacy, thus eliminating their defensive behaviour. People who give up their coping efforts prematurely will continue to live in fear for a long time. This in the long run will affect their level of confidence as well as intention to do in-store browsing.

In this study, time and money pressure are sometimes not within the control of a person and they may affect the ability to perform a particular behaviour. This is supported by a study competed by Reimers (2014) on store convenience. To a certain extent, as suggested by Beatty and Ferrell (1998) time pressure and money constraints do affect a shopper's intention

to indulge in in-store browsing and finally to indulge in impulse buying. The third set of hypotheses is stated as follows:

H3a: Time pressure and money constraints will positively impact the attitude towards shopping centres.

H3b: Time pressure and money constraints will positively impact store browsing.

H3c: Time pressure and money constraints will positively impact urges to buy impulsively.

3.2.4 In-store Browsing and Impulse Buying

Behavioural intention is the sum of attitude, subjective norm and perceived behavioural control (Ajzen et. al 2009). According to Bloch et. al (1989), in-store browsing is the in-store examination of a retailer's merchandise for recreational and / or informational purposes, without an intent to buy. This would largely depend on the attributes which the retailers have, if there were employees seen to assist them and if time pressure or money constraints are not present. According to Lombart and Labbe-Pinlon (2007), browsing behaviour can be conceived as a leisure activity as well as a means of independently seeking information. According to Lombart et. al (2007), it was found that a consumer engaged in browsing behaviour may make unplanned purchases (impulse buying) and make future purchases in the same retail outlet based on the information obtained there. Beatty and Ferrell (1998) have observed that the more people spend time on in-store browsing, the more likely they are to encounter more stimuli and experience impulse buying urges. The fourth hypothesis is stated as follows:
H4: In-store browsing will positively impact urges to buy impulsively.

4.0 THEORETICAL FRAMEWORK

Theory of Planned Behaviour (TPB)

The conceptual framework of the impulse buying behaviour in this study draws on the Theory of Planned Behaviour (TPB) model proposed by Ajzen (2002) which is used to predict behaviours and explain human behaviour in specific contexts. The specific context for this study is the impulse buying behaviour of Malaysian consumers in specific focus, famous internalized shopping mall in the Klang Valley in Selangor.
Specifically, this theoretical framework (see Figure 1) is developed based on the adaptation of the Theory of Planned Behaviour (TPB) model by Ajzen (1985, 1987, 1989, 1991). It is an extension of the Theory of Reasoned Action (TRA) in which a new construct called Perceived Behavioral Control is added to the subjective norm and attitudinal components. Ajzen (2002) had explained that the perceived behavioural control construct was added in an effort to deal with situations in which people may lack complete control over the behaviour of interest.
It is assumed that when all else is equal, a high level of perceived control would strengthen a person's intention to perform the behaviour, and increase effort and perseverance. As such, perceived behavioural control can affect behaviour indirectly by impacting intention. When perceived behavioural control is veridical the information provided about the actual control a person can exercise in a given situation can be used as an additional direct predictor of behaviour.
Ajzen (1988) asserted that, for the Theory of Planned Behaviour (TPB), intentions to perform a given behaviour is influenced by three different major factors. The first major factor is that beliefs about the likely outcomes of the behavior including the evaluations of these outcomes

(behavioural beliefs).The second major factor is that beliefs are about normative expectations of others and motivation to comply with these expectations (normative beliefs). This would reveal if there is perceived social pressure to execute or not perform the behavior (Subjective norm – SN). Lastly, beliefs are about the presence of factors that may facilitate / impede the performance of the behavior (control beliefs).

Behavioural beliefs can either produce a favourable or unfavourable attitude toward a behavior; normative beliefs would give rise to subjective norm and control beliefs give rise to perceived behavioural control. Perceived behavioural control means that the more resources and opportunities individuals think they possess, the greater their perceived behavioural control over the behaviour. Perceived behavioural control may have both direct and indirect effect on behaviour through intentions.

The Theory of Planned Behaviour (TPB) has been widely researched in social psychology (e.g., Madden et al., 1992; Ajzen and Madden, 1986; Schifter and Ajzen, 1985). It has also been applied in various settings (e.g., medicine - Beale and Manstead, 1991; leisure – Ajzen, Driver and Nichols, 1995). However, there are a few tests that have incorporated the full model of all of the belief structures (Ajzen, 1991) except for one recent study by Pookulangara and Knight (2013) that has used the Theory of Planned Behaviour (TPB) in full to assess the mall patronage intentions of Indian consumers' whereby the antecedent of attitude is measured by shopping motivation (hedonic and utilitarian). The antecedent of self-efficacy is measured by materialism (happiness and success).

In combination, attitudes toward the behavior, subjective norms and perceived behavioural control will form behavioural intentions which in turn leads to behavior (see Figure 1). Behavioural intentions is regarded as a summary of the motivation required to perform a particular behaviour; attitude is the predisposition of the individual to evaluate an aspect in a favourable or unfavourable manner; subjective norm represents the consumer's perceptions of the referent's expectations; and PBC is the individual's perception of the extent to which performance of the behaviour is easy or difficult.
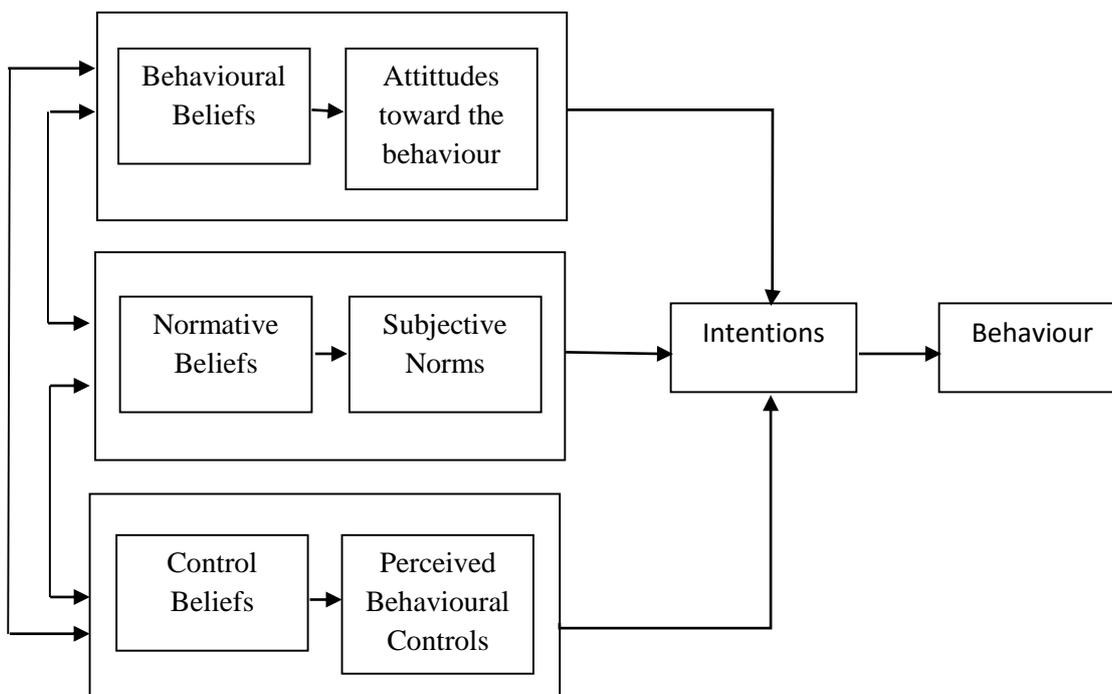

Figure 1 : Graphical Representation of the Theory of Planned Behaviour (Ajzen, 1988)

In this study, retail attributes, namely, the attitude towards hedonic retail attributes (psychological benefits, institutional image and company image), employee assistance which would be subjective norm and time and money constraints which would be perceived behavioural control will be studied to better understand the intention to commit impulse buying and the resultant impulse buying behaviour amongst shoppers in crowded shopping centres. As such, the theoretical framework for this study is as follows :-
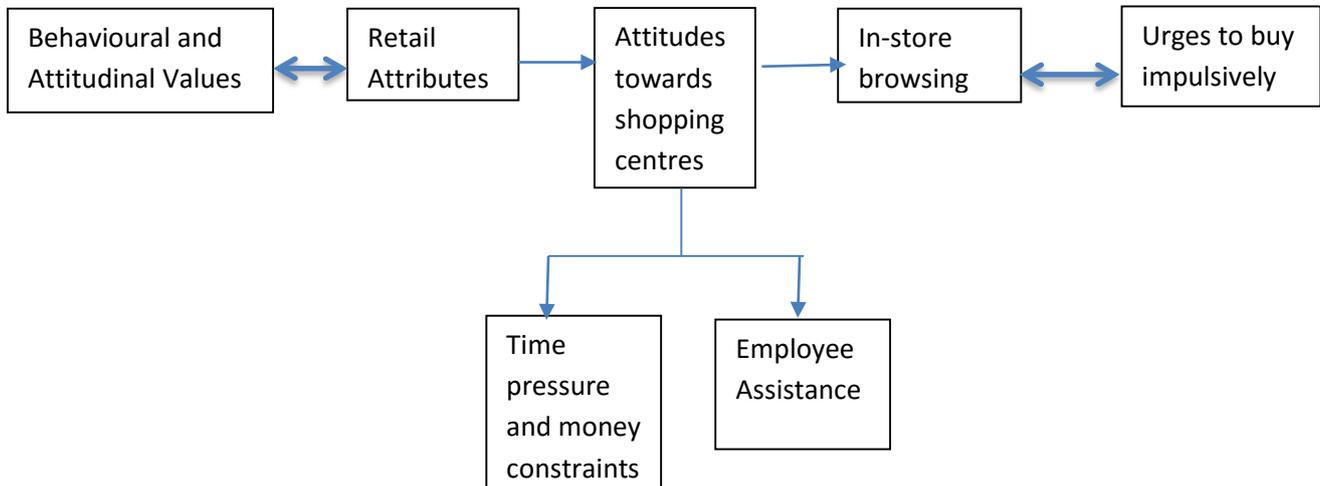

Figure 2 : Conceptual framework (Adapted from Theory of Planned Behaviour, Ajzen (1988))

5. 0 METHOD

5.1 Data Collection Procedure

The data will be collected using a mall-intercept survey in Sunway Pyramid only, on weekends when it is crowded. The sample size for this study is 100 samples. As defined by Gates and Solomon (1982), a mall intercept survey is a face to face or personal interviewing method. Although this method is heavily criticised as being demographically skewed and not representative, this technique of data collection may fit well as many older consumers may not be technologically savvy. It may be hard generate responses through online surveys as many of the older consumers may not have email addresses or a social network account.

6.0 DESCRIPTION OF THE MEASUREMENT SCALES USED

6.1 Measurement Instruments for Attitude on Retail Attributes

The dimension of hedonic retail attributes (Items 1 to 10) has been adopted and modified from Lee et. al (2006) which include statements for hedonic retail attributes such as "A comfortable store environment" which was modified to "I am satisfied with the comfortable physical environment of this shopping centre" and so on and so forth. The modifications are necessary to reflect the measurement of attitude toward psychological benefits as well as institutional image. For items 11 to 17 on attitude toward company image, the scale was adopted from Ou et. al (2006). In the study by Ou et. al (2006), the dimensions of company image reported Cronbach's α as 0.86 which meant that the scale was reliable. The statements adopted from the scales developed by Ou et.al (2006) are changed from 'The company…" to "The shopping centre…" to reflect the measurement of attitude toward company image. The statements will

be measured on a five-point Likert-type scale ranging from *strongly disagree (1)* to *strongly agree (5)*.

6.2 Measurement Instruments for Employee Assistance

For the dimensions of employee assistance, the items have been adopted from Paridon (2006) which would include statements such as "Employees at the store are consistently courteous with me" being modified to "Employees at this shopping centre are consistently courteous with me" and so on and so forth. All the loading for this dimension in the Paridon (2006) study are significant beyond p = .05. The statements will be measured on a five-point Likert-type scale ranging from highly unlikely *(1)* to highly likely *(5)*.

6.3 Measurement Instruments for Time Pressure and Money Constraints

For the dimensions of time pressure and money constraints, the items are adopted by Beatty and Ferrell (1989) which include statements such as "I have limited time available to me for this particular shopping trip" and "I do not feel I can afford to make any unplanned purchases on this trip". The composite reliability recorded by the Beatty and Ferrell (1998) study was 0.66 (for time available) and 0.72 (for money available). The statements will be measured on a five-point Likert-type scale ranging from *strongly disagree (1)* to *strongly agree (5)*.

6.4 Measurement instruments for in store browsing and urge to buy impulsively

For the dimensions of intention to browse, the items are adopted by Beatty and Ferrell (1989) which include statements like "The percent of time I spent just looking around on the trip was fairly high". The composite reliability recorded by the study by Beatty and Ferrell (1998) was 0.72 (for in-store browsing) and 0.80 (for urge to buy impulsively). The statements will be measured on a five-point Likert-type scale ranging from *strongly disagree (1)* to *strongly agree (5)*.

7.0 RESULTS

The data were entered into the computer for statistical analysis with the SPSS version 22 computer program. To test for the possible for the possible presence of interccorrelations among independent variables. The data collected was conducted by mall intercept sruvey. This was done over the two weekends as it was concluded that the number of shoppers was usually high as most shoppers preferred shopping during the weekends. The targeted sample size was 100 but only 56 samples were completed surveys.

The sample distribution indicated that the larger proportion of shoppers on weekends tended to be female which made up to 69.6% and male at 30.4%. The shoppers comprised of ages of 15 to 24 (82.1%), 25 to 34 (10.7), 35 to 44 (5.4%) and 55 to 64 (1.8%). The respondents were mostly single, widowed or divorced (92.9%). The highest level of respondents had a Bachelors degree (51.8%) and 33.9% of respondents had a Diploma or certificate. The larger proportion of the sample was chinese (78.6%). The majority of the shoppers to Sunway Pyramid were from the population aged between 15 to 24 and were predominantly female.

The results in Table 1 show that there is a positive and significant relationship between Attitude towards a shopping centre and Employee Assistance (r = 0.332, p=.012). This is partially true as there may be some respondents who felt that Attitude is derived or formed from the Employee assistance and the stronger or more significant this is would imply that respondents are more likely increase their intention to browse in a shopping centre and ultimately are more likely to indulge in impulse purchases. There is a strong, positive and significant relationship

between the Attitude towards a shopping centre and time pressure and money constraints (r = 0.151, p = 0.265). This shows that even though there is constraints (time and money) faced by shoppers (predominantly female), these shoppers still indulge in in-store browsing as well as impulse purchasing behaviour.

Correlations

		ATTITUDE	EA	CONSTRAINTS
ATTITUDE	Pearson Correlation	1	.332*	.151
	Sig. (2-tailed)		.012	.265
	N	56	56	56
EA	Pearson Correlation	.332*	1	-.118
	Sig. (2-tailed)	.012		.388
	N	56	56	56
CONSTRAINTS	Pearson Correlation	.151	-.118	1
	Sig. (2-tailed)	.265	.388	
	N	56	56	56

*. Correlation is significant at the 0.05 level (2-tailed).

Table 1 : Correlations between Attitude of shopping centre, Employee assistance and time pressure and money constraints.

The results in Table 2 show that there is a positive and significant relationship between the Attitude towards a shopping centre and intention to browse and impulse purchasing behaviour (r = 0.20, p = 0.135).

Correlations

		ATTITUDE	BROWSING
ATTITUDE	Pearson Correlation	1	.202
	Sig. (2-tailed)		.135
	N	56	56
BROWSING	Pearson Correlation	.202	1
	Sig. (2-tailed)	.135	
	N	56	56

Table 2 : Correlation between Attitude and In-store browsing

The correlation tables (Table 1) results indicate that the principle Hypothesis 1 whereby there is a relationship between Attitude towards a shopping centre, Employee assistance and time pressure and money constraints affecting in-store browsing and urges to buy impulsively is supported. Also, the other principle Hypothesis 2 whereby Attitude towards a shopping centre does indeed influence in-store browsing and impulse buying behaviour.

Table 3 reports that R square is 0.247, which means that 24.7% of the variance in Intention to browse is explained by Attitude towards a shopping centre, employee assistance as well as Time pressure and money constraints.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.497[a]	.247	.204	3.45087

a. Predictors: (Constant), CONSTRAINTS, EA, ATTITUDE

b. Dependent Variable: BROWSING

Table 3 : R square

Table 4 indicates that the p value for all 3 constructs is more than 0.005, Attitude = 0.053, Employee Assistance = 0.022 and Time and money constraints = 0.17 respectively. The strongest significance that would actually affect intention to browse is the attitude of shoppers towards the shopping centre.

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	14.691	5.299		2.773	.008
	ATTITUDE	.108	.055	.258	1.978	.053
	EA	-.578	.245	-.307	-2.365	.022
	CONSTRAINTS	.502	.203	.306	2.472	.017

Dependent Variable: BROWSING

Table 4 : Coeeficients

The following tables are of the Chi square test. All constructs (Attitude, Employee Assistance and Constraints) are associated with the Gender of respondents.

   a) Attitude

As can be seen in the tables below, the overall chi square value is 35.27 with 20 degrees of freedom (df). As implied, a probability of 0.05 or smaller means that the association between the two variables (Attitude and Gender) did not occur by chance alone. The Cramer's V value of 0.794, significant at the 0.019 level, showed that the association between Gender and Attitude towards a shopping centre, although weak, is positive. As the sample size was more towards the female respondents, this means that women were more likely to form attitudes towards shopping centres based on hedonic retail attributes.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	35.267[a]	20	.019
Likelihood Ratio	42.614	20	.002
Linear-by-Linear Association	.214	1	.644
N of Valid Cases	56		

a. 42 cells (100.0%) have expected count less than 5. The minimum

expected count is .30.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	.794	.019
	Cramer's V	.794	.019
N of Valid Cases		56	

b) Employee Assistance

As can be seen in the tables below, the overall chi square value is 15.76 with 7 degrees of freedom (df). As implied, a probability of 0.05 or smaller means that the association between the two variables (Employee Assistance and Gender) did not occur by chance alone. The Cramer's V value of 0.53, significant at the 0.027 level, showed that the association between Gender and Employee Assistance is positive.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15.759[a]	7	.027
Likelihood Ratio	18.745	7	.009
Linear-by-Linear Association	1.390	1	.238
N of Valid Cases	56		

a. 13 cells (81.3%) have expected count less than 5. The minimum

expected count is .30.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	.530	.027
	Cramer's V	.530	.027
N of Valid Cases		56	

c) Constraints

As can be seen in the tables below, the overall chi square value is 20.99 with 10 degrees of freedom (df). As implied, a probability of 0.05 or smaller means that the association between the two variables (Constraints and Gender) did not occur by chance alone. The Cramer's V value of 0.612, significant at the 0.021 level, showed that the association between Gender and Constraints is positive.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	20.993a	10	.021
Likelihood Ratio	26.074	10	.004
Linear-by-Linear Association	.668	1	.414
N of Valid Cases	56		

a. 19 cells (86.4%) have expected count less than 5. The minimum expected count is .30.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	.612	.021
	Cramer's V	.612	.021
N of Valid Cases		56	

8.0 DISCUSSION, CONCLUSIONS AND IMPLICATIONS

The results on Employee Assistance is indeed an important factor in the formation of the Attitude towards a shopping centre is in line with the findings by Yu and Bastin (2010). The respondents constituted to 78.6% who were chinese who were in need of praise and social interaction owing to its apparent relatedness to 'face' and this could be found by employees extending assistance. This is also in line with the findings by Paridon (2006) and Lombart (2004) where the availability of employee assistance behaviour in a service organisation such as shopping centre does generate positive word-of-mouth communication may also affect in-store browsing.

Also, the hedonic retail attributes made available in a shopping centre does play a role in the respondents' attitude towards a shopping centre. This study fills the gap proposed by Mattila and Wirtz (2008) who suggested that factors that are external to individuals (retail environment characteristics) have not been widely researched in the context of impulse buying behaviour especially in a non-western country setting such as Malaysia. Based on the results above, a positive attitude towards a shopping centre (in this case from hedonic retail attributes) led to impulse buying behaviour. This is in line with the findings by Morschett, Swoboda and Foscht (2005) as well as Chang et. al.(2011).

In conclusion, the Theory of Planned Behaviour by Ajzen (1998) can be used to significantly predict the impulse buying behaviour of the respondents in this study. Between the three constructs it can be concluded that the respondents attitude towards a shopping centre and employee assistance is the most significant variables to predict their in-store browsing intention. However, it should not be ruled out that the constraints (time pressure and money constraints) present do not play a role in affecting intentions. From the results above it is interesting to note that despite the constraints (time pressure and money) this has somewhat affected the respondents' intention to browse in a shopping centre or have urges to indulge in impulse buying behaviour. This is in line with the findings by Beatty and Ferrell (1998).

9.0 LIMITATIONS AND FUTURE RESEARCH

One of the limitation is that the data collected was only from one shopping centre in one location in the Klang Valley. Also, the participants to this study may already have positive attitudes towards malls or shopping centres like Sunway Pyramid given its positive reputation over the years. The participant tended to be more biased towards the female population who were between the age group of 15 to 24. Future studies could replicate this study in other areas or other shopping districts in Malaysia in order to capture the diversity that is unique to this country. It would also be interesting to establish if males held similar responses to female. Another limitation exists as the sample size studied may be too small as the samples were only derived from one shopping centre, Sunway Pyramid and the respondents were selected via mall intercept survey over two weekends from 11am to 9pm.
A further direction for this research is to establish if the act of impulsive purchasing serves to influence the shopper's increase future intention to browse in-store as well as for the different attitudes towards shopping centres. Finally, it would be interesting to conduct a longitudinal study to follow the maturation of the mall phenomenon in Malaysia.

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