

Shoppers' Mall Attractiveness: The case of Kuwait

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Abstract

This study addresses the factors of attractiveness that draw the most attention of visitors to shopping malls in Kuwait and their shopping motives. The goal is to explore the relationship between attraction factors to shopping malls and shoppers' behavior regarding mall patronage. Data from a sample of 190 visitors from five shopping malls in Kuwait were analyzed using Stata statistical software. Factor analysis was employed to identify the influencing factors and regression models were run to analyze their relationships with the frequency of visits to shopping malls and the amount of time spent per visit. Among the factors identified such as buying performance, social activities, entertainment, physical presence, and location, the findings suggest that buying performance and social activities significantly affect the frequency of visits to the shopping mall, while the amount of time per visit is significantly affected only by social activities factor.

Keywords: *Shopping ; Mall ; Attractiveness*

Track: Retailing & Omni-Channel Management