

Mall equity measurement based on brand equity conceptualization

M. Hakan Altintas

Faculty of Business and Economics, Uludag University, Bursa, Turkey

F. Bahar Isin

Faculty of Economics and Administrative Sciences, Baskent University,
Ankara, Turkey,

Serkan Kilic

Faculty of Business and Economics, Uludag University, Bursa, Turkey

Hans Ruediger Kaufmann

University of Nicosia, Nicosia, Cyprus

Keywords

Brand awareness, brand association, brand service quality, brand loyalty, mall equity.

Abstract

The main purpose of this paper is to determine whether brand awareness, brand association, brand service quality and brand loyalty factors can be taken as the elements of mall equity elements in a second order context. The analyses revealed that all mall equity elements can be loaded to mall equity dimension. These four dimensions have a total of 15 items. In this study, we empirically demonstrate that mall equity structure parallels that of brand equity as a second order model.

Introduction

Malls have a representative role for society (Voyce, 2006) and a vital role in the lifestyles of consumers (Terblanche, 1999). These places are also centers for social activities and leisure (Ng, 2003). Almost all malls have food sections, restaurants, cinemas, children's playing areas, social activity and resting areas and interactive entertainment facilities (Terblanche, 1999). Since the construction of the first mall nearly 50 years ago, they have increased both in number and type (Lowry, 1997). In parallel to the increasing number of malls, consumers have become much more selective. The features which appeal to some customers may not have the same attraction to others (El-Adly, 2007). Some give importance to economic stimulants, while others act on an entirely sentimental basis. Multi-purpose customers adapt various combinations of these stimulants (Ruiz, 1999).

The malls have to work in an increasingly competitive ambience - based on increasing capacity and a decreasing number of customers (Shim and Eastlick, 1998). This arena of

competitiveness lying ahead of the retailers shows the strategic importance of brand equity for the marketing staff of the retail sector (Schoenbachler and Gordon, 2002). The size of the malls is classified by the number of products they offer, the type of retailers they contain and the number of tenants they have (McGoldrick, 2002). Based on this structure, malls can be described as follows: The mall combines different shops in a co-ordinated manner in order to meet all the demands of an average household. These places are also planned to contain facilities to meet the cultural demands of the customers (Pride and Ferrell, 1983).

When we examine the literature related to malls, we see that Parker *et al.* (2003) investigated customers' perceptions in department stores and outlet malls. Whyatt (2008) worked on the criteria of customers in selecting the malls whereas Fernie and Hallsworth (1998) studied their locations. Fernie (1995) and Jones (1995) examined the planning issues, and Clodfelter and Fowler (2003) investigated the reference price. Reynolds *et al.* (2002) has revealed that brand image has a promoting effect on customer satisfaction and the commercial success of the stores. Brand image measuring techniques could easily be employed to measure the customer satisfaction of the malls. It was also stated that the retail brands also have brand equity (Keller, 1998). The competitive ambience shows that brand equity in the retailing sector is very important for marketing success (Schoenbachler and Gordon, 2002). Yet to the knowledge of the authors, only a few similar studies analyzing the mall equity have emerged recently in this field (Chebat *et al.*, 2009; El Hedhli and Chebat, 2009). In this context, the purpose of this paper is to investigate which measurement model is more conceptually suitable for mall equity assessment. The study conducted a confirmatory factor analysis for this purpose. Besides, measuring mall equity can be used by mall managers to measuring effectiveness of marketing programs and to benchmark their malls and their services over rivals. This paper is structured as follows: First, the existing literature on equity concept is reviewed. Second, the research methodology and the results are shown. Next, conclusions are drawn, the limitations of the research are discussed and some suggestions for future research are made.

Conceptual Framework

Some researchers measured the brand equity by conceptualizing it in a multi-dimensional structure (Arnett *et al.*, 2003). The research showed that some of the components of the brand equity change according to different categories. The evaluation and comparison of the retail brand equity for different categories are highly important for managers (Pappu and Quester, 2008). Pappu and Quester (2006, p. 320) described brand equity as "an equity which incorporates the customer with the name of the brand". Different terms have been used to conceptualize brand equity. Hartman and Spiro (2005) used the term "customer-based store equity", while Arnett *et al.* (2003) stated it as "retailer equity", and Pappu and Quester (2006) analyzed it as "consumer-based retailer equity". Other studies regarding brand equity are shown at Table 1. All studies lies on brand equity or consumer based brand equity perspective developed by Aaker (1991); Keller (1993); Yoo and Donthu (2001).

Brand equity has the dimensions of customer awareness, association, perceived quality of the retailer and retailer loyalty. The brand equity is basically classified as value, bonding

and association context (Wood, 2000). Consumer awareness is defined as the consumer remembering the elements of categorization. Retailer association refers to the opinions of the consumer related to the name of the retailer, and this is expected to change with the type of the retailer. The perceived quality is the subjective evaluation of the retailer by the customer. Retailer loyalty is reflected by the urge of the customer to buy the product from a certain retailer. In other words, it is the tendency of the customer to choose the retailer. It is known that behavioral patterns of consumers change according to the type of store (Pappu and Quester, 2006). The memory systems of the consumers are important for brand equity (Ye and Raaij, 2004; Shimp, 1997; Pitta and Katsanis, 1995; Krishnan, 1996). If we look at brand equity from a consumer-based point of view we see that it is based upon the utility obtained by the consumers (Vazquez *et al.*, 2002). Aaker (1991) refers to brand equity as the sincerity of the customers towards the brand. One has to include brand awareness and brand image in brand equity, and there should be an association formed to study the brand equity process (Keller, 1993). Association is a formation with both functional and infunctional structure (Chen, 2001). When brand equity is taken as a model based upon aligning and trusting the brand (Lassar *et al.*, 1995), brand association naturally becomes important. The association base is related to the brand image of the consumers (Uggla, 2004) and is even taken as one of the dimensions of image association (Low and Lamb, 2000). Brand association of a product and service increases as the usability level increases (Oakenful *et al.*, 2010). The self-orientation of the product, in other words being embedded, has an effect upon the association (Quester and Farrally, 1998) and has a positioning (Punj and Moon, 2002) or semiotic meaning (Uggla, 2006).

Store equity elements are stated to comprise a differential effect, store knowledge and customer response (Hartman and Spiro, 2005). One of the important indicators of the brand image of the shopping centers is attractiveness (Dennis *et al.*, 2002). Awareness, preference, perceptions and choice intentions are important in the measurement of brand equity. In service-branding, the model is basically based upon brand awareness and brand meaning (Berry, 2000). Therefore, the meaning of malls and the awareness levels of consumers become important factors. The public site where global mentality merges with locality (Abaza, 2001) is a model, which includes a social interaction system as part of the urbanization process with globalized features (Merz *et al.*, 2008), and is an indication of a transition (Salcedo, 2003). The consumers consume the goods and spend time in the mall itself and exhibit an experimental consuming model (Bloch *et al.*, 1994). In addition, when the shopping behaviors of the consumers in malls are examined they have a combined purpose feature compared to traditional shopping centers (Finn and Rigby, 1992). Malls are known to be places where mothers have a higher consuming tendency than their daughters (Martin, 2009). Malls are also evaluated within the activity pattern of the consumers (Gilboa, 2009). The mall satisfaction of the consumers depends on the shopper's perceived control over the experience (Machleit and Mantel, 2001). Mall Equity is modeled related to the mall image and mall awareness. Mall awareness has three main functions as to mall equity: It affects the importance of the mall for the consumer, the place of the mall within the selection system and the association power of the mall (El-Hedhli and Chebat, 2009). Shopper-based mall equity can be defined as "the differential effect of mall knowledge on shopper response to the mall marketing activities" (Chebat *et al.*, 2009, p. 51). One of the

important factors of brand equity is loyalty (Atilgan *et al.*, 2005). It is possible to examine loyalty under two sub groups of attitude and purchase (Chaudhuri and Holbrook, 2001). If the conception of abundance of products is high, the patronage is higher (De Juan, 2004). Loyalty, a unique concept and structure, has an important effect on the outcomes of brand equity (Chaudhuri, 1995). Some of the attributes of malls create loyalty (Lehew *et al.*, 2002). Again, mall attribute beliefs have an effect on the re-patronage of the mall (Stoel *et al.*, 2004). Based on the sources provided, we define the mall equity concept as “a holistic but independent perspective of awareness, loyalty, association and quality for consumers.”

This research extends the consumer-based brand equity measurement approach to the measurement of the equity associated with malls. We conceptualize mall equity as a four-dimensional construct comprising mall awareness, mall associations, perceived mall quality, and mall loyalty. Some studies evaluate the factor of brand awareness and brand associations together (Yoo *et al.* 2000; Yoo and Donthu, 2001) and some applied these to malls and stores in order to extent the image factor (El-Hedhli and Chebat,2009; Hartman and Spiro,2005). Some researchers applied the brand equity factors to other fields (e.g. retail), and took these factors independently (Arnett *et al.*, 2003; Pappu and Quester, 2006). We have to emphasize this point. Some studies point out that loyalty is the consequence of the brand equity factors. Although some studies indicate that the service quality of the retail sector is very effective on the purchase intention of the customers (Laroche *et al.*, 2005), perception or evaluation of mall attributes may not be the primary determinant of mall loyalty (LeHew *et al.*, 2002; Kuruvilla and Joshi, 2010). When we investigate the studies on malls in Turkey, we see that the consumer give a very big importance to the surroundings of retail and malls (Arslan *et al.*, 2010). The return of the customers to the mall is not only dependent to the shopping purposes but they come here to follow the trends and prices (Arslan *et al.*, 2010a). As a result, the mall loyalty dimension of present study was investigated independently.

We used Pappu and Quester (2006) approach to take the brand equity dimension as the base for the measurement of the retailer equity. The difference between this study and the studies of El-Hedhli and Chebat (2009) and Hartman and Spiro (2005) is that this study has no image extension purpose in equity measurements. In this study, the validity of the brand equity factors as means of equity in malls and whether they can perceived as a model were measured. Our main approach is that whether malls can be investigated as the brands. If we take the malls as a brand, we can easily refer to as “mall equity”. Therefore the study serves the purpose of testing the validity of the four brand equity factors as the mall equity.

Table 1. *Brand Equity-based approaches for retailers, stores and malls*

	Author(s)	Dimensions
Shopper-based mall equity (SBME)	El Hedhli and Chebat,2009	Started from the image and base upon Customer-based brand equity(CBBE) +customer based store equity(CBSE) -Mall awareness -Mall image

Customer-based store equity (CCSE)	Hartman and Spiro, 2005	Keller's study and focused on store image
Consumer-based retailer equity	Pappu and Quester, 2006	- Awareness - Perceived quality - Loyalty - Association
Retailer equity index	Arnett et al., 2003	- retailer loyalty - name awareness - service quality - product quality
Consumer-based mall equity	present research	- Mall loyalty - Mall awareness - Mall association - Mall (service) quality

Methodology

Sample and Data Collection

Applying a convenience sampling approach, the survey was conducted with the customers of two regional malls in the metropolitan city of Ankara/Turkey. These malls were the most frequently visited ones in their categories. Two researchers stood at the exits and the entrance of the malls and asked every tenth person to complete the survey. When a person rejected it they waited for the next tenth person. The data were collected by the use of Sudman's (1980) method in the malls which have more than two exits. The researchers then changed their places between the exits and asked everybody who was leaving the mall to participate in the study. A total of 260 people participated in the study. Forty-three percent of the participants were male and 57% were female, 43% were single and 57% were married.

Measures

We adapted four measures for mall awareness, mall association, mall loyalty and mall perceived service quality of which were selected from the brand equity and retailer equity studies (Aaker, 1991; Yoo *et al.*, 2000; Yoo and Donthu, 2001; El-Hedhli and Chebat, 2009; Hartman and Spiro, 2005; Pappu and Quester, 2006; Kim and Kim, 2004; Arnett *et al.*, 2003; Keller, 1993; Dabholkar, 1996; Erkip, 2005). We also included an additional item for some sub-scales. The questions were prepared as to determine the expectation of the customers. This approach is employed in various fields (Gilboa (2009); El-Adly (2007); Ruiz *et al.* (2004); Tuncer *et al.* (2007)).

The dimensions of mall equity were separately measured by the use of 7 point Likert type scale (1=I strongly disagree, 7= I strongly agree). The questionnaire was pre-tested by two retail practitioners and two regarding the consistency of the statements and their relations with the brand equity dimensions. Then, all items were evaluated by ten regular people to reach understandable and simplicity of the questionnaire. Final form of the questionnaire can be seen in Appendix 1.

Models

The main aim of this paper was to determine whether brand equity dimensions (brand awareness, brand association, brand service quality and brand loyalty) can be taken as the elements of mall equity elements in a second order context. Three different models were tested for this purpose (single model, second order factor and four factor model). The models compared are as follows:

Measurement Model

We aimed to compare three models: uni-dimensionality (all mall equity items were loaded to one dimension), four factor model correlated and the last one was second order (all four constructs were loaded to one dimension). Several measures of the goodness of fit indices are used to evaluate the measurement model as suggested by Bone *et al.* (1989), Hair *et al.* (1998), Joreskog and Sörbom (1996), and Schumacker and Lomax (2004): Chi-square / df ratio, Normed fit index (NFI), relative fit index (RFI), comparative fit index (CFI), incremental fit index (IFI), root mean-square error of approximation (RMSA). After achieving adequate overall fit, the measurement model is further evaluated for its reliability and validity (convergent and discriminant). The primary analytical tool used in this study was LISREL 8.3 (Joreskog and Sorbom, 1996)

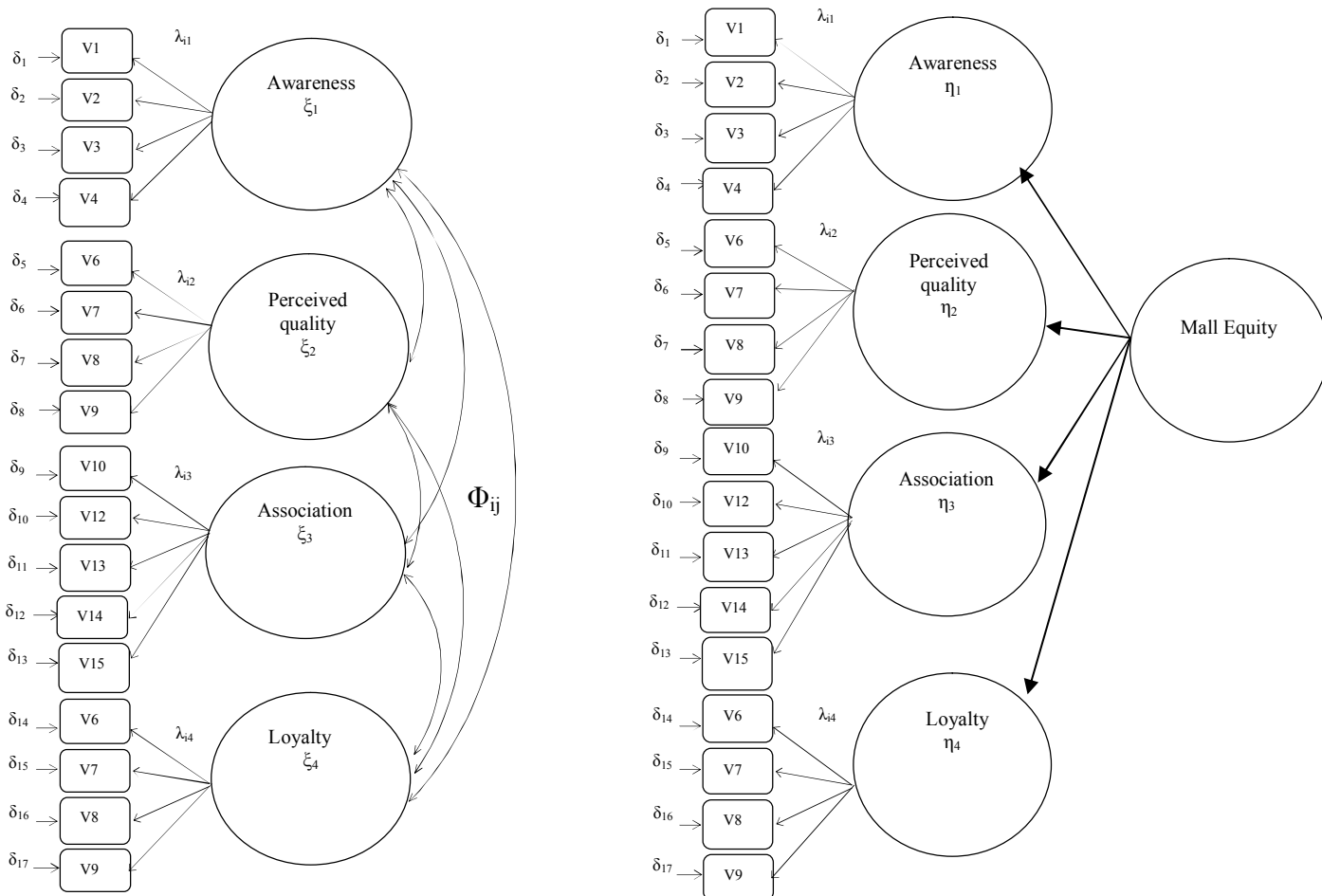


Figure 1: *Four factor model*

Figure 2. *Second order factor model*

Model Testing

In order to test the fit of the models, firstly the single-factor model was tested. The factor loadings of this model are all statistically significant. The fit indices requirements of this model have indicated unsatisfactory result (CFI=0.68, GFI=0.82, AGFI=0.73, and NFI=0.60. RMSEA=0.23; chi-square/df value of >5). The four-factor model close to exhibits the expected fit indices (Chi-square/df=2.5, CFI=.94, GFI=.93, AGFI=.90, RMSEA=.09). However, when comparing the two models statistically, it can be seen that the fit of the four factor model is significantly better than the one-factor model. Thus, it can be considered that while neither of the models is excellent, the four-factor solution is clearly preferable to the single-factor.

The second-order factor model was tested to compare with four-factor model. Again chi-square values and fit indices were examined; however, the chi-square difference test cannot be employed to directly test the models since the higher-order model is not in any nested sequence with either of the other two. Thus, the only possible comparison is one using descriptive fit indices. The fit indices of the model are not consistently better than the other two models (chi-square/df= 2.7, CFI=.93 GFI=.92, AGFI=.90, RMSEA=.09). Table 2 presents the fit measures of all three models. Collectively, these results support the validity of second -order factor model (correlated) mall equity. This model is preferred because of larger target coefficients -TCs (Lala *et al.*, 2009). The division of the chi-square value of the TC for the first model to that of second order (481/411) is 0.85, and the higher value makes the second order preferable. In other words, the second order explains 85% of the covariance between first order factors. Collectively, these results (fit indexes and TC) support the validity of a second-order mall equity construct. But we have chosen the four factor model based on a 0.88 TC comparing result.

Table 2. *Confirmatory factor analysis for constructs*

	Item numbers	Mean	RMSEA	CFI	GFI	Chi-square/df
Single Model			.23	.68	.82	2.7
Four factor model(correlated)			.09	.94	.93	2.5
Mall Awareness(AWA)	4	6.03				
Mall Quality(QUAL)	4	5.99				
Mall Association (ASSO)	3	5.66				
Mall Loyalty(LOY)	3	4.03				
Four factor and one second order			.09	.93	.92	2.7

*Some items were extracted from the analysis according to CFA. Above items belong to last version of the scale

Reliability, convergent and discriminant validity

Reliability was assessed at two levels; item reliability and construct validity. Table 3 shows the results of item reliability and construct reliability. The reliabilities ranged from 0.68 to .81 thus indicating good item reliability. Composite reliabilities were also high level for the all constructs. Then, convergent and discriminant validity were evaluated. Average variance extracted (AVE) was used to test convergent validity. Hair *et al.* (1998) and Bagozzi and Yi (1988) suggested 0.50 and above value for the AVE. All AVE values ranged from 0.55 to 0.70. We verified the convergent validity. AVE also was used to discriminant validity by comparing these values with the squared correlations between the construct and all other constructs in the model (Nusair and Hua, 2010). This expectation was satisfied (see table 4). As a result, these two criteria were verified in the analysis.

Table 3. *Measurement Model Results*

Constructs	Variables	Std. Loadings	Item Reliability	Construct Reliability	AVE
Awareness			.79	.82	.55
	V1	.51			
	V2	.93			
	V3	.65			
	V4	.81			
Perceived Quality			.81	.85	.61
	V6	.62			
	V7	.89			
	V8	.89			
	V9	.70			
Association			.68	.83	.61
	V10	1.0			
	V12	.36			
	V13	.41			
	V14	1.0			
Loyalty			.74	.87	.70
	V18	.49			
	V19	.97			
	V21	.97			

All factor loadings are significant at $p = 0.05$

Average Variance Extracted(AVE) = $\sum(\text{Standardized loadings}^2) / [(\sum(\text{Standardized loadings}^2) + \sum e_{ij})]$

Construct Reliability = $(\sum \text{Standardized loadings})^2 / [(\sum \text{Standardized loadings})^2 + \sum e_{ij}]$

Table 4. *Discriminant validity matrix*

	AWA	QUAL	ASSO	LOY
AWA	.55			
QUAL	.52	.61		
ASSO	.49	.60	.61	
LOY	.17	.39	.48	.70

Conclusions and Implications

The main aim of this paper was to determine whether brand awareness, brand association, brand service quality and brand loyalty factors can be taken as the elements of mall equity elements in a second order context. Three different models were tested for this purpose (Single model, four factor and second order factor model). While none of the models is excellent, the fit of the second factor model is significantly better than the one and four factor model for mall equity based on brand equity elements. The analyses revealed that four main dimensions, namely mall awareness, mall association, mall perceived service quality and mall loyalty were measured better as a second factor model for mall equity. In the other words, all mall equity elements can be loaded to mall equity dimension. These four dimensions have a total of 15 items. In this study, we empirically demonstrate that mall equity structure parallels that of brand equity. Hence, the results of the present study confirm the assumptions of several previous researchers (e.g., Yoo and Donthu, 2001) in that the structure of retailer equity mirrors that of brand equity.

The dimensions obtained provide important implications for mall managers. It enables them to reach the necessary pre knowledge related to the measuring tool. Such a measure permits a better assessment of the right incremental value or equity associated to a given mall. As retailing is facing an immensely competitive environment (Leszczyc *et al.*, 2000) and increasingly heterogeneous customers the strategic importance of brand equity for the marketing staff of the retail sector is highlighted. The retail sector must be committed and consistent with this ingredient branding strategy (In fact, measuring the mall equity helps mall managers to have a better understanding of the long-run effect of their efforts. By using the measure, mall managers can assess the effectiveness of their marketing programs. Particularly, the multidimensional feature of the measure can help mall managers to clearly understand what aspects contribute to the equity of their mall. Thus, mall operators can make an efficient allocation of resources in managing the equity of the mall (El Hedhli and Chebat, 2009; p. 586). In such a context, marketing managers could use the retailer equity as a performance indicator. Better measurement and tracking of retailer equity could contribute to better informed decision-making. In such a complex environment it would be useful for marketers to build retailer equity. Furthermore, the mall equity dimensions identified in the present study could help marketing managers alleviate the complexities in consumer decision making.

Limitations and Directions for further research

Some limitations of the study need to be pointed out. The study is pilot scale measuring mall equity by adding other brand equity dimensions (i.e. loyalty) and adopting a consumer perspective. The sample selected covers the customers of a single city. Personality items could have been added. Future researchers may also want to investigate which additional factors moderate the relationship between brand equity and personality. Finally, a multi cultural study based upon the items and groups determined in this pilot study may lead to interesting results. It is clear that a multi cultural study would make a great contribution in this area since the literature reports that there is a cultural dimension between the customers of different malls (Frasquet *et al.*, 2001). Specifically, additional research should validate the measure by considering different types of malls (e.g., community shopping centers, factory-outlet malls). Researchers (e.g., Yoo and Donthu, 2001) have recommended including brand personality, store image dimensions, and consumers' price-based associations measures in the measurement of retailer brand equity and future research may decide to incorporate store personality measures in the measurement of retailer equity. Furthermore, future research could examine whether mall equity varies according to consumers' shopping frequency. Frequent shoppers could be less loyal to a mall than their less-frequent-shopping counterparts.

References

- Aaker, D. (1991), *Managing brand equity*, The Free Press, NY.
- Abaza, M. (2001), 'Shopping malls, consumer culture and the reshaping of public space in Egypt', *Theory, Culture & Society*, Vol. 18, No. 5, pp. 97-122.
- Arnett, D.B., Laverie, D.A. and Meiers, A. (2003), 'Developing parsimonious retailer equity indexes using partial least squares analysis: a method and applications', *Journal of Retailing*, Vol. 79, No. 3, pp. 161-170.
- Arslan, T.V., Isigicok, E. and Sezer, F.S. (2010), 'Turkey has witnessed a shopping mall boom in 2000s: local dynamics behind the attractiveness of this new urban form', *Urban Dynmaics & Housing Change - Crossing into the 2nd Decade of the 3rd Millennium*, ENHR 2010, 4-7 July, ISTANBUL 22nd International Housing Research Conference.
- Arslan, T.V., Sezer, F.S, and Isigicok, E. (2010a), 'Magnetism of shopping malls on young Turkish consumers', *Young Consumers*, Vol. 11, No. 3, pp. 178-188.

- Atilgan, E., Aksoy, S. and Akinçi, S. (2005), 'Determinants of the brand equity: A verification approach in the beverage industry in Turkey', *Marketing Intelligence & Planning*, Vol. 23, No. 3, pp. 237-248.
- Bagozzi, R. P. and Yi, Y. (1988), 'On the Evaluation of Structural Equation Models', *Journal of the Academy of Marketing Science*, Vol. 16, No. 1, pp. 74-94.
- Berry, L.L. (2000), 'Cultivating service brand equity', *Journal of the Academy of Marketing Science*, Vol. 28, No. 1, pp. 128-137.
- Bloch, P.H., Ridgway, N.W. and Dawson, S.A. (1994), 'The shopping mall as a consumer Habitat', *Journal of Retailing*, Vol. 70, No. 1, pp. 23-42.
- Bone, P., Sharma, S., and Shimp, T. (1989), 'A bootstrap procedure for evaluating goodness-of-fit indices of structural equation and confirmatory factor models', *Journal of Marketing Research*, Vol. 26, No. 1, pp. 105-111.
- Chaudhuri, A. (1995), 'Brand equity or double jeopardy?', *Journal of Product & Brand Management*, Vol. 4, No. 1, pp. 26-32.
- Chaudhuri, A. and Holbrook, M.B. (2001), 'The chain of effects from brand trust and brand affect to brand performance: The role of brand loyalty', *Journal of Marketing*, Vol. 65, No. 2, pp. 81-93.
- Chebat, J.C., Hedhli, K.E. and Sirgy, M.J. (2009) 'How does shopper-based mall equity generate mall loyalty? A conceptual model and empirical evidence', *Journal of Retailing and Consumer Services*, Vol. 16, No. 1, pp. 50-60.
- Chen, A.C.H. (2001), 'Using free association to examine the relationship between the characteristics of brand associations and brand equity', *Journal of Product and Brand Management*, Vol. 10, No. 7, pp. 439-451.
- Clodfelter, R. and Fowler, D. (2003), 'An examination of reference prices at factory outlet stores', *International Review of Retail, Distribution and Consumer Research*, Vol. 13, No. 2, pp. 135-145.
- Dabholkar, P.A., Thorpe, D.I. and Rentz, J.O. (1996), 'A measure of service quality for retail stores: Scale development and validation', *Journal of the Academy of Marketing Science*, Vol. 24, No.1, pp. 3-16.
- De Juan, M.D. (2004), 'Why do people choose the shopping malls? the attraction theory revisited', *Journal of International Consumer Marketing*, Vol. 17, No. 1, pp. 71-96.
- Dennis, C., Murphy, J., Marsland, D., Cockett, T. and Patel, T. (2002), 'Measuring image: Shopping centre case studies', *International Review of Retail, Distribution and Consumer Research*, Vol. 12, No. 4, pp. 355-373.
- El-Adly, M. I. (2007), 'Shopping malls attractiveness: A segmentation approach', *International Journal of Retail and Distribution Management*, Vol. 35, No. 11, pp. 936-950.
- El-Hedhli, K., Chebat, J.C. (2009), 'Developing and validating a psychometric shopper based mall equity measure', *Journal of Business Research*, Vol. 62, No. 6, pp. 581-587.
- Erkip, F. (2005), 'The rise of the shopping mall in Turkey: the use and appeal of a mall in Ankara', *Cities*, Vol. 22, No. 2, pp. 89-108.

Fernie, J. (1995), 'The coming of the fourth wave: New forms of retail out-of-town development', *International Journal of Retail and Distribution Management*, Vol.23, No. 1/2, pp. 4-11.

Fernie, J. and Hallsworth, A. (1998), 'England's potteries: past and present pioneers of factory shopping', *International Journal of Retail and Distribution Management*, Vol. 26, No. 10/11, pp. 439-444.

Finn, A. and Rigby, J. (1992), 'West Edmonton mall: consumer combined-purpose trips and the mega-multi-mall?', *RCSA I CJAS*, Vol. 9, No. 2, pp. 134-145.

Gilboa, S. (2009), 'A segmentation study of Israeli mall Customers', *Journal of Retailing and Consumer Services*, Vol. 16, No. 2, pp. 135-144.

Hair, J.F. Jr. , Anderson, R.E., Tatham, R.L., and Black, W.C. (1998), *Multivariate Data Analysis*, (5th Edition), Upper Saddle River, NJ: Prentice Hall.

Hartman, K. and Spiro, R. (2005), 'Recapturing Store Image in Customer-Based Store equity: a Construct Conceptualization', *Journal of Business Research*, Vol. 58, No. 3, pp. 1112-1120.

Jones, P. (1995), 'Factory outlet shopping centers and planning issues', *International Journal of Retail and Distribution Management*, Vol. 23, No. 1, pp. 12-17.

Joreskog, K. G. and Sorbom, D. (1996), *LISREL 8: User's reference guide*. Chicago: Scientific Software International.

Keller, K.L. (1993), 'Conceptualizing, measuring, managing customer-based brand equity', *Journal of Marketing*, Vol. 57, No. 1, pp. 1-22.

Keller, K.L. (1998), *Strategic brand management: building, measuring, and managing brand equity*, Prentice Hall, Upper Saddle River, New Jersey.

Kim, W.G. and Kim, H.B. (2004), 'Measuring customer-based restaurant brand equity', *Cornell Hotel and Restaurant Administration Quarterly*, Vol. 45, No. 2, pp. 115-131.

Krishnan, H.S. (1996), 'Characteristics of memory associations: A consumer-based brand equity perspective', *International Journal of Research in Marketing*, Vol. 13, No. 4, pp. 389-405.

Kuruville, S.J. and Joshi, N. (2010), 'Influence of demographics, psychographics, Shopping orientation, mall shopping attitude and purchase patterns on mall patronage in India', *Journal of Retailing and Consumer Services*, Vol. 17, No. 4, pp. 259-269.

Lala, V., Allred, A.T. and Chakraborty, G. (2009), 'A multidimensional scale for measuring country image', *Journal of International Consumer Marketing*, Vol. 21, No. 1, pp. 51-66.

Laroche, M., Teng, L., Michon, R. and Chebat, J.C. (2005), 'Incorporating service quality into consumer mall shopping decision making: a comparison between English and French Canadian consumers', *Journal of Services Marketing*, Vol. 19, No. 3, pp. 157-163.

Lassar, W., Mittal, B. and Sharma, A. (1995), 'Measuring customer-based brand equity', *Journal of Consumer Marketing*, Vol. 12, No. 4, pp. 11-19.

LeHew, M.L., Adkins, B.B. and Wesley, S. (2002), 'Expanding the loyalty concept to

include preference for a shopping mall', *International Review of Retail, Distribution and Consumer Research*, Vol. 12, No. 3, pp. 225-236.

Leszczyc, P.P.T.L., Sinha, A. and Timmermans, H.J.P. (2000), 'Consumer store choice dynamics: An analysis of the competitive market structure for grocery stores', *Journal of Retailing*, Vol. 76, No. 3, pp. 323-345.

Low, G.S. and Lamb, C.W. (2000), 'The measurement and dimensionality of brand associations', *Journal of Product & Brand Management*, Vol. 9, No. 6, pp. 350-370.

Lowry, J.R. (1997), 'The life cycle of shopping centers', *Business Horizons*, Vol. 40, No. 1, pp. 77-86.

Machleit, K.A. and Mantel, S.P. (2001), 'Emotional response and shopping satisfaction: Moderating effects of shopper attributions', *Journal of Business Research*, Vol. 54, No. 2, pp. 97-106.

Martin, C.A. (2009), 'Consumption motivation and perceptions of malls: a comparison of mothers and daughters', *Journal of Marketing Theory and Practice*, Vol. 17, No. 1, pp. 49-61.

McGoldrick, P. (2002), *Retail marketing*. The McGrawhill, London.

Merz, M.A. and He, Y. and Alden, D.L. (2008), 'A categorization approach to analyzing the global consumer culture debate', *International Marketing Review*, Vol. 25, No. 2, pp. 166-182.

Ng, C.F. (2003), 'Satisfying shoppers' psychological needs: From public market to cybermall', *Journal of Environmental Psychology*, Vol. 23, No. 4, pp. 439-455.

Nusair, K and Hua, N. (2009), 'Comparative assessment of structural equation modeling and multiple regression: e-commerce context', *Tourism Management*, Vol. 31, No. 3, pp. 314-324.

Oakenfull, G.K, McCarthy, M.S. (2010), 'Examining the relationship between brand usage and brand knowledge structures', *The Journal of Brand Management*, Vol. 17, No. 4, pp. 279-288.

Pappu, R. and Quester, P. (2006), 'A consumer-based method for retailer equity measurement: Results of an empirical study', *Journal of Retailing and Consumer Services*, Vol. 13, No. 5, pp. 317-329.

Pappu, R. and Quester, P.G. (2008). 'Does brand equity vary between department stores and clothing stores? Results of an empirical investigation', *Journal of Product and Brand Management*, Vol. 17, No. 7, pp. 425-435.

Parker, R., Pettijohn, C., Pettijohn, L. and Kent, J. (2003), 'An analysis of customer perceptions: factory outlet malls versus traditional department stores', *Marketing Management Journal*, Vol. 13, No. 2, pp. 29-44.

Pitta, D.A. and Katsanis, L.P. (1995), 'Understanding brand equity for successful brand extension', *Journal of Consumer Marketing*, Vol. 12, No. 4, pp. 51-64.

Pride, W. and Ferrell, M. (1983), *Marketing basics concepts and decisions*, Houghton Mifflin Company, Boston.

Punj, G. and Moon, J. (2002), 'Positioning options for achieving brand association: A psychological categorization framework', *Journal of Business Research*, Vol. 55, No. 4, pp. 275- 283.

- Quester, P. and Farrelly, F. (1998), 'Brand association and memory decay effects of sponsorship: The case of the Australian Formula One Grand Prix', *Journal of Product & Brand Management*, Vol. 7, No. 6, pp. 539-556.
- Reynolds, K., Ganesh, J. and Luckett, M. (2002), 'Traditional malls vs. factory outlets: Comparing shopper typologies and implications for retail strategy', *Journal of Business Research*, Vol. 55, No. 9, pp. 687-696.
- Ruiz, F.J.M. (1999), 'Image of suburban shopping malls and two stage versus uni-equational modeling of the retail trade attraction: An empirical application', *European Journal of Marketing*, Vol. 33, No. 5/6, pp. 512-530.
- Ruiz, J.P., Chebat, J.C. and Hansen, P. (2004), 'Another trip to the mall: A segmentation study of customers based on their activities', *Journal of Retailing and Consumer Services*, Vol. 11, No. 6, pp. 333-350.
- Salcedo, R. (2003), 'When the global meets the local at the mall', *American Behavioral Scientist*, Vol. 46, No. 8, pp. 1084-1103.
- Schoenbachler, D.D. and Gordon, G.L. (2002), 'Multi-channel shopping: Understanding what drives channel choice', *Journal of Consumer Marketing*, Vol. 19, No. 1, pp. 42-53.
- Schumacher, R. and Lomax, R. (2004), *A beginner's guide to structural equation modeling*. Mahwah: Lawrence Erlbaum.
- Shim, S. and Eastlick, M.A. (1998), 'The hierarchical influence of personal values on mall shopping attitudes and behavior', *Journal of Retailing*, Vol. 74, No. 1, pp. 139-160.
- Shimp, T. (1997), *Advertising, Promotion and Supplemental Aspects of Integrated Marketing Communications*. The Dryden Press, Philadelphia.
- Stoel, L., Wickliffe, V. and Lee, K.H. (2004), 'Attribute beliefs and spending as antecedents to shopping value', *Journal of Business Research*, Vol. 57, No. 10, pp. 1067-1073.
- Sudman, S. (1980), 'Improving the quality of shopping center sampling', *Journal of Marketing Research*, Vol. 17, No. 2, pp. 423-431.
- Terblanche, N.S. (1999), 'The perceived benefits derived from visits to a super regional shopping centre: An exploratory study', *South African Journal of Business Management*, Vol. 30, No. 4, pp. 13-20.
- Tuncer, D., Alkibay, S. and Hosgor, S. (2007), *Alışveriş merkezleri ve yönetimi, Siyasal kitabevi*, Ankara (in Turkish).
- Uggla, H. (2004), 'The brand association base: A conceptual model for strategically leveraging partner brand equity', *Brand Management*, Vol. 12, No. 2, pp. 105-123.
- Uggla, H. (2006), 'The corporate brand association base: A conceptual model for the creation of inclusive brand architecture', *European Journal of Marketing*, Vol. 40, No. 7/8, 785-802.
- Vazquez, R., Rio, A.B. and Iglesias, V. (2002), 'Consumer-based brand equity: Development and validation of a measurement instrument', *Journal of Marketing Management*, Vol. 18, No. 1 & 2, pp. 27-48.
- Voyce, M. (2006), 'Shopping malls in Australia: The end of public space and the rise

of 'consumerist citizenship?', *Journal of Sociology*, Vol. 42, No. 3, pp. 269-286.

Wood, L. (2000), 'Brands and brand equity: Definition and management', *Management Decision*, Vol. 38, No. 9, pp. 662-669.

Ye, G. and Raaij, W.F.V. (2004), 'Brand equity: extending brand awareness and liking with signal detection theory', *Journal of Marketing Communications*, Vol. 10, No. 2, pp. 95-114.

Yoo, B. and Donthu, N. (2001), 'Developing a scale to measure the perceived quality of an internet shopping site', *Quarterly Journal of Electronic Commerce*, Vol. 2, No. 1, pp. 31-47.

Yoo, B., Donthu, N. and Lee, S. (2000), 'An examination of selected marketing mix elements and brand equity', *Journal of the Academy of Marketing Science*, Vol. 28, No. 2, pp. 195-211.