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Customer Shopping Behavior Based on Fashionable Oriented Lifestyle at Luxurious Shopping Mall in Surabaya, Indonesia

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EXTENDED ABSTRACT

Introduction

Customer as an individual human being has his/her unique characteristic as well as his/her specific needs which are different among the customers. One of the factors that distinguish the customers is lifestyle (Engel *et al*, 1990). Lifestyle is an individual life pattern that is expressed through individual activity in his/her daily life; individual interest in certain field; and individual opinion towards particular topics (Kotler dan Keller, 2011). Moreover Hassan *et al* (2010) argued that customer lifestyle orientation influenced customer shopping behavior, thus different lifestyle orientation will create different shopping behavior.

Fashionable oriented lifestyle is one of the prominent lifestyles among the Asian customers which is interested to be investigated as the predictor for customer shopping behavior (Kucukemiroglu, 1997; Forest Ma, 2010; Krishnan, 2011; Palupi, 2005). The differences between customer lifestyle created different customer perception about the customer quality of life and customer happiness or what is called as customer well being (Borges *et al*, 2010). In addition, customer lifestyle orientation also affects customer evaluation towards the performances of retail attributes as well as customer shopping motives (Schiffman and Kanukh, 2010).

Previous research on customer shopping behavior based on fashionable oriented lifestyle that affecting customer well being is hard to find. The purposes of this

research is to reveal the role of fashionable oriented lifestyle towards the influence of customer evaluation towards retail attributes performances (Olsen and Skalereud, 2011) and social values that is expected by customer while they are shopping (Tauber, 1972) towards shopping well being which refers to the cumulative shopping experiences that contributes to customer happiness, quality of life and welfare (El Hedhli et al, 2011).

Research Model and Hypothesis

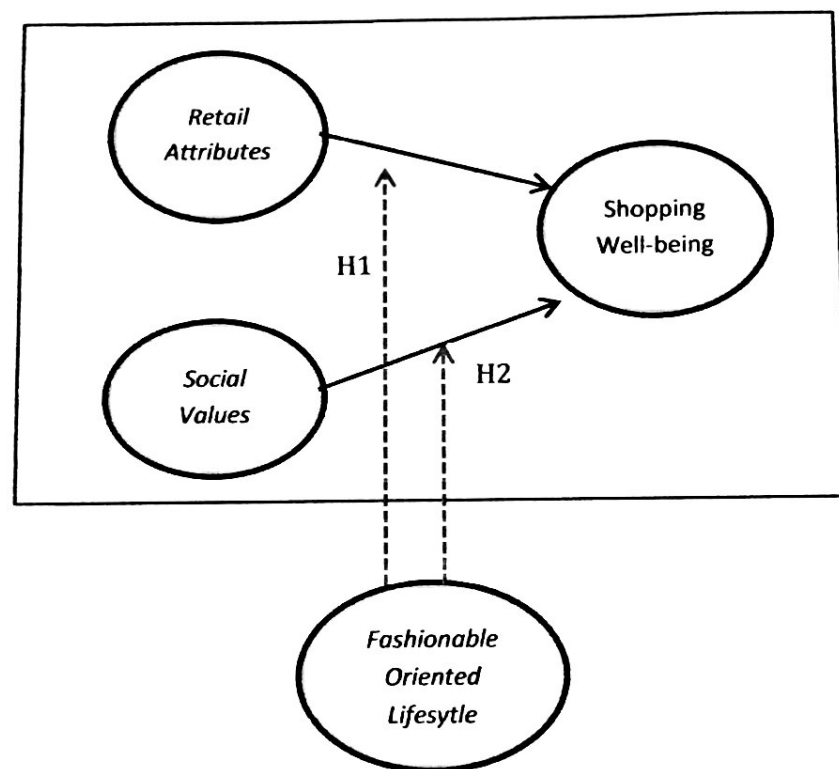


Figure 1: Research Conceptual Framework

Michon et al (2010) stated that fashionable oriented lifestyle did not moderate the influence of customer evaluation on retail attributes performances toward customer shopping value. Meanwhile Borges et al (2010) revealed different findings which is explained that lifestyle orientation moderated the influence of customer evaluation on retail attributes performances towards customer satisfaction and customer positive emotion. Therefore the gap of findings

will be investigated in this research. Proposed hypothesis 1 (H1) is as follow:

H1: Fashionable oriented lifestyle moderated the influence of customer evaluation on retail attributes performances towards shopping well being.

Rintamaki et al (2006) showed that based on customer perception, social values is the most expected shopping values when customer shop. The increasing of social values that are experienced by customer during shopping activities at the end will affect shopping well being. In addition, Tauber (1972) stated that the customers who found social values while they shop will experience positive shopping experience and at the end will affect shopping well being. The high demand of social values is one of the characteristics of fashionable oriented lifestyle. Therefore the proposed hypothesis is as follow:

H2: Fashionable oriented lifestyle moderated the influence of social values towards shopping well being

Research Analysis, Conclusion, and Implication

The findings showed two moderated group of respondents; they are High Fashionable Oriented Lifestyle (High FOL) and Low Fashionable Oriented Lifestyle (Low FOL). Both of the groups showed high customer evaluation on retail attributes performances. It shows that the managers of shopping mall already done excellent working performances. Next the social values experienced by both groups also showed high level of social values. This means that the customers used luxurious shopping mall as a place for social interactions. The mall manager should facilitate the social interaction between customers who visit and shop at his/her mall. By doing this the management could attract more visitor to come and to spend more money inside mall.

Fashionable oriented lifestyle moderated the influence of customer evaluation on

retail attributes performances towards shopping well being. Therefore hypothesis one (H1) is accepted. This finding supported Hassan et al (2010) that argued different lifestyle orientation will affect the evaluation on retail attributes performances and it will influenced customer satisfaction and shopping values which are experienced by customers. The shopping mall manager is suppose to identify lifestyle orientation of its target market. This identification is important for the management in developing the appropriate marketing strategies for its shopping mall.

Fashionable oriented lifestyle did not moderated the influence of social values towards shopping well being. Therefore hypothesis two (H2) is rejected. Research findings showed that High FOL group expected high social values in their daily life therefore when they found high social values at luxurious shopping mall then it is considered as normal phenomenon in their daily life. So it has no impact on their shopping well being. Conserverly for Low FOL group who has less expectation on social values on their daily life therefore when they found high social values at luxurious shopping mall then it affected their shopping well being. The manager of luxurious shopping mall has to create more social attractions to fulfill the desire of High FOL group. This fulfillment is expected to increase the customer shopping well being.

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