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Consumer motivation when shopping at malls
Case of Lebanese consumer

By

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A project submitted in partial fulfilment
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To my mom, to my wife, to my family, to my friends, who were ever supportive to me throughout my different stages in life, who contributed much and helped me pursue a Masters Degree.

To Miss Najoie Nasr, to Dr. Khoury and to Dr. Azar

To all of you, I would like to say thank you from the heart for everything

May God bless you all.

Table of contents:

Chapter One

Abstract.....p1
Introduction.....p2
Statement of the problem.....p3
Definition of terms..... p3
Research questions and hypothesis.....p4
Significance of the study.....p6
Limitations of the study.....p6

Chapter two

Research related to the evolution of marketing concept.....p7
Research related to the evolution of business and marketing.....p8
Research related to the definition of shopping.....p9
Research related to motivation.....p11
Research related to the effect of demography on motivation.....p15
Research related to largest shopping malls in the world.....p16
Research related to consumer empowerment.....p17
Research related to mall shoppers.....p18
Research related to entertainment, satisfaction and behavioral loyalty.....P19
Research related to effect of holidays on shopping.....p20
Research related to the retail sector in the Middle East.....p21
Research related to the retail sector in Lebanon.....p22
Research related major malls in Lebanon.....p23

Chapter three

Research methodology.....p25
Assumptions.....p25
Research questions and hypotheses.....p26
Instrumentation.....p28
Scoring.....p29
Translation.....p29
Sampling technique and sampling size determination.....p30
Data analysis.....p31
Reliability.....p31
Validity.....p32

Abstract

The study is about consumer motives when shopping at malls. It presents a brief summary of what researchers, psychologists and academicians have done regarding classifying shoppers in general and mall shoppers in particular according to their behavior, motives and satisfactions.

The study summarizes the evolution of the marketing concepts, motivation theories, emergence of malls and goes into differentiating mall shoppers' experience and motives into hedonic motives and utilitarian motives. Using already established and tested items for hedonism and for utilitarianism, the study test these items on 770 active shoppers in City Mall, Beirut, Lebanon.

The study presents the effect of demographic factors on the motives of mall shopping. It studies the effect of mall visits and mall spending on these motives.

The study presents active shoppers' appraisal of specific areas at City Mall and calls for improvement.

This study is very important to mall administrators and mall developers as it reflects the profile of active shoppers with their spending patterns and their number of mall visits.

Chapter one

INTRODUCTION

We are not aware of most things which go in our minds, Most of what we say, do, like or dislike occurs below the level of our awareness. What motivates people to act or behave is based on who they really are; it is based on what motivating factors affect their behaviour. (Schiffman and Kanuk, 2007).

A Consumer buying behaviour is built on the understanding of one's needs, depending on available options to satisfy these needs and on the level of satisfaction related to each option. The buying behaviour is influenced by the consumer's perception of what optimizes his or her satisfaction level restrained to economic, social, technological and competitive conditions. There are several motives which stimulates the consumer to react and to choose his or her shopping options. These motives are behind every decision consumers take. When shopping, consumers have multiple vendors and venues to consider, either traditionally or virtually especially with the evolution of the technology these days (Wagner, 2007).

One of the modern features of traditional shopping is mall shopping, which is formed of one or more buildings forming a complex of vendors, under the same building structure enabling visitors to easily walk from unit to unit, along with a convenient parking area representing a modern, indoor version of the traditional marketplace, with entertainment and eatery facilities.

Over the last few years, Lebanon like many countries in the region has witnessed the rise of so many malls. A mall's main interest is to increase its market share, its customer satisfaction and its revenues. A very crucial thing in this concern is to understand the mall shoppers' motives, what motivates shoppers to go to the mall. Is it what the mall is composed of or is it our internal desire to enjoy the mall experience?

Studies have identified several motives for consumers when shopping. Consumers' motives when shopping at a mall, boils down to two main motives which are: **Utilitarianism** and **Hedonism. Utilitarianism** is a rational action that focuses on the consequences of an act rather than on its intrinsic nature whereas **Hedonism** is the pursuit of the intrinsic pleasures and the avoidance of intrinsic pain. Previous studies have classified mall shoppers into utilitarian and hedonism based on assigned motivational constraints (Babin, et al.1994 ; Arnold and Reynolds, 2003).

Knowing what motives mostly affect the mall shopper, would help greatly mall managements and marketing planners communicate better with the different market segments, better stimulate them to come to the mall to spend time or/and money. The study, based on previous researches associates the effect of demographic factors on mall shopping motives and presents a profile of mall shoppers spending and number of mall visits.

Statement of the problem

The purpose of the study is to investigate the motivating factors of consumers' behaviour at shopping malls. In particular, the focus of the study will be on the extent to which consumers shopping at City Mall in Dora Lebanon, will help satisfy their hedonic motives, their utilitarian motives and to which extent demographic factors have an effect on these motives. The study will focus on the effect of spending and mall visits on mall shopping motives.

Definition of terms

Utilitarian motives include **convenient shopping, economic shopping** and **achievement shopping.**

This would be reflected in commuting to the designated shopping mall in order to find the specific products or services already placed in mind.

Fisher and Arnold (1990) defined utilitarian shopping motives as:

1. **Convenient mall shopping motive:** Going to the mall because of the large variety of products and brands, because everything is available under one roof and because the working hours are convenient to the consumer.
2. **Economically feasible mall shopping motive:** Going to the mall to take advantage of promotional schemes, when there are sales promotions or holiday offers or/and taking advantage of discounts being there.
3. **Achievable mall shopping motive:** Always planning for shopping trips, achieving what has been planned for and listing what is needed to be purchased.

Arnold and Reynolds (2003) defined hedonic shopping motives as:

1. **Adventure shopping motive:** Refers to shopping for excitement and adventures. It bowls down to feeling better, being at the mall even if nothing is purchased, enjoying the time spent and /or considering shopping at the mall as one of the most enjoyable things to one's heart.
2. **Social shopping motive:** Stresses on the joy of being with family and friends, it boils down to one's preference to be with family, friends and to consider the act of shopping as a social occasion.
3. **Gratification shopping motive:** Refers to the act of creating a positive feeling to delight one's self. It boils down to an opportunity to change one's mood when feeling depressed and to consider mall shopping a way to stress relief.
4. **Idea shopping motive:** It is defined as being at the mall because of affection and interest, to see the latest fashion, the newest brands and to stay in trend and style.
5. **Role shopping motive:** Refers to the enjoyment felt when doing the act of shopping for others or when buying for others.
6. **Shopping for aesthetic ambiance motive:** Refers to enjoying the architecture at the mall, enjoying the internal decoration at the mall and/or enjoying the visual merchandize at the mall.

Research Questions RQ and research hypotheses H

RQ1: Do demographic factors have an effect on Lebanese shoppers' motives at mall in Lebanon.

$H1_0$: Gender difference has no effect on mall shoppers' motives perceptions in Lebanon

$H2_0$: Respondents of different income levels do not differ in their perceptions of mall shopping motivations in Lebanon.

$H3_0$: Marital status does not affect respondents' motivational behaviours in shopping at malls.

$H4_0$: Lebanese mall shoppers with different educational levels do not have different perceptions of shopping motives.

$H5_0$: Respondents of different age groups do not differ in their perceptions of shopping motives at malls in Lebanon.

$H6_0$: Respondents from different Lebanese districts (MOHAFAZA) do not differ in their perceptions of shopping motives at malls in Lebanon

RQ2: Is there a difference in shopping motive, based on the average spending per visit by Lebanese shoppers at a mall in Lebanon?

$H7_0$: Convenience shopping motive is not affected by mall shoppers' spending per mall visit.

$H8_0$: Economic shopping motive is not affected by mall shoppers' spending per mall visit.

$H9_0$: Achievable shopping motive is not affected by mall shoppers' spending per mall visit.

$H10_0$: Enjoyment shopping motive is not affected by mall shoppers' spending per mall visit.

$H11_0$: Gratification shopping motive is not affected by mall shoppers' spending per mall visit.

$H12_0$: Idea shopping motive is not affected by mall shoppers' spending per mall visit.

$H13_0$: Aesthetic ambiance shopping motive is not affected by mall shoppers' spending per mall visit.

$H14_0$: Role shopping motive is not affected by mall shoppers' spending per mall visit.

$H15_0$: Social shopping motive is not affected by mall shoppers' spending per mall visit.

$H16_0$: Utilitarian shopping motive is not affected by mall shoppers' spending per mall visit.

$H17_0$: Hedonic shopping motive is not affected by mall shoppers' spending per mall visit.

RQ3: Is there a difference in shopping motive, based on the mall shoppers' number of mall visits

$H18_0$: Convenience shopping motive is not affected by Lebanese mall shoppers' number of mall visit per month.

$H19_0$: Economic shopping motive is not affected by Lebanese mall shoppers' number of mall visit per month.

$H20_0$: Achievable shopping motive is not affected by Lebanese mall shoppers' number of mall visit per month.

$H21_0$: Enjoyment shopping motive is not affected by Lebanese mall shoppers' number of mall visit per month.

$H22_0$: Gratification shopping motive is not affected by Lebanese mall shoppers' number of mall visit per month.

$H23_0$: Idea shopping motive is not affected by Lebanese mall shoppers' number of mall visit per month.

$H24_0$: Aesthetic shopping motive is not affected by Lebanese mall shoppers' number of mall visit per month.

$H25_0$: Role shopping motive is not affected by Lebanese mall shoppers' number of mall visits per month.

$H26_0$: Social shopping motive is not affected by Lebanese mall shoppers' number of mall visit per month.

$H27_0$: Utilitarian shopping motive is not affected by Lebanese mall shoppers' number of mall visit per month.

$H28_0$: Hedonic shopping motive is not affected by Lebanese mall shoppers' number of mall visits per month.

Significance of the study

The significance of this study lies in two parts; the first is its contribution to academicians, and researchers who are studying the different perceptions of mall shoppers' motives at the malls, and how they are perceived differently by different shoppers' segments.

The second part is its contribution to mall managers, and mall developers when communicating with the shopper. Knowing what best motivate the different mall shoppers' segments, will help marketers tailor their marketing plans and their communication themes accordingly.

The study also presents City Mall shoppers' rating of space, ambiance, adult entertainment activities, children's entertainment activities, availability of multiple brands, availability of multiple vendors and overall experience.

Limitation of the study

Time constraint and the inability to apply this study on multiple malls as only City Mall gave us the approval to do the study on their premises are the main limitations of the study. Additionally, the application of mall intercept techniques in a holiday shopping occasion might affect the findings of the study. The generalization was limited to active shoppers at City Mall.The reliability of the study may have been affected by many factors that influence the quality of the sample participant ratings such as the halo effect and social desirability. These limitations are the base of the recommendations that the study will propose to be considered in further studies in the future.

Chapter two

LITERATURE REVIEW

Research related to the evolution of the marketing concept

The production philosophy dominated during the 1920s. This philosophy states that the organization knows its product better than any other organization. In the production philosophy period, organizations would sell all of the products produced. The success of the production philosophy was due to the relatively low level of technology that was prevailing at that time and to the high level of consumer wants for whatever available production in the market. The production philosophy prevailed before and after the industrial revolution, where organizations were able to sell all products they produced and market competition was not in its best phase. A very good example on this production philosophy is Henry Ford, who was a pioneer with mass production techniques in the automobile industry. Ford is still remembered for his sarcastic answer that a client can choose any color he or she likes as long as it is black. Thus, He showed a very good reflection of the production concept which was prevailing at that time. The selling philosophy period started around the 1930s and lasted till the 1950s. It stated that organizations could sell all products produced with the help of marketing techniques. It is the role of marketing and sales departments to concentrate on selling the products produced, while other departments would focus on the production process or whatever logistic and administration functions related to it.

The reason behind the emergence of the selling philosophy was mainly the increase in supply after the industrial revolution where efficiency in production created surpluses. Consequently, organizations turned to the use of advertising and personal selling to reduce their inventories and sell their goods. The selling philosophy assumes that a well-trained and motivated sales force can sell any product. However, more companies began to realize that it is easier to sell a product that the customer wants, than to sell a product the customer does not want. When many companies began to realize this fact, the selling concept started to give way to the marketing concept philosophy (Kotler and Gary Armstrong, 1999).

The marketing philosophy period started to dominate around 1950, and it is still applied in some industries and with particular products. The marketing concept calls for uncovering the needs of the consumer and designing the product that satisfies these needs. Organizations can better serve their consumers by better understanding their needs, their concerns, their likes, their dislikes, their buying behavior and the motives behind every action they do. Thus, organizations would develop products and services that satisfy

consumers' needs in accordance with consumer behavior. The holistic marketing concept is based on the development, design and implementation of every activity the organization undergoes reflecting its efforts. In holistic marketing, everything matters at the end. Holistic marketing could be broken down into relationship marketing, integrated marketing, internal marketing and social responsibility. Relationship marketing calls for the building of satisfying and long term relationships between all stakeholders in an organization. It aims at building a unique company asset network of stakeholders, understanding the capabilities and the resources of different groups as well as their needs, desires and goals. The ability of an organization to meet what the consumer wants, has become more practical with the evolution of factories, engineering capabilities, administration, customer relation management (CRM) softwares and the internet. Integrated marketing calls for the integration of marketing programs that would create, communicate and deliver solutions to meet consumers' needs. Marketing mix decisions must be made in order to influence the intermediary trade channels as well as the final ultimate consumer. Internal marketing states that everyone in the organization should abide by the marketing principles. Internal marketing is the task of hiring, training and motivation of employees to better serve the consumer. Social responsibility marketing calls for better understanding of marketing ethics, environmental, legal, traditions and cultures when designing marketing activities (Kotler, and Keller, 2006).

Research related to the radical changes of business and marketing

Ferrel and Hartline (2006) stated that the market place is no longer what it used to be, it has undergone radical changes as a result of the following integrated factors all pertaining to multiple options and more advantages to the consumer as a result of the following elements:

1) Changing technology: The digital revolution has created an information age. This age promises better levels of production, better targeting communications, and relevant pricing. Much of today's business is carried out on electronic networks such as the internet.

2) Globalization: Advancement in supply chain management, logistics and communication, all have made it easier for companies to market in other countries than their home land, and at the same time for the consumer to buy the product.(Material related to Marketing)

3) Deregulation: Many countries have deregulated their industries in order to boost competition and growth creating better service to consumers.

4) Privatization: Lots of countries have converted public held companies into private ownership for the sake of efficiency and better value offering for their citizens.

5) Customer empowerment: Customers no longer take things for granted. They expect the highest quality and service in relation to what they pay for.

6) Customization: As the consumer has become more and more sophisticated, organizations are obliged to customize what they would in order to satisfy different market segments and different consumer expectations.

7) Competition: Fierce competition resulted from the large number of suppliers, from increasing rates of promotional costs, and from decreasing profit margins.

8) Industry convergence: Industry boundaries are blurring to an incredible rates, as new opportunities lie in the intersection of more than one industry. Material related to marketing)

Research related to shopping

Shopping is the examining of goods or services from retailers with the intent to purchase at that time. Shopping goes back to old civilizations, for example in ancient Rome, there was the Trajan's market with tabernas which acted as retail shoppers.

Shopping lists on the other hand, goes back to 75 to 125 AD as the discovery on a Hadrian's Wall reveals as being written for a soldier. Shopping from a consumers' perspective boils down to two main themed activities

1) **A recreational and a joyful activity** when one enjoys the visits of so many stores and locations as much as possible with the intention of having fun, and high opportunity to purchase the product or the service at that time.

2) **A stressful and inconvenient time consuming act** as shoppers have to evaluate alternative products and services before the processing the purchase action.

There are two forms of shopping, **traditional shopping** and **virtual shopping.**

1. **Traditional shopping** entails to the old form of shopping where the shopper has to physically go to selected places, deal with various shops, evaluate different options, bargain for the prices and finally process the purchase of the product or the service.

One of the main forms of traditional shopping is mall shopping, where consumers have the option of stepping to as many retailers as possible, evaluating as many brands as they wish. Malls add more than just multiple varieties of retail shops, products and services by the entertainment activities, venues and ambience offered to shoppers.

2. **Virtual shopping** on the other hand is the process through which consumers go through to purchase products or services through the Internet. An online shop, or a virtual vendor, substitutes the option of buying products or services at a bricks-and-mortar retailer or in shopping malls. In recent years, online shopping has become popular to an extent that it is threatening the traditional form of shopping due to its convenience (Wikipedia).

Bigne (2005) stated that virtual shopping main determinants are trust with the vendor, with the product purchased, security of accessing to the internet and processing the purchase via a plastic card, customer service while processing the transaction and not to forget the technological factors and computer literacy prevailing in the market.

Shopping mall or center is a form of traditional shopping, formed of a complex of shops representing merchandisers or retailers, with interconnecting walkways enabling visitors to easily walk from unit to unit, along with a convenient parking area. A shopping mall is a modern, indoor version of the traditional marketplace. Malls are evolved forms of brick and mortar retail shops which provide consumers with products satisfying their needs and wants.Modern "car-friendly" strip malls started to emerge as of 1920s, as a consequence of the rise of suburban living in the United States after World war two.

The Arcade of Cleveland shopping centre was the first indoor shopping mall in the U.S. and an architectural achievement when the building opened in 1890.

Country Club Plaza which opened in 1924 at Kansas City, Missouri was the earliest shopping centre in the United States. Other important shopping centres built in the 1920s and early 1930s are the Highland Park Village in Dallas, Texas; River Oaks in Houston, Texas; and Park and Shop in Washington, D.C. The first modern fully enclosed under one roof shopping mall is Southdale Centre, in Edina, a suburb of Minneapolis in the U.S. state of Minnesota. The concept of the fully-enclosed shopping mall appeared in the 1950s. According to the International Council for Shopping Centers (ICSC), Southdale Center in Edina, Minnesota, was the first fully enclosed regional mall in 1956, composed of two-level design, a central air-conditioning and heating system, and two department stores.

By the early 1970, malls developed in major US markets and Americans started to enjoy their new life styles. Since malls started to exist, they have been constantly adapting and changing their offering in order to attract new customers including recreational and

entertainment facilities, in both forms enclosed and open area malls. An example of this innovation was utilized by the Galleria at Roseville and the Mall of Georgia as it was the first "hybrid mall" composed of enclosed and open areas at the same time. Hybrid malls have evolved into a concept called "The Mall Meets Main Street" as malls are now tied to main streets and town centers by developing pedestrian-oriented mixed-use projects that create synergy and convenience that benefits developers, retailers and the community where these malls exist (Wikepedia).

Don Hedley (2007) stated that in line of the evolution of consumer habits nowadays, variations in malls need to provide more than just a centralized gathering of retail stores, but an added value and an entertainment activity to attract new customers.

(Material related to shopping)

Research related to the definition of motivation

Thomas (1992) defined motivation as the enthusiasm or the drive; it is the force that keeps people going even when life gets tough sometimes. According to psychologists, one can have different kinds of motivations. In fact, motivation is more involved with a man's emotions and personality. It calls for a positive feeling that urges people to do things and to not to quit in order to achieve their objectives. These people who are highly motivated are described as enthusiastic individuals. They are optimistic. They don't give up easily in reaching for their goals. A simple definition of motivation is the ability to change behaviour. It is a drive that compels one to act. It is the pursue of some one's goals and objectives empowered by intrinsic (from inside) and extrinsic (external) factors energizing him or her to drive.

Maslow (1998) defined motivation as physiological needs, safety needs, social-sense belonging needs, esteem needs and finally self actualization needs. His theory of motivation states that the behaviour of humans can be understood by means of their needs. They react based on their set of needs. He presented the hierarchy of needs, saying that the needs of individuals are classified into five main categories which are:

1. **Physiological needs**

These needs are essential survival matters. They include the needs for food to keep one's self to stay alive, the need to reproduce, the need to sleep, etc

2. **Safety need:**

Safety needs relate to the individual's need for protection, security, stability, reliance, freedom from fear and anxiety, the need for certainty, etc.

3. **Social- Sense of belonging:**

After satisfying the physiological needs and the social needs, comes a higher level of needs which is the social need.

Social need involves affection and belongingness - giving and receiving affection in relationship with others.

4. **Esteem needs:**

The need for ones' recognition based on strengths, competencies, achievements, personal adequacy, and mastery. This includes confidence, statue, reputation or prestige (respect or esteem from others).Being valued by others who give attention and offer recognition and appreciation.

5. **Self actualization:**

This category is less a need than a final development stage for a person.

What humans can be, they must be. Not only they have to be frank with their own selves but they have to be fair too. People are what they want to be, they are what they are determined to be.

Daft (1997) stated that different researchers and psychologists went in their analogy defining traditional motivation besides Maslow such as:

Frederick Herzberg who published an article on the theory of workers' motivation in 1968, he found that positive job attitudes were associated feelings of psychological growth. He claimed that people work for two reasons: for financial reasons to avoid physical deprivation and for achievement related to the happiness and for the bringing it provides. His theory is based on two factors which are:

1. The Motivation factor associated with psychological need for growth. It involves responsibility, achievement and recognition. This has an effect on motivating people and urging them to act and to be satisfied. The absence of these factors will not necessarily de-motivate or cause dissatisfaction to the worker, but will lead to their dissatisfaction.
2. The Hygiene factor is based on an individual's desire to avoid deprivation and its resulting physical and emotional discomfort. Hygiene factors include willingness to

supervise, positive working conditions, interpersonal relations with peers, subordinates, and superiors, status; job security; and salary. These factors do not motivate but their absence would cause de-motivation and dissatisfaction to the worker.

Festinger (1956) proposed the motivation theory of Cognitive Dissonance. This theory discusses that a person is dissatisfied and consequently de-motivated because of unsuitability between two ideas in mind at the same time.

McClelland (1961) proposed the achievement motivational theory; it states that humans have three basic needs that greatly affect their behaviour. These needs are the need of accomplishment, authority and attachment. Motivation is derived from processes taking place within an individual and in this case it is called intrinsic or from the impact of factors external to the individual as known as extrinsic. In most cases these two influences are continually interacting.

Clayton Aldefer (1969) proposed the motivation theory which is an expansion of Maslow's theory. His theory of motivation is known as the ERG theory. The ERG theory deals with the human needs that affect any person's behaviour and way of thinking. The ERG stands for Existence, Relatedness and Growth. Existence includes the physiological and safety needs of people. The Relatedness pertains to the need of people for love and sense of worthiness while the Growth in this theory is all about the need of humans for self-actualization.

Tauber (1972) used depth interviews and was able to divide shopping motives into two main categories, social and personal. Social shopping included the need for communication with others having the same interest, attraction by peer group, status, authority and the pleasure of bargaining whereas the personal shopping category included the need for role playing, diversion, one's-self gratification, learning about new trends, physical activity and sensory stimulation.

Westbrook and Black (1985) identified seven criteria of shopping motivation which are: anticipated utility, negotiation, role enhancement, choice optimization, power and authority, affiliation and stimulation.

Lesser and Hughes (1986) classified shoppers into seven criteria: inactive shoppers, active shoppers, service shoppers, traditional shoppers, dedicated fringe shoppers, price shoppers and transitional shoppers.

Dawson, Bloch and Ridgway (1990) classified shopping motivation into experimental shopping and product related needs.

Fisher and Arnold (1990) stated that utilitarian motives include convenient shopping, economic shopping and achievement shopping. This would be reflected in commuting to the designated shopping mall in order to find the specific products or services already placed in mind.

Bloch et al. (1994) identified hedonistic shoppers as:

- Enthusiasts who have high level of enthusiasm with high level of purchases enjoying the mall decoration, ambience and experimental consumption.
- Escape shoppers who find in a mall a relief from boredom and an escape from routine.
- Exploration shoppers who strive for novelty and discovery of new products or stores in the mall.
- Time flow shoppers who pleasantly enjoy losing track of time.
- Knowledge shoppers who enjoy obtaining new information on new products and new stores.
- Social affiliation shoppers who enjoy communication and socializing with others.

Arnold and Reynolds (2003) defined hedonic shopping motive as a positive, joyful, and overwhelming, satisfying experience whether they buy the product or not. They identified the hedonic motives as follows:

- **Adventure shopping** refers to shopping for excitement and adventures.
- **Social shopping** stresses on the joy of being with family and friends.
- **Gratification shopping** refers to the act of creating a positive feeling to better treat one's self.
- **Idea shopping** refers to gather information about new trends, new fashion or new products.
- **Role shopping** refers to the enjoyment felt when shopping for others finding the perfect gift.
- **Value shopping** refers to the joy for bargaining power and processing the sales at a discount. (Material related to motivation and shopping)

Research related to the effect of demographics on shopping motives

Craig (2005) studied on the effect of motivation at malls on the Y generation (19-25) years age on college students was able to arrive to key findings such as this age bracket is more likely objective and economic rather than being socially and emotionally excited to consume. Criag was able to find that the objective and economical motivation to consume entails to consumer perception of the mall ambiance, layout and involvement in shopping activity. Social predictions to consume entail s to perception of mall ambiance, design, variety and excitement. He found that although malls might be targeting the Y generation through entertainment and exciting events, yet this doens't have a big impact on their motives. It's the convenience, the pricing, value and the layout of the mall which has more impact on their motives to shop. Generation Y is greatly influenced by economic and objective factors rather than by social factors. The Y generation could be influenced by the social motives to come to the mall, but the objective and the economic factors have more impact on their shopping activity and this requires managerial decisions at the mall to head for economic and rational stimuli to have more effect on the motives of this age segment.

Williams (1987) tried to establish criteria for associating gender to shopping activity. According to him, shoppers act in either one of two modes either transactional *or* relational. The transactional shopper:

Is focused only on today's transaction.

Is price-oriented.

Enjoys the process of assessing and bargaining before purchasing the product.

Is a product expert, he does not need another expert's opinion.

Doesn't considers the time spent when evaluating and comparing the products

Is very enthusiastic.

The relational shopper:

Considers that the shopping transaction has more priority over the product.

Is confidence oriented, fearing poor choices while taking a purchase decision.

Doesn't enjoy the process of shopping and negotiation for better deals

Considers the opinion of an expert whom can be trusted

Considers the cost of the time to be part of the purchase price.

Appreciates finding the right location to shop.

A rational shopper is usually a repeat shopper. Although Williams classifies females as transactional shoppers and males as relational shoppers, he ended up stating that this classification doesn't hold true all time. Shoppers are considered transactional and relational depending on their choices irrelative of their gender differences. (Material related to research question 1)

Research related to world's largest malls and their offerings

A mall offers the consumer an added value to the consumers' shopping experiences, it offers a place to park the car, a nice ambience to enjoy different venders' offerings, and it offers a solution to the many needs and wants the consumer on the individual level, on the family level and on the social level needs to satisfy. Shopping malls save consumer time and offer them convenience to compare different alternatives at different vendors. Malls offer food courts to shoppers, recreational places to youth, kids places, cinemas and many other activities one would enjoy and would find the convenience of doing whatever he or she pleads in one location. For the retailer's who are the tenants at the mall, a mall is a traffic generator by itself. It is having it all under one roof, if the mall is successful, it would imply more walk in customers and consequently more opportunities for retailers to sell their products. Thus, tenants will have to pay for their rentals and their mall charges for benefiting of all the services offered by the mall administration. Mall managements have to always bear in mind the benefits it offer to the consumer shopping at the mall after all, what competitive offerings are provided to make him or her repeat the experience coming back to the mall, what attractive entertainment venues attract the consumer to this mall when other places provide other alternative options. The number of mall visitors is a very important issue, in addition to the mall location, ease of access, parking availability, recreational activities, leisure sections, entertainment facilities, multiple restaurants and hang out places at the mall, all positively influence the number of mall visitors in rates to the mall, and promise tenants a potential portion of the client's buck (Tauber, 1972).

Some of the world' largest malls are:

Dubai mall in Dubai UAE opened in the end of 2008, over 12 million square feet of land in total and having space for 1200 shops. This mall is the world's biggest shopping mall (in terms of land it covers) in the neighbourhood of world's tallest tower, Bur- Dubai.

Its main attractions are the gold market with 220 jewellery shops, the huge aquarium that has made its way into the Guinness book of world records, an underwater zoo, a splendid

artificial a huge ice rink, a luxury hotel, and not to forget the biggest cinema complex in Dubai.

West Edmonton Mall of Canada is one of the biggest shopping malls in the world; it offers a combination of shopping and recreational facilities. It was the world's largest mall for many years until some developing Asian countries came up with one huge mall structures one after another. Now it is the fifth largest mall in the World. However, if a comparison is made in terms of visitors, West Edmonton Mall will probably rank above other counterparts It has 800 shopping stores, and a huge amusement park, a water park, a luxurious hotel, a recreation centre, a huge ice rink, and many other tourist attractions.

SM Mall of Asia of the Philippines The Fourth largest shopping mall of the world, SM mall covers 407,000 square meters and is indeed, a touristic destination. The entertainment section offers a whole range of cinemas and movie theatres, a skating rink, a huge bowling alley, a music hall, a very unique science discovery centre and the largest convention centre in the country with a total capacity of 6000 people.

Thus, shopping malls are an entertainment activity, an attraction to the consumer to come and spend money shopping, entertaining, or just hanging out spending time with family or friends (King, 2009). (Material related to Malls)

Research related to consumer empowerment and decision making styles

Studies picture the marketplace as a battlefield between competing suppliers and between suppliers and consumers. In this context the ultimate decisions are made by consumers throughout their various abilities to practice their choices of whether to buy the product or not. In this context, this is what is referred to as customer empowerment. The concept of 'power' and its contribution to society in understanding behaviour has been identified in various studies within the social sciences such as power distance within different cultures, obedience to authority and even as norms and perceptions. In a well-functioning free economic market, consumers who dislike a product will turn to another one, punishing the producer who has not fulfilled their expectations, and rewarding those who are in tune with what they want. This is what increases competition and competitiveness and this is related to the power which the consumer has acquired through multiple venues and products available (Wright, 2006).

Retailers and marketers often seek to learn how and why people shop. The consumer decision making process is a complex phenomenon. Consumer buying decision is based on

many intrinsic and extrinsic factors, each of these factors will affect the consumer's decision making. Understanding the process of decision making is an important and an urgency for consumers today than in the past. Consumers are influenced by advertising and promotional media that provide them with lots of information, that hinders their motives and stimulate them to act.

In addition to that, increases in the number and variety of goods, stores, and shopping malls and the availability of multi-component products and electronic purchasing capabilities all have widened consumer choice and have complicated decision making process (Schiffman, and Kanuk, 2007). (Material related research question 1, 2 and 3)

Research related to mall shoppers

Stephenson and Willett (1969), Moschis (1976), Williams, Painter and Nicholas (1978), Jacoby and Chestnut (1978), Lumpkin (1985) and Hiu, al. (2001) have classified mall shoppers as economic shoppers, personalizing shoppers, ethical shoppers, apathetic shoppers, store loyal shoppers, recreational shoppers, convenience shoppers, price-oriented shoppers, brand loyal shoppers, name-conscious shoppers, problem-solving shoppers, quality shoppers, fashion shoppers, brand conscious shoppers and impulse shoppers.

Sproles and Kendall (2006) developed a comprehensive instrument called Consumer Style Inventory to measure consumer decision making styles.

This index measures eight mental characteristics of consumer's decision making:

(1) Perfectionism, (2) Brand consciousness, (3) Novelty- Fashion consciousness, (4) Recreational, (5) Price-value consciousness, (6) Impulsiveness, (7) Confused by over choice, and (8) Brand-loyal/habitual.

1. **Perfectionist/high quality-conscious decision making style:** systematically search for the best quality products possible, has high standards and expectations for consumer goods, concerned with the function and quality of products.
2. **Brand consciousness decision making style**: is concerned with getting the most expensive, well-known brands. Price is an indicator of quality.
3. **Novelty and fashion conscious decision making style** likes new and innovative products, gains excitement from seeking out new things and is conscious of the new fashions and fads
4. **Recreational and shopping conscious decision making style:** takes pleasure in shopping. Shopping is considered as a fun experience

5. **Price conscious decision making style:** Concerned with getting lower prices, and is likely to be comparative oriented

6. **Impulsiveness/careless decision making style:** Never plans shopping and tends to be spontaneous, concerned about how much money is being spent.

7. **Confused by over choice decision making style:** has too many brands and stores to choose from and enjoys the overload gathering of information.

8. **Habitual/brand loyal decision making style:** is apt to have favourite brands and stores. Same brands and products would be bought at the same stores.(Material related to research question 1)

Research related to entertainment, satisfaction and behavioural loyalty

Both convenience shoppers and entertainment shoppers are satisfied at a mall. Despite the fact that the convenience shopper is not concerned at all with the entertainment at the mall, studies have found that the entertainment shopper targets shopping malls with high entertainment activities. Shopping mall's entertainment can be classified into three categories, they are: special event entertainment, specialty entertainment and food entertainment. The key distinction between these entertainment categories is time span of their operation. Special event entertainment is offered on an occasional, temporary and discrete basis and includes events such as fashion shows and celebrity signing. Specialty entertainment involves movie theatres and video arcades, while food entertainment includes a range of eateries, cafes or restaurants. Entertainment at malls is becoming a major element of innovation worldwide (Sit, Merrilees and Grace, 2003; Groover, 2005). Determining one's level of satisfaction in a shopping activity is based on his or her set expectations and from his or her relevant evaluation of the entire experience, it is based on what the mall shopping experience promises or implies to deliver and what it really gives the consumer when shopping. Overall satisfaction reflects the overall assessment of the shopping experience as being satisfying or dissatisfying, and reflects the general impressions of shoppers with the activity. At a shopping mall, the availability of multiple vendors giving the consumer an option to compare and select is a major constituent of the satisfaction theory in both expectation and evaluation (Wakefield and Baker, 1998). Behavioural loyalty reflects the preference and continued support of a shopper for engaging in entertainment or shopping activities. Thus behavioural loyalty generally is measured by intentions for repeat purchases, increased spending, or to recommend to others. Repeat purchase at a particular venue is a result of consumer satisfaction with the

utility of the product purchased and with the service and /or convenience this venue delivers. Being a repeat customer, means a satisfied consumer especially in a free market economy where multiple vendors and venues delivering the same product. A repeat customer implies a satisfied customer and consequently free advertisement, free recommendations to friends, family and colleagues. All these will lead to better terms for the vendor in term of dollar sales (Andreassen, 1998).

According to University of York sociologist professor Colin Cambell, the pursuit of shopping is one of the most important ways to discover one's personality and measure one's authenticity. Dr. Cambell states that modern consumerism is defined by the prevalence of wants and desires over needs. He says that we discover who we really are through our tastes and preferences. In order to know that we really have to try the product and thus consume it. From this point of view, he stresses that the activity of consumption is a self discovery process and that the market place is an indispensable factor from the fact of who we really are. Consumption can comfort us with certain knowledge that we are really authentic beings that we do indeed exist. Dr. Cambell concludes that we are not only living in a consumer society or are socialized to a consumer culture but that our civilization is a consumer civilization (Collin, 2002). (Material related to research question 2 and 3)

Research related to the effect of holidays on shopping at the mall

The holiday season is an annual few weeks festive period such as the Christmas holiday or any other social or religious occasion. The exact definition, name, and celebratory method of the period vary from culture to culture. Several of the religious festivals during the winter holiday season are celebrated with the exchanges of gifts, and the winter holiday season thus also incorporates the "holiday shopping season". This implies a peak season for the retail at the start of the holiday season and a period of sales at the end of the season, the "January sales". According to Michael Niemira, chief economist at the International Council of Shopping Centers, he estimated that the average 1-million-square-foot mall spends $70,000 on holiday decorations and programs, and consequently drives in hedonic consumers who would probably go for purchase being at the mall and when consumers visit a mall specifically to attend an event, two-thirds end up shopping in a store or eating in a mall restaurant, or both (Chang, 2009) (Material related to the period when the study was conducted)

Research related to the retail sector in the Middle East

The retail sector in the Middle East region is growing rapidly. The increasing household consumption, increase in population, and booming services industry (tourism, banking and trading sectors) are behind the growth of the region's retail industry. Also, the modern shopping malls anchoring state-of-the-art hypermarkets and various entertainment events like Dubai Shopping Festival, makes the region a highly profitable destination for retail players, says "Middle East Retail Sector Analysis (2007-2010)"

The latest research report by RNCOS included the following findings:

1. Increasing population and growing economy will remain one of the major key drivers for the growth of retail industry in the Middle East Region.
2. Per capita consumption of cosmetics and fragrances in the Gulf region is one of the highest in the world.
3. Large availability of retail space in the Middle East makes the region all the more attractive for industry players. Dubai is alone expected to see a growth of over 263% in Gross Leasable Area by 2010 from 2006.
4. Various shopping events like Dubai (Dubai Summer Surprises and Dubai Shopping Festival) and Dubai Duty Free (DDF) is the major contributor in the UAE's retail industry, with retail sales in DDF accounting for more than 9% of total retail sales in the UAE.
5. The trend of shopping at modern retail formats is growing in the Middle East.
6. Preference for international brands among consumers in the Middle East is increasing.
7. Prevalence of lifestyle-related diseases offers opportunities for dietetic and health foods.

(Material related to retail sector)

Research related to retail sector in Lebanon

Lebanon is one of major retail markets of the Middle East. The impact of big stores like Virgin, BHV, Monoprix (sold now to TSC Mega) and Spinneys that have opened in Beirut since 1998 have contributed to a downward movement of prices by introducing new loyalty schemes, special sales discounts to customers on an individual basis, depending on the quantities they purchase. Lebanon has been the only recipient of direct foreign retail investment mainly due to its higher incomes and cosmopolitan population (NowLebanon.com, 2009).

Locations visited in Lebanon for all categories of shopping according to Amer / A.C. Nielson, Research (2008) Services are as follows:

East Beirut (includes Bourj, Hammoud, Achrafieh, Hazmieh):42%
West Beirut (includes Hamra district and Verdun): 35%
Kesrwan (includes Kaslik, Jounieh):15%
Mount Lebanon (includes Baabda, Broummana, Aley): 5%
Saida (urban area):5% South Lebanon: 5%
Zahle (urban area):1% Bekaa: 12%
Tripoli (urban area):16% North Lebanon: 1%

Structure of retailing in Lebanon according to Cushman & Wakefield Healy & Baker (2004) is as follows:

Independents 66.9% International brands 9.4%
Multiples (Lebanese) 6.4% Non-retail uses (banks, leisure, vacant) 17.3%
Retail importance by sector
Fast foods and restaurants 17% Sporting goods 4%
Children's wear 8% Furniture: 4%
Footwear 6% Jewelry 4%
Health & beauty 4% Supermarkets 4%
Apparels: 49%

Research related to major malls in Lebanon

ABC shopping Mall is an evolution of the company which operated initially in Bab Idriss in 1936 as a department store and evolved through many department stores to reach the first ABC shopping mall in Debaye in1979 then its Achrafieh branch in 2003.It is one of the leading retailer in the Middle East as it has six retail stores in Lebanon and two shopping malls in addition to ABC Jordan. Having over 70 years of brand name recognition and over 1000 employees, ABC Achrafieh has many attractional features such as a wide selection of restaurants, a movie theatre, an authentic decoration, multiple vendors and brands in addition to a parking area which started free was transferred to a payable service not long time ago. ABC Achrafieh main anchors are its architectural mixture of open/ enclosed mall, its movie theatres, its restaurants in addition to its varieties of vendors and brands available (ABC official website)

City Mall in Dora which opened in 2005

It is the largest shopping mall in Lebanon, City Mall is an enclosed mall located in the North-East residential and urban area of Beirut, on a rectangular land of 70,000 sqm. City Mall main anchors include the Geant Casino which turned now into TSC hypermarket with 11,000 sqm of shopping sales area, its several restaurants, its kids' area, in addition to cinema its theatres, specialty shops and the BHV department store on 2 levels totalling 18,000 sqm. (City Mall official website)

Beirut Mall in Tayouneh which opened in 2006

It is an enclosed mall which opened on 21st of December 2006, and quickly became one of the most visited Malls in the Country, creating a one-stop shop with the most varied tenants' mix of over 50 tenants. Multiple vendors, brands, eatery locations in addition to the renowned Farm Superstores and Adventure World an indoor theme park in for kids spreading over 3500m2.(Beirut Mall Website)

Le Mall in Sin el Fil

Le Mall in Sin el-Fil's Habtoor Grand Hotel opened in 2009, revamping the hotel's failed mall, and another mall in Dbayeh is expected to open in by the end of 2010. A third Le Mall in expected to open also in Saida within the coming few months

Le Mall Saida contains movie theatres in addition to its multiple vendors, brands and eatery places whereas the first two branches do not contain movie theatres. (Mall's official websites)

Beirut Souks

The Beirut Souks enjoy a strategic location, in the historical heart of the capital and in close proximity to the hotels district by the waterfront.

The upcoming northern area will be delivered progressively over the coming few months in two distinct phases, one consisting of a 14 cinema entertainment complex, eatery locations and the other consisting of a major department store with a fascinating architecture (NowLebanon.com, 2009).

City Centre

Hazmieh will also soon be home to the **City Centre**, according to Amal Helou, head of retail with the Lebanon-based consultancy firm Michael Dunn & Co. Helou said the mall's developers have begun excavations of the site, and the mall will have a gross leasable area (GLA) of 60,000 to 70,000 square meters – slightly less than City Mall's 80,000 meters of GLA. (ebit)

Chapter three

Research methodology

This study adds to the study done by Patel on Consumers' Motivation to Shop at Malls- A study on the Indian consumer "Asia Pacific Advances in Consumer Research" with the purpose of validating this study on the Lebanese market, including the effect of demographic factors, and what effects mall visits and mall spending have on shopping motives.

This section of the study presents the methodology used in its different phases and it includes the following:

1. Assumptions
2. Research Questions and research hypothesis
3. Instrumentation
4. Sampling size determination
5. Data analysis

Assumptions

- For the purpose of this study, it is expected that mall shoppers' motivation are either utilitarian or hedonic in nature.
- Utilitarian motivations are limited to convenient mall shopping, economically feasible mall shopping and achievable mall shopping.
- Hedonic shopping motivations are limited to adventure shopping, social shopping, gratification shopping, idea shopping, role shopping, shopping for aesthetic ambiance and social shopping.
- Taking the holiday season into account, and due to the relative closeness of Lebanese cities between each other, this sample would also represent Lebanese shoppers' motives at malls in Lebanon especially that most of the participants are Lebanese and of whom 90.9% are living in Lebanon.
- The averages of all shopping motives are referred to the motive itself as the average is a statistical construct used to define its figure and what it represents.
- Demographic factors considered in the study are age, gender, marital status, income, education and Lebanese residency (MOHAFAZA)

Research questions and research hypotheses

RQ1: Do demographic factors have an effect on Lebanese shoppers' motives at mall in Lebanon?

$H1_0$: Gender difference has no effect on mall shoppers' motives in Lebanon.

$H2_0$: Respondents of different income levels do not differ in their perceptions of mall shopping motivations in Lebanon.

$H3_0$: Marital status does not affect respondents' motivational behaviours when shopping at malls.

$H4_0$: Lebanese mall shoppers with different educational levels do not have different perceptions of shopping motives.

$H5_0$: Respondents of different age groups do not differ in their perceptions of shopping motives at malls in Lebanon.

$H6_0$: Respondents from different Lebanese districts (MOHAFAZA) do not differ in their perceptions of shopping motives at malls in Lebanon.

RQ2: Is there a difference in the shopping motive, based on the average spending per visit by Lebanese shoppers at a mall in Lebanon?

$H7_0$: Convenience shopping motive is not affected by mall shoppers' spending per mall visit.

$H8_0$: Economic shopping motive is not affected by mall shoppers' spending per mall visit.

$H9_0$: Achievable shopping motive is not affected by mall shoppers' spending per mall visit.

$H10_0$: Enjoyment shopping motive is not affected by mall shoppers' spending per mall visit.

$H11_0$: Gratification shopping motive is not affected by mall shoppers' spending per mall visit.

$H12_0$: Idea shopping motive is not affected by mall shoppers' spending per mall visit.

$H13_0$: Aesthetic ambiance shopping motive is not affected by mall shoppers' spending per mall visit.

$H14_0$: Role shopping motive is not affected by mall shoppers' spending per mall visit.

$H15_0$: Social shopping motive is not affected by mall shoppers' spending per mall visit.

$H16_0$: Utilitarian shopping motive is not affected by mall shoppers' spending per mall visit.

$H17_0$: Hedonic shopping motive is not affected by mall shoppers' spending per mall visit.

RQ3: Is there a difference in shopping motive, based on the mall shoppers' number of mall visits?

$H18_0$: Convenience shopping motive is not affected by Lebanese mall shoppers' number of mall visit per month.

$H19_0$: Economic shopping motive is not affected by Lebanese mall shoppers' number of mall visit per month.

$H20_0$: Achievable shopping motive is not affected by Lebanese mall shoppers' number of mall visit per month.

$H21_0$: Enjoyment shopping motive is not affected by Lebanese mall shoppers' number of mall visit per month.

$H22_0$: Gratification shopping motive is not affected by Lebanese mall shoppers' number of mall visit per month.

$H23_0$: Idea shopping motive is not affected by Lebanese mall shoppers' number of mall visit per month.

$H24_0$: Aesthetic shopping motive is not affected by Lebanese mall shoppers' number of mall visit per month.

$H25_0$: Role shopping motive is not affected by Lebanese mall shoppers' number of mall visits per month.

$H26_0$: Social shopping motive is not affected by Lebanese mall shoppers' number of mall visit per month.

$H27_0$: Utilitarian shopping motive is not affected by Lebanese mall shoppers' number of mall visit per month.

$H28_0$: Hedonic shopping motive is not affected by Lebanese mall shoppers' number of mall visits per month.

Instrumentation

Survey questionnaire and its content: The questionnaire was adapted and amended based on a confirmatory factor analysis of 47 shopping motivation constructs, out of which 9 items were left to describe utilitarianism whose major constituents are economic shopping, achievement shopping and convenient shopping. In addition to that, 16 items were left to describe hedonism and its major constituents are enjoyment shopping, gratification shopping, idea shopping, social shopping, aesthetic shopping and role shopping. The 9 items defining utilitarianism and the 16 items defining hedonism were the results of confirmatory factor analysis done by in previous studies, thus the items used are reliable which gives way to the introduction of the average of each sub category. Utilitarianism contains average convenience, average economical and average achievable shopping.

Average convenience includes Q5, "I like to go shopping because of large variety of products and brands", Q6, "I like to go shopping at a mall because I find all I need under one roof' and Q7, "I like to go shopping at the mall because its opening hours are convenient to me". Average economic shopping includes Q8 "I go to the mall to take advantage of promotional schemes", Q9 "I go to the mall when there are sales promotions and holiday offers" and Q10 "I enjoy taking advantage of discounts when I am at the mall". Average achievement shopping includes Q11 "I always plan my shopping trips", Q12 "It is important to achieve what I have planned for my shopping trips" and Q13 "I always list what products I need to buy when I go for shopping".

Hedonism contains average enjoyment shopping, average gratification shopping, average idea shopping, average aesthetic shopping, average social shopping and average role shopping. Average enjoyment shopping includes Q14, "I feel better when visiting malls even if I don't buy anything", Q15 "I enjoy spending time at the mall' and Q16 "Shopping is one of the most enjoyable things I do". Average gratification shopping includes Q17"When I am feeling depressed I go to the mall" and Q18 "Shopping is a way to stress relief". Average idea shopping includes Q19 "I like to go shopping to see the latest fashion", Q20 "I like to go shopping to see the newest brands" and Q21 "I like to go shopping to stay in trend and in style". Average Aesthetic shopping includes Q22 "I enjoy the architecture of the mall", Q23 "I enjoy the decoration of the mall and Q24 "Visual merchandise and display are very important". Average role shopping includes Q25 "I go shopping for others" and Q26 "I enjoy shopping for others because it makes me feel good". Average social shopping includes Q27 "I prefer to shop with friends", Q28 "I

prefer to shop with family" and Q29 "Shopping with family or friends is a special occasion".

All these averages are calculated per respondent, and used as bases for average shopping motives throughout the study. Additional items were added to the questionnaire to measure the respondent visits, spending and time spent at the mall and not to forget the respondent's gender, age, marital status, annual income, and place of residence in Lebanon to reveal the demographic profile of the respondents.

Scoring

The questionnaire adapted the 5 point Likert scale, in a pre-set option for the respondent designating by 1 as Strongly Disagree, 2 Disagree, 3 Neutral, 4 Agree and 5 as Strongly Agree. The questionnaire also includes a rating of respondent preference for space, ambiance, adult entertainment activities, children entertainment activities, availability of multiple brands and vendors, and overall experiences in particular at City Mall with a 1 to 5 rating, 1 being the lowest and 5 the highest.

Translation of the survey questionnaire

There are many ways to approach the research instrument translation. While an extreme position says that instruments are in principle untranslatable due to culture differences, experience suggests that in many cases the cultural differences are not so big so as to prevent the use of translated instruments. Still, there is an agreement that when a test or research questionnaire is translated, appropriate tailoring should be done to meet the language and cultural differences. In 1992, the International test Commission (ICT) formed a committee of 13 members to develop technical standards for tests and research questionnaires adaptation. Among the ICT guidelines relevant to this study was that any tester questionnaire adaptation should implement systematic judgemental evidence both linguistically and psychological to improve the accuracy of the adaptation process. Attention is required to ensure the equivalence of meaning in questions, tasks, rating and scales in different languages and cultures. Judgmental methods of establishing translational equivalence are based on a decision by a population of individuals and on the degree of each item's translation equivalence. The most popular designs are forward translation and backward translation designs. Another guideline addresses the need to minimize the effect

of cultural differences on tester questionnaire content by selecting translators on the basis of their knowledge of cultures involved especially the target one and of the constructs to be measured. Accordingly, the group of translators chosen were selected because of their familiarity with the Lebanese culture as well as their background in academic research and in the field of marketing. In line of the above, guidelines and to eliminate any bias due to cultural specificity, the survey questionnaire was translated into Arabic using one of the most popular judgment designs: The forward translation design. A group of translators translated the number of items from the English language to the Arabic language. Then, the equivalence of the Arabic and English versions of the scales was used by another group of translators. Revisions were made and minor problems identified by the translators were corrected (Hambelton, 1999).

Sampling technique and sample size determination

Considering the options of Strongly Disagree, Disagree, Neutral, Agree and Strongly Agree, all having the same probability being selected by the respondent, and considering the mean μ to be 3 then we would have $\sigma^2 = 0.2 \times ((3-1)^2+(3-2)^2+(3-4)^2+(3-5)^2 = 2$

Thus $\sigma = 1.414$

$N^{1/2} = (1.96 \times 1.414)/ (0.1) \rightarrow N = 768$ participants

Mall intercepts were conducted from December the 26th, 2009 to December the 31st, 2009, from 11:00 to 20:00 by 4 research interviewers at different floors of the mall on a judgemental sampling basis since personal interviews used to survey active mall shoppers is the most feasible in this case study and the use of mall intercept interview is more efficient for the respondent to come to the interviewer than for the interviewer to go to the respondent. After being able to get the City mall management approval to do the survey at their premises, personal interviews were done giving **Haigazian University** branded pens to participating respondents throughout the mall intercept technique resulting in 770 questionnaires. All participants were asked if they had already participated in the survey as not to have double responses from the same participant. Since the questionnaire was prepared and the questions were asked in a pre-arranged order, the process was direct. Most questions were fixed- alternative questions, requiring the respondent to select from a pre-determined set of responses (Malhotra, 2004).

Incidence rate: The percentage of shoppers in the mall who fits the qualifications to be sampled. In this concern the study tried to focus on adult shoppers who can decide their shopping decisions. This sample represents active shoppers during that period.

Completion rate on the other hand reflects the percentage of shoppers in the mall who agreed to go for the survey and to give us some of their time. Despite all this, we had many mall shoppers who did not agree to go for the survey and we had 4 surveys out of the 770 collected cancelled due to high missing data.

Data analyses

All verified questionnaires were mapped into a customized database on the Statistical Package for Social Science (SPSS) where the quantitative data was processed, tabulated and presented according to the study objectives, as stated in the instrumentation, items lying under the same motive were averaged with equal weights resulting in average convenience, average economical and average achievement defining utilitarianism. Similarly average enjoyment shopping, average gratification shopping, average idea shopping, average shopping for aesthetic ambiance, average role shopping and average social shopping, all with equal weights defining hedonism.
Calculating average utilitarianism and average hedonism, the study used all the items constituting them to calculate the 2 averages per respondent, in other terms the 9 items of utilitarianism and the 16 items of hedonism.

Reliability

Reliability refers to the extent to which a scale produced consistent results if repeated measurements are made. Reliability is assessed by determining the proportion of systematic variation in the scale. This is done by determining the association in the scores between scores obtained from different administrations of the scale. If the association is high, the scale yields consistent results and is therefore reliable. For the purpose of validity and reliability, a vast array of literatures was reviewed, articles, textbooks, journals, etc. Then the exploratory findings were systemized and the information was linked together with the facts extracted through the survey.
All completed questionnaires were verified on daily basis. Reliability was maintained by the use of Cronbach's Alpha for the items of utilitarian motives and the items of the hedonic motives. Setting 0.7 a minimum level of reliability, it can be deduced from the results of Cronbach's alpha 0.804 for hedonic constructs and 0.831 for utilitarian constructs the compliance of the study with the element of reliability (Malhotra, 2004).

Validity

Validity refers to the extent to which differences in observed scale scores reflect true differences among objects on the items being assessed and not among cultural differences. Content validity refers to how well the content of the questionnaire and the scale used represent the measurement at hand. The 5 point Likert scale is used to assess the respondents' opinion regarding their shopping motivations in both situations, being hedonic or utilitarian in addition to the component of each construct defining hedonism and utilitarianism. Field researchers have been well trained to thoroughly explain the items to the respondents. Construct validity refers to the choice of the items in the questionnaire, and the choice of the scale (5 point Likert scale). Construct validity includes convergent validity, discriminate validity and nomological validity.

Convergent validity includes the extent to which the scale correlates positively with other measures of the same constructs. This can be revealed in the closeness of the definitions the items give to each construct defining hedonism or utilitarianism.

Discriminant validity includes the extent to which the scale differs between an item and another when defining different constructs. Nomological validity refers to the extent to which the scale correlates in theory with measurement of different but related constructs (Malhotra, 2004).

As stated in the definition of the instrumentation, initially, the questionnaire was composed of 47 questions, on which factorial conformity was done, the nine items defining utilitarianism lie under 3 constructs (convenience, economic and achievable shopping motives) and the 16 items defining hedonism into 6 constructs (enjoyment, gratification, idea, ambiance, role and social shopping motives). Averages of each construct were calculated per participant. Averages of the 9 items of utilitarianism were used to find average utilitarian and the 16 items of hedonism to find the average of hedonism.

Again, applying a t-test between the 2 averages, the average utilitarianism and the average hedonism per respondent, results showed a significant difference between the 2 categories. Thus, the items used are valid to define hedonism and utilitarianism.

Chapter 4

RESULTS OF THE STUDY

For the 3 research questions, the tests run varied between reliability, Cronbach's alpha, validity paired t- tests, ANOVA, LSD post hoc analyses where significant differences were depicted. It is worth mentioning that the significant results will be emphasized in the tables reproduced by SPSS 17 software.

Reliability results

Reliability testing was done by determining the association in the scores obtained from different administrations of the scale. If the association is high, the scale yields consistent results and is therefore reliable. In this case the study considers 0.7 as the cut of rate.

Testing was done on the 9 utilitarian items (Q5, "I like to go shopping because of large variety of products and brands", Q6, "I like to go shopping at a mall because I find all I need under one roof", Q7 "I like to go shopping at the mall because its opening hours are convenient to me", Q8 "I go to the mall to take advantage of promotional schemes", Q9 "I go to the mall when there are sales promotions and holiday offers" , Q10 "I enjoy taking advantage of discounts when I am at the mall", Q11 "I always plan my shopping trips", Q12 "It is important to achieve what I have planned for my shopping trips" and Q13 "I always list what products I need to buy when I go for shopping".

On the other hand hedonic items include Q14, "I feel better when visiting malls even if I don't buy anything", Q15 "I enjoy spending time at the mall', Q16 "Shopping is one of the most enjoyable things I do", Q17"When I am feeling depressed I go to the mall", Q18 "Shopping is a way to stress relief", Q19 "I like to go shopping to see the latest fashion", Q20 "I like to go shopping to see the newest brands", Q21 "I like to go shopping to stay in trend and in style", Q22 "I enjoy the architecture of the mall", Q23 "I enjoy the decoration of the mall, Q24 "Visual merchandise and display are very important", Q25 "I go shopping for others", Q26 "I enjoy shopping for others because it makes me feel good", Q27 "I prefer to shop with friends", Q28 "I prefer to shop with family" and Q29 "Shopping with family or friends is a special occasion".

Results were as 0.804 Cronbach's alpha for hedonism and 0.831 Cronbach's alpha for utilitarianism. Both are above 0.7, thus the items chosen are reliable.

Reliability Statistics for Hedonic Items

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.804	.806	16

Reliability Statistics for Utilitarian Items

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.831	.831	9

In addition to the utilitarian and hedonic constructs reliability testing, the study has evaluated the reliability of all composite items forming the utilitarian constraints and the hedonic constraints, such that:

Convenience shopping construct is made up of Q5, Q6 and Q7 items

Economic shopping construct is made up of Q8, Q9 and Q10 items

Achievable shopping construct is made up of Q11, Q12 and Q13 items

All the 3 constructs form the Utilitarian category

Similarly with respect to hedonism as:

Enjoyment shopping construct is made up of Q14, Q15 and Q16 items

Gratification shopping construct is made up of Q17 and Q18 items

Idea shopping construct is made up of Q19, Q20 and Q21 items

Aesthetic ambiance shopping construct is made up of Q22, Q23 and Q24 items

Role shopping construct is made up of Q25 and Q25 items

And finally, Social shopping construct is made up of Q26, Q27 and Q28 items

All constraints reliability testing results were above 0.7 cut off rate as one may see in the table 1

Reliability results table 1

Shopping constraints' items	Construct is composed of:	Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
Convenience shopping items	Q5, Q6 and Q7	0.831	0.831	3
Economic shopping items	Q8, Q9 and Q10	0.926	0.926	3
Achievement shopping items	Q11, Q12 and Q13	0.848	0.848	3
Enjoyment shopping items	Q14, Q15 and Q16	0.877	0.877	3
Gratification shopping items	Q17 and Q18	0.908	0.908	2
Idea shopping items	Q19, Q20 and Q21	0.949	0.949	3
Aesthetic shopping items	Q22, Q23 and Q24	0.851	0.851	3
Role shopping items	Q25 and Q26	0.93	0.93	2
Social shopping items	Q27, Q28 and Q29	0.84	0.84	3

Results of validity testing

Validity refers to the extent to which differences in observed scale scores reflect true differences among objects on the items being. Results proved to distinguish between the items defining utilitarianism and the items defining hedonism. Applying a 2 paired t- test at 95% significant level, t equals 5.71 greater than t critical with degree of freedom equals to 765 and a significance of 0.00 between the 2 categories, the hedonic and the utilitarian as illustrated in the table below, thus results show a significant difference between utilitarianism and hedonic perceptions which is similar to the studies and material mentioned in the review of literature, leading us to be 95% confident of the existence of criterion validity.

Table 2- Paired sample test		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Average Utilitarian Motivation	3.534	766	0.68235	**0.02465**
	Average Hedonic motivation	3.3564	766	0.54327	**0.01963**

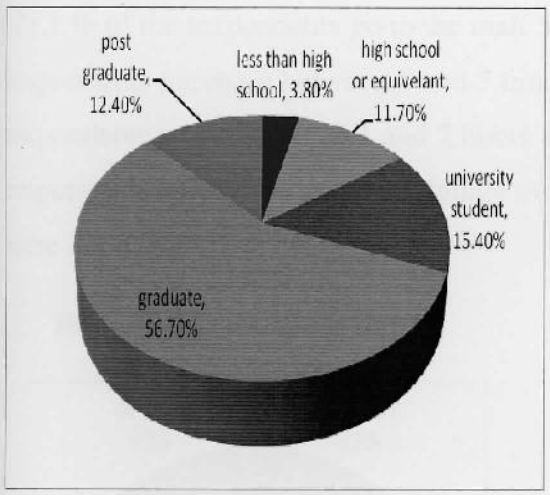
Table 3 - Paired sample correlation		N	Correlation	Sig.
Pair 1	Average Utilitarian Motivation & Average Hedonic motivation	766	0.027	0.449

Table 4- Paired sample correlation									
		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	Average Utilitarian Motivation - Average Hedonic motivation	0.17754	0.86048	0.03109	0.11651	0.23858	5.711	765	**0.0000**

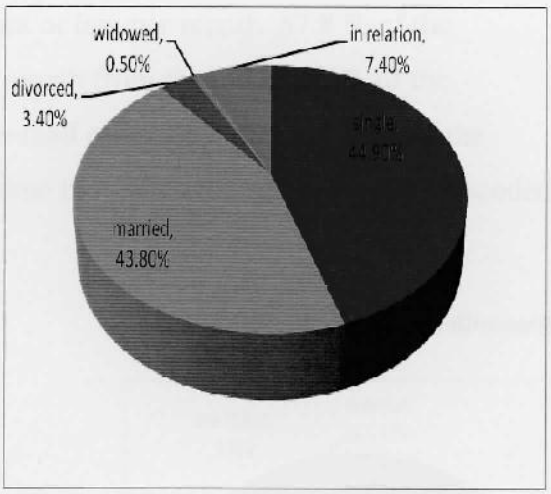
Demographic profile of the respondents

The majority is aged between 25 and 44 year old followed by (38.5%) aging between 18 and 24 years old. Singles accounted for 44.9% of the respondents followed by married (43.8%). As for the educational level of the respondent, 56.7% were university graduates, followed by (15.4%) as university students. The majority of the respondents (74.7%) earn less than 20000 USD / year. The majority of the respondents were males (52.6%) and finally 90.9% of the respondents were living in Lebanon (Appendix B)

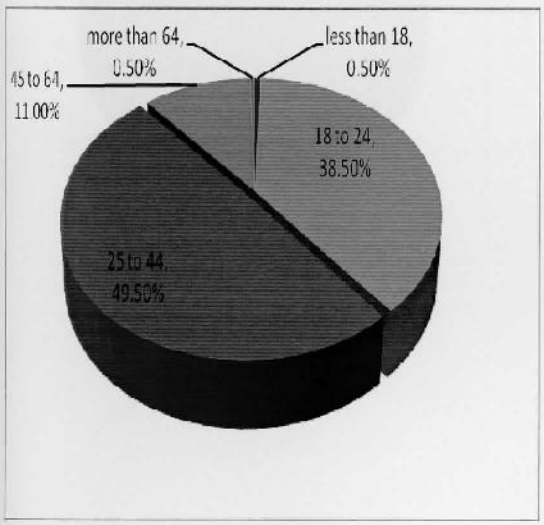
Educational level



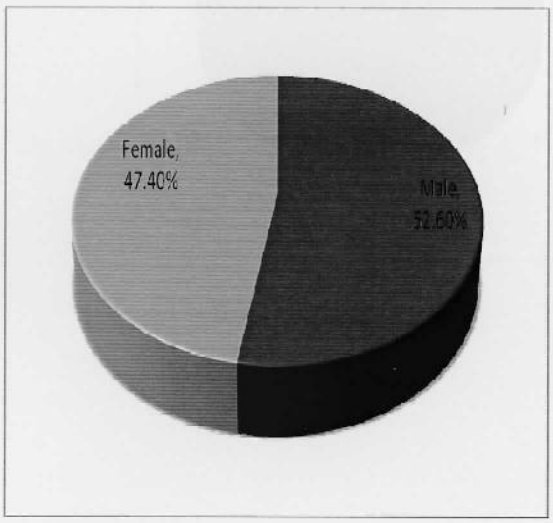
Marital status



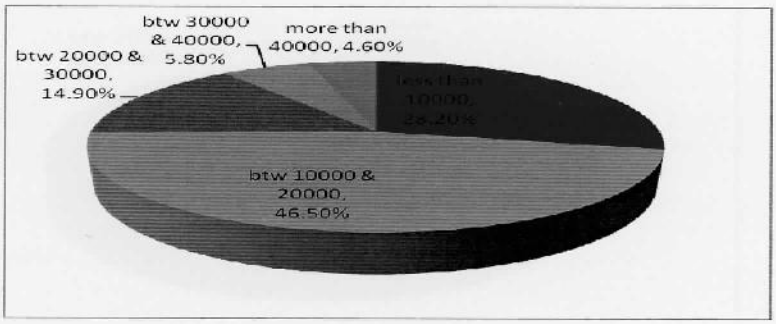
Age distribution



Gender



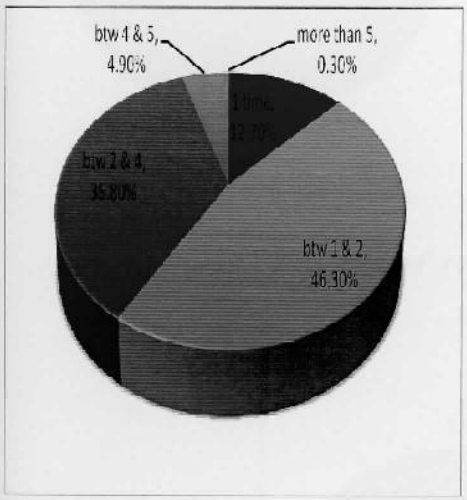
Annual income level distribution



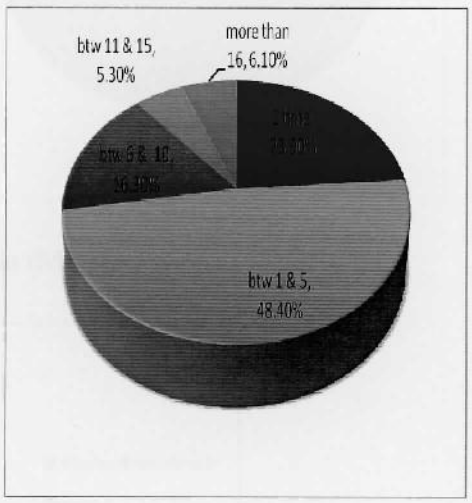
Respondents' life style profile

71.1 % of the respondents go to the mall 5 times or less per month. 57.8 % of the respondents purchase between 1 and 5 times a month from the mall. 46.2% of the respondents spend between 1 and 2 hours at the mall every time they go. 51% of the respondents spend less than 100 dollars every time they go to the mall. (90.1% respondents were Lebanese residents.

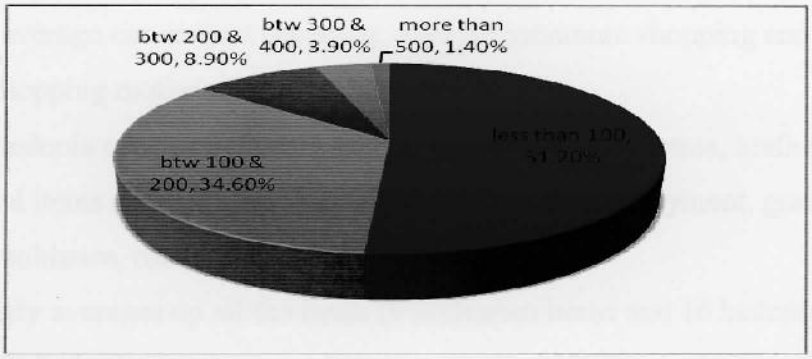
Hours spent at a mall per visit



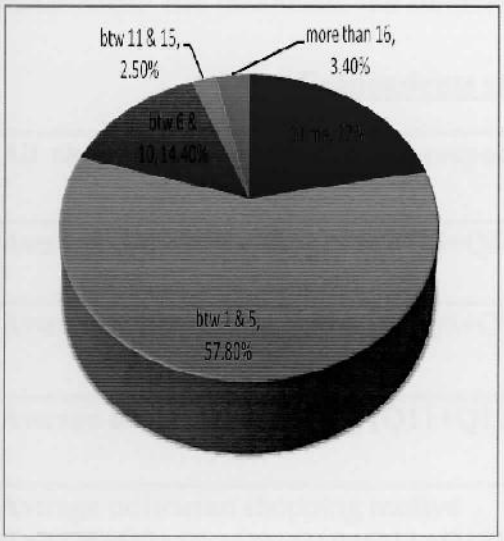
No. of times one visit a mall/month



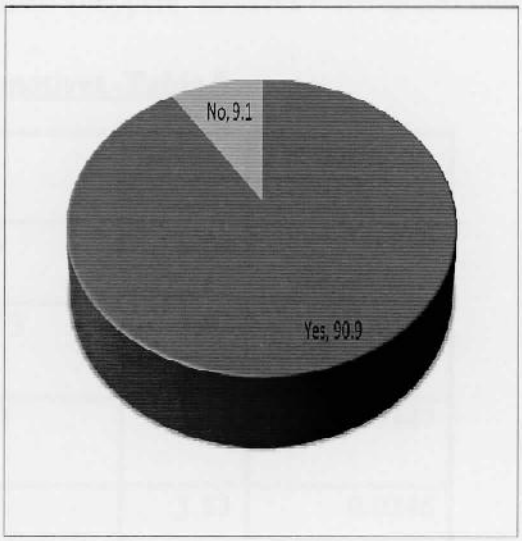
Amount of Dollars spent / mall visit



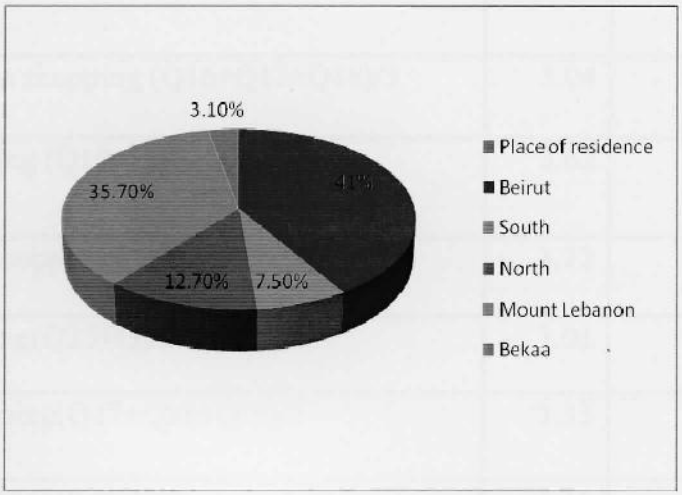
number of purchases per month from a mall



Lebanese residency



Participants' residency in Lebanon (MOHAFAZA)



Mall shopper motives' profile

Utilitarian's convenient items, economic items and achievement items are averaged to come up with average convenient shopping, average economic shopping and average achievement shopping motives per respondent.

Similarly the hedonic enjoyment items, gratification items, idea items, aesthetic items, role items and social items are averaged to come up with average enjoyment, gratification, idea, esthetic ambiance, role and social shopping motives.

Finally, the study averages up all the items (9 utilitarian items and 16 hedonic items) to come to average hedonic and average utilitarian motives per respondent.

Since the high internal liability was found among the different items testing for utilitarianism and hedonism, the summary of the mall shoppers' motives were as follows:

Respondents shopping motives -Table 5

All shopping averages are per respondent	Mean	Std error
Average convenient shopping (Q5+Q6+Q7) / 3	4.06	0.259
Average achievement shopping (Q8+Q9+Q10) / 3	3.42	0.0318
Average economic shopping (Q11+Q12+Q13) /3	3.1	0.0347
Average utilitarian shopping motive (Q5+Q6+Q7+Q8+Q9+Q10+Q11+Q12)/9	3.53	0.0246
Average enjoyment shopping (Q14+Q15) / 2	3.27	0.0361
Average gratification shopping (Q16+Q17+Q18)/3	3.04	0.0414
Average idea shopping (Q19+Q20+Q21)/3	3.62	0.0361
Average ambiance shopping (Q22+Q22+Q23)/3	3.72	0.029
Average role shopping(Q25+Q26+ /2	3.01	0.0408
Average social shopping(Q27+Q28+Q29)/3	3.33	0.0277
Average hedonic shopping motive (Q13+Q14+Q15+Q16+Q17+Q18+Q19+Q20+Q21+Q22 +Q24+Q25+Q26+Q27+Q28+Q29)/16	3.35	0.0196

The lowest shopping motive is average role shopping with a mean equals to 3.01 and a standard error of 0.0408.

The highest shopping motive is the average convenient motive with a mean equals to 4.06 and a standard error of 0.259

The respondents have better perception of utilitarian motives than of hedonic motives as (Utilitarian motive =3.53) > (hedonic motive = 3.35)

City Mall Shoppers' evaluation of City Mall's experience

This table contributes to the management of City Mall, the respondents' appraisal of their experience on a 1 to 5 scaling, 1 being the least score and 5 being the highest score. These findings will help City Mall highlight their shoppers' evaluation of City Mall in order for them to react accordingly.

45.1% of the respondents have graded the space factor 4 out of 5.

45.9% of the responded have graded the ambiance factor as 4 out of 5.

46.7% of the respondents have graded the adult entertainment factor as 4 out of 5.

37.5% of the respondents graded children entertainment activity as 3 out of 5.

49.9% of the respondents graded the factor of availability of multiple brands and vendors as 4 out of 5 and finally 56.2% of the respondents graded the overall mall experience as 4 out of 5 (Ref table 6)

City Mall experience rating-Table 6

City Malls' shoppers experience scaling – Appendix B					
1 to 5 scaling, 1 is the lowest 5 is the highest	1	2	3	4	5
Space	0.90%	4.50%	8.90%	45.10%	40.60%
Ambiance	2.90%	8.00%	17.10%	45.90%	26.10%
Adult entertainment activities/ Cinemas, Food court, etc	21.00%	7.20%	27.10%	46.70%	16.90%
Children entertainment activities	2.60%	11.80%	37.50%	33.70%	14.40%
The availability of multiple brands and multiple vendors	0.80%	3.10%	11.50%	49.90%	34.70%
Overall mall experience	0.40%	3.30%	19.10%	56.20%	20.60%

The majority of the respondents have graded City Mall with either 4 or 5 out of 5.

However, 27.1% and 21% have graded adult entertainment activities as 3 out of 5 and 1

out of 5 respectively, 37.5% and 11.8% of the respondents have graded children entertainment activities as 3 out of 5 and 2 out of 5 respectively. These ratings should be taken into account by City Mall management to try to take advantage of every opportunity to have better rating in the above critical areas in the future.

Hypotheses testing (Appendix F)

RQ1: Do demographic factors have an effect on Lebanese shoppers' motives at mall in Lebanon?

$H1_0$: Gender difference has no effect on mall shoppers' motives in Lebanon

Using ANOVA testing, results were as follows:

Gender and utilitarian shopping motives.

With respect to the utilitarian shopping motive in general ($p=0.180>a=0.05$) and to convenience motive ($p=0.073>a=0.05$), economic motive ($p=0.385>a=0.05$) and achievable motive ($p=0.552>a=0.05$) in particular, NO significant differences between males and females were found.

Gender and hedonic shopping motives

With respect to enjoyment shopping motive ($p=0.206>a=0.05$), gratification shopping motive ($p=0.139>a=0.05$), idea shopping motive ($p=0.131>a=0.05$), ambiance shopping motive ($p=0.292>a=0.05$) and social shopping motive ($p=0.431>a=0.05$) results found that there is no significant difference between females and males. However, with respect to role shopping ($p=0.00<a=0.05$) and to hedonic shopping motive ($p=0.05<a=0.05$), results showed significant differences between males and females.

Females (Mean =3.172 standard error =0.06) have better rated perception of role shopping than males (Mean =2.8 standard error =0.054). Similarly with respect to hedonic shopping motive females (Mean =3.414 standard error =0.028) have better rated perception of hedonic motive than males (Mean =3.30 standard error =0.025).Thus, the null hypothesis $H1_0$ is rejected.

ANOVA / gender H1- Table 7

		Sum of Squares	df	Mean Square	F	Sig.
Average for convenience in shopping	Between Groups	1.659	1	1.659	3.217	.073
	Within Groups	390.865	758	.516		
	Total	392.523	759			
Average for Economic Shopping	Between Groups	.840	1	.840	.757	.385
	Within Groups	841.191	758	1.110		
	Total	842.031	759			
Average Achievement Shopping	Between Groups	.360	1	.360	.353	.552
	Within Groups	771.637	758	1.018		
	Total	771.996	759			
Average Enjoyment Shopping	Between Groups	1.602	1	1.602	1.599	.206
	Within Groups	759.228	758	1.002		
	Total	760.830	759			
Average Gratification Shopping	Between Groups	2.882	1	2.882	2.197	.139
	Within Groups	994.185	758	1.312		
	Total	997.067	759			
Average Idea Shopping	Between Groups	2.268	1	2.268	2.285	.131
	Within Groups	752.193	758	.992		
	Total	754.460	759			
Average Ambiance Shopping	Between Groups	.730	1	.730	1.112	.292
	Within Groups	496.997	757	.657		
	Total	497.727	758			
Average Role Shopping	Between Groups	18.381	1	18.381	14.711	.000
	Within Groups	943.313	755	1.249		
	Total	961.694	756			
Average Social Shopping	Between Groups	.361	1	.361	.620	.431
	Within Groups	438.568	754	.582		
	Total	438.929	755			
Average Utilatarian Motivation	Between Groups	.835	1	.835	1.802	.180
	Within Groups	351.470	758	.464		
	Total	352.306	759			
Average Hedonic motivation	Between Groups	2.303	1	2.303	7.910	.005
	Within Groups	220.718	758	.291		
	Total	223.021	759			

$H2_0$: Respondents of different income levels do not differ in their perceptions of mall shopping motivations in Lebanon.

Income and utilitarian shopping motives

With respect to the utilitarian shopping motive in general ($p=0.323>\alpha=0.05$) and to convenience motive ($p=0.639>\alpha=0.05$), economic motive ($p=0.276>\alpha=0.05$) and achievable motive ($p=0.538>\alpha=0.05$) in particular, **no significant difference with respect to different income level.**

Income and hedonic shopping motives

With respect to hedonic shopping motive in general ($p=0.503>\alpha=0.05$), and enjoyment ($p=0.095>\alpha=0.05$),gratification ($p=0.673>\alpha=0.05$), idea ($p=0.325>\alpha=0.05$) and ambiance shopping motives ($p=0.608>\alpha=0.05$), no significance was found, however with respect to **role ($p=0.00<\alpha=0.05$)and social shopping motives ($p=0.00<\alpha=0.05$), results showed a significant differences between different income levels. Thus the null hypothesis $H2_0$ is rejected**

ANOVA / Annual Income H2- Table 8

		Sum of Squares	df	Mean Square	F	Sig.
Average for convenience in shopping	Between Groups	1.304	4	.326	.633	.639
	Within Groups	385.868	750	.514		
	Total	387.171	754			
Average for Economic Shopping	Between Groups	5.656	4	1.414	1.281	.276
	Within Groups	827.890	750	1.104		
	Total	833.547	754			
Average Achievement Shopping	Between Groups	3.209	4	.802	.780	.538
	Within Groups	771.436	750	1.029		
	Total	774.645	754			
Average Enjoyment Shopping	Between Groups	7.937	4	1.984	1.986	.095
	Within Groups	749.471	750	.999		
	Total	757.408	754			
Average Gratification Shopping	Between Groups	3.086	4	.771	.586	.673
	Within Groups	987.399	750	1.317		
	Total	990.485	754			
Average Idea Shopping	Between Groups	4.660	4	1.165	1.166	.325
	Within Groups	749.572	750	.999		
	Total	754.232	754			

Table 8 continued						
Average Ambiance Shopping	Between Groups	1.775	4	.444	.676	.608
	Within Groups	491.392	749	.656		
	Total	493.167	753			
Average Role Shopping	Between Groups	45.717	4	11.429	9.425	.000
	Within Groups	905.825	747	1.213		
	Total	951.542	751			
Average Social Shopping	Between Groups	12.140	4	3.035	5.269	.000
	Within Groups	429.719	746	.576		
	Total	441.858	750			
Average Utilatarian Motivation	Between Groups	2.168	4	.542	1.168	.323
	Within Groups	347.968	750	.464		
	Total	350.136	754			
Average Hedonic motivation	Between Groups	.986	4	.246	.836	.503
	Within Groups	221.193	750	.295		
	Total	222.179	754			

For role shopping

Respondents who earn less than 10000 USD a year have less rated perception of role shopping than the ones who earn between (10000-20000) USD ($p=0.038 < \alpha=0.05$), and the ones who earn (20000-30000)USD ($p=0.00 < \alpha=0.05$) and the ones who earn (more than 40000) USD ($p=0.004 < \alpha=0.05$) per year respectively. Respondents who earn between (10000-20000) USD/ year have less perception of role shopping than the ones who earn between (20000-30000) USD/ year **($p=0.00 < \alpha=0.05$)**. Respondents who earn between (20000-30000) USD / year have more perception of role shopping than the ones who earn between (30000-40000) USD / year **($p=0.00\ 5 < \alpha=0.05$)**.

For social shopping

Respondents who earn less than 10000 USD have higher rated perception of social shopping from the ones who earn between (10000-20000) USD ($p=0.017 < \alpha=0.05$) and the ones who earn more than 40000 USD ($p=0.006 < \alpha=0.05$) but less rated perception of social motive from the ones who earn between (30000-40000) USD($p=0.021 < \alpha=0.05$).

Respondents who earn between (10000-20000) USD ($p=0.00 < \alpha=0.05$) and between (20000-30000) USD ($p=0.004 < \alpha=0.05$) have less perception of social shopping motive than the ones who earn between (30000-40000) USD. Respondents who earn between (30000-40000) have more rated perception of social shopping motive than the ones who earn more than 40000 USD ($p=0.00 < \alpha=0.05$).

The post hoc added more significant differences with respect to enjoyment shopping between respondents who earn (20000-30000) USD/ year, they have less rated enjoyment shopping perception than the ones who earn (30000-40000) USD a year ($p=0.033 < \alpha=0.05$) and between respondents who earn (30000-40000) USD a year, they have more rated perception of enjoyment shopping ($p=0.015 < \alpha=0.05$) than more than the ones who earn more than 40000 USD a year

Post hoc table- table 9

Dependent Variable	(I) Annual income level in dollar amount	(J) Annual income level in dollar amount	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Average Enjoyment Shopping	btw 20000 & 30000	btw 30000 & 40000	-.41658*	.19534	.033	-.8001	-.0331
Average Enjoyment Shopping	btw 30000 & 40000	more than 40000	.58768*	.24071	.015	.1151	1.0602
Average Role Shopping	Less than 10000	btw 10000 & 20000	-.19744*	.09497	.038	-.3839	-.0110
Average Role Shopping	Less than 10000	btw 20000 & 30000	-.73745*	.12748	.000	-.9877	-.4872
Average Role Shopping	Less than 10000	more than 40000	-.59491*	.20859	.004	-1.0044	-.1854
Average Role Shopping	btw 10000 & 20000	btw 20000 & 30000	-.54002*	.11850	.000	-.7727	-.3074
Average Role Shopping	btw 20000 & 30000	btw 30000 & 40000	.60578*	.21518	.005	.1834	1.0282
Average Social Shopping	Less than 10000	btw 10000 & 20000	.15600*	.06546	.017	.0275	.2845

Table 9 continued							
Average Social Shopping	Less than 10000	btw 30000 & 40000	-.32298*	.14003	.021	-.5979	-.0481
Average Social Shopping	Less than 10000	more than 40000	.39699*	.14376	.006	.1148	.6792
Average Social Shopping	btw 10000 & 20000	btw 30000 & 40000	-.47899*	.13624	.000	-.7464	-.2115
Average Social Shopping	btw 20000 & 30000	btw 30000 & 40000	-.42877*	.14846	.004	-.7202	-.1373
Average Social Shopping	btw 30000 & 40000	more than 40000	.71998*	.18693	.000	.3530	1.0869

*. The mean difference is significant at the 0.05 level.

This shows that for different income levels, mall shoppers have different rating for the above listed shopping motives.

$H3_0$: Marital status does not affect respondents' motivational behaviours in shopping at malls.

Marital status and utilitarian shopping motives.

With respect to utilitarian shopping motive in general ($p=0.383>\alpha=0.05$) and convenience ($p=0.09>\alpha=0.05$), economic ($p=0.872>\alpha=0.05$) and achievable shopping motives ($p=0.099>\alpha=0.05$) in particular, results showed **no significant difference in perception with respect to different marital status of respondents.**

Marital status and hedonic shopping motives.

With respect to hedonic shopping motive in general ($p=0.9>\alpha=0.05$), and enjoyment ($p=0.228>\alpha=0.05$),gratification ($p=0.819>\alpha=0.05$), idea ($p=0.443>\alpha=0.05$), ambiance ($p=0.885>\alpha=0.05$), and social shopping motives ($p=0.208>\alpha=0.05$), no significance was found, **however with respect to role ($p=0.00<\alpha=0.05$) results showed a significant difference between different marital status. Thus the null hypothesis $H2_0$ is rejected**

ANOVA / Marital status H3- Table 10

		Sum of Squares	df	Mean Square	F	Sig.
Average for convenience in shopping	Between Groups	4.146	4	1.037	2.016	.090
	Within Groups	388.243	755	.514		
	Total	392.389	759			
Average for Economic Shopping	Between Groups	1.385	4	.346	.309	.872
	Within Groups	846.835	755	1.122		
	Total	848.220	759			
Average Achievement Shopping	Between Groups	7.903	4	1.976	1.957	.099
	Within Groups	762.088	755	1.009		
	Total	769.991	759			
Average Enjoyment Shopping	Between Groups	5.664	4	1.416	1.413	.228
	Within Groups	756.377	755	1.002		
	Total	762.042	759			
Average Gratification Shopping	Between Groups	2.036	4	.509	.385	.819
	Within Groups	997.161	755	1.321		
	Total	999.197	759			
Average Idea Shopping	Between Groups	3.774	4	.944	.935	.443
	Within Groups	761.654	755	1.009		
	Total	765.428	759			
Average Ambiance Shopping	Between Groups	.769	4	.192	.289	.885
	Within Groups	501.261	754	.665		
	Total	502.030	758			
Average Role Shopping	Between Groups	34.288	4	8.572	7.022	.000
	Within Groups	917.960	752	1.221		
	Total	952.248	756			
Average Social Shopping	Between Groups	3.406	4	.852	1.476	.208
	Within Groups	433.207	751	.577		
	Total	436.613	755			
Average Utilatarian Motivation	Between Groups	1.947	4	.487	1.045	.383
	Within Groups	351.448	755	.465		
	Total	353.395	759			
Average Hedonic motivation	Between Groups	.315	4	.079	.263	.900
	Within Groups	223.969	755	.297		
	Total	224.284	759			

For role shopping, singles have less rated perception of role shopping motive than married ($p=0.001<\alpha=0.05$), divorced ($p=0.02<\alpha=0.05$), and widowed ($p=0.048<\alpha=0.05$), respondents. They have more rated perception of role shopping than respondents who are in relation ($p=0.034<\alpha=0.05$). Married respondents have more rated perception of role shopping than respondents who are in relation ($p=0.00<\alpha=0.05$). Divorced respondents have better rated perception of role shopping than in relation respondents

($p=0.01<\alpha=0.05$). Finally, widowed respondents have more rated perception of role shopping ($p=0.012<\alpha=0.05$) than in relation respondents.

The post hoc showed additional differences as in table (11)

For convenience shopping, singles rated perception of convenience shopping is significantly lower than married ($p=0.048<\alpha=0.05$), and at the same time it is significantly lower than in relation ($p=0.041<\alpha=0.05$).

For achievement shopping, married rated perception of **achievement shopping** is significantly higher than divorced respondents' ($p=0.027<\alpha=0.05$).

For social shopping, single respondents have a higher rated perception of social shopping than in relation respondents ($p=0.021<\alpha=0.05$). Married respondents have a significantly higher rated perception of social shopping motive than in relation respondents ($p=0.023<\alpha=0.05$).

Post hoc analysis- table 11

Table 11- Appendix F

Dependent Variable	(I) Marital status	(J) Marital status	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Average for convenience in shopping	Single	Married	-.10947*	.05525	.048	-.2179	-.0010
Average for convenience in shopping	Single	In relation	-.21122*	.10340	.041	-.4142	-.0082
Average Achievement Shopping	Married	Divorced	.45361*	.20458	.027	.0520	.8552
Average Role Shopping	Single	Married	-.29062*	.08532	.001	-.4581	-.1231
Average Role Shopping	Single	Divorced	-.52278*	.22479	.020	-.9641	-.0815
Average Role Shopping	Single	Widowed	-1.09971*	.55566	.048	-2.1905	-.0089
Average Role Shopping	Single	In relation	.33779*	.15930	.034	.0251	.6505
Average Role Shopping	Married	In relation	.62841*	.15968	.000	.3149	.9419
Average Role Shopping	Divorced	In relation	.86058*	.26220	.001	.3459	1.3753
Average Role Shopping	Widowed	In relation	1.43750*	.57181	.012	.3150	2.5600
Average Social Shopping	Single	In relation	.25358*	.10951	.021	.0386	.4686
Average Social Shopping	Married	In relation	.25038*	.10979	.023	.0348	.4659

*. The mean difference is significant at the 0.05 level.

$H4_0$: Lebanese mall shoppers with different educational levels do not have different perceptions of shopping motives.

Educational level and utilitarian shopping motives.

With respect to utilitarian shopping motive in general ($p=0.625>\alpha=0.05$) and convenience ($p=0.967>\alpha=0.05$), economic ($p=0.657>\alpha=0.05$) and achievable shopping motives ($p=0.081>\alpha=0.05$) in particular, results showed **no significant difference in perception with respect to different educational levels.**

Educational level and hedonic shopping motives.

With respect to enjoyment ($p=0.142>\alpha=0.05$), idea ($p=0.7743>\alpha=0.05$) and ambiance shopping motives ($p=0.382>\alpha=0.05$) results showed no significant difference in perception of these shopping motives with respect to different educational levels. **However with respect to hedonic in general ($p=0.025<\alpha=0.05$), gratification ($p=0.047<\alpha=0.05$), role ($p=0.00<\alpha=0.05$) and social shopping motives ($p=0.00<\alpha=0.05$), results showed a significant difference in the perception of shopping motives by different educational levels. Thus $H4_0$ is rejected.**

ANOVA- Education – Table 12

		Sum of Squares	df	Mean Square	F	Sig.
Average for convenience in shopping	Between Groups	.293	4	.073	.141	.967
	Within Groups	394.875	761	.519		
	Total	395.169	765			
Average for Economic Shopping	Between Groups	2.719	4	.680	.607	.657
	Within Groups	851.751	761	1.119		
	Total	854.470	765			
Average Achievement Shopping	Between Groups	8.432	4	2.108	2.081	.081
	Within Groups	770.779	761	1.013		
	Total	779.212	765			
Average Enjoyment Shopping	Between Groups	6.883	4	1.721	1.727	.142
	Within Groups	758.354	761	.997		
	Total	765.238	765			
Average Gratification Shopping	Between Groups	12.621	4	3.155	2.418	.047
	Within Groups	993.187	761	1.305		
	Total	1005.808	765			
Average Idea Shopping	Between Groups	1.802	4	.451	.448	.774
	Within Groups	764.782	761	1.005		
	Total	766.584	765			

Table 12 continued						
Average Ambiance Shopping	Between Groups	2.756	4	.689	1.047	.382
	Within Groups	499.953	760	.658		
	Total	502.709	764			
Average Role Shopping	Between Groups	45.365	4	11.341	9.292	.000
	Within Groups	925.146	758	1.221		
	Total	970.511	762			
Average Social Shopping	Between Groups	15.710	4	3.927	6.907	.000
	Within Groups	430.468	757	.569		
	Total	446.178	761			
Average Utilatarian Motivation	Between Groups	1.219	4	.305	.653	.625
	Within Groups	354.961	761	.466		
	Total	356.180	765			
Average Hedonic motivation	Between Groups	3.270	4	.818	2.796	.025
	Within Groups	222.512	761	.292		
	Total	225.783	765			

The LSD post hoc analysis showed added additional significant differences.

For achievement shopping motive, high school level respondents have a higher rated perception of achievement motive than university students ($p=0.047<\alpha=0.05$), graduates ($p=0.009<\alpha=0.05$), and from post graduates ($p=0.017<\alpha=0.05$).

For enjoyment shopping motive, less than high school level respondents have a lower rated perception of enjoyment shopping than high school ($p=0.026<\alpha=0.05$), university students($p=0.023<\alpha=0.05$) and post graduates ($p=0.021<\alpha=0.05$).

For gratification shopping motive, less than high school level respondents have less rated perception of this motive than university students ($p=0.034<\alpha=0.05$),graduates ($p=0.005<\alpha=0.05$) and post graduates ($p=0.03<\alpha=0.05$).

For role shopping motive, less than high school level respondents have a less rated role shopping motive than graduates ($p=0.016<\alpha=0.05$) and less than post graduates ($p=0.000<\alpha=0.05$). High school level respondents have less rated role shopping motive than graduates ($p=0.004<\alpha=0.05$) and post graduates ($p=0.000<\alpha=0.05$). University level respondents have a significantly less rated perception of role shopping than post graduate respondents ($p=0.000<\alpha=0.05$). Graduate level respondents have less rated perception of role shopping motive than post graduates ($p=0.000<\alpha=0.05$).

For social shopping motive, less than high school level respondents have a less rated perception of social shopping motive than high school level respondents ($p=0.000<\alpha=0.05$), from university level respondents ($p=0.001<\alpha=0.05$), from graduates ($p=0.023<\alpha=0.05$) and from post graduates ($p=0.036<\alpha=0.05$). High school level

respondents have a higher rated perception of social shopping than graduate level respondents ($p=0.000<\alpha=0.05$) and from post graduates ($p=0.003<\alpha=0.05$).

University students have a more rated perception of social shopping than graduates ($p=0.007<\alpha=0.05$) and post graduates ($p=0.048<\alpha=0.05$).

For hedonic shopping motive, less than high school level respondents have less rated hedonic shopping motive than university student level ($p=0.003<\alpha=0.05$),less than graduates ($p=0.006<\alpha=0.05$) and less than post graduate respondents ($p=0.001<\alpha=0.05$)

Post hoc LSD- Education- table 13

Dependent Variable	(I) Educational level	(J) Educational level	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Average Achievement Shopping	high school	university student	.28085*	0.14085	0.047	0.0044	0.5573
Average Achievement Shopping	high school	graduate	.30649*	0.11657	0.009	0.0777	0.5353
Average Achievement Shopping	high school	post graduate	.35302*	0.14804	0.017	0.0624	0.6436
Average Enjoyment Shopping	less than high school	high school	-.47458*	0.21316	0.026	-0.893	-0.0561
Average Enjoyment Shopping	less than high school	university student	-.47107*	0.2069	0.023	-0.8772	-0.0649
Average Enjoyment Shopping	less than high school	post graduate	-.49135*	0.21178	0.021	-0.9071	-0.0756
Average Gratification Shopping	less than high school	university student	-.50424*	0.23678	0.034	-0.9691	-0.0394
Average Gratification Shopping	less than high school	graduate	-.62327*	0.21911	0.005	-1.0534	-0.1931
Average Gratification Shopping	less than high school	post graduate	-.52632*	0.24237	0.03	-1.0021	-0.0505

Table 13 continued

Average Role Shopping	less than high school	graduate	-.51060*	0.21194	0.016	-0.9267	-0.0945
Average Role Shopping	less than high school	post graduate	-1.02486*	0.23438	0	-1.485	-0.5648
Average Role Shopping	high school	graduate	-.36673*	0.12804	0.004	-0.6181	-0.1154
Average Role Shopping	high school	post graduate	-.88099*	0.16251	0	-1.2	-0.562
Average Role Shopping	university student	post graduate	-.58872*	0.15229	0	-0.8877	-0.2898
Average Role Shopping	Graduate	post graduate	-.51426*	0.12522	0	-0.7601	-0.2684
Average Social Shopping	less than high school	high school	-.66277*	0.16102	0	-0.9789	-0.3467
Average Social Shopping	less than high school	university student	-.54228*	0.15629	0.001	-0.8491	-0.2355
Average Social Shopping	less than high school	graduate	-.32914*	0.14468	0.023	-0.6131	-0.0451
Average Social Shopping	less than high school	post graduate	-.33636*	0.15998	0.036	-0.6504	-0.0223
Average Social Shopping	high school	graduate	.33363*	0.08741	0	0.162	0.5052
Average Social Shopping	high school	post graduate	.32641*	0.11092	0.003	0.1087	0.5442
Average Social Shopping	university student	less than high school	.54228*	0.15629	0.001	0.2355	0.8491
Average Social Shopping	university student	graduate	.21314*	0.07837	0.007	0.0593	0.367
Average Social Shopping	university student	post graduate	.20592*	0.10395	0.048	0.0019	0.41
Average Social Shopping	post graduate	less than high school	.33636*	0.15998	0.036	0.0223	0.6504
Average Social Shopping	post graduate	high school	-.32641*	0.11092	0.003	-0.5442	-0.1087

Table 13 continued							
Average Hedonic motivation	less than high school	high school	-.29423*	0.11546	0.011	-0.5209	-0.0676
Average Hedonic motivation	less than high school	university student	-.33007*	0.11207	0.003	-0.5501	-0.1101
Average Hedonic motivation	less than high school	graduate	-.28748*	0.10371	0.006	-0.4911	-0.0839
Average Hedonic motivation	less than high school	post graduate	-.37294*	0.11472	0.001	-0.5981	-0.1477

$H5_0$: Respondents of different age groups do not differ in their perceptions of shopping motives at malls in Lebanon.

Age group and utilitarian shopping motives.

With respect to utilitarian shopping motive in general ($p=0.809>\alpha=0.05$), and convenience ($p=0.840>\alpha=0.05$), economic ($p=0.889>\alpha=0.05$) and achievable shopping motive ($p=0.195>\alpha=0.05$) **results showed no significant difference in the perception of these shopping motives by different age groups.**

Age group and hedonic shopping motives.

With respect to hedonic shopping motive in general ($p=0.076>\alpha=0.05$) and enjoyment ($p=0.168>\alpha=0.05$), gratification ($p=0.681>\alpha=0.05$), idea ($p=0.334>\alpha=0.05$), ambiance ($p=0.828>\alpha=0.05$) in particular, results showed no significant difference in perception of these motives by different age groups. **However with respect to role shopping ($p=0.00<\alpha=0.05$) and social shopping ($p=0.013<\alpha=0.05$) results showed a significant difference in the perception of these 2 shopping motives by different age groups.**

Thus $H5_0$ is rejected.

ANOVA- Age- table 14

		Sum of Squares	df	Mean Square	F	Sig.
Average for convenience in shopping	Between Groups	.738	4	.185	.356	.840
	Within Groups	393.393	758	.519		
	Total	394.131	762			
Average for Economic Shopping	Between Groups	1.269	4	.317	.284	.889
	Within Groups	848.353	758	1.119		
	Total	849.622	762			
Average Achieveme nt Shopping	Between Groups	6.168	4	1.542	1.519	.195
	Within Groups	769.440	758	1.015		
	Total	775.608	762			
Average Enjoyment Shopping	Between Groups	6.466	4	1.616	1.618	.168
	Within Groups	757.181	758	.999		
	Total	763.647	762			
Average Gratificatio n Shopping	Between Groups	3.036	4	.759	.575	.681
	Within Groups	1000.949	758	1.321		
	Total	1003.985	762			
Average Idea Shopping	Between Groups	4.580	4	1.145	1.146	.334
	Within Groups	757.469	758	.999		
	Total	762.049	762			
Average Ambiance Shopping	Between Groups	.986	4	.247	.373	.828
	Within Groups	500.366	757	.661		
	Total	501.352	761			
Average Role Shopping	Between Groups	82.727	4	20.682	17.588	.000
	Within Groups	887.783	755	1.176		
	Total	970.510	759			
Average Social Shopping	Between Groups	7.397	4	1.849	3.187	.013
	Within Groups	437.577	754	.580		
	Total	444.975	758			
Average Utilitarian Motivation	Between Groups	.744	4	.186	.399	.809
	Within Groups	352.852	758	.466		
	Total	353.596	762			
Average Hedonic motivation	Between Groups	2.503	4	.626	2.128	.076
	Within Groups	222.919	758	.294		
	Total	225.422	762			

The post hoc analysis showed the following significant differences:

For achievement shopping, respondents aged 18-24 have a significantly less rated perception of achievement shopping motive than the ones aged 25-44 ($p=0.044<\alpha=0.05$).

For enjoyment shopping, respondents aged 18-24 have more rated enjoyment shopping motive than the ones aged 45-64 ($p=0.022<\alpha=0.05$).

For idea shopping, respondents, aged 18-24 have more rated perception of idea shopping than the ones aged 45-64 ($p=0.035<\alpha=0.05$).

For role shopping, respondents aged (18-24) have less rated role shopping motive than the ones aged 45-64 ($p=0.00<\alpha=0.05$) and the ones aged more than (25-44) ($p=0.00<\alpha=0.05$), and the ones aged (more than 65) ($p=0.011<\alpha=0.05$). Respondents between (24-44) have more rated perception of role shopping motive than the ones between (45-64) ($p=0.001<\alpha=0.05$).

For hedonic shopping motive, respondents aged 25-44 have more rated perception of hedonic shopping motive than the ones aged 45-64 ($p=0.006<\alpha=0.05$)

Post hoc age- table 15

Dependent Variable	(I) Age in years	(J) Age in years	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Average Achievement Shopping	btw 18 & 24	btw 25 & 44	-.15824*	0.07838	0.044	-0.3121	-0.0044
Average Enjoyment Shopping	btw 18 & 24	btw 45 & 64	.28607*	0.12428	0.022	0.0421	0.53
Average Idea Shopping	btw 18 & 24	btw 45 & 64	.26261*	0.1243	0.035	0.0186	0.5066
Average Role Shopping	btw 18 & 24	btw 45 & 64	-.52763*	0.13483	0	-0.7923	-0.2629
Average Role Shopping	btw 18 & 24	more than 65	-1.38908*	0.54588	0.011	-2.4607	-0.3175
Average Role Shopping	btw 18 & 24	btw 25 & 44	.-68429*	0.8450	0.00	-8502	-5184
Average Role Shopping	btw 25 & 44	btw 45 & 64	.31837*	0.09241	0.001	0.137	0.4998
Average Hedonic motivation	btw 25 & 44	btw 45 & 64	.18270*	0.06572	0.006	0.0537	0.3117

$H6_0$: Respondents from different Lebanese districts (MOHAFAZA) do not differ in their perceptions of shopping motives at malls in Lebanon.

Lebanese residency and utilitarian shopping motives.

With respect to utilitarian shopping motive in general ($p=0.561>\alpha=0.05$), convenience ($p=0.218>\alpha=0.05$), economic ($p=0.661>\alpha=0.05$) and achievable shopping motive ($p=0.422>\alpha=0.05$) in particular, **no significant difference in the perception of these motives with respect to Lebanese district residency (MOHAFAZA)**

Lebanese residency and hedonic shopping motive

With respect to enjoyment shopping motive ($p=0.135>\alpha=0.05$),gratification (($p=0.159>\alpha=0.05$), idea ($p=0.284>\alpha=0.05$), ambiance ($p=0.548>\alpha=0.05$), and social ($p=0.166>\alpha=0.05$), results showed no significant difference in the perceptions of these motives with respect to Lebanese residency, **however with respect to hedonic shopping motive in general ($p=0.006<\alpha=0.05$) and role shopping particularly ($p=0.025<\alpha=0.05$), results showed a significant difference in the perceptions of these 2 motives.**

Thus, $H6_0$ is rejected.

ANOVA- Lebanese residency- Table 16

		Sum of Squares	df	Mean Square	F	Sig.
Average for convenience in shopping	Between Groups	3.040	4	.760	1.442	.218
	Within Groups	384.202	729	.527		
	Total	387.242	733			
Average for Economic Shopping	Between Groups	2.716	4	.679	.603	.661
	Within Groups	820.714	729	1.126		
	Total	823.429	733			
Average Achievement Shopping	Between Groups	3.955	4	.989	.972	.422
	Within Groups	741.377	729	1.017		
	Total	745.332	733			
Average Enjoyment Shopping	Between Groups	6.940	4	1.735	1.762	.135
	Within Groups	718.050	729	.985		
	Total	724.991	733			
Average Gratification Shopping	Between Groups	8.642	4	2.161	1.654	.159
	Within Groups	952.410	729	1.306		
	Total	961.052	733			
Average Idea Shopping	Between Groups	5.017	4	1.254	1.261	.284
	Within Groups	725.288	729	.995		
	Total	730.305	733			
Average Ambiance Shopping	Between Groups	2.005	4	.501	.766	.548
	Within Groups	476.473	728	.654		
	Total	478.477	732			

Table 16 continued						
Average Role Shopping	Between Groups	14.166	4	3.541	2.805	.025
	Within Groups	916.584	726	1.263		
	Total	930.750	730			
Average Social Shopping	Between Groups	3.635	4	.909	1.627	.166
	Within Groups	404.934	725	.559		
	Total	408.570	729			
Average Utilatarian Motivation	Between Groups	1.412	4	.353	.745	.561
	Within Groups	345.375	729	.474		
	Total	346.786	733			
Average Hedonic motivation	Between Groups	4.171	4	1.043	3.622	.006
	Within Groups	209.876	729	.288		
	Total	214.047	733			

The post hoc shows the following results:

For convenience shopping, respondents from Bekaa have significantly less rated perception of convenience shopping motive than the ones from the North ($p=0.049<\alpha=0.05$) and the ones from Mount Lebanon ($p=0.043<\alpha=0.05$).

For enjoyment shopping, respondents from Beirut have more rated perception of enjoyment shopping than the ones from Bekaa ($p=0.034<\alpha=0.05$)

For gratification shopping, respondents from Beirut have significantly more rated perception of gratification shopping than the ones from Mount Lebanon ($p=0.046<\alpha=0.05$).

For role shopping, respondents from Beirut have significantly higher rated perception of role shopping from the ones from Mount Lebanon ($p=0.013<\alpha=0.05$) and from the ones from Bekaa ($p=0.021<\alpha=0.05$).Respondents from the North have significantly higher rated perception of role shopping motive from the ones from Bekaa ($p=0.047<\alpha=0.05$).

For social shopping, respondents from the North ($p=0.031<\alpha=0.05$) and the South ($p=0.031<\alpha=0.05$) have significantly higher rated perception of social shopping than the ones from Bekaa.

For Hedonic shopping motive, respondents from Beirut have significantly higher rated perception of hedonic shopping motive from the ones from Mount Lebanon ($p=0.006<\alpha=0.05$) and the ones from Bekaa ($p=0.030<\alpha=0.05$). Respondents from the North ($p=0.011<\alpha=0.05$) and the South ($p=0.030<\alpha=0.05$) have a significantly higher rated perception of hedonic shopping motive than the ones from Bekaa.

Post hoc district residence (MOHAFAZA) H6- Table 17

Table 17- Appendix F

Dependent Variable	(I) Place of residence	(J) Place of residence	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Average for convenience in shopping	North	Bekaa	-.33349*	.16906	.049	-.6654	-.0016
Average for convenience in shopping	Mount Lebanon	Bekaa	-.31984*	.15788	.043	-.6298	-.0099
Average Enjoyment Shopping	Beirut	Bekaa	.45573*	.21470	.034	.0342	.8772
Average Gratification Shopping	Beirut	Mount Lebanon	.19333*	.09658	.046	.0037	.3829
Average Role Shopping	Beirut	Mount Lebanon	.23606*	.09516	.013	.0492	.4229
Average Role Shopping	Beirut	Bekaa	.56398*	.24316	.021	.0866	1.0414
Average Role Shopping	North	Bekaa	.52080*	.26166	.047	.0071	1.0345
Average Social Shopping	South	Bekaa	.40105*	.18558	.031	.0367	.7654
Average Social Shopping	North	Bekaa	.37681*	.17423	.031	.0348	.7189
Average Hedonic motivation	Beirut	Mount Lebanon	.12449*	.04534	.006	.0355	.2135
Average Hedonic motivation	Beirut	Bekaa	.34821*	.11608	.003	.1203	.5761
Average Hedonic motivation	South	Bekaa	.29026*	.13324	.030	.0287	.5518
Average Hedonic motivation	North	Bekaa	.32011*	.12495	.011	.0748	.5654

Hypotheses testing related to research question no 2 (Appendix G)

RQ2: Is there a difference in shopping motive category, based on the average spending per visit by Lebanese shoppers at a mall in Lebanon?

Applying one way ANOVA such that the independent variable is amount of spending per mall visit and the dependent variables in hypotheses H7 to H17 results are as follows:

$H7_0$: Convenience shopping motive is not affected mall shoppers' spending per mall visit.

There is no significant difference between the different spenders category of mall shoppers with respect to their rated perception of convenience shopping ($p=0.315>\alpha=0.05$), thus $H7_0$ is accepted.

$H8_0$: Economic shopping motive is not affected by mall shoppers' spending per mall visit.

There is no significant difference between the different spenders category of mall shoppers with respect to their rated perception of economic shopping ($p=0.285>\alpha=0.05$), thus $H8_0$ is accepted.

$H9_0$: Achievable shopping motive is not affected by mall shoppers' spending per mall visit.

There is a significant difference between the different spenders category of mall shoppers with respect to their rated perception of achievement shopping motive **($p=0.042<\alpha=0.05$), thus $H9_0$ is rejected**

$H10_0$: Enjoyment shopping motive is not affected by mall shoppers' spending per mall visit.

There is a significant difference between the different spenders category of mall shoppers with respect to their rated perception of enjoyment shopping motive **($p=0.02<\alpha=0.05$), thus $H10_0$ is rejected**

$H11_0$: Gratification shopping motive is not affected by mall shoppers' spending per mall visit.

There is no significant difference between the different spenders category of mall shoppers with respect to their rated perception of gratification shopping motive (**$p=0.192>\alpha=0.05$**), **thus $H11_0$ is accepted**

$H12_0$: Idea shopping motive is not affected by mall shoppers' spending per mall visit.

There is no significant difference between the different spenders category of mall shoppers with respect to their rated perception of idea shopping motive (**$p=0.458>\alpha=0.05$**), **thus $H12_0$ is accepted**

$H13_0$: Aesthetic ambiance shopping motive is not affected by mall shoppers' spending per mall visit.

There is no significant difference between the different spenders category of mall shoppers with respect to their rated perception of aesthetic shopping motive (**$p=0.166>\alpha=0.05$**), **thus $H13_0$ is accepted**

$H14_0$: Role shopping motive is not affected by mall shoppers' spending per mall visit.

There is no significant difference between the different spenders category of mall shoppers with respect to their rated perception of role shopping motive (**$p=0.131>\alpha=0.05$**), **thus $H14_0$ is accepted**

$H15_0$: Social shopping motive is not affected by mall shoppers' spending per mall visit.

There is a significant difference between the different spenders category of mall shoppers with respect to their rated perception of social shopping motive (**$p=0.038<\alpha=0.05$**), **thus $H15_0$ is rejected**

$H16_0$: Utilitarian shopping motive is not affected by mall shoppers' spending per mall visit.

There is no significant difference between the different spenders category of mall shoppers with respect to their rated perception of utilitarian shopping motive (**$p=0.516>\alpha=0.05$**), **thus $H16_0$ is accepted**

$H17_0$: Hedonic shopping motive is affected by mall shoppers' spending per mall visit.

According to ANOVA testing, there is no significant difference between the different spenders category of mall shoppers with respect to their rated perception of hedonic shopping motive **($p=0.103>\alpha=0.05$), thus $H17_0$ is accepted**

ANOVA – Spending per mall visit- table 18

		Sum of Squares	df	Mean Square	F	Sig.
Average for convenience in shopping	Between Groups	2.449	4	.612	1.187	.315
	Within Groups	392.719	761	.516		
	Total	395.169	765			
Average for Economic Shopping	Between Groups	5.608	4	1.402	1.257	.285
	Within Groups	848.862	761	1.115		
	Total	854.470	765			
Average Achievement Shopping	Between Groups	10.058	4	2.514	2.488	.042
	Within Groups	769.154	761	1.011		
	Total	779.212	765			
Average Enjoyment Shopping	Between Groups	11.661	4	2.915	2.944	.020
	Within Groups	753.577	761	.990		
	Total	765.238	765			
Average Gratification Shopping	Between Groups	8.024	4	2.006	1.530	.192
	Within Groups	997.784	761	1.311		
	Total	1005.808	765			
Average Idea Shopping	Between Groups	3.645	4	.911	.909	.458
	Within Groups	762.939	761	1.003		
	Total	766.584	765			
Average Ambiance Shopping	Between Groups	4.261	4	1.065	1.624	.166
	Within Groups	498.448	760	.656		
	Total	502.709	764			

Table 18 continued						
Average Role Shopping	Between Groups	9.019	4	2.255	1.777	.131
	Within Groups	961.493	758	1.268		
	Total	970.511	762			
Average Social Shopping	Between Groups	5.916	4	1.479	2.543	.038
	Within Groups	440.262	757	.582		
	Total	446.178	761			
Average Utilatarian Motivation	Between Groups	1.518	4	.379	.814	.516
	Within Groups	354.662	761	.466		
	Total	356.180	765			
Average Hedonic motivation	Between Groups	2.271	4	.568	1.933	.103
	Within Groups	223.511	761	.294		
	Total	225.783	765			

The LSD post hoc shows significantly different rating of perceptions with respect to the below shopping motives.

For economic shopping, respondents who spend (less than 100) ($p=0.047<\alpha=0.05$) and the ones who spend between (100-200) ($p=0.026<\alpha=0.05$) have a significantly less rated perception of convenience shopping than the ones spending between (300-500).

For achievement shopping, respondents who spend less than 100 USD / mall visit have a significantly less rated perception of achievement shopping motive than the ones who spend between 100-200 USD/ mall visit ($p=0.043<\alpha=0.05$). The ones who spend between 100-200 USD / mall visit have a significantly higher rating of achievement shopping perception from the ones who spend more than 500 USD/ mall visit. The ones who spend between (300-500) USD a visit have significantly less rated perception of achievement shopping from the ones who spend between (100-200) USD / mall visit.

For enjoyment shopping, respondents who spend less than 100 USD per mall visit have a significantly higher rated perception of enjoyment shopping than the ones who spend between (100-200) USD ($p=0.04<\alpha=0.05$) and between (200-300)USD ($p=0.002<\alpha=0.05$) per mall visit. Respondents who spend between (200-300) USD / mall visit have less rated perception of enjoyment shopping motive than the ones who spend between (300-500) USD ($p=0.047<\alpha=0.05$).

For Gratification shopping, respondents who spend between 100-200 USD have a less rated perception of gratification shopping motive than the ones who spend between 300-500 USD/ mall visit ($p=0.049<\alpha=0.05$).Similarly with respect to respondents who spend between (200-300), they have significantly less ranked perception of gratification shopping than the one who spend between (300-500) ($p=0.015<\alpha=0.05$).

For Ambiance shopping, respondents who spend less than 100 / mall visit have a higher ranked perception from the ones who spend between (200-300) USD / mall visit ($p=0.044<\alpha=0.05$).

For Role shopping, respondent who spend between (100-200) per mall visit have less ranked perception of role shopping than the ones who spend between 200-300 USD/ mall visit ($p=0.042<\alpha=0.05$). Respondents who spend between (200-300) USD have a higher ranked perception of role shopping than the ones who spend between (300-500) USD ($p=0.048<\alpha=0.05$).

For social shopping, respondents who spend less than 100 USD/ visit have significantly higher ranked perception of social shopping motive then the ones who spend between (100-200) USD/ visit ($p=0.012<\alpha=0.05$). Similarly the ones who spend more than 500 USD/ visit have a significantly higher ranked perception of social shopping than the ones who spend between (100-200) USD/ visit ($p=0.032<\alpha=0.05$).

For hedonic shopping motive, respondents who spend less than 100 have a higher ranked perception of hedonic motive than the ones who spend between 100-200 USD / mall visit($p=0.047<\alpha=0.05$).

Effect of mall shoppers' difference in shopping motives on spending- Table 19

Post hoc- Appendix G

Multiple Comparisons

LSD

Dependent Variable	(I) What is the avg spending at other malls	(J) What is the avg spending at other malls	Mean Difference (I-J)	Standard. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upp Boun
Average for Economic Shopping	less than 100	btw 300 & 500	-.39833*	.20007	.047	-.7911	-.0
Average for Economic Shopping	btw 100 & 200	btw 300 & 500	-.45304*	.20345	.026	-.8524	-.0
Average Achievement Shopping	btw 100 & 200	less than 100	.16242*	.07995	.043	.0055	.3
Average Achievement Shopping	btw 100 & 200	btw 300 & 500	.38260*	.19366	.049	.0024	.7
Average Achievement Shopping	btw 100 & 200	more than 500	.68159*	.30935	.028	.0743	1.2
Average Enjoyment Shopping	less than 100	btw 100 & 200	.16310*	.07914	.040	.0077	.3
Average Enjoyment Shopping	less than 100	btw 200 & 300	.39741*	.13072	.002	.1408	.6
Average Enjoyment Shopping	btw 200 & 300	btw 300 & 500	-.43431*	.21811	.047	-.8625	-.0
Average Gratification Shopping	btw 100 & 200	btw 300 & 500	-.43459*	.22057	.049	-.8676	-.0
Average Gratification Shopping	btw 200 & 300	btw 300 & 500	-.61373*	.25097	.015	-1.1064	-.1
Average Ambiance Shopping	less than 100	btw 200 & 300	.21505*	.10641	.044	.0062	.4
Average Role Shopping	btw 100 & 200	btw 200 & 300	-.31183*	.15316	.042	-.6125	-.0
Average Role Shopping	btw 200 & 300	btw 300 & 500	.48873*	.24685	.048	.0041	.9
Average Social Shopping	less than 100	btw 100 & 200	.15318*	.06081	.012	.0338	.2
Average Social Shopping	more than 500	btw 100 & 200	.50505*	.23468	.032	.0444	.9
Average Hedonic motivation	less than 100	btw 100 & 200	.08570*	.04310	.047	.0011	.1

Hypotheses testing related to research question 3 (Appendix H)

RQ3: Is there a difference in shopping motive category, based on the mall shoppers' number of mall visits

The independent variable is number of mall visit and the dependent variables in hypotheses, H18 to H28 are the shopping motives (economic shopping motive H18, convenience shopping motive H19, achievable shopping motive H20, enjoyment shopping motive H21, gratification shopping motive H22, idea shopping motive H23, aesthetic ambiance shopping motive H24, role shopping motive H25, social shopping motive H26, utilitarian shopping motive H27 and hedonic shopping motive H28).

According to ANOVA testing, there is NO significant difference in the respondents' ranked perception of shopping motives, however, the post hoc showed significant differences

$H18_0$: Convenience shopping motive is not affected by Lebanese mall shoppers' number of mall visit per month.

According to ANOVA testing, there is no significant difference with respect to respondents' ranked perception of convenience shopping based on the number of mall visits per month **($p=0.514>\alpha=0.05$)**

Thus $H18_0$ is accepted.

$H19_0$: Economic shopping motive is not affected by Lebanese mall shoppers' number of mall visits per month.

According to ANOVA testing, there is no significant difference with respect to respondents' ranked perception of economic shopping motive based on the number of mall visits per month **($p=0.229>\alpha=0.05$), however with respect to the LSD post hoc analysis,** respondents who come 1 time / month have a higher ranked perception of economic shopping motive than the ones who come between 11-15 times a month ($p=0.045<\alpha=0.05$) thus $H19_0$ is rejected.

$H20_0$: Achievable shopping motive is not affected by Lebanese mall shoppers' number of mall visit per month.

According to ANOVA testing, there is no significant difference with respect to respondents' ranked perception of achievable shopping motive based on the number of mall visits per month **($p=0.213>\alpha=0.05$), however with respect to the LSD post hoc**

analysis, respondents who come 1 time / moth have a higher ranked perception of economic shopping motive than the ones who come between 11-15 times a month ($p=0.022<\alpha=0.05$) thus $H20_0$ is rejected.

$H21_0$: Enjoyment shopping motive is not affected by Lebanese mall shoppers' number of mall visit per month.

Respondents from different mall visit groups have no significant difference in their ranked perception of enjoyment shopping motive ($p=0.379>\alpha=0.05$). Therefore, $H21_0$ is accepted

$H22_0$: Gratification shopping motive is not affected by Lebanese mall shoppers' number of mall visit per month.

According to ANOVA testing, there is no significant difference with respect to respondents' ranked perception of gratification shopping motive based on the number of mall visits per month **($p=0.233>\alpha=0.05$), however with respect to the LSD post hoc analysis,** respondents who come 1 time / month have a less ranked perception of economic shopping motive than the ones who come between 11-15 times a month ($p=0.025<\alpha=0.05$) thus $H22_0$ is rejected.

$H23_0$: Idea shopping motive is not affected by Lebanese mall shoppers' number of mall visit per month.

Respondents from different mall visit groups have no significant difference in their ranked perception of idea shopping motive ($p=0.611>\alpha=0.05$). Therefore, $H23_0$ is accepted

$H24_0$: Aesthetic ambiance shopping motive is not affected by Lebanese mall shoppers' number of mall visit per month.

Respondents from different mall visit groups have no significant difference in their ranked perception of aesthetic ambiance shopping motive ($p=0.671>\alpha=0.05$). Therefore, $H24_0$ is accepted

$H25_0$: Role shopping motive is not affected by Lebanese mall shoppers' number of mall visits per month.

Respondents from different mall visit groups have no significant difference in their ranked perception of role shopping motive ($p=0.521>\alpha=0.05$). Therefore, $H25_0$ is accepted

$H26_0$: Social shopping motive is not affected by Lebanese mall shoppers' number of mall visit per month.

Respondents from different mall visit groups have no significant difference in their ranked perception of social shopping motive ($p=0.839>\alpha=0.05$). Therefore, $H26_0$ is accepted

$H27_0$: Utilitarian shopping motive is not affected by Lebanese mall shoppers' number of mall visit per month.

According to ANOVA testing, there is no significant difference with respect to respondents' ranked perception of utilitarian shopping motive based on the number of mall visits per month **($p=0.066>\alpha=0.05$), however with respect to the LSD post hoc analysis,** respondents who come 1 time / month have a higher ranked perception of economic shopping motive than the ones who come between 11-15 times a month ($p=0.007<\alpha=0.05$) and the ones who come between (6-10) times / month have a higher ranked perception of utilitarian shopping motive than the ones who come 11-15 times a month ($p=0.028<\alpha=0.05$). Thus $H27_0$ is rejected.

$H28_0$: Hedonic shopping motive is not affected by Lebanese mall shoppers' number of mall visits per month.

According to ANOVA testing, respondents from different mall visit groups have no significant difference in their ranked perception of hedonic shopping motive ($p=0.783>\alpha=0.05$). Therefore, $H28_0$ is accepted

ANOVA- Mall Visits- Table 20

		Sum of Squares	df	Mean Square	F	Sig.
Average for convenience in shopping	Between Groups	1.694	4	.424	.818	.514
	Within Groups	393.470	760	.518		
	Total	395.164	764			
Average for Economic Shopping	Between Groups	6.284	4	1.571	1.410	.229
	Within Groups	846.633	760	1.114		
	Total	852.917	764			
Average Achievement Shopping	Between Groups	5.935	4	1.484	1.460	.213
	Within Groups	772.481	760	1.016		
	Total	778.417	764			
Average Enjoyment Shopping	Between Groups	4.217	4	1.054	1.053	.379
	Within Groups	761.017	760	1.001		
	Total	765.234	764			
Average Gratification Shopping	Between Groups	7.311	4	1.828	1.397	.233
	Within Groups	994.678	760	1.309		
	Total	1001.989	764			
Average Idea Shopping	Between Groups	2.704	4	.676	.673	.611
	Within Groups	763.742	760	1.005		
	Total	766.446	764			
Average Ambiance Shopping	Between Groups	1.553	4	.388	.588	.671
	Within Groups	501.081	759	.660		
	Total	502.635	763			
Average Role Shopping	Between Groups	4.112	4	1.028	.806	.521
	Within Groups	965.363	757	1.275		
	Total	969.474	761			
Average Social Shopping	Between Groups	.839	4	.210	.357	.839
	Within Groups	444.743	756	.588		
	Total	445.583	760			

Table 20 continued						
Average Utilatarian Motivation	Between Groups	4.094	4	1.024	2.212	.066
	Within Groups	351.612	760	.463		
	Total	355.706	764			
Average Hedonic motivation	Between Groups	.516	4	.129	.436	.783
	Within Groups	225.111	760	.296		
	Total	225.628	764			

Post hoc mall visits Mall visits- Table 21

Table 22- Appendix H							
Dependent Variable	(I) No of mall visits per month	(J) No of mall visits per month	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Average for Economic Shopping	1	btw 11 & 15	.36949*	.18422	.045	.0078	.7311
Average Achievement Shopping	1	btw 11 & 15	.40492*	.17597	.022	.0595	.7504
Average Gratification Shopping	1	btw 11 & 15	-.44877*	.19968	.025	-.8408	-.0568
Average Utilitarian Motivation	1	btw 11 & 15	.32377*	.11872	.007	.0907	.5568
Average Utilitarian Motivation	btw 6 & 10	btw 11 & 15	.27135*	.12356	.028	.0288	.5139

Chapter 5

SUMMARY AND CONCLUSION

The summary of the study comes in two parts. The first is an effect of demographic factors on the mall shoppers' number of visits and that the shopping motives are affected by the spending and the number of mall visits per month. Findings of the first part are important to mall managers, to mall developers and to help them create new traffic through motivating mall shoppers each by their most influencing motive depending on their demographic factors, on their spending and on their number of mall visits. This can be done through applying integrated marketing communication strategy that makes use the differences in mall shoppers' rating of their shopping motives to shop at a mall. This is important for mall managements and mall developers setting positioning the mall.

The second part of the study is the rating of active shoppers of their experience at City Mall, this rating is very important for City Mall management to know what factors to consider in satisfying the needs of their clients.

Summary of research question 1

Results have showed the active shoppers are more influenced by the utilitarian motives than by the hedonic motive. It is true that Shoppers are influenced by hedonic or by utilitarian motives to come to the mall, but their rated preference for utilitarian motives ranked higher than their rated preference to hedonic motives. As for the effect of demographic factors on shopping motives, they are as follows:

Gender effect: Females have a significantly higher rated perception of hedonic shopping motive and for role shopping motives than males. For role shopping motive (Mean Females=3.1722> mean Males=2.8; for Hedonic motive mean Females =3.44> mean males =3.3)

Income effect: The Majority of mall shoppers earn between (10000-20000) USD/ year. This majority has a significantly higher rating on role shopping motive than the ones who earn between (30000-40000) USD / year.

Shoppers who earn less than 10000 USD have a significantly lower rating of role shopping and a higher rating of social shopping than the shoppers who earn between (10000 -20000)USD/ year

Marital status effect: Single active shoppers have a significantly less rated perception of role and convenience shopping motives than married shoppers.

Education effect: University students have significantly higher rated perception of role shopping motive than graduate shoppers.

Age effect: Active shoppers whose age is between (18-24) have significantly less rated perception of achievement and role shopping motives than active shoppers whose age is between (25-44). Active shoppers whose age is between (18-24) have a significantly higher perception of enjoyment shopping motive than active shoppers whose age is between (45-64).

Active shoppers whose age is between (25-44) have a significantly higher rated perception of hedonic shopping motive than active shoppers whose age is (45-64) years old.

Lebanese residency effect (MOHAFAZA): Active shoppers who are from Beirut have significantly higher rated perception of role and hedonic shopping motives than the ones from Mount Lebanon. Active shoppers from the North have a significantly higher rating of role shopping than the ones from Bekaa.

Based on the above, it is very crucial to know what best motivates different the mall shoppers, which shopping motive to differentiate based on mall shoppers' classification, while stimulating the shopper to come and experience the mall Appendix I gives a brief of all the means of the shopping motives with respect to the demographic factors.

Table 22 summarizes the findings related to research question 1.

Summary of Research question 1- table 22

Results are based on ANOVA and LSD post hoc analyses of hypotheses H1 to H6

	Gender	Income	Marital status	Edu.	Age	Leb. Residency
Utilitarian motive	No sig diff.	No sig diff.	No sig diff.	No sig diff.	No sig diff.	No sig diff
Convenient motive	No sig diff.	No sig diff.	There is a sig. Diff./ post hoc	No sig diff.	No sig diff.	There is a sig. Diff./post hoc
Economic motive	No sig diff.	No sig diff.	No sig diff.	No sig diff.	No sig diff..	No sig diff
Achievable motive	No sig diff.	No sig diff.	There is a sig. Diff./ post hoc	There is a sig. Diff./ post hoc .	There is a sig. Diff./ post hoc	No sig diff
Hedonic motive	There is a sig. Diff.	No sig diff.	No sig diff.	There is a sig. Diff.	No sig diff.	There is a sig. Diff.
Enjoyment motive	No sig diff.	There is a sig. Diff./ post hoc	No sig diff.	There is a sig. Diff./post hoc	There is a sig. Diff/post hoc.	There is a sig. Diff/post hoc f.
Gratification motive	No sig diff.	No sig diff.	No sig diff.	There is a sig. Diff.	No sig diff.	There is a sig. Diff/post hoc
Idea motive	No sig diff.	No sig diff.	No sig diff.	No sig diff.	There is a sig. Diff./post hoc	No sig diff.
Ambiance motive	No sig diff.	No sig diff.	No sig diff.	No sig diff.	No sig diff.	No sig diff.
Role motive	There is a sig. Diff.	There is a sig. Diff.	There is a sig. Diff.	There is a sig. Diff.	There is a sig. Diff.	There is a sig. Diff.
Social motive	No sig diff.	There is a sig. Diff.	There is a sig. Diff.	There is a sig. Diff.	There is a sig. Diff	No sig diff.

Summary of research question 2

Based on the findings of whether there is a difference in mall shoppers' motive based on the average spending per mall visit, table (23), based on ANOVA and post hoc analysis presents a summary of different spending categories with what percentage they represent of active shoppers in addition to the significant differences in shopping motives perception. Knowing these significantly different ratings of shopping motives perceptions would help greatly mall management target active mall shoppers with loyalty programs based on their average spending tied to their most influencing shopping motive.

Summary of research question 2- Table 23

Results are based on ANOVA and LSD post hoc analyses of hypotheses H7 to H17

	Less than 100 USD (51.2%)	100-200 USD (34.6%)	200-300 USD (8.9%)	300-500 USD (5.9%)	More than 500 USD (1.4%)
Utilitarian motive	No sig diff.	No sig diff.	No sig diff.	No sig diff.	No sig diff.
Convenient motive	No sig diff.	No sig diff.	No sig diff.	No sig diff.	No sig diff.
Economic motive	Sig less rated perc. from the ones spending more than 500 usd	Sig less rated perc. from the ones spending more than 500 usd/mall vist	No sig diff.	No sig diff.	
Achievable motive	Sig less rated perc. from the ones spending (100-200) usd	Sig more rated perc. from the ones spending (more than 500) usd	No sig diff.	Sig less rated perc. from the ones spending (100-200) usd	
Hedonic motive	Sig more rated perc. from the ones spending(100-200)usd		No sig diff.	No sig diff.	No sig diff.
Enjoyment motive	Sig more rated perc. from the ones spending(100-200); (200-300) usd		Sig less rated perc. from the ones spending (300-500) usd		There is a sig diff
Gratification motive	No sig diff	Sig less rated perc. from the ones spending (300-500)	Sig less rated perc. from the ones spending (300-500) usd		There is a sig diff
Idea motive	No sig diff	No sig diff	No sig diff	No sig diff	No sig diff
Ambiance motive	Sig more rated perc. from the ones spending (200-300)	No sig diff		No sig diff	No sig diff

Table 23 continued					
Role motive	**No sig diff**	**Sig less rated perc. from the ones spending (200-300) usd**	**Sig more rated perc. from the ones spending(300-500)**		**No sig diff**
Social motive	**Sig more rated perc. from the ones spending(100-200) usd**		**No sig diff**	**No sig diff**	**Sig more rated perc. from the ones spending(100-200) usd**

Summary of research question number 3

Similarly, based on the findings of whether there is a difference in mall shoppers' motive with respect to their number of mall visits per month, ANOVA showed that there is no significant difference in motives, however the post hoc presented some significant differences in the motives. It is important for mall management to know these differences, design marketing plans accordingly to arrive at the end to increase the number of mall visits per shopper in particular and to have more traffic at the mall in general. These findings would greatly help mall management design loyalty programs based on the number of times the shopper come to the mall, themed with his or her most stimulating shopping motive.

Table 24

	1 time / month 23.9%	**(1-5) times / month 48.4%**	**(6-10) times per month 14.4%**	**(11-15) times per month 5.2%**	**16 and more times per month 6.1%**
Utilitarian motive	No significant difference	No significant difference	Higher ranked perception from (11-15) times/month	No significant difference	No significant difference
Convenience motive	No significant difference	No significant difference	No significant difference	No significant difference	No significant difference
Economic motive	Higher ranked perception from (11-15)times/month	No significant difference	No significant difference		No significant difference
Achievable motive	Higher ranked perception from (11-15) times/month	No significant difference	No significant difference		No significant difference
Hedonic motive	No significant difference	No significant difference	No significant difference	No significant difference	No significant difference
Enjoyment motive	No significant difference	No significant difference	No significant difference	No significant difference	No significant difference

Table 24 continued					
Gratification	Less ranked perception from (11-15) times/month	No significant difference	No significant difference		No significant difference
Idea motive	No significant difference	No significant difference	No significant difference	No significant difference	No significant difference
Ambiance motive	No significant difference	No significant difference	No significant difference	No significant difference	No significant difference
Role motive	No significant difference	No significant difference	No significant difference	No significant difference	No significant difference
Social motive	No significant difference	No significant difference	No significant difference	No significant difference	No significant difference

Management should consider the best affecting motive per each of the demographic factors, of the spending habits and of the number of time a shopper goes to a mall in order to design a campaign and communicate it with the market accordingly. For example, campaigns at the North could stimulate convenience, where as the ones at the South could stimulate social motive. Ideas communicated towards male shoppers should be more utilitarian, whereas the ones addressed to female shoppers should be hedonic, the campaigns addressed to relatively low income could concentrate on social shopping motives where the ones addressed to relatively high level income could concentrate on gratification shopping and on role shopping at certain ages and at certain marital status.

The other part of the study is for City Mall management to consider the factors of ambiance, children entertainment activities and adult entertainment activities the nearest possible to be able to better satisfy the taste of its active shoppers. This can be done by live entertainment programs, children early learning centres, and even music in the mall refer to table 6.

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Appendix A

Time of Conducting the Mall intercept		
Before noon ☐	Afternoon ☐	Evening ☐

Frequency of mall visits						
Q1. Number of times you visit a mall / month	1 time ☐	btw 1 and 5 ☐	btw 6 & 10 ☐	btw 11 & 15 ☐	more than 16 ☐	عدد المرات التي ترتاد بها Malls اخرين
Q2. Number of times you purchase or you pay for a service at a mall	1 time ☐	btw 1 and 5 ☐	btw 6 & 10 ☐	btw 11 & 15 ☐	more than 16 ☐	عدد المرات التي تشتري فيها من هذا ال Mall
Q3.How much time you spend at a mall ?	less than 1 hr ☐	btw 1 & 2 hrs ☐	btw 2 & 4 hr ☐	btw 4 & 5 hrs ☐	more than 5 hrs ☐	ما هو معدل الوقت الذي تمضيه في Malls اخرين
Q4. What is your average spending at a mall / visit USD?	less than 100 ☐	btw 100 &200 ☐	Btw 200 &300 ☐	btw 300 & 500 ☐	More than 500 ☐	ما هو معدل انفاقق في هذا ال Mall

1) Convenient Shopping measurement (All Malls)

	1	2	3	4	5	
1 Strongly Disagree 2 Disagree 3 Neutral 4 Agree 5 Strongly agree						
Q5.I like to go shopping because of large variety of products available						اذهب الى ال Mall بفضل توفر العديد من المنتجات
Q6.I like to go shopping at the mall because I need all I want under one roof						احب التبضع في ال Mall لانني اجد كل ما احتاج اليه تحت سقف واحد
Q7.I like to go shopping because mall opening hours are so convenient to me						استمتع بتمضية الوقت في ال Mall لان ساعات العمل تناسبني

2) Economic Shopping (All Malls)						
Q8.I go to the mall to take advantage of promotion scheme						اذهب الى ال Mall للا ستفاذه من الحسومات
Q9.I go to the mall when there are sales promotions/ holiday offers						اذهب الى ال Mall في اوقات التنزيلات
Q10.I enjoy taking advantage of discounts when I am at the mall						استمتع با لحسومات عندما اكون في ال Mall
3) Achievement shopping (All Malls)						
Q11.I always plan my shopping trips						اخطط دائما لتبضعي
Q12.It is important to achieve what I have planned for in my shopping trip						من الضروري ان احقق ما خطت له في مخطت تبضعي في ال Mall
Q13.I always list what products I need to buy when I go for shopping						دائما, ادون ما احتاج اليه عندما اذهب للتبضع
4) Shopping enjoyment (All malls)						
Q14.I feel better when visiting malls even if I don't buy anything						اشعر بحال افضل حتى لو لم اشتر شيئا
Q15.I enjoy spending time at shopping mall						استمتع بتمضية الوقت في ال Mall
Q16.Shopping at the mall is one of the most enjoyable things I do						التبضع في ال Mall هو من احب الا شياء الى قلبي
5) Gratification shopping (All Malls)						
Q17.When I am feeling depressed, I go to the shopping mall to feel better						اذهب الى ال Mall لاغير ميزاجي الى حال افضل
Q18.Shopping is a way to relief stress (all malls)						التبضع هو مدعاة للخروج من حالة الضغط النفسي
6) Idea shopping (All Malls)						
Q19.I like to go shopping to see the latest fashion						احب ان اتسوق لارى اخر صيحات الموضه
Q20.I like to go shopping to see the newest brands						احب ان اتسوق لارى اجدد الماركات
Q21.I go shopping to stay in trend and in style						اذهب للتبضع لابقى مواكبا للموضه
7) Shopping for aesthetic ambience (All Malls)						
Q22.I enjoy the architecture of the mall						احب هندسة لل Mall بشكل عام
Q23.I enjoy the decoration of the mall						احب التصميم الداخلي لل Mall بشكل عام
Q24.Visual merchandize and display at the mall are very important						واجهات العرض هي الاكثر اهميه

Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1	2	3	4	5

8) Roll Shopping (All Malls)						
	1	2	3	4	5	
Q25.I go shopping for others						احب ان اتبضع للاخرين
Q26.I enjoy shopping for others because it makes me feel good						احب ان اتسوق لغيري لانني اشعر بحال افضل
9) Social shopping (All Malls)						
Q27.I prefer to shop with friends						افضل التسوق مع الاصدقاء
Q28.I prefer to go shopping with family						افضل التسوق مع العائله
Q29.Shopping with friends or family is a social occasion						التسوق مع الاصدقاء والعائله هي مناسبه اجتماعيه

10) - Please choose your rating regarding your preference to City Mall in comparison with other malls in Lebanon (1 is the lowest; 5 is the highest)						
Q30.Space	1	2	3	4	5	الفسحه
Q31.Ambiance	1	2	3	4	5	الجو العام
Q32.Adult entertainment activities/ Cinemas, Food court, etc	1	2	3	4	5	وسائل الترفيه للكبار
Q33.Children entertainment activities	1	2	3	4	5	وسائل الترفيه للصغار
Q34.The availability of multiple brands and multiple vendors	1	2	3	4	5	وجود العديد من المحال و الماركات
Q35.Overall mall experience	1	2	3	4	5	التجربه التسوقيه بمجملها

General Information						
Q36.Gender	M	F				الجنس
	1	2	3	4	5	
Q37.Age	Less than 18	18 to 24	25 to 44	45 to 64	65 & above	العمر
Q38.Marital status	single	married	divorced	widowed	in relation	الوضع الاجتماعي
Q39Educational level	Less than high school	High School or Equivalent	University student	Graduate	Post graduate	المستوى العلمي
Q40.Annual income level in dollar amount	Less than 10000	btw 10000 & 20000	btw 20000 & 30000	btw 30000 & 40000	more than 40000	الدخل السنوي
Q41.Lebanon permanent resident	Yes	No				مقيم في لبنان
Q42.Place of residence	Beirut	South	North	Mout Leb	Bekaa	مكان الاقامه

Adapted and amended with Permission

Appendix B

Results of survey questionnaire

Frequency of mall visits						Mean	Standard Devation
Q1. Number of times you visit other malls / month	1 times 23.9%	btw 1 & 5 48.4%	btw 6 & 10 16.3%	btw 11 & 15 5.2%	more than 16 6.1%		
Q2. Number of times you purchase or you pay for a service at a mall	1 times 22%	btw 1 & 5 57.8%	btw 6 & 10 14.4%	btw 11 & 15 2.5%	more than 16 3.4%		
Q3.How much time you spend at a mall ?	1 times 12.7%	btw 1 & 2 46.3%	btw 2 & 4 35.8%	btw 4 & 5 4.7%	more than 5 0.3%		
Q4. What is your average spending at a mall / visit USD?	less than 100 51.2 %	btw 100 & 200 34.6%	btw 200 & 300 8.9%	btw 300 & 500 3.9%	more than 500 1.4%		
	Strongly disagree	Disagree	Neutral	Agree	Strongly agree		
1) Convenient Shopping measurement							
	1	2	3	4	5		
Q5.I like to go shopping because of large variety of products available	1.30%	4.20%	7.60%	53.60%	33.30%	4.14	0.03
Q6.I like to go shopping at the mall because I need all I want under one roof	1.30%	4.60%	6.70%	54.20%	33.20%	4.13	0.03
Q7.I like to go shopping because mall opening hours are so convenient to me	0.80%	4.20%	22.60%	46.40%	26.10%	3.93	0.031
2) Economic Shopping							
Q8.I go to the mall to take advantage of promotion scheme	4.60%	18.80%	31.20%	26.00%	19.40%	3.37	0.041
Q9.I go to the mall when there are sales promotions/ holiday offers	3.80%	22.20%	31.50%	22.80%	19.70%	3.32	0.041
Q10.I enjoy taking advantage of discounts when I am at the mall	3.90%	14.30%	26.20%	31.20%	24.30%	3.58	0.041
3) Achievement shopping							
Q11.I always plan my shopping trips	5.90%	30.10%	19.80%	33.61%	10.60%	3.13	0.041
Q12.It is important to achieve what I have planned for in my shopping trip	3.40%	24.30%	25.50%	31.70%	15.20%	3.31	0.04
Q13.I always list what products I need to buy when I go for shopping	11.71%	33.91%	17.70%	26.21%	10.51%	2.9	0.44

4) Shopping enjoyment							
Q14.I feel better when visiting malls even if I don't buy anything	6.50%	21.50%	17.50%	44.30%	10.20%	2.3	0.04
Q15.I enjoy spending time at shopping mall	5.10%	15.40%	16.10%	50.70%	12.70%	3.5	0.038
Q16.Shopping at the mall is one of the most enjoyable things I do	10.61%	26.10%	25.70%	26.10%	11.50%	3.02	0.043
5) Gratification shopping							
Q17.When I am feeling depressed, I go to the shopping mall to feel better	10.70%	24.80%	22.20%	32.50%	9.70%	3.06	0.04
Q18.Shopping is a way to relief stress (all malls)	12.00%	26.00%	19.40%	31.90%	10.61%	3.03	0.044
6) Idea shopping							
Q19.I like to go shopping to see the latest fashion	2.70%	15.10%	19.00%	43.61%	19.60%	3.62	0.039
Q20.I like to go shopping to see the newest brands	1.80%	17.50%	20.70%	38.00%	22.00%	3.61	0.039
Q21.I go shopping to stay in trend and in style	1.40%	14.80%	21.80%	39.31%	22.61%	3.67	0.037
7) Shopping for aesthetic – ambience							
Q22.I enjoy the architecture of the mall	1.60%	8.31%	23.51%	46.80%	19.80%	3.65	0.033
Q23.I enjoy the decoration of the mall	1.70%	8.40%	22.51%	45.10%	22.31%	3.75	0.033
Q24.Visual merchandize and display at the mall are very important	9.40%	28.30%	16.70%	37.70%	7.90%	3.75	0.034
8) Roll Shopping							
Q25.I go shopping for others	9.40%	28.30%	16.70%	37.70%	7.90%	3.06	0.04
Q26.I enjoy shopping for others because it makes me feel good	11.00%	23.50%	23.10%	34.90%	7.60%	2.96	0.043
9) Social shopping							
Q27.I prefer to shop with friends	3.90%	24.50%	13.60%	35.50%	21.40%	3.47	0.043
Q28.I prefer to go shopping with family	11.00%	23.50%	23.10%	34.90%	7.60%	3.05	0.042
Q29.Shopping with friends or family is a social occasion	5.20%	18.00%	38.10%	32.20%	6.50%	3.17	0.035

Please choose your rating regarding your preference to City Mall in comparison with other malls in Lebanon (1 is the lowest; 5 is the highest)							
Over a scale 1 to 5; 1 is the lowest 5 is the highest	1	2	3	4	5		
Q30.Space	0.90%	4.50%	8.90%	45.10%	40.60%		
Q31.Ambiance	2.90%	8.00%	17.10%	45.90%	26.10%		
Q32.Adult entertainment activities/ Cinemas, Food court, etc	21.00%	7.20%	27.10%	46.70%	16.90%		
Q33.Children entertainment activities	2.60%	11.80%	37.50%	33.70%	14.40%		
Q34.The availability of multiple brands and multiple vendors	0.80%	3.10%	11.50%	49.90%	34.70%		
Q35.Overall mall experience	0.40%	3.30%	19.10%	56.20%	20.60%		
General Information							
Q36.Gender	52.6% M	47.4% F					
Q37.Age	less than 18 0.5%	18 to 24 38.3%	25 to 44 49.5%	45 to 64 10.8%	more than 65 0.5%		
Q38.Marital status	single 44.9%	married 43.8%	divorced 3.4%	widowed 0.5%	in relation 7.4%		
Q39Educational level	less than high sch 3.8%	high sch or equiv 11.7%	univ. student 15.4%	graduate 56.7%	post grad 12.4%		
Q40.Annual income level in dollar amount	less than 10000 28.2%	btw 10000 & 20000 46.5%	btw 20000 & 30000 14.9%	btw 30000 & 40000 4.4%	more than 40000 4.6%%		
Lebanon permanent resident	Yes 90.90	No 9.1%					
Place of residence	Beirut 41%	South 7.5%	North 12.7%	Mount Leb 35.7%	Bekaa 3.1%		

Appendix C

1	New South China Mall[30]	Dongguan, China	600,000 m^2 (6.46 million sq ft)	890,000 m^2 (9.58 million sq ft)	99.2 percent unoccupied
2	SM City North EDSA	Quezon City, Philippines	460,000 m^2 (4.74 million sq ft)		It includes City Center Building, The Annex, The Block, Car park Building and Sky Garden. Currently the largest mall in Asia after Golden Resources Mall, second largest mall in the world and largest shopping mall in Southeast Asia.
3	Central World[31]	Bangkok, Thailand	429,500 m^2 (4.62 million sq ft)	550,000 m^2 (5.92 million sq ft)	Area of the full complex is 1,024,000 m^2 including two skyscrapers.
4	SM Mall of Asia	Pasay City, Philippines	410,000 m^2 (4.67 million sq ft)[*citation needed*]		
5	Dream Mall	Kaohsiung City, Taiwan	400,000 m^2 (4.5 million sq ft)		
6	West Edmonton Mall	Edmonton, Canada	350,000 m^2 (3.8 million sq ft)	570,000 m^2 (6.0 million sq ft)	The largest mall in North America
7	The Dubai	Dubai, UAE	350,000 m^2 (3.77 million	1,124,000 m^2 (12.1	The largest mall in the

	Mall[32][33][34]		sq ft)	million sq ft)	world by area
8	SM Megamall	Mandaluyong City, Philippines	348,000 m² (3.75 million sq ft)	420,000 m² (4.52 million sq ft)	
9	Berjaya Times Square[35]	Kuala Lumpur, Malaysia	320,000 m² (3.44 million sq ft)	700,000 m² (7.53 million sq ft)	
10	Beijing Mall	Beijing, China	320,000 m² (3.44 million sq ft)	440,000 m² (4.74 million sq ft)	
11	Siam Paragon[36]	Bangkok, Thailand	300,000 m² (3.23 million sq ft)	500,000 m² (5.38 million sq ft)	
12	SM City Cebu	Mabolo, Cebu City, Philippines	268,611 m² (2,891,305 sq. ft.)		Consists of Northwing and Southwing. Largest mall in Central Philippines
13	King of Prussia Mall[37]	King of Prussia, Pennsylvania, United States	259,000 m² (2.79 million sq ft)		Consists of two separate buildings
14	Mall of America	Bloomington, Minnesota, United States	257,200 m² (2.77 million sq ft)	390,000 m² (4.2 million sq ft)	

Ref: Wikepedia

Appendix D

Dear Oussama elChafei,

You can use and cite my said research paper in your dissertation as reference. Best of luck for your dissertation.

With regards,

Vipul Patel

On Wed, Dec 16, 2009 at 6:06 PM, Oussama elChafei <ouss22@hotmail.com> wrote:

Dear Sir,

My name is Oussama elChafei; I am a Masters student at Haigazian University in Beirut Lebanon, with a concentration in marketing.

I am preparing a dissertation about the consumer motives when shopping at malls - A study on the Lebanese market.

Through my research process I have looked over your published dissertation about the consumer motives when shopping at malls - Case of Indian consumer.

I request your permission to consider part of your study in my dissertation review of literature, and questionnaire development (Hedonism & Utilitarianism classification of mall consumers)

My dissertation will add to your excellent work through considering the effect of demographic factors on consumer behaviour when shopping at malls in Lebanon.

I would like to thank you in advance and I shall await your response.

Yours truly,
Oussama elchafei
009613720112

Appendix E

Dear our valued Guest,

We would like to have your opinion concerning measuring the shoppers' motives when shopping at mall

This study is done by Oussama elchafei for the fulfilment of MBA degree at Haigazian University, with the help of City Mall.

Thank you very much for the time and we appreciate your contribution to our study

Regards,

Oussama C.

Appendix F

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Oneway

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ANOVA

		Sum of Squares	df	Mean Square
Average for convenience in shopping	Between Groups	1.659	1	1.659
	Within Groups	390.865	758	.516
	Total	392.523	759	
Average for Economic Shopping	Between Groups	.840	1	.840
	Within Groups	841.191	758	1.110
	Total	842.031	759	
Average Achievement Shopping	Between Groups	.360	1	.360
	Within Groups	771.637	758	1.018
	Total	771.996	759	
Average Enjoyment Shopping	Between Groups	1.602	1	1.602
	Within Groups	759.228	758	1.002
	Total	760.830	759	
Average Gratification Shopping	Between Groups	2.882	1	2.882
	Within Groups	994.185	758	1.312
	Total	997.067	759	
Average Idea Shopping	Between Groups	2.268	1	2.268
	Within Groups	752.193	758	.992
	Total	754.460	759	
Average Ambiance Shopping	Between Groups	.730	1	.730
	Within Groups	496.997	757	.657
	Total	497.727	758	

Average Role Shopping	Between Groups	18.381	1	18.381
	Within Groups	943.313	755	1.249
	Total	961.694	756	
Average Social Shopping	Between Groups	.361	1	.361
	Within Groups	438.568	754	.582
	Total	438.929	755	
Average Utilatarian Motivation	Between Groups	.835	1	.835
	Within Groups	351.470	758	.464
	Total	352.306	759	
Average Hedonic motivation	Between Groups	2.303	1	2.303
	Within Groups	220.718	758	.291
	Total	223.021	759	

ANOVA

		F	Sig.
Average for convenience in shopping	Between Groups	3.217	.073
Average for Economic Shopping	Between Groups	.757	.385
Average Achievement Shopping	Between Groups	.353	.552
Average Enjoyment Shopping	Between Groups	1.599	.206
Average Gratification Shopping	Between Groups	2.197	.139
Average Idea Shopping	Between Groups	2.285	.131
Average Ambiance Shopping	Between Groups	1.112	.292
Average Role Shopping	Between Groups	14.711	.000
Average Social Shopping	Between Groups	.620	.431
Average Utilatarian Motivation	Between Groups	1.802	.180
Average Hedonic motivation	Between Groups	7.910	.005

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Oneway

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ANOVA

		Sum of Squares	df	Mean Square
Average for convenience in shopping	Between Groups	1.304	4	.326
	Within Groups	385.868	750	.514
	Total	387.171	754	
Average for Economic Shopping	Between Groups	5.656	4	1.414
	Within Groups	827.890	750	1.104
	Total	833.547	754	
Average Achievement Shopping	Between Groups	3.209	4	.802
	Within Groups	771.436	750	1.029
	Total	774.645	754	
Average Enjoyment Shopping	Between Groups	7.937	4	1.984
	Within Groups	749.471	750	.999
	Total	757.408	754	
Average Gratification Shopping	Between Groups	3.086	4	.771
	Within Groups	987.399	750	1.317
	Total	990.485	754	
Average Idea Shopping	Between Groups	4.660	4	1.165
	Within Groups	749.572	750	.999
	Total	754.232	754	
Average Ambiance Shopping	Between Groups	1.775	4	.444
	Within Groups	491.392	749	.656
	Total	493.167	753	

Average Role Shopping	Between Groups	45.717	4	11.429
	Within Groups	905.825	747	1.213
	Total	951.542	751	
Average Social Shopping	Between Groups	12.140	4	3.035
	Within Groups	429.719	746	.576
	Total	441.858	750	
Average Utilatarian Motivation	Between Groups	2.168	4	.542
	Within Groups	347.968	750	.464
	Total	350.136	754	
Average Hedonic motivation	Between Groups	.986	4	.246
	Within Groups	221.193	750	.295
	Total	222.179	754	

ANOVA

		F	Sig.
Average for convenience in shopping	Between Groups	.633	.639
Average for Economic Shopping	Between Groups	1.281	.276
Average Achievement Shopping	Between Groups	.780	.538
Average Enjoyment Shopping	Between Groups	1.986	.095
Average Gratification Shopping	Between Groups	.586	.673
Average Idea Shopping	Between Groups	1.166	.325
Average Ambiance Shopping	Between Groups	.676	.608
Average Role Shopping	Between Groups	9.425	.000
Average Social Shopping	Between Groups	5.269	.000
Average Utilatarian Motivation	Between Groups	1.168	.323
Average Hedonic motivation	Between Groups	.836	.503

Post Hoc Tests

Multiple Comparisons

LSD

Dependent Variable	(I) Annual income level in dollar amount	(J) Annual income level in dollar amount	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Average for convenience in shopping	Less than 10000	btw 10000 & 20000	.01503	.06186	.808	-.1064	.1365
		btw 20000 & 30000	-.01194	.08304	.886	-.1750	.1511
		btw 30000 & 40000	.05910	.13234	.655	-.2007	.3189
		more than 40000	.19299	.13070	.140	-.0636	.4496
	btw 10000 & 20000	Less than 10000	-.01503	.06186	.808	-.1365	.1064
		btw 20000 & 30000	-.02697	.07719	.727	-.1785	.1246
		btw 30000 & 40000	.04406	.12875	.732	-.2087	.2968
		more than 40000	.17796	.12706	.162	-.0715	.4274
	btw 20000 & 30000	Less than 10000	.01194	.08304	.886	-.1511	.1750
		btw 10000 & 20000	.02697	.07719	.727	-.1246	.1785
		btw 30000 & 40000	.07104	.14016	.612	-.2041	.3462
		more than 40000	.20493	.13861	.140	-.0672	.4770
	btw 30000 & 40000	Less than 10000	-.05910	.13234	.655	-.3189	.2007
		btw 10000 & 20000	-.04406	.12875	.732	-.2968	.2087
		btw 20000 & 30000	-.07104	.14016	.612	-.3462	.2041

		more than 40000	.13389	.17272	.438	-.2052	.4730
	more than 40000	Less than 10000	-.19299	.13070	.140	-.4496	.0636
		btw 10000 & 20000	-.17796	.12706	.162	-.4274	.0715
		btw 20000 & 30000	-.20493	.13861	.140	-.4770	.0672
		btw 30000 & 40000	-.13389	.17272	.438	-.4730	.2052
Average for Economic Shopping	Less than 10000	btw 10000 & 20000	-.09286	.09062	.306	-.2708	.0850
		btw 20000 & 30000	-.13154	.12163	.280	-.3703	.1072
		btw 30000 & 40000	.20910	.19385	.281	-.1714	.5897
		more than 40000	.15196	.19144	.428	-.2239	.5278
	btw 10000 & 20000	Less than 10000	.09286	.09062	.306	-.0850	.2708
		btw 20000 & 30000	-.03868	.11306	.732	-.2606	.1833
		btw 30000 & 40000	.30197	.18859	.110	-.0683	.6722
		more than 40000	.24482	.18612	.189	-.1205	.6102
	btw 20000 & 30000	Less than 10000	.13154	.12163	.280	-.1072	.3703
		btw 10000 & 20000	.03868	.11306	.732	-.1833	.2606
		btw 30000 & 40000	.34064	.20530	.097	-.0624	.7437
		more than 40000	.28350	.20303	.163	-.1151	.6821
	btw 30000 & 40000	Less than 10000	-.20910	.19385	.281	-.5897	.1714
		btw 10000 & 20000	-.30197	.18859	.110	-.6722	.0683
		btw 20000 & 30000	-.34064	.20530	.097	-.7437	.0624

		more than 40000	-.05714	.25299	.821	-.5538	.4395
	more than 40000	Less than 10000	-.15196	.19144	.428	-.5278	.2239
		btw 10000 & 20000	-.24482	.18612	.189	-.6102	.1205
		btw 20000 & 30000	-.28350	.20303	.163	-.6821	.1151
		btw 30000 & 40000	.05714	.25299	.821	-.4395	.5538
Average Achievement Shopping	Less than 10000	btw 10000 & 20000	-.10568	.08747	.227	-.2774	.0660
		btw 20000 & 30000	.02351	.11741	.841	-.2070	.2540
		btw 30000 & 40000	.08156	.18712	.663	-.2858	.4489
		more than 40000	.06224	.18480	.736	-.3005	.4250
	btw 10000 & 20000	Less than 10000	.10568	.08747	.227	-.0660	.2774
		btw 20000 & 30000	.12919	.10914	.237	-.0851	.3434
		btw 30000 & 40000	.18724	.18205	.304	-.1701	.5446
		more than 40000	.16791	.17966	.350	-.1848	.5206
	btw 20000 & 30000	Less than 10000	-.02351	.11741	.841	-.2540	.2070
		btw 10000 & 20000	-.12919	.10914	.237	-.3434	.0851
		btw 30000 & 40000	.05805	.19818	.770	-.3310	.4471
		more than 40000	.03872	.19599	.843	-.3460	.4235
	btw 30000 & 40000	Less than 10000	-.08156	.18712	.663	-.4489	.2858
		btw 10000 & 20000	-.18724	.18205	.304	-.5446	.1701
		btw 20000 & 30000	-.05805	.19818	.770	-.4471	.3310

		more than 40000	-.01933	.24421	.937	-.4988	.4601
	more than 40000	Less than 10000	-.06224	.18480	.736	-.4250	.3005
		btw 10000 & 20000	-.16791	.17966	.350	-.5206	.1848
		btw 20000 & 30000	-.03872	.19599	.843	-.4235	.3460
		btw 30000 & 40000	.01933	.24421	.937	-.4601	.4988
Average Enjoyment Shopping	Less than 10000	btw 10000 & 20000	-.01755	.08622	.839	-.1868	.1517
		btw 20000 & 30000	.13190	.11572	.255	-.0953	.3591
		btw 30000 & 40000	-.28468	.18444	.123	-.6468	.0774
		more than 40000	.30300	.18215	.097	-.0546	.6606
	btw 10000 & 20000	Less than 10000	.01755	.08622	.839	-.1517	.1868
		btw 20000 & 30000	.14945	.10758	.165	-.0617	.3606
		btw 30000 & 40000	-.26713	.17944	.137	-.6194	.0851
		more than 40000	.32055	.17708	.071	-.0271	.6682
	btw 20000 & 30000	Less than 10000	-.13190	.11572	.255	-.3591	.0953
		btw 10000 & 20000	-.14945	.10758	.165	-.3606	.0617
		btw 30000 & 40000	-.41658*	.19534	.033	-.8001	-.0331
		more than 40000	.17109	.19318	.376	-.2081	.5503
	btw 30000 & 40000	Less than 10000	.28468	.18444	.123	-.0774	.6468
		btw 10000 & 20000	.26713	.17944	.137	-.0851	.6194
		btw 20000 & 30000	.41658*	.19534	.033	.0331	.8001

		more than 40000	.58768*	.24071	.015	.1151	1.0602
	more than 40000	Less than 10000	-.30300	.18215	.097	-.6606	.0546
		btw 10000 & 20000	-.32055	.17708	.071	-.6682	.0271
		btw 20000 & 30000	-.17109	.19318	.376	-.5503	.2081
		btw 30000 & 40000	-.58768*	.24071	.015	-1.0602	-.1151
Average Gratification Shopping	Less than 10000	btw 10000 & 20000	.01467	.09896	.882	-.1796	.2089
		btw 20000 & 30000	.13085	.13283	.325	-.1299	.3916
		btw 30000 & 40000	-.19526	.21170	.357	-.6109	.2203
		more than 40000	-.00198	.20907	.992	-.4124	.4084
	btw 10000 & 20000	Less than 10000	-.01467	.09896	.882	-.2089	.1796
		btw 20000 & 30000	.11618	.12348	.347	-.1262	.3586
		btw 30000 & 40000	-.20993	.20596	.308	-.6143	.1944
		more than 40000	-.01665	.20326	.935	-.4157	.3824
	btw 20000 & 30000	Less than 10000	-.13085	.13283	.325	-.3916	.1299
		btw 10000 & 20000	-.11618	.12348	.347	-.3586	.1262
		btw 30000 & 40000	-.32611	.22421	.146	-.7663	.1140
		more than 40000	-.13283	.22173	.549	-.5681	.3025
	btw 30000 & 40000	Less than 10000	.19526	.21170	.357	-.2203	.6109
		btw 10000 & 20000	.20993	.20596	.308	-.1944	.6143
		btw 20000 & 30000	.32611	.22421	.146	-.1140	.7663

		more than 40000	.19328	.27629	.484	-.3491	.7357
	more than 40000	Less than 10000	.00198	.20907	.992	-.4084	.4124
		btw 10000 & 20000	.01665	.20326	.935	-.3824	.4157
		btw 20000 & 30000	.13283	.22173	.549	-.3025	.5681
		btw 30000 & 40000	-.19328	.27629	.484	-.7357	.3491
Average Idea Shopping	Less than 10000	btw 10000 & 20000	.08240	.08622	.340	-.0869	.2517
		btw 20000 & 30000	.21711	.11573	.061	-.0101	.4443
		btw 30000 & 40000	-.07598	.18445	.681	-.4381	.2861
		more than 40000	.17500	.18216	.337	-.1826	.5326
	btw 10000 & 20000	Less than 10000	-.08240	.08622	.340	-.2517	.0869
		btw 20000 & 30000	.13471	.10758	.211	-.0765	.3459
		btw 30000 & 40000	-.15838	.17945	.378	-.5107	.1939
		more than 40000	.09260	.17709	.601	-.2551	.4403
	btw 20000 & 30000	Less than 10000	-.21711	.11573	.061	-.4443	.0101
		btw 10000 & 20000	-.13471	.10758	.211	-.3459	.0765
		btw 30000 & 40000	-.29309	.19535	.134	-.6766	.0904
		more than 40000	-.04211	.19319	.828	-.4214	.3372
	btw 30000 & 40000	Less than 10000	.07598	.18445	.681	-.2861	.4381
		btw 10000 & 20000	.15838	.17945	.378	-.1939	.5107
		btw 20000 & 30000	.29309	.19535	.134	-.0904	.6766

		more than 40000	.25098	.24073	.297	-.2216	.7236
	more than 40000	Less than 10000	-.17500	.18216	.337	-.5326	.1826
		btw 10000 & 20000	-.09260	.17709	.601	-.4403	.2551
		btw 20000 & 30000	.04211	.19319	.828	-.3372	.4214
		btw 30000 & 40000	-.25098	.24073	.297	-.7236	.2216
Average Ambiance Shopping	Less than 10000	btw 10000 & 20000	.07382	.06990	.291	-.0634	.2110
		btw 20000 & 30000	.09665	.09377	.303	-.0874	.2807
		btw 30000 & 40000	.11420	.14944	.445	-.1792	.4076
		more than 40000	-.08580	.14759	.561	-.3755	.2039
	btw 10000 & 20000	Less than 10000	-.07382	.06990	.291	-.2110	.0634
		btw 20000 & 30000	.02283	.08720	.794	-.1483	.1940
		btw 30000 & 40000	.04038	.14541	.781	-.2451	.3258
		more than 40000	-.15962	.14350	.266	-.4413	.1221
	btw 20000 & 30000	Less than 10000	-.09665	.09377	.303	-.2807	.0874
		btw 10000 & 20000	-.02283	.08720	.794	-.1940	.1483
		btw 30000 & 40000	.01754	.15827	.912	-.2932	.3283
		more than 40000	-.18246	.15652	.244	-.4897	.1248
	btw 30000 & 40000	Less than 10000	-.11420	.14944	.445	-.4076	.1792
		btw 10000 & 20000	-.04038	.14541	.781	-.3258	.2451
		btw 20000 & 30000	-.01754	.15827	.912	-.3283	.2932

		more than 40000	-.20000	.19504	.305	-.5829	.1829
	more than 40000	Less than 10000	.08580	.14759	.561	-.2039	.3755
		btw 10000 & 20000	.15962	.14350	.266	-.1221	.4413
		btw 20000 & 30000	.18246	.15652	.244	-.1248	.4897
		btw 30000 & 40000	.20000	.19504	.305	-.1829	.5829
Average Role Shopping	Less than 10000	btw 10000 & 20000	-.19744*	.09497	.038	-.3839	-.0110
		btw 20000 & 30000	-.73745*	.12748	.000	-.9877	-.4872
		btw 30000 & 40000	-.13167	.20317	.517	-.5305	.2672
		more than 40000	-.59491*	.20859	.004	-1.0044	-.1854
	btw 10000 & 20000	Less than 10000	.19744*	.09497	.038	.0110	.3839
		btw 20000 & 30000	-.54002*	.11850	.000	-.7727	-.3074
		btw 30000 & 40000	.06576	.19766	.739	-.3223	.4538
		more than 40000	-.39747	.20323	.051	-.7964	.0015
	btw 20000 & 30000	Less than 10000	.73745*	.12748	.000	.4872	.9877
		btw 10000 & 20000	.54002*	.11850	.000	.3074	.7727
		btw 30000 & 40000	.60578*	.21518	.005	.1834	1.0282
		more than 40000	.14254	.22030	.518	-.2899	.5750
	btw 30000 & 40000	Less than 10000	.13167	.20317	.517	-.2672	.5305
		btw 10000 & 20000	-.06576	.19766	.739	-.4538	.3223
		btw 20000 & 30000	-.60578*	.21518	.005	-1.0282	-.1834

		more than 40000	-.46324	.27122	.088	-.9957	.0692
	more than 40000	Less than 10000	.59491*	.20859	.004	.1854	1.0044
		btw 10000 & 20000	.39747	.20323	.051	-.0015	.7964
		btw 20000 & 30000	-.14254	.22030	.518	-.5750	.2899
		btw 30000 & 40000	.46324	.27122	.088	-.0692	.9957
Average Social Shopping	Less than 10000	btw 10000 & 20000	.15600*	.06546	.017	.0275	.2845
		btw 20000 & 30000	.10578	.08812	.230	-.0672	.2788
		btw 30000 & 40000	-.32298*	.14003	.021	-.5979	-.0481
		more than 40000	.39699*	.14376	.006	.1148	.6792
	btw 10000 & 20000	Less than 10000	-.15600*	.06546	.017	-.2845	-.0275
		btw 20000 & 30000	-.05022	.08195	.540	-.2111	.1107
		btw 30000 & 40000	-.47899*	.13624	.000	-.7464	-.2115
		more than 40000	.24099	.14007	.086	-.0340	.5160
	btw 20000 & 30000	Less than 10000	-.10578	.08812	.230	-.2788	.0672
		btw 10000 & 20000	.05022	.08195	.540	-.1107	.2111
		btw 30000 & 40000	-.42877*	.14846	.004	-.7202	-.1373
		more than 40000	.29121	.15198	.056	-.0072	.5896
	btw 30000 & 40000	Less than 10000	.32298*	.14003	.021	.0481	.5979
		btw 10000 & 20000	.47899*	.13624	.000	.2115	.7464
		btw 20000 & 30000	.42877*	.14846	.004	.1373	.7202

		more than 40000	.71998*	.18693	.000	.3530	1.0869
	more than 40000	Less than 10000	-.39699*	.14376	.006	-.6792	-.1148
		btw 10000 & 20000	-.24099	.14007	.086	-.5160	.0340
		btw 20000 & 30000	-.29121	.15198	.056	-.5896	.0072
		btw 30000 & 40000	-.71998*	.18693	.000	-1.0869	-.3530
Average Utilatarian Motivation	Less than 10000	btw 10000 & 20000	-.05895	.05875	.316	-.1743	.0564
		btw 20000 & 30000	-.03604	.07885	.648	-.1908	.1188
		btw 30000 & 40000	.11628	.12567	.355	-.1304	.3630
		more than 40000	.13882	.12411	.264	-.1048	.3825
	btw 10000 & 20000	Less than 10000	.05895	.05875	.316	-.0564	.1743
		btw 20000 & 30000	.02291	.07330	.755	-.1210	.1668
		btw 30000 & 40000	.17523	.12227	.152	-.0648	.4153
		more than 40000	.19778	.12066	.102	-.0391	.4347
	btw 20000 & 30000	Less than 10000	.03604	.07885	.648	-.1188	.1908
		btw 10000 & 20000	-.02291	.07330	.755	-.1668	.1210
		btw 30000 & 40000	.15232	.13310	.253	-.1090	.4136
		more than 40000	.17487	.13163	.184	-.0835	.4333
	btw 30000 & 40000	Less than 10000	-.11628	.12567	.355	-.3630	.1304
		btw 10000 & 20000	-.17523	.12227	.152	-.4153	.0648
		btw 20000 & 30000	-.15232	.13310	.253	-.4136	.1090

		more than 40000	.02255	.16402	.891	-.2994	.3445
	more than 40000	Less than 10000	-.13882	.12411	.264	-.3825	.1048
		btw 10000 & 20000	-.19778	.12066	.102	-.4347	.0391
		btw 20000 & 30000	-.17487	.13163	.184	-.4333	.0835
		btw 30000 & 40000	-.02255	.16402	.891	-.3445	.2994
Average Hedonic motivation	Less than 10000	btw 10000 & 20000	.03400	.04684	.468	-.0579	.1260
		btw 20000 & 30000	.02964	.06287	.638	-.0938	.1531
		btw 30000 & 40000	-.13156	.10020	.190	-.3283	.0651
		more than 40000	.05559	.09895	.574	-.1387	.2498
	btw 10000 & 20000	Less than 10000	-.03400	.04684	.468	-.1260	.0579
		btw 20000 & 30000	-.00437	.05844	.940	-.1191	.1104
		btw 30000 & 40000	-.16556	.09748	.090	-.3569	.0258
		more than 40000	.02159	.09620	.823	-.1673	.2104
	btw 20000 & 30000	Less than 10000	-.02964	.06287	.638	-.1531	.0938
		btw 10000 & 20000	.00437	.05844	.940	-.1104	.1191
		btw 30000 & 40000	-.16119	.10612	.129	-.3695	.0471
		more than 40000	.02595	.10494	.805	-.1801	.2320
	btw 30000 & 40000	Less than 10000	.13156	.10020	.190	-.0651	.3283
		btw 10000 & 20000	.16556	.09748	.090	-.0258	.3569
		btw 20000 & 30000	.16119	.10612	.129	-.0471	.3695

		more than 40000	.18714	.13077	.153	-.0696	.4439
	more than 40000	Less than 10000	-.05559	.09895	.574	-.2498	.1387
		btw 10000 & 20000	-.02159	.09620	.823	-.2104	.1673
		btw 20000 & 30000	-.02595	.10494	.805	-.2320	.1801
		btw 30000 & 40000	-.18714	.13077	.153	-.4439	.0696

*. The mean difference is significant at the 0.05 level.

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ONEWAY avconenience avecoshopping avachievement avenjoyment avgratification
avidea avambience avrole avsocial avutilatarian avhed BY     Marital.status
/MISSING ANALYSIS    /POSTHOC=LSD ALPHA(0.05).
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Oneway

ANOVA

		Sum of Squares	df	Mean Square
Average for convenience in shopping	Between Groups	4.146	4	1.037
	Within Groups	388.243	755	.514
	Total	392.389	759	
Average for Economic Shopping	Between Groups	1.385	4	.346
	Within Groups	846.835	755	1.122
	Total	848.220	759	
Average Achievement Shopping	Between Groups	7.903	4	1.976
	Within Groups	762.088	755	1.009
	Total	769.991	759	
Average Enjoyment Shopping	Between Groups	5.664	4	1.416
	Within Groups	756.377	755	1.002
	Total	762.042	759	
Average Gratification Shopping	Between Groups	2.036	4	.509
	Within Groups	997.161	755	1.321
	Total	999.197	759	
Average Idea Shopping	Between Groups	3.774	4	.944
	Within Groups	761.654	755	1.009
	Total	765.428	759	

Average Ambiance Shopping	Between Groups	.769	4	.192
	Within Groups	501.261	754	.665
	Total	502.030	758	
Average Role Shopping	Between Groups	34.288	4	8.572
	Within Groups	917.960	752	1.221
	Total	952.248	756	
Average Social Shopping	Between Groups	3.406	4	.852
	Within Groups	433.207	751	.577
	Total	436.613	755	
Average Utilatarian Motivation	Between Groups	1.947	4	.487
	Within Groups	351.448	755	.465
	Total	353.395	759	
Average Hedonic motivation	Between Groups	.315	4	.079
	Within Groups	223.969	755	.297
	Total	224.284	759	

ANOVA

		F	Sig.
Average for convenience in shopping	Between Groups	2.016	.090
Average for Economic Shopping	Between Groups	.309	.872
Average Achievement Shopping	Between Groups	1.957	.099
Average Enjoyment Shopping	Between Groups	1.413	.228
Average Gratification Shopping	Between Groups	.385	.819
Average Idea Shopping	Between Groups	.935	.443
Average Ambiance Shopping	Between Groups	.289	.885
Average Role Shopping	Between Groups	7.022	.000
Average Social Shopping	Between Groups	1.476	.208
Average Utilatarian Motivation	Between Groups	1.045	.383

ANOVA

		F	Sig.
Average for convenience in shopping	Between Groups	2.016	.090
Average for Economic Shopping	Between Groups	.309	.872
Average Achievement Shopping	Between Groups	1.957	.099
Average Enjoyment Shopping	Between Groups	1.413	.228
Average Gratification Shopping	Between Groups	.385	.819
Average Idea Shopping	Between Groups	.935	.443
Average Ambiance Shopping	Between Groups	.289	.885
Average Role Shopping	Between Groups	7.022	.000
Average Social Shopping	Between Groups	1.476	.208
Average Utilatarian Motivation	Between Groups	1.045	.383
Average Hedonic motivation	Between Groups	.265	.900

Post Hoc Tests

Multiple Comparisons							
LSD							
						95% Confidence Interval	
Dependent Variable	(I) Marital status	(J) Marital status	Mean Difference (I-J)	Std. Error	Sig.	Lower Bound	Upper Bound
Average for convenience in shopping	Single	Married	-.10947*	.05525	.048	-.2179	-.0010
		Divorced	-.18535	.14590	.204	-.4718	.1011
		Widowed	-.42253	.36065	.242	-1.1305	.2855
		In relation	-.21122*	.10340	.041	-.4142	-.0082
	Married	Single	.10947*	.05525	.048	.0010	.2179
		Divorced	-.07588	.14602	.603	-.3625	.2108
		Widowed	-.31306	.36070	.386	-1.0211	.3950
		In relation	-.10175	.10357	.326	-.3051	.1016
	Divorced	Single	.18535	.14590	.204	-.1011	.4718
		Married	.07588	.14602	.603	-.2108	.3625
		Widowed	-.23718	.38514	.538	-.9933	.5189
		In relation	-.02587	.17018	.879	-.3599	.3082
	Widowed	Single	.42253	.36065	.242	-.2855	1.1305
		Married	.31306	.36070	.386	-.3950	1.0211
		Divorced	.23718	.38514	.538	-.5189	.9933
		In relation	.21131	.37113	.569	-.5173	.9399
	In relation	Single	.21122*	.10340	.041	.0082	.4142
		Married	.10175	.10357	.326	-.1016	.3051
		Divorced	.02587	.17018	.879	-.3082	.3599
		Widowed	-.21131	.37113	.569	-.9399	.5173
Average for Economic Shopping	Single	Married	-.04812	.08159	.556	-.2083	.1121
		Divorced	-.06271	.21547	.771	-.4857	.3603
		Widowed	-.35117	.53263	.510	-1.3968	.6944
		In relation	.07442	.15270	.626	-.2254	.3742

	Married	Single	.04812	.08159	.556	-.1121	.2083
		Divorced	-.01459	.21566	.946	-.4380	.4088
		Widowed	-.30305	.53271	.570	-1.3488	.7427
		In relation	.12254	.15296	.423	-.1777	.4228
	Divorced	Single	.06271	.21547	.771	-.3603	.4857
		Married	.01459	.21566	.946	-.4088	.4380
		Widowed	-.28846	.56881	.612	-1.4051	.8282
		In relation	.13713	.25133	.585	-.3563	.6305
	Widowed	Single	.35117	.53263	.510	-.6944	1.3968
		Married	.30305	.53271	.570	-.7427	1.3488
		Divorced	.28846	.56881	.612	-.8282	1.4051
		In relation	.42560	.54812	.438	-.6504	1.5016
	In relation	Single	-.07442	.15270	.626	-.3742	.2254
		Married	-.12254	.15296	.423	-.4228	.1777
		Divorced	-.13713	.25133	.585	-.6305	.3563
		Widowed	-.42560	.54812	.438	-1.5016	.6504
Average Achievement Shopping	Single	Married	-.12193	.07740	.116	-.2739	.0300
		Divorced	.33168	.20441	.105	-.0696	.7330
		Widowed	-.17473	.50528	.730	-1.1667	.8172
		In relation	.12289	.14486	.397	-.1615	.4073
	Married	Single	.12193	.07740	.116	-.0300	.2739
		Divorced	.45361*	.20458	.027	.0520	.8552
		Widowed	-.05280	.50535	.917	-1.0449	.9393
		In relation	.24482	.14511	.092	-.0400	.5297
	Divorced	Single	-.33168	.20441	.105	-.7330	.0696
		Married	-.45361*	.20458	.027	-.8552	-.0520
		Widowed	-.50641	.53960	.348	-1.5657	.5529
		In relation	-.20879	.23843	.381	-.6768	.2593
	Widowed	Single	.17473	.50528	.730	-.8172	1.1667
		Married	.05280	.50535	.917	-.9393	1.0449
		Divorced	.50641	.53960	.348	-.5529	1.5657
		In relation	.29762	.51997	.567	-.7231	1.3184
	In relation	Single	-.12289	.14486	.397	-.4073	.1615

		Married	-.24482	.14511	.092	-.5297	.0400
		Divorced	.20879	.23843	.381	-.2593	.6768
		Widowed	-.29762	.51997	.567	-1.3184	.7231
Average Enjoyment Shopping	Single	Married	.08907	.07711	.248	-.0623	.2405
		Divorced	-.22054	.20364	.279	-.6203	.1792
		Widowed	-.37439	.50338	.457	-1.3626	.6138
		In relation	-.16010	.14432	.268	-.4434	.1232
	Married	Single	-.08907	.07711	.248	-.2405	.0623
		Divorced	-.30962	.20381	.129	-.7097	.0905
		Widowed	-.46346	.50345	.358	-1.4518	.5249
		In relation	-.24918	.14456	.085	-.5330	.0346
	Divorced	Single	.22054	.20364	.279	-.1792	.6203
		Married	.30962	.20381	.129	-.0905	.7097
		Widowed	-.15385	.53758	.775	-1.2092	.9015
		In relation	.06044	.23753	.799	-.4059	.5267
	Widowed	Single	.37439	.50338	.457	-.6138	1.3626
		Married	.46346	.50345	.358	-.5249	1.4518
		Divorced	.15385	.53758	.775	-.9015	1.2092
		In relation	.21429	.51802	.679	-.8026	1.2312
	In relation	Single	.16010	.14432	.268	-.1232	.4434
		Married	.24918	.14456	.085	-.0346	.5330
		Divorced	-.06044	.23753	.799	-.5267	.4059
		Widowed	-.21429	.51802	.679	-1.2312	.8026
Average Gratification Shopping	Single	Married	.07614	.08854	.390	-.0977	.2500
		Divorced	-.05397	.23382	.818	-.5130	.4050
		Widowed	.33065	.57798	.567	-.8040	1.4653
		In relation	-.06221	.16570	.707	-.3875	.2631
	Married	Single	-.07614	.08854	.390	-.2500	.0977
		Divorced	-.13011	.23402	.578	-.5895	.3293
		Widowed	.25450	.57806	.660	-.8803	1.3893
		In relation	-.13835	.16598	.405	-.4642	.1875
	Divorced	Single	.05397	.23382	.818	-.4050	.5130
		Married	.13011	.23402	.578	-.3293	.5895

		Widowed	.38462	.61724	.533	-.8271	1.5963
		In relation	-.00824	.27273	.976	-.5436	.5272
	Widowed	Single	-.33065	.57798	.567	-1.4653	.8040
		Married	-.25450	.57806	.660	-1.3893	.8803
		Divorced	-.38462	.61724	.533	-1.5963	.8271
		In relation	-.39286	.59479	.509	-1.5605	.7748
	In relation	Single	.06221	.16570	.707	-.2631	.3875
		Married	.13835	.16598	.405	-.1875	.4642
		Divorced	.00824	.27273	.976	-.5272	.5436
		Widowed	.39286	.59479	.509	-.7748	1.5605
Average Idea Shopping	Single	Married	.08425	.07738	.277	-.0677	.2362
		Divorced	.07008	.20435	.732	-.3311	.4712
		Widowed	.40982	.50514	.417	-.5818	1.4015
		In relation	-.15268	.14482	.292	-.4370	.1316
	Married	Single	-.08425	.07738	.277	-.2362	.0677
		Divorced	-.01417	.20452	.945	-.4157	.3873
		Widowed	.32558	.50521	.519	-.6662	1.3174
		In relation	-.23692	.14507	.103	-.5217	.0479
	Divorced	Single	-.07008	.20435	.732	-.4712	.3311
		Married	.01417	.20452	.945	-.3873	.4157
		Widowed	.33974	.53945	.529	-.7193	1.3987
		In relation	-.22276	.23836	.350	-.6907	.2452
	Widowed	Single	-.40982	.50514	.417	-1.4015	.5818
		Married	-.32558	.50521	.519	-1.3174	.6662
		Divorced	-.33974	.53945	.529	-1.3987	.7193
		In relation	-.56250	.51982	.280	-1.5830	.4580
	In relation	Single	.15268	.14482	.292	-.1316	.4370
		Married	.23692	.14507	.103	-.0479	.5217
		Divorced	.22276	.23836	.350	-.2452	.6907
		Widowed	.56250	.51982	.280	-.4580	1.5830
Average Ambiance Shopping	Single	Married	.05710	.06286	.364	-.0663	.1805
		Divorced	.02903	.16591	.861	-.2967	.3547
		Widowed	.00980	.41007	.981	-.7952	.8148

		In relation	.09314	.11759	.429	-.1377	.3240
	Married	Single	-.05710	.06286	.364	-.1805	.0663
		Divorced	-.02807	.16603	.866	-.3540	.2979
		Widowed	-.04730	.41012	.908	-.8524	.7578
		In relation	.03604	.11776	.760	-.1951	.2672
	Divorced	Single	-.02903	.16591	.861	-.3547	.2967
		Married	.02807	.16603	.866	-.2979	.3540
		Widowed	-.01923	.43792	.965	-.8789	.8404
		In relation	.06410	.19350	.741	-.3158	.4440
	Widowed	Single	-.00980	.41007	.981	-.8148	.7952
		Married	.04730	.41012	.908	-.7578	.8524
		Divorced	.01923	.43792	.965	-.8404	.8789
		In relation	.08333	.42199	.844	-.7451	.9117
	In relation	Single	-.09314	.11759	.429	-.3240	.1377
		Married	-.03604	.11776	.760	-.2672	.1951
		Divorced	-.06410	.19350	.741	-.4440	.3158
		Widowed	-.08333	.42199	.844	-.9117	.7451
Average Role Shopping	Single	Married	-.29062*	.08532	.001	-.4581	-.1231
		Divorced	-.52278*	.22479	.020	-.9641	-.0815
		Widowed	-1.09971*	.55566	.048	-2.1905	-.0089
		In relation	.33779*	.15930	.034	.0251	.6505
	Married	Single	.29062*	.08532	.001	.1231	.4581
		Divorced	-.23217	.22505	.303	-.6740	.2096
		Widowed	-.80909	.55576	.146	-1.9001	.2819
		In relation	.62841*	.15968	.000	.3149	.9419
	Divorced	Single	.52278*	.22479	.020	.0815	.9641
		Married	.23217	.22505	.303	-.2096	.6740
		Widowed	-.57692	.59340	.331	-1.7418	.5880
		In relation	.86058*	.26220	.001	.3459	1.3753
	Widowed	Single	1.09971*	.55566	.048	.0089	2.1905
		Married	.80909	.55576	.146	-.2819	1.9001
		Divorced	.57692	.59340	.331	-.5880	1.7418
		In relation	1.43750*	.57181	.012	.3150	2.5600

	In relation	Single	-.33779*	.15930	.034	-.6505	-.0251
		Married	-.62841*	.15968	.000	-.9419	-.3149
		Divorced	-.86058*	.26220	.001	-1.3753	-.3459
		Widowed	-1.43750*	.57181	.012	-2.5600	-.3150
Average Social Shopping	Single	Married	.00320	.05869	.957	-.1120	.1184
		Divorced	.05440	.15452	.725	-.2489	.3578
		Widowed	.17620	.38197	.645	-.5737	.9261
		In relation	.25358*	.10951	.021	.0386	.4686
	Married	Single	-.00320	.05869	.957	-.1184	.1120
		Divorced	.05120	.15472	.741	-.2525	.3549
		Widowed	.17300	.38205	.651	-.5770	.9230
		In relation	.25038*	.10979	.023	.0348	.4659
	Divorced	Single	-.05440	.15452	.725	-.3578	.2489
		Married	-.05120	.15472	.741	-.3549	.2525
		Widowed	.12179	.40792	.765	-.6790	.9226
		In relation	.19918	.18024	.269	-.1547	.5530
	Widowed	Single	-.17620	.38197	.645	-.9261	.5737
		Married	-.17300	.38205	.651	-.9230	.5770
		Divorced	-.12179	.40792	.765	-.9226	.6790
		In relation	.07738	.39308	.844	-.6943	.8490
	In relation	Single	-.25358*	.10951	.021	-.4686	-.0386
		Married	-.25038*	.10979	.023	-.4659	-.0348
		Divorced	-.19918	.18024	.269	-.5530	.1547
		Widowed	-.07738	.39308	.844	-.8490	.6943
Average Utilatarian Motivation	Single	Married	-.09186	.05256	.081	-.1950	.0113
		Divorced	.03108	.13881	.823	-.2414	.3036
		Widowed	-.31294	.34313	.362	-.9865	.3607
		In relation	-.00292	.09837	.976	-.1960	.1902
	Married	Single	.09186	.05256	.081	-.0113	.1950
		Divorced	.12293	.13893	.377	-.1498	.3957
		Widowed	-.22108	.34318	.520	-.8948	.4526
		In relation	.08894	.09854	.367	-.1045	.2824
	Divorced	Single	-.03108	.13881	.823	-.3036	.2414

		Married	-.12293	.13893	.377	-.3957	.1498
		Widowed	-.34402	.36644	.348	-1.0634	.3753
		In relation	-.03400	.16191	.834	-.3519	.2839
	Widowed	Single	.31294	.34313	.362	-.3607	.9865
		Married	.22108	.34318	.520	-.4526	.8948
		Divorced	.34402	.36644	.348	-.3753	1.0634
		In relation	.31002	.35311	.380	-.3832	1.0032
	In relation	Single	.00292	.09837	.976	-.1902	.1960
		Married	-.08894	.09854	.367	-.2824	.1045
		Divorced	.03400	.16191	.834	-.2839	.3519
		Widowed	-.31002	.35311	.380	-1.0032	.3832
Average Hedonic motivation	Single	Married	.01417	.04196	.736	-.0682	.0965
		Divorced	-.08253	.11081	.457	-.3001	.1350
		Widowed	-.05616	.27392	.838	-.5939	.4816
		In relation	.03907	.07853	.619	-.1151	.1932
	Married	Single	-.01417	.04196	.736	-.0965	.0682
		Divorced	-.09669	.11091	.384	-.3144	.1210
		Widowed	-.07033	.27396	.797	-.6081	.4675
		In relation	.02491	.07866	.752	-.1295	.1793
	Divorced	Single	.08253	.11081	.457	-.1350	.3001
		Married	.09669	.11091	.384	-.1210	.3144
		Widowed	.02636	.29253	.928	-.5479	.6006
		In relation	.12160	.12925	.347	-.1321	.3753
	Widowed	Single	.05616	.27392	.838	-.4816	.5939
		Married	.07033	.27396	.797	-.4675	.6081
		Divorced	-.02636	.29253	.928	-.6006	.5479
		In relation	.09524	.28188	.736	-.4581	.6486
	In relation	Single	-.03907	.07853	.619	-.1932	.1151
		Married	-.02491	.07866	.752	-.1793	.1295
		Divorced	-.12160	.12925	.347	-.3753	.1321
		Widowed	-.09524	.28188	.736	-.6486	.4581

*. The mean difference is significant at the 0.05 level.

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ONEWAY avconenience avecoshopping avachievement avenjoyment avgratification
avidea avambience avrole avsocial avutilatarian avhed BY     Educational.level
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Oneway

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ANOVA

		Sum of Squares	df	Mean Square
Average for convenience in shopping	Between Groups	.293	4	.073
	Within Groups	394.875	761	.519
	Total	395.169	765	
Average for Economic Shopping	Between Groups	2.719	4	.680
	Within Groups	851.751	761	1.119
	Total	854.470	765	
Average Achievement Shopping	Between Groups	8.432	4	2.108
	Within Groups	770.779	761	1.013
	Total	779.212	765	
Average Enjoyment Shopping	Between Groups	6.883	4	1.721
	Within Groups	758.354	761	.997
	Total	765.238	765	
Average Gratification Shopping	Between Groups	12.621	4	3.155
	Within Groups	993.187	761	1.305
	Total	1005.808	765	
Average Idea Shopping	Between Groups	1.802	4	.451
	Within Groups	764.782	761	1.005
	Total	766.584	765	
Average Ambiance Shopping	Between Groups	2.756	4	.689
	Within Groups	499.953	760	.658

	Total	502.709	764	
Average Role Shopping	Between Groups	45.365	4	11.341
	Within Groups	925.146	758	1.221
	Total	970.511	762	
Average Social Shopping	Between Groups	15.710	4	3.927
	Within Groups	430.468	757	.569
	Total	446.178	761	
Average Utilatarian Motivation	Between Groups	1.219	4	.305
	Within Groups	354.961	761	.466
	Total	356.180	765	
Average Hedonic motivation	Between Groups	3.270	4	.818
	Within Groups	222.512	761	.292
	Total	225.783	765	

ANOVA

		F	Sig.
Average for convenience in shopping	Between Groups	.141	.967
Average for Economic Shopping	Between Groups	.607	.657
Average Achievement Shopping	Between Groups	2.081	.081
Average Enjoyment Shopping	Between Groups	1.727	.142
Average Gratification Shopping	Between Groups	2.418	.047
Average Idea Shopping	Between Groups	.448	.774
Average Ambiance Shopping	Between Groups	1.047	.382
Average Role Shopping	Between Groups	9.292	.000
Average Social Shopping	Between Groups	6.907	.000
Average Utilatarian Motivation	Between Groups	.653	.625
Average Hedonic motivation	Between Groups	2.796	.025

Post Hoc Tests

Multiple Comparisons							
LSD							
						95% Confidence Interval	
Dependent Variable	(I) Educational level	(J) Educational level	Mean Difference (I-J)	Std. Error	Sig.	Lower Bound	Upper Bound
Average for convenience in shopping	less than high school	high school	-.05964	.15381	.698	-.3616	.2423
		university student	-.09906	.14930	.507	-.3922	.1940
		graduate	-.08215	.13816	.552	-.3534	.1891
		post graduate	-.06062	.15282	.692	-.3606	.2394
	high school	less than high school	.05964	.15381	.698	-.2423	.3616
		university student	-.03942	.10081	.696	-.2373	.1585
		graduate	-.02251	.08343	.787	-.1863	.1413
		post graduate	-.00097	.10596	.993	-.2090	.2070
	university graduate	less than high school	.09906	.14930	.507	-.1940	.3922
		high school	.03942	.10081	.696	-.1585	.2373
		graduate	.01691	.07479	.821	-.1299	.1637
		post graduate	.03845	.09929	.699	-.1565	.2334
	Graduate	less than high school	.08215	.13816	.552	-.1891	.3534
		high school	.02251	.08343	.787	-.1413	.1863
		university student	-.01691	.07479	.821	-.1637	.1299
		post graduate	.02154	.08159	.792	-.1386	.1817
	post graduate	less than high school	.06062	.15282	.692	-.2394	.3606
		high school	.00097	.10596	.993	-.2070	.2090
		university graduate	-.03845	.09929	.699	-.2334	.1565
		graduate	-.02154	.08159	.792	-.1817	.1386

Average for Economic Shopping	less than high school	high school	-.24789	.22590	.273	-.6914	.1956
		university student	-.10486	.21927	.633	-.5353	.3256
		graduate	-.22211	.20291	.274	-.6204	.1762
		post graduate	-.16310	.22445	.468	-.6037	.2775
	high school	less than high school	.24789	.22590	.273	-.1956	.6914
		university student	.14303	.14806	.334	-.1476	.4337
		graduate	.02578	.12254	.833	-.2148	.2663
		post graduate	.08480	.15562	.586	-.2207	.3903
	university graduate	less than high school	.10486	.21927	.633	-.3256	.5353
		high school	-.14303	.14806	.334	-.4337	.1476
		graduate	-.11725	.10984	.286	-.3329	.0984
		post graduate	-.05824	.14583	.690	-.3445	.2280
	Graduate	less than high school	.22211	.20291	.274	-.1762	.6204
		high school	-.02578	.12254	.833	-.2663	.2148
		university student	.11725	.10984	.286	-.0984	.3329
		post graduate	.05901	.11984	.623	-.1762	.2943
	post graduate	less than high school	.16310	.22445	.468	-.2775	.6037
		high school	-.08480	.15562	.586	-.3903	.2207
		university student	.05824	.14583	.690	-.2280	.3445
		graduate	-.05901	.11984	.623	-.2943	.1762
Average Achievement Shopping	less than high school	high school	-.12120	.21489	.573	-.5431	.3007
		university student	.15965	.20859	.444	-.2498	.5691
		graduate	.18529	.19303	.337	-.1936	.5642
		post graduate	.23182	.21351	.278	-.1873	.6510
	high school	less than high school	.12120	.21489	.573	-.3007	.5431
		university student	.28085*	.14085	.047	.0044	.5573
		graduate	.30649*	.11657	.009	.0777	.5353
		post graduate	.35302*	.14804	.017	.0624	.6436

	university graduate	less than high school	-.15965	.20859	.444	-.5691	.2498
		high school	-.28085*	.14085	.047	-.5573	-.0044
		graduate	.02563	.10449	.806	-.1795	.2307
		post graduate	.07217	.13873	.603	-.2002	.3445
	Graduate	less than high school	-.18529	.19303	.337	-.5642	.1936
		high school	-.30649*	.11657	.009	-.5353	-.0777
		university student	-.02563	.10449	.806	-.2307	.1795
		post graduate	.04654	.11400	.683	-.1773	.2703
	post graduate	less than high school	-.23182	.21351	.278	-.6510	.1873
		high school	-.35302*	.14804	.017	-.6436	-.0624
		university student	-.07217	.13873	.603	-.3445	.2002
		Graduate	-.04654	.11400	.683	-.2703	.1773
Average Enjoyment Shopping	less than high school	high school	-.47458*	.21316	.026	-.8930	-.0561
		University student	-.47107*	.20690	.023	-.8772	-.0649
		Graduate	-.37144	.19147	.053	-.7473	.0044
		post graduate	-.49135*	.21178	.021	-.9071	-.0756
	high school	less than high school	.47458*	.21316	.026	.0561	.8930
		university student	.00352	.13971	.980	-.2707	.2778
		Graduate	.10314	.11562	.373	-.1238	.3301
		post graduate	-.01676	.14684	.909	-.3050	.2715
	university graduate	less than high school	.47107*	.20690	.023	.0649	.8772
		high school	-.00352	.13971	.980	-.2778	.2707
		graduate	.09963	.10364	.337	-.1038	.3031
		post graduate	-.02028	.13760	.883	-.2904	.2498
	Graduate	less than high school	.37144	.19147	.053	-.0044	.7473
		high school	-.10314	.11562	.373	-.3301	.1238
		university student	-.09963	.10364	.337	-.3031	.1038
		post graduate	-.11990	.11307	.289	-.3419	.1021

	post graduate	less than high school	.49135*	.21178	.021	.0756	.9071
		high school	.01676	.14684	.909	-.2715	.3050
		university student	.02028	.13760	.883	-.2498	.2904
		graduate	.11990	.11307	.289	-.1021	.3419
Average Gratification Shopping	less than high school	high school	-.43333	.24394	.076	-.9122	.0455
		university student	-.50424*	.23678	.034	-.9691	-.0394
		graduate	-.62327*	.21911	.005	-1.0534	-.1931
		post graduate	-.52632*	.24237	.030	-1.0021	-.0505
	high school	less than high school	.43333	.24394	.076	-.0455	.9122
		university student	-.07090	.15988	.658	-.3848	.2430
		graduate	-.18994	.13232	.152	-.4497	.0698
		post graduate	-.09298	.16805	.580	-.4229	.2369
	university graduate	less than high school	.50424*	.23678	.034	.0394	.9691
		high school	.07090	.15988	.658	-.2430	.3848
		graduate	-.11903	.11861	.316	-.3519	.1138
		post graduate	-.02208	.15747	.889	-.3312	.2871
	Graduate	less than high school	.62327*	.21911	.005	.1931	1.0534
		high school	.18994	.13232	.152	-.0698	.4497
		university student	.11903	.11861	.316	-.1138	.3519
		post graduate	.09696	.12940	.454	-.1571	.3510
	post graduate	less than high school	.52632*	.24237	.030	.0505	1.0021
		high school	.09298	.16805	.580	-.2369	.4229
		university student	.02208	.15747	.889	-.2871	.3312
		graduate	-.09696	.12940	.454	-.3510	.1571
Average Idea Shopping	less than high school	high school	.11443	.21406	.593	-.3058	.5346
		university student	.09585	.20778	.645	-.3120	.5037
		graduate	-.00804	.19228	.967	-.3855	.3694
		post graduate	.02359	.21268	.912	-.3939	.4411

	high school	less than high school	-.11443	.21406	.593	-.5346	.3058
		university studnet	-.01858	.14030	.895	-.2940	.2568
		graduate	-.12247	.11611	.292	-.3504	.1055
		post graduate	-.09084	.14746	.538	-.3803	.1986
	university graduate	less than high school	-.09585	.20778	.645	-.5037	.3120
		high school	.01858	.14030	.895	-.2568	.2940
		graduate	-.10389	.10408	.319	-.3082	.1004
		post graduate	-.07226	.13819	.601	-.3435	.1990
	Graduate	less than high school	.00804	.19228	.967	-.3694	.3855
		high school	.12247	.11611	.292	-.1055	.3504
		university student	.10389	.10408	.319	-.1004	.3082
		post graduate	.03163	.11355	.781	-.1913	.2545
	post graduate	less than high school	-.02359	.21268	.912	-.4411	.3939
		high school	.09084	.14746	.538	-.1986	.3803
		university student	.07226	.13819	.601	-.1990	.3435
		graduate	-.03163	.11355	.781	-.2545	.1913
Average Ambiance Shopping	less than high school	high school	-.16079	.17319	.353	-.5008	.1792
		university student	-.20699	.16810	.219	-.5370	.1230
		graduate	-.06518	.15556	.675	-.3706	.2402
		post graduate	-.15591	.17228	.366	-.4941	.1823
	high school	less than high school	.16079	.17319	.353	-.1792	.5008
		university student	-.04620	.11351	.684	-.2690	.1766
		graduate	.09561	.09394	.309	-.0888	.2800
		post graduate	.00489	.11961	.967	-.2299	.2397
	university graduate	less than high school	.20699	.16810	.219	-.1230	.5370
		high school	.04620	.11351	.684	-.1766	.2690
		graduate	.14182	.08421	.093	-.0235	.3071
		post graduate	.05109	.11213	.649	-.1690	.2712

	Graduate	less than high school	.06518	.15556	.675	-.2402	.3706
		high school	-.09561	.09394	.309	-.2800	.0888
		university student	-.14182	.08421	.093	-.3071	.0235
		post graduate	-.09073	.09227	.326	-.2719	.0904
	post graduate	less than high school	.15591	.17228	.366	-.1823	.4941
		high school	-.00489	.11961	.967	-.2397	.2299
		university student	-.05109	.11213	.649	-.2712	.1690
		Graduate	.09073	.09227	.326	-.0904	.2719
Average Role Shopping	less than high school	high school	-.14387	.23590	.542	-.6070	.3192
		university student	-.43615	.22898	.057	-.8857	.0134
		Graduate	-.51060*	.21194	.016	-.9267	-.0945
		post graduate	-1.02486*	.23438	.000	-1.4850	-.5648
	high school	less than high school	.14387	.23590	.542	-.3192	.6070
		university student	-.29228	.15461	.059	-.5958	.0112
		Graduate	-.36673*	.12804	.004	-.6181	-.1154
		post graduate	-.88099*	.16251	.000	-1.2000	-.5620
	university graduate	less than high school	.43615	.22898	.057	-.0134	.8857
		high school	.29228	.15461	.059	-.0112	.5958
		Graduate	-.07445	.11478	.517	-.2998	.1509
		post graduate	-.58872*	.15229	.000	-.8877	-.2898
	Graduate	less than high school	.51060*	.21194	.016	.0945	.9267
		high school	.36673*	.12804	.004	.1154	.6181
		university graduate	.07445	.11478	.517	-.1509	.2998
		post graduate	-.51426*	.12522	.000	-.7601	-.2684
	post graduate	less than high school	1.02486*	.23438	.000	.5648	1.4850
		high school	.88099*	.16251	.000	.5620	1.2000
		university student	.58872*	.15229	.000	.2898	.8877

		Graduate	.51426*	.12522	.000	.2684	.7601
Average Social Shopping	less than high school	high school	-.66277*	.16102	.000	-.9789	-.3467
		University student	-.54228*	.15629	.001	-.8491	-.2355
		Graduate	-.32914*	.14468	.023	-.6131	-.0451
		post graduate	-.33636*	.15998	.036	-.6504	-.0223
	high school	less than high school	.66277*	.16102	.000	.3467	.9789
		university student	.12050	.10553	.254	-.0867	.3277
		Graduate	.33363*	.08741	.000	.1620	.5052
		post graduate	.32641*	.11092	.003	.1087	.5442
	university graduate	less than high school	.54228*	.15629	.001	.2355	.8491
		high school	-.12050	.10553	.254	-.3277	.0867
		Graduate	.21314*	.07837	.007	.0593	.3670
		post graduate	.20592*	.10395	.048	.0019	.4100
	Graduate	less than high school	.32914*	.14468	.023	.0451	.6131
		high school	-.33363*	.08741	.000	-.5052	-.1620
		university student	-.21314*	.07837	.007	-.3670	-.0593
		post graduate	-.00722	.08549	.933	-.1750	.1606
	post graduate	less than high school	.33636*	.15998	.036	.0223	.6504
		high school	-.32641*	.11092	.003	-.5442	-.1087
		university student	-.20592*	.10395	.048	-.4100	-.0019
		Graduate	.00722	.08549	.933	-.1606	.1750
Average Utilatarian Motivation	less than high school	high school	-.14610	.14583	.317	-.4324	.1402
		university student	-.02301	.14155	.871	-.3009	.2549
		Graduate	-.04294	.13099	.743	-.3001	.2142
		post graduate	-.00128	.14489	.993	-.2857	.2832
	high school	less than high school	.14610	.14583	.317	-.1402	.4324
		university student	.12309	.09558	.198	-.0645	.3107
		Graduate	.10315	.07910	.193	-.0521	.2584
		post graduate	.14482	.10046	.150	-.0524	.3420

	university graduate	less than high school	.02301	.14155	.871	-.2549	.3009
		high school	-.12309	.09558	.198	-.3107	.0645
		Graduate	-.01994	.07091	.779	-.1591	.1193
		post graduate	.02173	.09414	.818	-.1631	.2065
	Graduate	less than high school	.04294	.13099	.743	-.2142	.3001
		high school	-.10315	.07910	.193	-.2584	.0521
		university student	.01994	.07091	.779	-.1193	.1591
		post graduate	.04167	.07736	.590	-.1102	.1935
	post graduate	less than high school	.00128	.14489	.993	-.2832	.2857
		high school	-.14482	.10046	.150	-.3420	.0524
		university student	-.02173	.09414	.818	-.2065	.1631
		Graduate	-.04167	.07736	.590	-.1935	.1102
Average Hedonic motivation	less than high school	high school	-.29423*	.11546	.011	-.5209	-.0676
		university student	-.33007*	.11207	.003	-.5501	-.1101
		Graduate	-.28748*	.10371	.006	-.4911	-.0839
		post graduate	-.37294*	.11472	.001	-.5981	-.1477
	high school	less than high school	.29423*	.11546	.011	.0676	.5209
		university student	-.03584	.07568	.636	-.1844	.1127
		Graduate	.00674	.06263	.914	-.1162	.1297
		post graduate	-.07871	.07954	.323	-.2349	.0774
	university graduate	less than high school	.33007*	.11207	.003	.1101	.5501
		high school	.03584	.07568	.636	-.1127	.1844
		Graduate	.04259	.05614	.448	-.0676	.1528
		post graduate	-.04287	.07454	.565	-.1892	.1035
	Graduate	less than high school	.28748*	.10371	.006	.0839	.4911
		high school	-.00674	.06263	.914	-.1297	.1162
		university student	-.04259	.05614	.448	-.1528	.0676
		post graduate	-.08546	.06125	.163	-.2057	.0348

	post graduate	less than high school	.37294*	.11472	.001	.1477	.5981
		high school	.07871	.07954	.323	-.0774	.2349
		university student	.04287	.07454	.565	-.1035	.1892
		Graduate	.08546	.06125	.163	-.0348	.2057
*. The mean difference is significant at the 0.05 level.							

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ONEWAY avconenience avecoshopping avachievement avenjoyment avgratification
avidea avambience avrole avsocial avutilatarian avhed BY     Age.in.years
/MISSING ANALYSIS    /POSTHOC=LSD ALPHA(0.05).
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Oneway

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[DataSet1] C:\Users\Oussama\Desktop\oussama.sav
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ANOVA				
		Sum of Squares	df	Mean Square
Average for convenience in shopping	Between Groups	.738	4	.185
	Within Groups	393.393	758	.519
	Total	394.131	762	
Average for Economic Shopping	Between Groups	1.269	4	.317
	Within Groups	848.353	758	1.119
	Total	849.622	762	
Average Achievement Shopping	Between Groups	6.168	4	1.542
	Within Groups	769.440	758	1.015
	Total	775.608	762	
Average Enjoyment Shopping	Between Groups	6.466	4	1.616
	Within Groups	757.181	758	.999
	Total	763.647	762	
Average Gratification Shopping	Between Groups	3.036	4	.759
	Within Groups	1000.949	758	1.321
	Total	1003.985	762	
Average Idea Shopping	Between Groups	4.580	4	1.145
	Within Groups	757.469	758	.999
	Total	762.049	762	
Average Ambiance Shopping	Between Groups	.986	4	.247
	Within Groups	500.366	757	.661
	Total	501.352	761	
Average Role Shopping	Between Groups	82.727	4	20.682
	Within Groups	887.783	755	1.176
	Total	970.510	759	
Average Social Shopping	Between Groups	7.397	4	1.849
	Within Groups	437.577	754	.580
	Total	444.975	758	
Average Utilatarian Motivation	Between Groups	.744	4	.186
	Within Groups	352.852	758	.466

	Total	353.596	762	
Average Hedonic motivation	Between Groups	2.503	4	.626
	Within Groups	222.919	758	.294
	Total	225.422	762	

ANOVA

		F	Sig.
Average for convenience in shopping	Between Groups	.356	.840
Average for Economic Shopping	Between Groups	.284	.889
Average Achievement Shopping	Between Groups	1.519	.195
Average Enjoyment Shopping	Between Groups	1.618	.168
Average Gratification Shopping	Between Groups	.575	.681
Average Idea Shopping	Between Groups	1.146	.334
Average Ambiance Shopping	Between Groups	.373	.828
Average Role Shopping	Between Groups	17.588	.000
Average Social Shopping	Between Groups	3.187	.013
Average Utilatarian Motivation	Between Groups	.399	.809
Average Hedonic motivation	Between Groups	2.128	.076

Post Hoc Tests

Multiple Comparisons

LSD

Dependent Variable	(I) Age in years	(J) Age in years	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Average for convenience in shopping	Less than 18	btw 18 & 24	.18003	.36265	.620	-.5319	.8920
		btw 25 & 44	.20778	.36210	.566	-.5031	.9186
		btw 45 & 64	.11948	.36878	.746	-.6045	.8434
		more than 65	.08333	.50941	.870	-.9167	1.0833
	btw 18 & 24	Less than 18	-.18003	.36265	.620	-.8920	.5319
		btw 25 & 44	.02775	.05604	.621	-.0823	.1378
		btw 45 & 64	-.06056	.08958	.499	-.2364	.1153
		more than 65	-.09670	.36265	.790	-.8086	.6152
	btw 25 & 44	Less than 18	-.20778	.36210	.566	-.9186	.5031
		btw 18 & 24	-.02775	.05604	.621	-.1378	.0823
		btw 45 & 64	-.08831	.08731	.312	-.2597	.0831
		more than 65	-.12445	.36210	.731	-.8353	.5864
	btw 45 & 64	Less than 18	-.11948	.36878	.746	-.8434	.6045
		btw 18 & 24	.06056	.08958	.499	-.1153	.2364
		btw 25 & 44	.08831	.08731	.312	-.0831	.2597
		more than 65	-.03614	.36878	.922	-.7601	.6878
	more than 65	Less than 18	-.08333	.50941	.870	-1.0833	.9167
		btw 18 & 24	.09670	.36265	.790	-.6152	.8086
		btw 25 & 44	.12445	.36210	.731	-.5864	.8353
		btw 45 & 64	.03614	.36878	.922	-.6878	.7601

Average for Economic Shopping	Less than 18	btw 18 & 24	-.52133	.53256	.328	-1.5668	.5241
		btw 25 & 44	-.48879	.53175	.358	-1.5327	.5551
		btw 45 & 64	-.52912	.54156	.329	-1.5922	.5340
		more than 65	-.58333	.74806	.436	-2.0519	.8852
	btw 18 & 24	Less than 18	.52133	.53256	.328	-.5241	1.5668
		btw 25 & 44	.03254	.08230	.693	-.1290	.1941
		btw 45 & 64	-.00779	.13155	.953	-.2660	.2505
		more than 65	-.06200	.53256	.907	-1.1075	.9835
	btw 25 & 44	Less than 18	.48879	.53175	.358	-.5551	1.5327
		btw 18 & 24	-.03254	.08230	.693	-.1941	.1290
		btw 45 & 64	-.04033	.12821	.753	-.2920	.2114
		more than 65	-.09455	.53175	.859	-1.1384	.9493
	btw 45 & 64	Less than 18	.52912	.54156	.329	-.5340	1.5922
		btw 18 & 24	.00779	.13155	.953	-.2505	.2660
		btw 25 & 44	.04033	.12821	.753	-.2114	.2920
		more than 65	-.05422	.54156	.920	-1.1173	1.0089
	more than 65	Less than 18	.58333	.74806	.436	-.8852	2.0519
		btw 18 & 24	.06200	.53256	.907	-.9835	1.1075
		btw 25 & 44	.09455	.53175	.859	-.9493	1.1384
		btw 45 & 64	.05422	.54156	.920	-1.0089	1.1173
Average Achievement Shopping	Less than 18	btw 18 & 24	-.17861	.50719	.725	-1.1743	.8170
		btw 25 & 44	-.33685	.50641	.506	-1.3310	.6573
		btw 45 & 64	-.29920	.51575	.562	-1.3117	.7133
		more than 65	-.91667	.71242	.199	-2.3152	.4819
	btw 18 & 24	Less than 18	.17861	.50719	.725	-.8170	1.1743
		btw 25 & 44	-.15824*	.07838	.044	-.3121	-.0044
		btw 45 & 64	-.12058	.12528	.336	-.3665	.1253
		more than 65	-.73805	.50719	.146	-1.7337	.2576
	btw 25 & 44	Less than 18	.33685	.50641	.506	-.6573	1.3310
		btw 18 & 24	.15824*	.07838	.044	.0044	.3121
		btw 45 & 64	.03765	.12210	.758	-.2020	.2773
		more than 65	-.57982	.50641	.253	-1.5739	.4143

	btw 45 & 64	Less than 18	.29920	.51575	.562	-.7133	1.3117
		btw 18 & 24	.12058	.12528	.336	-.1253	.3665
		btw 25 & 44	-.03765	.12210	.758	-.2773	.2020
		more than 65	-.61747	.51575	.232	-1.6299	.3950
	more than 65	Less than 18	.91667	.71242	.199	-.4819	2.3152
		btw 18 & 24	.73805	.50719	.146	-.2576	1.7337
		btw 25 & 44	.57982	.50641	.253	-.4143	1.5739
		btw 45 & 64	.61747	.51575	.232	-.3950	1.6299
Average Enjoyment Shopping	Less than 18	btw 18 & 24	-.52503	.50313	.297	-1.5127	.4627
		btw 25 & 44	-.41645	.50236	.407	-1.4026	.5697
		btw 45 & 64	-.23896	.51163	.641	-1.2433	.7654
		more than 65	-.50000	.70672	.479	-1.8874	.8874
	btw 18 & 24	Less than 18	.52503	.50313	.297	-.4627	1.5127
		btw 25 & 44	.10858	.07775	.163	-.0440	.2612
		btw 45 & 64	.28607*	.12428	.022	.0421	.5300
		more than 65	.02503	.50313	.960	-.9627	1.0127
	btw 25 & 44	Less than 18	.41645	.50236	.407	-.5697	1.4026
		btw 18 & 24	-.10858	.07775	.163	-.2612	.0440
		btw 45 & 64	.17749	.12112	.143	-.0603	.4153
		more than 65	-.08355	.50236	.868	-1.0697	.9026
	btw 45 & 64	Less than 18	.23896	.51163	.641	-.7654	1.2433
		btw 18 & 24	-.28607*	.12428	.022	-.5300	-.0421
		btw 25 & 44	-.17749	.12112	.143	-.4153	.0603
		more than 65	-.26104	.51163	.610	-1.2654	.7433
	more than 65	Less than 18	.50000	.70672	.479	-.8874	1.8874
		btw 18 & 24	-.02503	.50313	.960	-1.0127	.9627
		btw 25 & 44	.08355	.50236	.868	-.9026	1.0697
		btw 45 & 64	.26104	.51163	.610	-.7433	1.2654
Average Gratification Shopping	Less than 18	btw 18 & 24	.08234	.57848	.887	-1.0533	1.2179
		btw 25 & 44	.04189	.57759	.942	-1.0920	1.1758
		btw 45 & 64	.23946	.58825	.684	-.9153	1.3943
		more than 65	.37500	.81256	.645	-1.2201	1.9701

	btw 18 & 24	Less than 18	-.08234	.57848	.887	-1.2179	1.0533
		btw 25 & 44	-.04045	.08939	.651	-.2159	.1350
		btw 45 & 64	.15712	.14289	.272	-.1234	.4376
		more than 65	.29266	.57848	.613	-.8429	1.4283
	btw 25 & 44	Less than 18	-.04189	.57759	.942	-1.1758	1.0920
		btw 18 & 24	.04045	.08939	.651	-.1350	.2159
		btw 45 & 64	.19757	.13926	.156	-.0758	.4710
		more than 65	.33311	.57759	.564	-.8008	1.4670
	btw 45 & 64	Less than 18	-.23946	.58825	.684	-1.3943	.9153
		btw 18 & 24	-.15712	.14289	.272	-.4376	.1234
		btw 25 & 44	-.19757	.13926	.156	-.4710	.0758
		more than 65	.13554	.58825	.818	-1.0193	1.2903
	more than 65	Less than 18	-.37500	.81256	.645	-1.9701	1.2201
		btw 18 & 24	-.29266	.57848	.613	-1.4283	.8429
		btw 25 & 44	-.33311	.57759	.564	-1.4670	.8008
		btw 45 & 64	-.13554	.58825	.818	-1.2903	1.0193
Average Idea Shopping	Less than 18	btw 18 & 24	.06570	.50323	.896	-.9222	1.0536
		btw 25 & 44	.12115	.50246	.810	-.8652	1.1075
		btw 45 & 64	.32831	.51173	.521	-.6763	1.3329
		more than 65	.00000	.70686	1.000	-1.3876	1.3876
	btw 18 & 24	Less than 18	-.06570	.50323	.896	-1.0536	.9222
		btw 25 & 44	.05545	.07776	.476	-.0972	.2081
		btw 45 & 64	.26261*	.12430	.035	.0186	.5066
		more than 65	-.06570	.50323	.896	-1.0536	.9222
	btw 25 & 44	Less than 18	-.12115	.50246	.810	-1.1075	.8652
		btw 18 & 24	-.05545	.07776	.476	-.2081	.0972
		btw 45 & 64	.20716	.12115	.088	-.0307	.4450
		more than 65	-.12115	.50246	.810	-1.1075	.8652
	btw 45 & 64	Less than 18	-.32831	.51173	.521	-1.3329	.6763
		btw 18 & 24	-.26261*	.12430	.035	-.5066	-.0186
		btw 25 & 44	-.20716	.12115	.088	-.4450	.0307
		more than 65	-.32831	.51173	.521	-1.3329	.6763

	more than 65	Less than 18	.00000	.70686	1.000	-1.3876	1.3876
		btw 18 & 24	.06570	.50323	.896	-.9222	1.0536
		btw 25 & 44	.12115	.50246	.810	-.8652	1.1075
		btw 45 & 64	.32831	.51173	.521	-.6763	1.3329
Average Ambiance Shopping	Less than 18	btw 18 & 24	-.41524	.40927	.311	-1.2187	.3882
		btw 25 & 44	-.39065	.40865	.339	-1.1929	.4116
		btw 45 & 64	-.36145	.41618	.385	-1.1785	.4556
		more than 65	-.58333	.57488	.311	-1.7119	.5452
	btw 18 & 24	Less than 18	.41524	.40927	.311	-.3882	1.2187
		btw 25 & 44	.02459	.06328	.698	-.0996	.1488
		btw 45 & 64	.05380	.10109	.595	-.1447	.2523
		more than 65	-.16809	.40927	.681	-.9715	.6354
	btw 25 & 44	Less than 18	.39065	.40865	.339	-.4116	1.1929
		btw 18 & 24	-.02459	.06328	.698	-.1488	.0996
		btw 45 & 64	.02921	.09855	.767	-.1643	.2227
		more than 65	-.19268	.40865	.637	-.9949	.6095
	btw 45 & 64	Less than 18	.36145	.41618	.385	-.4556	1.1785
		btw 18 & 24	-.05380	.10109	.595	-.2523	.1447
		btw 25 & 44	-.02921	.09855	.767	-.2227	.1643
		more than 65	-.22189	.41618	.594	-1.0389	.5951
	more than 65	Less than 18	.58333	.57488	.311	-.5452	1.7119
		btw 18 & 24	.16809	.40927	.681	-.6354	.9715
		btw 25 & 44	.19268	.40865	.637	-.6095	.9949
		btw 45 & 64	.22189	.41618	.594	-.5951	1.0389
Average Role Shopping	Less than 18	btw 18 & 24	.63908	.54588	.242	-.4325	1.7107
		btw 25 & 44	-.04521	.54506	.934	-1.1152	1.0248
		btw 45 & 64	.11145	.55510	.841	-.9783	1.2012
		more than 65	-.75000	.76677	.328	-2.2553	.7553
	btw 18 & 24	Less than 18	-.63908	.54588	.242	-1.7107	.4325
		btw 25 & 44	-.68429*	.08450	.000	-.8502	-.5184
		btw 45 & 64	-.52763*	.13483	.000	-.7923	-.2629
		more than 65	-1.38908*	.54588	.011	-2.4607	-.3175

	btw 25 & 44	Less than 18	.04521	.54506	.934	-1.0248	1.1152
		btw 18 & 24	.68429*	.08450	.000	.5184	.8502
		btw 45 & 64	.15666	.13151	.234	-.1015	.4148
		more than 65	-.70479	.54506	.196	-1.7748	.3652
	btw 45 & 64	Less than 18	-.11145	.55510	.841	-1.2012	.9783
		btw 18 & 24	.52763*	.13483	.000	.2629	.7923
		btw 25 & 44	-.15666	.13151	.234	-.4148	.1015
		more than 65	-.86145	.55510	.121	-1.9512	.2283
	more than 65	Less than 18	.75000	.76677	.328	-.7553	2.2553
		btw 18 & 24	1.38908*	.54588	.011	.3175	2.4607
		btw 25 & 44	.70479	.54506	.196	-.3652	1.7748
		btw 45 & 64	.86145	.55510	.121	-.2283	1.9512
Average Social Shopping	Less than 18	btw 18 & 24	.27019	.38349	.481	-.4826	1.0230
		btw 25 & 44	.21778	.38293	.570	-.5340	.9695
		btw 45 & 64	.53614	.38997	.170	-.2294	1.3017
		more than 65	.50000	.53867	.354	-.5575	1.5575
	btw 18 & 24	Less than 18	-.27019	.38349	.481	-1.0230	.4826
		btw 25 & 44	-.05242	.05940	.378	-.1690	.0642
		btw 45 & 64	.26595*	.09472	.005	.0800	.4519
		more than 65	.22981	.38349	.549	-.5230	.9826
	btw 25 & 44	Less than 18	-.21778	.38293	.570	-.9695	.5340
		btw 18 & 24	.05242	.05940	.378	-.0642	.1690
		btw 45 & 64	.31837*	.09241	.001	.1370	.4998
		more than 65	.28222	.38293	.461	-.4695	1.0340
	btw 45 & 64	Less than 18	-.53614	.38997	.170	-1.3017	.2294
		btw 18 & 24	-.26595*	.09472	.005	-.4519	-.0800
		btw 25 & 44	-.31837*	.09241	.001	-.4998	-.1370
		more than 65	-.03614	.38997	.926	-.8017	.7294
	more than 65	Less than 18	-.50000	.53867	.354	-1.5575	.5575
		btw 18 & 24	-.22981	.38349	.549	-.9826	.5230
		btw 25 & 44	-.28222	.38293	.461	-1.0340	.4695
		btw 45 & 64	.03614	.38997	.926	-.7294	.8017

Average Utilatarian Motivation	Less than 18	btw 18 & 24	-.17720	.34346	.606	-.8514	.4970
		btw 25 & 44	-.20666	.34293	.547	-.8799	.4666
		btw 45 & 64	-.24163	.34926	.489	-.9273	.4440
		more than 65	-.46032	.48244	.340	-1.4074	.4868
	btw 18 & 24	Less than 18	.17720	.34346	.606	-.4970	.8514
		btw 25 & 44	-.02946	.05308	.579	-.1337	.0747
		btw 45 & 64	-.06444	.08484	.448	-.2310	.1021
		more than 65	-.28312	.34346	.410	-.9574	.3911
	btw 25 & 44	Less than 18	.20666	.34293	.547	-.4666	.8799
		btw 18 & 24	.02946	.05308	.579	-.0747	.1337
		btw 45 & 64	-.03497	.08268	.672	-.1973	.1273
		more than 65	-.25366	.34293	.460	-.9269	.4196
	btw 45 & 64	Less than 18	.24163	.34926	.489	-.4440	.9273
		btw 18 & 24	.06444	.08484	.448	-.1021	.2310
		btw 25 & 44	.03497	.08268	.672	-.1273	.1973
		more than 65	-.21868	.34926	.531	-.9043	.4670
	more than 65	Less than 18	.46032	.48244	.340	-.4868	1.4074
		btw 18 & 24	.28312	.34346	.410	-.3911	.9574
		btw 25 & 44	.25366	.34293	.460	-.4196	.9269
		btw 45 & 64	.21868	.34926	.531	-.4670	.9043
Average Hedonic motivation	Less than 18	btw 18 & 24	-.02357	.27299	.931	-.5595	.5123
		btw 25 & 44	-.08765	.27258	.748	-.6227	.4474
		btw 45 & 64	.09505	.27761	.732	-.4499	.6400
		more than 65	-.15179	.38346	.692	-.9046	.6010
	btw 18 & 24	Less than 18	.02357	.27299	.931	-.5123	.5595
		btw 25 & 44	-.06408	.04219	.129	-.1469	.0187
		btw 45 & 64	.11862	.06743	.079	-.0138	.2510
		more than 65	-.12822	.27299	.639	-.6641	.4077
	btw 25 & 44	Less than 18	.08765	.27258	.748	-.4474	.6227
		btw 18 & 24	.06408	.04219	.129	-.0187	.1469
		btw 45 & 64	.18270*	.06572	.006	.0537	.3117
		more than 65	-.06414	.27258	.814	-.5992	.4710

btw 45 & 64	Less than 18	-.09505	.27761	.732	-.6400	.4499
	btw 18 & 24	-.11862	.06743	.079	-.2510	.0138
	btw 25 & 44	-.18270*	.06572	.006	-.3117	-.0537
	more than 65	-.24684	.27761	.374	-.7918	.2981
more than 65	Less than 18	.15179	.38346	.692	-.6010	.9046
	btw 18 & 24	.12822	.27299	.639	-.4077	.6641
	btw 25 & 44	.06414	.27258	.814	-.4710	.5992
	btw 45 & 64	.24684	.27761	.374	-.2981	.7918

*. The mean difference is significant at the 0.05 level.

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ONEWAY avconenience avecoshopping avachievement avenjoyment avgratification
avidea avambience avrole avsocial avutilatarian avhed BY     Place.of.residence
/MISSING ANALYSIS    /POSTHOC=LSD ALPHA(0.05).
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Oneway

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ANOVA

		Sum of Squares	df	Mean Square
Average for convenience in shopping	Between Groups	3.040	4	.760
	Within Groups	384.202	729	.527
	Total	387.242	733	
Average for Economic Shopping	Between Groups	2.716	4	.679
	Within Groups	820.714	729	1.126
	Total	823.429	733	
Average Achievement Shopping	Between Groups	3.955	4	.989
	Within Groups	741.377	729	1.017
	Total	745.332	733	
Average Enjoyment Shopping	Between Groups	6.940	4	1.735
	Within Groups	718.050	729	.985
	Total	724.991	733	
Average Gratification Shopping	Between Groups	8.642	4	2.161
	Within Groups	952.410	729	1.306
	Total	961.052	733	

Average Idea Shopping	Between Groups	5.017	4	1.254
	Within Groups	725.288	729	.995
	Total	730.305	733	
Average Ambiance Shopping	Between Groups	2.005	4	.501
	Within Groups	476.473	728	.654
	Total	478.477	732	
Average Role Shopping	Between Groups	14.166	4	3.541
	Within Groups	916.584	726	1.263
	Total	930.750	730	
Average Social Shopping	Between Groups	3.635	4	.909
	Within Groups	404.934	725	.559
	Total	408.570	729	
Average Utilitarian Motivation	Between Groups	1.412	4	.353
	Within Groups	345.375	729	.474
	Total	346.786	733	
Average Hedonic motivation	Between Groups	4.171	4	1.043
	Within Groups	209.876	729	.288
	Total	214.047	733	

ANOVA

		F	Sig.
Average for convenience in shopping	Between Groups	1.442	.218
Average for Economic Shopping	*Between Groups*	*.603*	*.661*
Average Achievement Shopping	Between Groups	.972	.422
Average Enjoyment Shopping	Between Groups	1.762	.135
Average Gratification Shopping	Between Groups	1.654	.159
Average Idea Shopping	Between Groups	1.261	.284
Average Ambiance Shopping	Between Groups	.766	.548
Average Role Shopping	Between Groups	2.805	.025

Average Social Shopping	Between Groups	1.627	.166
Average Utilitarian Motivation	Between Groups	.745	.561
Average Hedonic motivation	Between Groups	3.622	.006

Post Hoc Tests

Multiple Comparisons

LSD

Dependent Variable	(I) Place of residence	(J) Place of residence	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval Lower Bound	95% Confidence Interval Upper Bound
Average for convenience in shopping	Beirut	South	-.10214	.10646	.338	-.3111	.1069
		North	.05322	.08613	.537	-.1159	.2223
		Mount Lebanon	.03956	.06134	.519	-.0809	.1600

		Bekaa	-.28027	.15705	.075	-.5886	.0281
	South	Beirut	.10214	.10646	.338	-.1069	.3111
		North	.15536	.12349	.209	-.0871	.3978
		Mount Lebanon	.14171	.10767	.189	-.0697	.3531
		Bekaa	-.17813	.18027	.323	-.5320	.1758
	North	Beirut	-.05322	.08613	.537	-.2223	.1159
		South	-.15536	.12349	.209	-.3978	.0871
		Mount Lebanon	-.01365	.08763	.876	-.1857	.1584
		Bekaa	-.33349*	.16906	.049	-.6654	-.0016
	Mount Lebanon	Beirut	-.03956	.06134	.519	-.1600	.0809
		South	-.14171	.10767	.189	-.3531	.0697
		North	.01365	.08763	.876	-.1584	.1857
		Bekaa	-.31984*	.15788	.043	-.6298	-.0099
	Bekaa	Beirut	.28027	.15705	.075	-.0281	.5886
		South	.17813	.18027	.323	-.1758	.5320
		North	.33349*	.16906	.049	.0016	.6654
		Mount Lebanon	.31984*	.15788	.043	.0099	.6298
Average for Economic Shopping	Beirut	South	-.20973	.15559	.178	-.5152	.0957
		North	-.05085	.12588	.686	-.2980	.1963
		Mount Lebanon	-.04839	.08965	.590	-.2244	.1276
		Bekaa	-.20762	.22954	.366	-.6583	.2430
	South	Beirut	.20973	.15559	.178	-.0957	.5152
		North	.15888	.18048	.379	-.1955	.5132
		Mount Lebanon	.16133	.15737	.306	-.1476	.4703
		Bekaa	.00211	.26347	.994	-.5151	.5194
	North	Beirut	.05085	.12588	.686	-.1963	.2980
		South	-.15888	.18048	.379	-.5132	.1955

		Mount Lebanon	.00246	.12807	.985	-.2490	.2539
		Bekaa	-.15677	.24709	.526	-.6419	.3283
	Mount Lebanon	Beirut	.04839	.08965	.590	-.1276	.2244
		South	-.16133	.15737	.306	-.4703	.1476
		North	-.00246	.12807	.985	-.2539	.2490
		Bekaa	-.15923	.23075	.490	-.6122	.2938
	Bekaa	Beirut	.20762	.22954	.366	-.2430	.6583
		South	-.00211	.26347	.994	-.5194	.5151
		North	.15677	.24709	.526	-.3283	.6419
		Mount Lebanon	.15923	.23075	.490	-.2938	.6122
Average Achievement Shopping	Beirut	South	.08835	.14788	.550	-.2020	.3787
		North	-.10888	.11964	.363	-.3438	.1260
		Mount Lebanon	-.11344	.08521	.183	-.2807	.0538
		Bekaa	-.23550	.21816	.281	-.6638	.1928
	South	Beirut	-.08835	.14788	.550	-.3787	.2020
		North	-.19723	.17154	.251	-.5340	.1395
		Mount Lebanon	-.20179	.14957	.178	-.4954	.0919
		Bekaa	-.32385	.25041	.196	-.8155	.1678
	North	Beirut	.10888	.11964	.363	-.1260	.3438
		South	.19723	.17154	.251	-.1395	.5340
		Mount Lebanon	-.00456	.12172	.970	-.2435	.2344
		Bekaa	-.12662	.23484	.590	-.5877	.3344
	Mount Lebanon	Beirut	.11344	.08521	.183	-.0538	.2807
		South	.20179	.14957	.178	-.0919	.4954
		North	.00456	.12172	.970	-.2344	.2435
		Bekaa	-.12205	.21931	.578	-.5526	.3085
	Bekaa	Beirut	.23550	.21816	.281	-.1928	.6638
		South	.32385	.25041	.196	-.1678	.8155

		North	.12662	.23484	.590	-.3344	.5877
		Mount Lebanon	.12205	.21931	.578	-.3085	.5526
Average Enjoyment Shopping	Beirut	South	.02938	.14554	.840	-.2563	.3151
		North	.05694	.11774	.629	-.1742	.2881
		Mount Lebanon	.15757	.08386	.061	-.0071	.3222
		Bekaa	.45573*	.21470	.034	.0342	.8772
	South	Beirut	-.02938	.14554	.840	-.3151	.2563
		North	.02757	.16882	.870	-.3039	.3590
		Mount Lebanon	.12820	.14720	.384	-.1608	.4172
		Bekaa	.42635	.24644	.084	-.0575	.9102
	North	Beirut	-.05694	.11774	.629	-.2881	.1742
		South	-.02757	.16882	.870	-.3590	.3039
		Mount Lebanon	.10063	.11979	.401	-.1346	.3358
		Bekaa	.39878	.23112	.085	-.0550	.8525
	Mount Lebanon	Beirut	-.15757	.08386	.061	-.3222	.0071
		South	-.12820	.14720	.384	-.4172	.1608
		North	-.10063	.11979	.401	-.3358	.1346
		Bekaa	.29815	.21583	.168	-.1256	.7219
	Bekaa	Beirut	-.45573*	.21470	.034	-.8772	-.0342
		South	-.42635	.24644	.084	-.9102	.0575
		North	-.39878	.23112	.085	-.8525	.0550
		Mount Lebanon	-.29815	.21583	.168	-.7219	.1256
Average Gratification Shopping	Beirut	South	.14461	.16761	.389	-.1845	.4737
		North	.06064	.13560	.655	-.2056	.3269
		Mount Lebanon	.19333*	.09658	.046	.0037	.3829
		Bekaa	.46714	.24727	.059	-.0183	.9526
	South	Beirut	-.14461	.16761	.389	-.4737	.1845

		North	-.08397	.19443	.666	-.4657	.2977
		Mount Lebanon	.04872	.16953	.774	-.2841	.3815
		Bekaa	.32253	.28382	.256	-.2347	.8797
	North	Beirut	-.06064	.13560	.655	-.3269	.2056
		South	.08397	.19443	.666	-.2977	.4657
		Mount Lebanon	.13268	.13797	.337	-.1382	.4035
		Bekaa	.40650	.26618	.127	-.1161	.9291
	Mount Lebanon	Beirut	-.19333*	.09658	.046	-.3829	-.0037
		South	-.04872	.16953	.774	-.3815	.2841
		North	-.13268	.13797	.337	-.4035	.1382
		Bekaa	.27381	.24857	.271	-.2142	.7618
	Bekaa	Beirut	-.46714	.24727	.059	-.9526	.0183
		South	-.32253	.28382	.256	-.8797	.2347
		North	-.40650	.26618	.127	-.9291	.1161
		Mount Lebanon	-.27381	.24857	.271	-.7618	.2142
Average Idea Shopping	Beirut	South	.15514	.14627	.289	-.1320	.4423
		North	.20402	.11834	.085	-.0283	.4363
		Mount Lebanon	.12339	.08428	.144	-.0421	.2888
		Bekaa	.28162	.21578	.192	-.1420	.7053
	South	Beirut	-.15514	.14627	.289	-.4423	.1320
		North	.04888	.16967	.773	-.2842	.3820
		Mount Lebanon	-.03175	.14794	.830	-.3222	.2587
		Bekaa	.12648	.24768	.610	-.3598	.6127
	North	Beirut	-.20402	.11834	.085	-.4363	.0283
		South	-.04888	.16967	.773	-.3820	.2842
		Mount Lebanon	-.08062	.12040	.503	-.3170	.1557
		Bekaa	.07761	.23228	.738	-.3784	.5336

	Mount Lebanon	Beirut	-.12339	.08428	.144	-.2888	.0421
		South	.03175	.14794	.830	-.2587	.3222
		North	.08062	.12040	.503	-.1557	.3170
		Bekaa	.15823	.21692	.466	-.2676	.5841
	Bekaa	Beirut	-.28162	.21578	.192	-.7053	.1420
		South	-.12648	.24768	.610	-.6127	.3598
		North	-.07761	.23228	.738	-.5336	.3784
		Mount Lebanon	-.15823	.21692	.466	-.5841	.2676
Average Ambiance Shopping	Beirut	South	-.04538	.11864	.702	-.2783	.1875
		North	-.08077	.09598	.400	-.2692	.1077
		Mount Lebanon	.05572	.06843	.416	-.0786	.1901
		Bekaa	.15672	.17502	.371	-.1869	.5003
	South	Beirut	.04538	.11864	.702	-.1875	.2783
		North	-.03539	.13761	.797	-.3056	.2348
		Mount Lebanon	.10110	.12003	.400	-.1345	.3368
		Bekaa	.20211	.20089	.315	-.1923	.5965
	North	Beirut	.08077	.09598	.400	-.1077	.2692
		South	.03539	.13761	.797	-.2348	.3056
		Mount Lebanon	.13649	.09770	.163	-.0553	.3283
		Bekaa	.23749	.18840	.208	-.1324	.6074
	Mount Lebanon	Beirut	-.05572	.06843	.416	-.1901	.0786
		South	-.10110	.12003	.400	-.3368	.1345
		North	-.13649	.09770	.163	-.3283	.0553
		Bekaa	.10101	.17597	.566	-.2445	.4465
	Bekaa	Beirut	-.15672	.17502	.371	-.5003	.1869
		South	-.20211	.20089	.315	-.5965	.1923
		North	-.23749	.18840	.208	-.6074	.1324
		Mount Lebanon	-.10101	.17597	.566	-.4465	.2445

Average Role Shopping	Beirut	South	.27465	.16490	.096	-.0491	.5984
		North	.04317	.13346	.746	-.2188	.3052
		Mount Lebanon	.23606*	.09516	.013	.0492	.4229
		Bekaa	.56398*	.24316	.021	.0866	1.0414
	South	Beirut	-.27465	.16490	.096	-.5984	.0491
		North	-.23148	.19113	.226	-.6067	.1438
		Mount Lebanon	-.03858	.16665	.817	-.3658	.2886
		Bekaa	.28933	.27901	.300	-.2584	.8371
	North	Beirut	-.04317	.13346	.746	-.3052	.2188
		South	.23148	.19113	.226	-.1438	.6067
		Mount Lebanon	.19289	.13563	.155	-.0734	.4592
		Bekaa	.52080*	.26166	.047	.0071	1.0345
	Mount Lebanon	Beirut	-.23606*	.09516	.013	-.4229	-.0492
		South	.03858	.16665	.817	-.2886	.3658
		North	-.19289	.13563	.155	-.4592	.0734
		Bekaa	.32791	.24436	.180	-.1518	.8076
	Bekaa	Beirut	-.56398*	.24316	.021	-1.0414	-.0866
		South	-.28933	.27901	.300	-.8371	.2584
		North	-.52080*	.26166	.047	-1.0345	-.0071
		Mount Lebanon	-.32791	.24436	.180	-.8076	.1518
Average Social Shopping	Beirut	South	-.12771	.10968	.245	-.3430	.0876
		North	-.10347	.08914	.246	-.2785	.0715
		Mount Lebanon	.01740	.06329	.783	-.1069	.1417
		Bekaa	.27334	.16173	.091	-.0442	.5909
	South	Beirut	.12771	.10968	.245	-.0876	.3430
		North	.02424	.12738	.849	-.2258	.2743
		Mount Lebanon	.14511	.11085	.191	-.0725	.3627

		Bekaa	.40105*	.18558	.031	.0367	.7654
	North	Beirut	.10347	.08914	.246	-.0715	.2785
		South	-.02424	.12738	.849	-.2743	.2258
		Mount Lebanon	.12087	.09057	.182	-.0569	.2987
		Bekaa	.37681*	.17423	.031	.0348	.7189
	Mount Lebanon	Beirut	-.01740	.06329	.783	-.1417	.1069
		South	-.14511	.11085	.191	-.3627	.0725
		North	-.12087	.09057	.182	-.2987	.0569
		Bekaa	.25595	.16253	.116	-.0631	.5750
	Bekaa	Beirut	-.27334	.16173	.091	-.5909	.0442
		South	-.40105*	.18558	.031	-.7654	-.0367
		North	-.37681*	.17423	.031	-.7189	-.0348
		Mount Lebanon	-.25595	.16253	.116	-.5750	.0631
Average Utilitarian Motivation	Beirut	South	-.07650	.10094	.449	-.2747	.1217
		North	-.03219	.08166	.694	-.1925	.1281
		Mount Lebanon	-.04010	.05816	.491	-.1543	.0741
		Bekaa	-.23818	.14890	.110	-.5305	.0542
	South	Beirut	.07650	.10094	.449	-.1217	.2747
		North	.04430	.11708	.705	-.1856	.2742
		Mount Lebanon	.03640	.10209	.722	-.1640	.2368
		Bekaa	-.16168	.17092	.344	-.4972	.1739
	North	Beirut	.03219	.08166	.694	-.1281	.1925
		South	-.04430	.11708	.705	-.2742	.1856
		Mount Lebanon	-.00791	.08308	.924	-.1710	.1552
		Bekaa	-.20598	.16029	.199	-.5207	.1087
	Mount Lebanon	Beirut	.04010	.05816	.491	-.0741	.1543
		South	-.03640	.10209	.722	-.2368	.1640
		North	.00791	.08308	.924	-.1552	.1710

		Bekaa	-.19808	.14969	.186	-.4920	.0958
	Bekaa	Beirut	.23818	.14890	.110	-.0542	.5305
		South	.16168	.17092	.344	-.1739	.4972
		North	.20598	.16029	.199	-.1087	.5207
		Mount Lebanon	.19808	.14969	.186	-.0958	.4920
Average Hedonic motivation	Beirut	South	.05795	.07868	.462	-.0965	.2124
		North	.02811	.06366	.659	-.0969	.1531
		Mount Lebanon	.12449*	.04534	.006	.0355	.2135
		Bekaa	.34821*	.11608	.003	.1203	.5761
	South	Beirut	-.05795	.07868	.462	-.2124	.0965
		North	-.02985	.09127	.744	-.2090	.1493
		Mount Lebanon	.06654	.07958	.403	-.0897	.2228
		Bekaa	.29026*	.13324	.030	.0287	.5518
	North	Beirut	-.02811	.06366	.659	-.1531	.0969
		South	.02985	.09127	.744	-.1493	.2090
		Mount Lebanon	.09639	.06476	.137	-.0308	.2235
		Bekaa	.32011*	.12495	.011	.0748	.5654
	Mount Lebanon	Beirut	-.12449*	.04534	.006	-.2135	-.0355
		South	-.06654	.07958	.403	-.2228	.0897
		North	-.09639	.06476	.137	-.2235	.0308
		Bekaa	.22372	.11669	.056	-.0054	.4528
	Bekaa	Beirut	-.34821*	.11608	.003	-.5761	-.1203
		South	-.29026*	.13324	.030	-.5518	-.0287
		North	-.32011*	.12495	.011	-.5654	-.0748
		Mount Lebanon	-.22372	.11669	.056	-.4528	.0054

*. The mean difference is significant at the 0.05 level.

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GET    FILE='C:\Users\Oussama\Desktop\oussama z great.sav'. ONEWAY avconenience
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```
avecoshopping avachievement avenjoyment avgratification avidea avambience avrole
avsocial avutilatarian avhed BY     Gender    /MISSING ANALYSIS    /POSTHOC=LSD
ALPHA(0.05).
```

Oneway

```
[DataSet1] C:\Users\Oussama\Desktop\oussama z great.sav
```

ANOVA

		Sum of Squares	Df	Mean Square
Average for convenience in shopping	Between Groups	1.659	1	1.659
	Within Groups	390.865	758	.516
	Total	392.523	759	
Average for Economic Shopping	Between Groups	.840	1	.840
	Within Groups	841.191	758	1.110
	Total	842.031	759	
Average Achievement Shopping	Between Groups	.360	1	.360
	Within Groups	771.637	758	1.018
	Total	771.996	759	
Average Enjoyment Shopping	Between Groups	1.602	1	1.602
	Within Groups	759.228	758	1.002
	Total	760.830	759	
Average Gratification Shopping	Between Groups	2.882	1	2.882
	Within Groups	994.185	758	1.312
	Total	997.067	759	
Average Idea Shopping	Between Groups	2.268	1	2.268
	Within Groups	752.193	758	.992
	Total	754.460	759	
Average Ambiance Shopping	Between Groups	.730	1	.730
	Within Groups	496.997	757	.657
	Total	497.727	758	
Average Role Shopping	Between Groups	18.381	1	18.381
	Within Groups	943.313	755	1.249
	Total	961.694	756	

Average Social Shopping	Between Groups	.361	1	.361
	Within Groups	438.568	754	.582
	Total	438.929	755	
Average Utilitarian Motivation	Between Groups	.835	1	.835
	Within Groups	351.470	758	.464
	Total	352.306	759	
Average Hedonic motivation	Between Groups	2.303	1	2.303
	Within Groups	220.718	758	.291
	Total	223.021	759	

ANOVA

		F	Sig.
Average for convenience in shopping	Between Groups	3.217	.073
Average for Economic Shopping	Between Groups	.757	.385
Average Achievement Shopping	Between Groups	.353	.552
Average Enjoyment Shopping	Between Groups	1.599	.206
Average Gratification Shopping	Between Groups	2.197	.139
Average Idea Shopping	Between Groups	2.285	.131
Average Ambiance Shopping	Between Groups	1.112	.292
Average Role Shopping	Between Groups	14.711	.000
Average Social Shopping	Between Groups	.620	.431
Average Utilitarian Motivation	Between Groups	1.802	.180
Average Hedonic motivation	Between Groups	7.910	.005

Appendix G

```
avgratification avidea avambience avrole avsocial avutilatarian
avhed BY     Avg.spend.at.mall    /MISSING ANALYSIS    /POSTHOC=LSD
ALPHA(0.05).
```

Oneway

ANOVA

		Sum of Squares	df	Mean Square
Average for convenience in shopping	Between Groups	2.449	4	.612
	Within Groups	392.719	761	.516
	Total	395.169	765	
Average for Economic Shopping	Between Groups	5.608	4	1.402
	Within Groups	848.862	761	1.115
	Total	854.470	765	
Average Achievement Shopping	Between Groups	10.058	4	2.514
	Within Groups	769.154	761	1.011
	Total	779.212	765	
Average Enjoyment Shopping	Between Groups	11.661	4	2.915
	Within Groups	753.577	761	.990
	Total	765.238	765	
Average Gratification Shopping	Between Groups	8.024	4	2.006
	Within Groups	997.784	761	1.311
	Total	1005.808	765	

Average Idea Shopping	Between Groups	3.645	4	.911
	Within Groups	762.939	761	1.003
	Total	766.584	765	
Average Ambiance Shopping	Between Groups	4.261	4	1.065
	Within Groups	498.448	760	.656
	Total	502.709	764	
Average Role Shopping	Between Groups	9.019	4	2.255
	Within Groups	961.493	758	1.268
	Total	970.511	762	
Average Social Shopping	Between Groups	5.916	4	1.479
	Within Groups	440.262	757	.582
	Total	446.178	761	
Average Utilatarian Motivation	Between Groups	1.518	4	.379
	Within Groups	354.662	761	.466
	Total	356.180	765	
Average Hedonic motivation	Between Groups	2.271	4	.568
	Within Groups	223.511	761	.294
	Total	225.783	765	

ANOVA

		F	Sig.
Average for convenience in shopping	Between Groups	1.187	.315
Average for Economic Shopping	Between Groups	1.257	.285
Average Achievement Shopping	Between Groups	2.488	.042
Average Enjoyment Shopping	Between Groups	2.944	.020
Average Gratification Shopping	Between Groups	1.530	.192
Average Idea Shopping	Between Groups	.909	.458
Average Ambiance Shopping	Between Groups	1.624	.166
Average Role Shopping	Between Groups	1.777	.131
Average Social Shopping	Between Groups	2.543	.038
Average Utilatarian Motivation	Between Groups	.814	.516
Average Hedonic motivation	Between Groups	1.933	.103

Post Hoc Tests

Multiple Comparisons							
LSD							
Dependent Variable	(I) What is the avg spending at a mall	(J) What is the avg spending at a mall	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Average for convenience in shopping	less than 100	btw 100 & 200	-.03109	.05713	.587	-.1432	.0811
		btw 200 & 300	.09349	.09437	.322	-.0918	.2787
		btw 300 & 500	.10476	.13608	.442	-.1624	.3719
		more than 500	.34416	.21961	.118	-.0870	.7753
	btw 100 & 200	less than 100	.03109	.05713	.587	-.0811	.1432
		btw 200 & 300	.12457	.09765	.202	-.0671	.3163
		btw 300 & 500	.13585	.13838	.327	-.1358	.4075
		more than 500	.37524	.22105	.090	-.0587	.8092
	btw 200 & 300	less than 100	-.09349	.09437	.322	-.2787	.0918
		btw 100 & 200	-.12457	.09765	.202	-.3163	.0671

		btw 300 & 500	.01127	.15745	.943	-.2978	.3204
		more than 500	.25067	.23346	.283	-.2076	.7090
	btw 300 & 500	less than 100	-.10476	.13608	.442	-.3719	.1624
		btw 100 & 200	-.13585	.13838	.327	-.4075	.1358
		btw 200 & 300	-.01127	.15745	.943	-.3204	.2978
		more than 500	.23939	.25321	.345	-.2577	.7365
	more than 500	less than 100	-.34416	.21961	.118	-.7753	.0870
		btw 100 & 200	-.37524	.22105	.090	-.8092	.0587
		btw 200 & 300	-.25067	.23346	.283	-.7090	.2076
		btw 300 & 500	-.23939	.25321	.345	-.7365	.2577
Average for Economic Shopping	less than 100	btw 100 & 200	.05471	.08399	.515	-.1102	.2196
		btw 200 & 300	-.01728	.13874	.901	-.2896	.2551
		btw 300 & 500	-.39833*	.20007	.047	-.7911	-.0056
		more than 500	.06026	.32288	.852	-.5736	.6941
	btw 100 & 200	less than 100	-.05471	.08399	.515	-.2196	.1102
		btw 200 & 300	-.07199	.14357	.616	-.3538	.2099
		btw 300 & 500	-.45304*	.20345	.026	-.8524	-.0537
		more than 500	.00555	.32498	.986	-.6324	.6435

	btw 200 & 300	less than 100	.01728	.13874	.901	-.2551	.2896
		btw 100 & 200	.07199	.14357	.616	-.2099	.3538
		btw 300 & 500	-.38105	.23149	.100	-.8355	.0734
		more than 500	.07754	.34323	.821	-.5963	.7513
	btw 300 & 500	less than 100	.39833*	.20007	.047	.0056	.7911
		btw 100 & 200	.45304*	.20345	.026	.0537	.8524
		btw 200 & 300	.38105	.23149	.100	-.0734	.8355
		more than 500	.45859	.37227	.218	-.2722	1.1894
	more than 500	less than 100	-.06026	.32288	.852	-.6941	.5736
		btw 100 & 200	-.00555	.32498	.986	-.6435	.6324
		btw 200 & 300	-.07754	.34323	.821	-.7513	.5963
		btw 300 & 500	-.45859	.37227	.218	-1.1894	.2722
Average Achievement Shopping	less than 100	btw 100 & 200	-.16242*	.07995	.043	-.3194	-.0055
		btw 200 & 300	-.04567	.13207	.730	-.3049	.2136
		btw 300 & 500	.22018	.19044	.248	-.1537	.5940
		more than 500	.51917	.30735	.092	-.0842	1.1225
	btw 100 & 200	less than 100	.16242*	.07995	.043	.0055	.3194
		btw 200 & 300	.11675	.13667	.393	-.1515	.3850

		btw 300 & 500	.38260*	.19366	.049	.0024	.7628
		more than 500	.68159*	.30935	.028	.0743	1.2889
	btw 200 & 300	less than 100	.04567	.13207	.730	-.2136	.3049
		btw 100 & 200	-.11675	.13667	.393	-.3850	.1515
		btw 300 & 500	.26585	.22035	.228	-.1667	.6984
		more than 500	.56484	.32672	.084	-.0765	1.2062
	btw 300 & 500	less than 100	-.22018	.19044	.248	-.5940	.1537
		btw 100 & 200	-.38260*	.19366	.049	-.7628	-.0024
		btw 200 & 300	-.26585	.22035	.228	-.6984	.1667
		more than 500	.29899	.35436	.399	-.3967	.9946
	more than 500	less than 100	-.51917	.30735	.092	-1.1225	.0842
		btw 100 & 200	-.68159*	.30935	.028	-1.2889	-.0743
		btw 200 & 300	-.56484	.32672	.084	-1.2062	.0765
		btw 300 & 500	-.29899	.35436	.399	-.9946	.3967
Average Enjoyment Shopping	less than 100	btw 100 & 200	.16310*	.07914	.040	.0077	.3185
		btw 200 & 300	.39741*	.13072	.002	.1408	.6540
		btw 300 & 500	-.03690	.18851	.845	-.4070	.3331
		more than 500	-.03084	.30422	.919	-.6280	.5664

	btw 100 & 200	less than 100	-.16310*	.07914	.040	-.3185	-.0077
		btw 200 & 300	.23431	.13527	.084	-.0312	.4999
		btw 300 & 500	-.20000	.19169	.297	-.5763	.1763
		more than 500	-.19394	.30620	.527	-.7950	.4072
	btw 200 & 300	less than 100	-.39741*	.13072	.002	-.6540	-.1408
		btw 100 & 200	-.23431	.13527	.084	-.4999	.0312
		btw 300 & 500	-.43431*	.21811	.047	-.8625	-.0062
		more than 500	-.42825	.32340	.186	-1.0631	.2066
	btw 300 & 500	less than 100	.03690	.18851	.845	-.3331	.4070
		btw 100 & 200	.20000	.19169	.297	-.1763	.5763
		btw 200 & 300	.43431*	.21811	.047	.0062	.8625
		more than 500	.00606	.35076	.986	-.6825	.6946
	more than 500	less than 100	.03084	.30422	.919	-.5664	.6280
		btw 100 & 200	.19394	.30620	.527	-.4072	.7950
		btw 200 & 300	.42825	.32340	.186	-.2066	1.0631
		btw 300 & 500	-.00606	.35076	.986	-.6946	.6825
Average Gratification Shopping	less than 100	btw 100 & 200	.02405	.09106	.792	-.1547	.2028
		btw 200 & 300	.20318	.15042	.177	-.0921	.4985

		btw 300 & 500	-.41054	.21691	.059	-.8364	.0153
		more than 500	-.08024	.35006	.819	-.7674	.6070
	btw 100 & 200	less than 100	-.02405	.09106	.792	-.2028	.1547
		btw 200 & 300	.17913	.15566	.250	-.1264	.4847
		btw 300 & 500	-.43459*	.22057	.049	-.8676	-.0016
		more than 500	-.10429	.35234	.767	-.7960	.5874
	btw 200 & 300	less than 100	-.20318	.15042	.177	-.4985	.0921
		btw 100 & 200	-.17913	.15566	.250	-.4847	.1264
		btw 300 & 500	-.61373*	.25097	.015	-1.1064	-.1210
		more than 500	-.28342	.37212	.447	-1.0139	.4471
	btw 300 & 500	less than 100	.41054	.21691	.059	-.0153	.8364
		btw 100 & 200	.43459*	.22057	.049	.0016	.8676
		btw 200 & 300	.61373*	.25097	.015	.1210	1.1064
		more than 500	.33030	.40361	.413	-.4620	1.1226
	more than 500	less than 100	.08024	.35006	.819	-.6070	.7674
		btw 100 & 200	.10429	.35234	.767	-.5874	.7960
		btw 200 & 300	.28342	.37212	.447	-.4471	1.0139
		btw 300 & 500	-.33030	.40361	.413	-1.1226	.4620

Average Idea Shopping	less than 100	btw 100 & 200	.01495	.07963	.851	-.1414	.1713
		btw 200 & 300	-.10024	.13153	.446	-.3585	.1580
		btw 300 & 500	-.31168	.18967	.101	-.6840	.0607
		more than 500	-.14703	.30610	.631	-.7479	.4539
	btw 100 & 200	less than 100	-.01495	.07963	.851	-.1713	.1414
		btw 200 & 300	-.11519	.13611	.398	-.3824	.1520
		btw 300 & 500	-.32662	.19288	.091	-.7053	.0520
		more than 500	-.16198	.30810	.599	-.7668	.4428
	btw 200 & 300	less than 100	.10024	.13153	.446	-.1580	.3585
		btw 100 & 200	.11519	.13611	.398	-.1520	.3824
		btw 300 & 500	-.21144	.21946	.336	-.6423	.2194
		more than 500	-.04679	.32540	.886	-.6856	.5920
	btw 300 & 500	less than 100	.31168	.18967	.101	-.0607	.6840
		btw 100 & 200	.32662	.19288	.091	-.0520	.7053
		btw 200 & 300	.21144	.21946	.336	-.2194	.6423
		more than 500	.16465	.35293	.641	-.5282	.8575
	more than 500	less than 100	.14703	.30610	.631	-.4539	.7479
		btw 100 & 200	.16198	.30810	.599	-.4428	.7668

		btw 200 & 300	.04679	.32540	.886	-.5920	.6856
		btw 300 & 500	-.16465	.35293	.641	-.8575	.5282
Average Ambiance Shopping	less than 100	btw 100 & 200	.06205	.06444	.336	-.0644	.1885
		btw 200 & 300	.21505*	.10641	.044	.0062	.4239
		btw 300 & 500	.12452	.15342	.417	-.1767	.4257
		more than 500	-.29164	.24759	.239	-.7777	.1944
	btw 100 & 200	less than 100	-.06205	.06444	.336	-.1885	.0644
		btw 200 & 300	.15300	.11009	.165	-.0631	.3691
		btw 300 & 500	.06247	.15600	.689	-.2438	.3687
		more than 500	-.35369	.24919	.156	-.8429	.1355
	btw 200 & 300	less than 100	-.21505*	.10641	.044	-.4239	-.0062
		btw 100 & 200	-.15300	.11009	.165	-.3691	.0631
		btw 300 & 500	-.09052	.17750	.610	-.4390	.2579
		more than 500	-.50668	.26319	.055	-1.0233	.0100
	btw 300 & 500	less than 100	-.12452	.15342	.417	-.4257	.1767
		btw 100 & 200	-.06247	.15600	.689	-.3687	.2438
		btw 200 & 300	.09052	.17750	.610	-.2579	.4390
		more than 500	-.41616	.28546	.145	-.9765	.1442

	more than 500	less than 100	.29164	.24759	.239	-.1944	.7777
		btw 100 & 200	.35369	.24919	.156	-.1355	.8429
		btw 200 & 300	.50668	.26319	.055	-.0100	1.0233
		btw 300 & 500	.41616	.28546	.145	-.1442	.9765
Average Role Shopping	less than 100	btw 100 & 200	.05772	.08976	.520	-.1185	.2339
		btw 200 & 300	-.25411	.14801	.086	-.5447	.0364
		btw 300 & 500	.23462	.21339	.272	-.1843	.6535
		more than 500	-.43660	.34434	.205	-1.1126	.2394
	btw 100 & 200	less than 100	-.05772	.08976	.520	-.2339	.1185
		btw 200 & 300	-.31183*	.15316	.042	-.6125	-.0112
		btw 300 & 500	.17689	.21699	.415	-.2491	.6029
		more than 500	-.49432	.34658	.154	-1.1747	.1861
	btw 200 & 300	less than 100	.25411	.14801	.086	-.0364	.5447
		btw 100 & 200	.31183*	.15316	.042	.0112	.6125
		btw 300 & 500	.48873*	.24685	.048	.0041	.9733
		more than 500	-.18249	.36602	.618	-.9010	.5360
	btw 300 & 500	less than 100	-.23462	.21339	.272	-.6535	.1843
		btw 100 & 200	-.17689	.21699	.415	-.6029	.2491

		btw 200 & 300	-.48873*	.24685	.048	-.9733	-.0041
		more than 500	-.67121	.39698	.091	-1.4505	.1081
	more than 500	less than 100	.43660	.34434	.205	-.2394	1.1126
		btw 100 & 200	.49432	.34658	.154	-.1861	1.1747
		btw 200 & 300	.18249	.36602	.618	-.5360	.9010
		btw 300 & 500	.67121	.39698	.091	-.1081	1.4505
Average Social Shopping	less than 100	btw 100 & 200	.15318*	.06081	.012	.0338	.2726
		btw 200 & 300	.01733	.10024	.863	-.1794	.2141
		btw 300 & 500	.15116	.14450	.296	-.1325	.4348
		more than 500	-.35187	.23317	.132	-.8096	.1059
	btw 100 & 200	less than 100	-.15318*	.06081	.012	-.2726	-.0338
		btw 200 & 300	-.13584	.10371	.191	-.3394	.0677
		btw 300 & 500	-.00202	.14693	.989	-.2905	.2864
		more than 500	-.50505*	.23468	.032	-.9658	-.0444
	btw 200 & 300	less than 100	-.01733	.10024	.863	-.2141	.1794
		btw 100 & 200	.13584	.10371	.191	-.0677	.3394
		btw 300 & 500	.13382	.16715	.424	-.1943	.4620
		more than 500	-.36921	.24784	.137	-.8557	.1173

	btw 300 & 500	less than 100	-.15116	.14450	.296	-.4348	.1325
		btw 100 & 200	.00202	.14693	.989	-.2864	.2905
		btw 200 & 300	-.13382	.16715	.424	-.4620	.1943
		more than 500	-.50303	.26881	.062	-1.0307	.0247
	more than 500	less than 100	.35187	.23317	.132	-.1059	.8096
		btw 100 & 200	.50505*	.23468	.032	.0444	.9658
		btw 200 & 300	.36921	.24784	.137	-.1173	.8557
		btw 300 & 500	.50303	.26881	.062	-.0247	1.0307
Average Utilatarian Motivation	less than 100	btw 100 & 200	-.04408	.05429	.417	-.1507	.0625
		btw 200 & 300	.01105	.08968	.902	-.1650	.1871
		btw 300 & 500	-.02591	.12932	.841	-.2798	.2280
		more than 500	.31104	.20870	.137	-.0987	.7207
	btw 100 & 200	less than 100	.04408	.05429	.417	-.0625	.1507
		btw 200 & 300	.05513	.09280	.553	-.1270	.2373
		btw 300 & 500	.01817	.13151	.890	-.2400	.2763
		more than 500	.35512	.21006	.091	-.0573	.7675
	btw 200 & 300	less than 100	-.01105	.08968	.902	-.1871	.1650
		btw 100 & 200	-.05513	.09280	.553	-.2373	.1270

		btw 300 & 500	-.03697	.14963	.805	-.3307	.2568
		more than 500	.29999	.22186	.177	-.1355	.7355
	btw 300 & 500	less than 100	.02591	.12932	.841	-.2280	.2798
		btw 100 & 200	-.01817	.13151	.890	-.2763	.2400
		btw 200 & 300	.03697	.14963	.805	-.2568	.3307
		more than 500	.33695	.24063	.162	-.1354	.8093
	more than 500	less than 100	-.31104	.20870	.137	-.7207	.0987
		btw 100 & 200	-.35512	.21006	.091	-.7675	.0573
		btw 200 & 300	-.29999	.22186	.177	-.7355	.1355
		btw 300 & 500	-.33695	.24063	.162	-.8093	.1354
Average Hedonic motivation	less than 100	btw 100 & 200	.08570*	.04310	.047	.0011	.1703
		btw 200 & 300	.09592	.07119	.178	-.0438	.2357
		btw 300 & 500	-.03692	.10266	.719	-.2385	.1646
		more than 500	-.21793	.16568	.189	-.5432	.1073
	btw 100 & 200	less than 100	-.08570*	.04310	.047	-.1703	-.0011
		btw 200 & 300	.01022	.07367	.890	-.1344	.1548
		btw 300 & 500	-.12262	.10440	.241	-.3276	.0823
		more than 500	-.30363	.16676	.069	-.6310	.0237

	btw 200 & 300	less than 100	-.09592	.07119	.178	-.2357	.0438
		btw 100 & 200	-.01022	.07367	.890	-.1548	.1344
		btw 300 & 500	-.13284	.11878	.264	-.3660	.1003
		more than 500	-.31385	.17612	.075	-.6596	.0319
	btw 300 & 500	less than 100	.03692	.10266	.719	-.1646	.2385
		btw 100 & 200	.12262	.10440	.241	-.0823	.3276
		btw 200 & 300	.13284	.11878	.264	-.1003	.3660
		more than 500	-.18101	.19103	.344	-.5560	.1940
	more than 500	less than 100	.21793	.16568	.189	-.1073	.5432
		btw 100 & 200	.30363	.16676	.069	-.0237	.6310
		btw 200 & 300	.31385	.17612	.075	-.0319	.6596
		btw 300 & 500	.18101	.19103	.344	-.1940	.5560

*. The mean difference is significant at the 0.05 level.

```
T-TEST PAIRS=avutilatarian WITH avhed (PAIRED)
/CRITERIA=CI(.9500)   /MISSING=ANALYSIS.
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T-Test

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[DataSet1] C:\Users\Oussama\Desktop\oussama z great.sav
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Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Average Utilatarian Motivation	3.5340	766	.68235	.02465
	Average Hedonic motivation	3.3564	766	.54327	.01963

Paired Samples Correlations

		N	Correlation	Sig.
Pair 1	Average Utilatarian Motivation & Average Hedonic motivation	766	.027	.449

Paired Samples Test

		Paired Differences		
		Mean	Std. Deviation	Std. Error Mean
Pair 1	Average Utilatarian Motivation - Average Hedonic motivation	.17754	.86048	.03109

Paired Samples Test

		Paired Differences	
		95% Confidence Interval of the Difference	
		Lower	Upper
Pair 1	Average Utilatarian Motivation - Average Hedonic motivation	.11651	.23858

Paired Samples Test

		t	df	Sig. (2-tailed)
Pair 1	Average Utilitarian Motivation - Average Hedonic motivation	5.711	765	.000

Appendix H

Oneway

Difference in average mall shopping motives based on mall visits

ANOVA

		Sum of Squares	df	Mean Square
Average for convenience in shopping	Between Groups	1.694	4	.424
	Within Groups	393.470	760	.518
	Total	395.164	764	
Average for Economic Shopping	Between Groups	6.284	4	1.571
	Within Groups	846.633	760	1.114
	Total	852.917	764	
Average Achievement Shopping	Between Groups	5.935	4	1.484
	Within Groups	772.481	760	1.016
	Total	778.417	764	
Average Enjoyment Shopping	Between Groups	4.217	4	1.054
	Within Groups	761.017	760	1.001
	Total	765.234	764	
Average Gratification Shopping	Between Groups	7.311	4	1.828
	Within Groups	994.678	760	1.309
	Total	1001.989	764	

Average Idea Shopping	Between Groups	2.704	4	.676
	Within Groups	763.742	760	1.005
	Total	766.446	764	
Average Ambiance Shopping	Between Groups	1.553	4	.388
	Within Groups	501.081	759	.660
	Total	502.635	763	
Average Role Shopping	Between Groups	4.112	4	1.028
	Within Groups	965.363	757	1.275
	Total	969.474	761	
Average Social Shopping	Between Groups	.839	4	.210
	Within Groups	444.743	756	.588
	Total	445.583	760	
Average Utilatarian Motivation	Between Groups	4.094	4	1.024
	Within Groups	351.612	760	.463
	Total	355.706	764	
Average Hedonic motivation	Between Groups	.516	4	.129
	Within Groups	225.111	760	.296
	Total	225.628	764	

ANOVA

		F	Sig.
Average for convenience in shopping	Between Groups	.818	.514
Average for Economic Shopping	Between Groups	1.410	.229

Average Achievement Shopping	Between Groups	1.460	.213
Average Enjoyment Shopping	Between Groups	1.053	.379
Average Gratification Shopping	Between Groups	1.397	.233
Average Idea Shopping	Between Groups	.673	.611
Average Ambiance Shopping	Between Groups	.588	.671
Average Role Shopping	Between Groups	.806	.521
Average Social Shopping	Between Groups	.357	.839
Average Utilatarian Motivation	Between Groups	2.212	.066
Average Hedonic motivation	Between Groups	.436	.783

Post Hoc Tests

Multiple Comparisons

LSD

Dependent Variable	(I) No of mall visits per month	(J) No of mall visits per month	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Average for convenience in shopping	1	btw1 & 5	.05110	.06503	.432	-.0765	.1788
		btw 6 & 10	-.01400	.08349	.867	-.1779	.1499
		btw 11 & 15	.19367	.12559	.123	-.0529	.4402
		more than 16	.07363	.11766	.532	-.1573	.3046

	btw1 & 5	1	-.05110	.06503	.432	-.1788	.0765
		btw 6 & 10	-.06510	.07444	.382	-.2112	.0810
		btw 11 & 15	.14257	.11976	.234	-.0925	.3777
		more than 16	.02253	.11142	.840	-.1962	.2413
	btw 6 & 10	1	.01400	.08349	.867	-.1499	.1779
		btw1 & 5	.06510	.07444	.382	-.0810	.2112
		btw 11 & 15	.20767	.13071	.113	-.0489	.4643
		more than 16	.08763	.12311	.477	-.1541	.3293
	btw 11 & 15	1	-.19367	.12559	.123	-.4402	.0529
		btw1 & 5	-.14257	.11976	.234	-.3777	.0925
		btw 6 & 10	-.20767	.13071	.113	-.4643	.0489
		more than 16	-.12004	.15479	.438	-.4239	.1838
	more than 16	1	-.07363	.11766	.532	-.3046	.1573
		btw1 & 5	-.02253	.11142	.840	-.2413	.1962
		btw 6 & 10	-.08763	.12311	.477	-.3293	.1541
		btw 11 & 15	.12004	.15479	.438	-.1838	.4239
Average for Economic Shopping	1	btw1 & 5	.16904	.09538	.077	-.0182	.3563
		btw 6 & 10	.11682	.12247	.340	-.1236	.3572
		btw 11 & 15	.36949*	.18422	.045	.0078	.7311
		more than 16	.21240	.17260	.219	-.1264	.5512
	btw1 & 5	1	-.16904	.09538	.077	-.3563	.0182

		btw 6 & 10	-.05222	.10919	.633	-.2666	.1621
		btw 11 & 15	.20045	.17567	.254	-.1444	.5453
		more than 16	.04336	.16344	.791	-.2775	.3642
	btw 6 & 10	1	-.11682	.12247	.340	-.3572	.1236
		btw1 & 5	.05222	.10919	.633	-.1621	.2666
		btw 11 & 15	.25267	.19173	.188	-.1237	.6291
		more than 16	.09557	.18059	.597	-.2589	.4501
	btw 11 & 15	1	-.36949*	.18422	.045	-.7311	-.0078
		btw1 & 5	-.20045	.17567	.254	-.5453	.1444
		btw 6 & 10	-.25267	.19173	.188	-.6291	.1237
		more than 16	-.15709	.22705	.489	-.6028	.2886
	more than 16	1	-.21240	.17260	.219	-.5512	.1264
		btw1 & 5	-.04336	.16344	.791	-.3642	.2775
		btw 6 & 10	-.09557	.18059	.597	-.4501	.2589
		btw 11 & 15	.15709	.22705	.489	-.2886	.6028
Average Achievement Shopping	1	btw1 & 5	.12474	.09111	.171	-.0541	.3036
		btw 6 & 10	.06492	.11699	.579	-.1647	.2946
		btw 11 & 15	.40492*	.17597	.022	.0595	.7504
		more than 16	.08435	.16486	.609	-.2393	.4080
	btw1 & 5	1	-.12474	.09111	.171	-.3036	.0541
		btw 6 & 10	-.05982	.10430	.566	-.2646	.1449

		btw 11 & 15	.28018	.16780	.095	-.0492	.6096
		more than 16	-.04039	.15612	.796	-.3469	.2661
	btw 6 & 10	1	-.06492	.11699	.579	-.2946	.1647
		btw1 & 5	.05982	.10430	.566	-.1449	.2646
		btw 11 & 15	.34000	.18314	.064	-.0195	.6995
		more than 16	.01943	.17250	.910	-.3192	.3581
	btw 11 & 15	1	-.40492*	.17597	.022	-.7504	-.0595
		btw1 & 5	-.28018	.16780	.095	-.6096	.0492
		btw 6 & 10	-.34000	.18314	.064	-.6995	.0195
		more than 16	-.32057	.21688	.140	-.7463	.1052
	more than 16	1	-.08435	.16486	.609	-.4080	.2393
		btw1 & 5	.04039	.15612	.796	-.2661	.3469
		btw 6 & 10	-.01943	.17250	.910	-.3581	.3192
		btw 11 & 15	.32057	.21688	.140	-.1052	.7463
Average Enjoyment Shopping	1	btw1 & 5	-.02547	.09043	.778	-.2030	.1521
		btw 6 & 10	-.08698	.11611	.454	-.3149	.1410
		btw 11 & 15	-.33899	.17466	.053	-.6818	.0039
		more than 16	-.02054	.16364	.900	-.3418	.3007
	btw1 & 5	1	.02547	.09043	.778	-.1521	.2030
		btw 6 & 10	-.06151	.10352	.553	-.2647	.1417
		btw 11 & 15	-.31351	.16655	.060	-.6405	.0134

		more than 16	.00493	.15496	.975	-.2993	.3091
	btw 6 & 10	1	.08698	.11611	.454	-.1410	.3149
		btw1 & 5	.06151	.10352	.553	-.1417	.2647
		btw 11 & 15	-.25200	.18178	.166	-.6089	.1049
		more than 16	.06644	.17122	.698	-.2697	.4026
	btw 11 & 15	1	.33898	.17466	.053	-.0039	.6818
		btw1 & 5	.31351	.16655	.060	-.0134	.6405
		btw 6 & 10	.25200	.18178	.166	-.1049	.6089
		more than 16	.31844	.21526	.139	-.1041	.7410
	more than 16	1	.02054	.16364	.900	-.3007	.3418
		btw1 & 5	-.00493	.15496	.975	-.3091	.2993
		btw 6 & 10	-.06644	.17122	.698	-.4026	.2697
		btw 11 & 15	-.31844	.21526	.139	-.7410	.1041
Average Gratification Shopping	1	btw1 & 5	-.13593	.10339	.189	-.3389	.0670
		btw 6 & 10	-.10577	.13275	.426	-.3664	.1548
		btw 11 & 15	-.44877*	.19968	.025	-.8408	-.0568
		more than 16	-.19079	.18708	.308	-.5580	.1765
	btw1 & 5	1	.13593	.10339	.189	-.0670	.3389
		btw 6 & 10	.03016	.11835	.799	-.2022	.2625
		btw 11 & 15	-.31284	.19041	.101	-.6866	.0610
		more than 16	-.05486	.17715	.757	-.4026	.2929

	btw 6 & 10	1	.10577	.13275	.426	-.1548	.3664
		btw1 & 5	-.03016	.11835	.799	-.2625	.2022
		btw 11 & 15	-.34300	.20782	.099	-.7510	.0650
		more than 16	-.08502	.19575	.664	-.4693	.2992
	btw 11 & 15	1	.44877*	.19968	.025	.0568	.8408
		btw1 & 5	.31284	.19041	.101	-.0610	.6866
		btw 6 & 10	.34300	.20782	.099	-.0650	.7510
		more than 16	.25798	.24610	.295	-.2251	.7411
	more than 16	1	.19079	.18708	.308	-.1765	.5580
		btw1 & 5	.05486	.17715	.757	-.2929	.4026
		btw 6 & 10	.08502	.19575	.664	-.2992	.4693
		btw 11 & 15	-.25798	.24610	.295	-.7411	.2251
Average Idea Shopping	1	btw1 & 5	-.02010	.09059	.824	-.1979	.1577
		btw 6 & 10	-.08340	.11632	.474	-.3117	.1450
		btw 11 & 15	-.21740	.17497	.214	-.5609	.1261
		more than 16	.09573	.16393	.559	-.2261	.4175
	btw1 & 5	1	.02010	.09059	.824	-.1577	.1979
		btw 6 & 10	-.06330	.10371	.542	-.2669	.1403
		btw 11 & 15	-.19730	.16685	.237	-.5248	.1302
		more than 16	.11582	.15523	.456	-.1889	.4206
	btw 6 & 10	1	.08340	.11632	.474	-.1450	.3117
		btw1 & 5	.06330	.10371	.542	-.1403	.2669

		btw 11 & 15	-.13400	.18211	.462	-.4915	.2235
		more than 16	.17912	.17152	.297	-.1576	.5158
	btw 11 & 15	1	.21740	.17497	.214	-.1261	.5609
		btw1 & 5	.19730	.16685	.237	-.1302	.5248
		btw 6 & 10	.13400	.18211	.462	-.2235	.4915
		more than 16	.31312	.21565	.147	-.1102	.7365
	more than 16	1	-.09573	.16393	.559	-.4175	.2261
		btw1 & 5	-.11582	.15523	.456	-.4206	.1889
		btw 6 & 10	-.17912	.17152	.297	-.5158	.1576
		btw 11 & 15	-.31312	.21565	.147	-.7365	.1102
Average Ambiance Shopping	1	btw1 & 5	-.07912	.07343	.282	-.2233	.0650
		btw 6 & 10	-.06009	.09428	.524	-.2452	.1250
		btw 11 & 15	.08957	.14182	.528	-.1888	.3680
		more than 16	-.04340	.13401	.746	-.3065	.2197
	btw1 & 5	1	.07912	.07343	.282	-.0650	.2233
		btw 6 & 10	.01903	.08406	.821	-.1460	.1840
		btw 11 & 15	.16869	.13524	.213	-.0968	.4342
		more than 16	.03572	.12703	.779	-.2136	.2851
	btw 6 & 10	1	.06009	.09428	.524	-.1250	.2452
		btw1 & 5	-.01903	.08406	.821	-.1840	.1460
		btw 11 & 15	.14967	.14760	.311	-.1401	.4394

		more than 16	.01670	.14012	.905	-.2584	.2918
	btw 11 & 15	1	-.08957	.14182	.528	-.3680	.1888
		btw1 & 5	-.16869	.13524	.213	-.4342	.0968
		btw 6 & 10	-.14967	.14760	.311	-.4394	.1401
		more than 16	-.13297	.17566	.449	-.4778	.2119
	more than 16	1	.04340	.13401	.746	-.2197	.3065
		btw1 & 5	-.03572	.12703	.779	-.2851	.2136
		btw 6 & 10	-.01670	.14012	.905	-.2918	.2584
		btw 11 & 15	.13297	.17566	.449	-.2119	.4778
Average Role Shopping	1	btw1 & 5	.05474	.10219	.592	-.1459	.2554
		btw 6 & 10	.09416	.13104	.473	-.1631	.3514
		btw 11 & 15	.24016	.19710	.223	-.1468	.6271
		more than 16	.27101	.18467	.143	-.0915	.6335
	btw1 & 5	1	-.05474	.10219	.592	-.2554	.1459
		btw 6 & 10	.03942	.11695	.736	-.1902	.2690
		btw 11 & 15	.18542	.18803	.324	-.1837	.5545
		more than 16	.21627	.17495	.217	-.1272	.5597
	btw 6 & 10	1	-.09416	.13104	.473	-.3514	.1631
		btw1 & 5	-.03942	.11695	.736	-.2690	.1902
		btw 11 & 15	.14600	.20514	.477	-.2567	.5487
		more than 16	.17685	.19322	.360	-.2025	.5562

	btw 11 & 15	1	-.24016	.19710	.223	-.6271	.1468
		btw1 & 5	-.18542	.18803	.324	-.5545	.1837
		btw 6 & 10	-.14600	.20514	.477	-.5487	.2567
		more than 16	.03085	.24293	.899	-.4460	.5077
	more than 16	1	-.27101	.18467	.143	-.6335	.0915
		btw1 & 5	-.21627	.17495	.217	-.5597	.1272
		btw 6 & 10	-.17685	.19322	.360	-.5562	.2025
		btw 11 & 15	-.03085	.24293	.899	-.5077	.4460
Average Social Shopping	1	btw1 & 5	.06740	.06944	.332	-.0689	.2037
		btw 6 & 10	.06516	.08900	.464	-.1096	.2399
		btw 11 & 15	-.02117	.13387	.874	-.2840	.2416
		more than 16	.00808	.12542	.949	-.2381	.2543
	btw1 & 5	1	-.06740	.06944	.332	-.2037	.0689
		btw 6 & 10	-.00224	.07946	.978	-.1582	.1537
		btw 11 & 15	-.08857	.12773	.488	-.3393	.1622
		more than 16	-.05931	.11884	.618	-.2926	.1740
	btw 6 & 10	1	-.06516	.08900	.464	-.2399	.1096
		btw1 & 5	.00224	.07946	.978	-.1537	.1582
		btw 11 & 15	-.08633	.13933	.536	-.3599	.1872
		more than 16	-.05708	.13124	.664	-.3147	.2006
	btw 11 & 15	1	.02117	.13387	.874	-.2416	.2840
		btw1 & 5	.08857	.12773	.488	-.1622	.3393

		btw 6 & 10	.08633	.13933	.536	-.1872	.3599
		more than 16	.02926	.16500	.859	-.2947	.3532
	more than 16	1	-.00808	.12542	.949	-.2543	.2381
		btw1 & 5	.05931	.11884	.618	-.1740	.2926
		btw 6 & 10	.05708	.13124	.664	-.2006	.3147
		btw 11 & 15	-.02926	.16500	.859	-.3532	.2947
Average Utilatarian Motivation	1	btw1 & 5	.11360	.06147	.065	-.0071	.2343
		btw 6 & 10	.05242	.07893	.507	-.1025	.2074
		btw 11 & 15	.32377*	.11872	.007	.0907	.5568
		more than 16	.12158	.11123	.275	-.0968	.3399
	btw1 & 5	1	-.11360	.06147	.065	-.2343	.0071
		btw 6 & 10	-.06119	.07037	.385	-.1993	.0770
		btw 11 & 15	.21016	.11321	.064	-.0121	.4324
		more than 16	.00798	.10533	.940	-.1988	.2147
	btw 6 & 10	1	-.05242	.07893	.507	-.2074	.1025
		btw1 & 5	.06119	.07037	.385	-.0770	.1993
		btw 11 & 15	.27135*	.12356	.028	.0288	.5139
		more than 16	.06916	.11638	.553	-.1593	.2976
	btw 11 & 15	1	-.32377*	.11872	.007	-.5568	-.0907
		btw1 & 5	-.21016	.11321	.064	-.4324	.0121
		btw 6 & 10	-.27135*	.12356	.028	-.5139	-.0288

		more than 16	-.20219	.14632	.167	-.4894	.0851
	more than 16	1	-.12158	.11123	.275	-.3399	.0968
		btw1 & 5	-.00798	.10533	.940	-.2147	.1988
		btw 6 & 10	-.06916	.11638	.553	-.2976	.1593
		btw 11 & 15	.20219	.14632	.167	-.0851	.4894
Average Hedonic motivation	1	btw1 & 5	-.02219	.04918	.652	-.1187	.0744
		btw 6 & 10	-.02810	.06315	.656	-.1521	.0959
		btw 11 & 15	-.11497	.09499	.227	-.3014	.0715
		more than 16	.01919	.08900	.829	-.1555	.1939
	btw1 & 5	1	.02219	.04918	.652	-.0744	.1187
		btw 6 & 10	-.00591	.05630	.916	-.1164	.1046
		btw 11 & 15	-.09278	.09058	.306	-.2706	.0851
		more than 16	.04138	.08428	.624	-.1241	.2068
	btw 6 & 10	1	.02810	.06315	.656	-.0959	.1521
		btw1 & 5	.00591	.05630	.916	-.1046	.1164
		btw 11 & 15	-.08686	.09887	.380	-.2809	.1072
		more than 16	.04729	.09312	.612	-.1355	.2301
	btw 11 & 15	1	.11497	.09499	.227	-.0715	.3014
		btw1 & 5	.09278	.09058	.306	-.0851	.2706
		btw 6 & 10	.08686	.09887	.380	-.1072	.2809
		more than 16	.13415	.11708	.252	-.0957	.3640

	more than 16	1	-.01919	.08900	.829	-.1939	.1555
		btw1 & 5	-.04138	.08428	.624	-.2068	.1241
		btw 6 & 10	-.04729	.09312	.612	-.2301	.1355
		btw 11 & 15	-.13415	.11708	.252	-.3640	.0957

*. The mean difference is significant at the 0.05 level.

Appendix I

Motives with respect to gender

Gender		Avg Conv	Avg. Eco	Avg Ach.	Avg Enj	Avg Grat	Avg Idea	Avg Amb	Avg role	Avg Soc	Avg Ut	Avg Hed
	Mean	4.0171	3.3908	3.0838	3.2275	2.9850	3.5804	3.6983	2.8602	3.2104	3.5001	3.3037
	N	400	400	400	400	400	400	400	397	396	400	400
	Std. Deviation	.73562	1.09059	1.02693	1.04915	1.22363	1.02848	.85716	1.08710	.79806	.71087	.56746
	Mean	4.1106	3.4574	3.1273	3.3194	3.1083	3.6898	3.7604	3.1722	3.2542	3.5665	3.4140
	N	360	360	360	360	360	360	359	360	360	360	360
	Std. Deviation	.69809	1.01056	.98860	.94418	1.05130	.95896	.75458	1.15066	.72172	.64605	.50688
otal	Mean	4.0614	3.4224	3.1044	3.2711	3.0434	3.6322	3.7277	3.0086	3.2313	3.5315	3.3559
	N	760	760	760	760	760	760	759	757	756	760	760
	Std. Deviation	.71914	1.05328	1.00853	1.00120	1.14615	.99700	.81033	1.12787	.76247	.68130	.54207

Motives with respect to educational levels

ducational level		Avg Conv	Avg. Eco	Avg Ach.	Avg Enj	Avg Grat	Avg Idea	Avg Amb	Avg role	Avg Soc	Avg Ut	Avg Hed
ss than gh hool	Mean	3.99	3.23	3.25	2.87	2.50	3.66	3.62	2.52	2.84	3.49	3.06
	N	29.00	29.00	29.00	29.00	29.00	29.00	29.00	29.00	29.00	29.00	29.00
	Std. Deviation	0.85	1.16	1.17	1.29	1.20	1.20	0.89	1.06	0.82	0.83	0.70
gh hool	Mean	4.05	3.48	3.37	3.35	2.93	3.54	3.78	2.66	3.50	3.63	3.36
	N	90.00	90.00	90.00	90.00	90.00	90.00	90.00	90.00	90.00	90.00	90.00
	Std. Deviation	0.69	1.04	1.04	0.92	1.11	0.98	0.71	1.13	0.63	0.66	0.47
versity dent	Mean	4.09	3.33	3.09	3.34	3.00	3.56	3.83	2.95	3.38	3.51	3.39
	N	118.00	118.00	118.00	118.00	118.00	118.00	118.00	118.00	118.00	118.00	118.00
	Std. Deviation	0.75	1.12	1.03	0.97	1.18	1.02	0.74	1.19	0.68	0.73	0.57
duate	Mean	4.07	3.45	3.07	3.25	3.12	3.66	3.69	3.03	3.17	3.53	3.35
	N	434.00	434.00	434.00	434.00	434.00	434.00	434.00	431.00	430.00	434.00	434.00
	Std. Deviation	0.70	1.03	0.98	0.98	1.12	0.99	0.82	1.09	0.74	0.65	0.52
st duate	Mean	4.05	3.39	3.02	3.36	3.03	3.63	3.78	3.54	3.18	3.49	3.43
	N	95.00	95.00	95.00	95.00	95.00	95.00	94.00	95.00	95.00	95.00	95.00
	Std. Deviation	0.75	1.08	1.02	1.08	1.20	0.99	0.93	1.04	0.98	0.72	0.61
al	Mean	4.06	3.42	3.11	3.27	3.05	3.63	3.73	3.02	3.23	3.53	3.36
	N	766.00	766.00	766.00	766.00	766.00	766.00	765.00	763.00	762.00	766.00	766.00
	Std. Deviation	0.72	1.06	1.01	1.00	1.15	1.00	0.81	1.13	0.77	0.68	0.54

Motives with respect to income

Annual income level in dollar amount		Avg Conv	Avg. Eco	Avg Ach.	Avg Enj	Avg Grat	Avg Idea	Avg Amb	Avg role	Avg Soc	Avg Ut	Avg Hed
Less than 10000	Mean	4.08	3.38	3.07	3.28	3.07	3.71	3.78	2.78	3.32	3.51	3.38
	N	216.00	216.00	216.00	216.00	216.00	216.00	216.00	216.00	216.00	216.00	216.00
	Std. Deviation	0.72	1.07	0.97	1.02	1.14	0.95	0.76	1.18	0.67	0.69	0.54
btw 10000 & 20000	Mean	4.06	3.47	3.18	3.30	3.05	3.63	3.71	2.98	3.17	3.57	3.34
	N	356.00	356.00	356.00	356.00	356.00	356.00	355.00	356.00	356.00	356.00	356.00
	Std. Deviation	0.70	1.03	1.06	0.96	1.13	1.01	0.82	1.13	0.80	0.67	0.54
btw 20000 & 30000	Mean	4.09	3.51	3.05	3.15	2.94	3.49	3.68	3.52	3.22	3.55	3.35
	N	114.00	114.00	114.00	114.00	114.00	114.00	114.00	114.00	113.00	114.00	114.00
	Std. Deviation	0.72	1.07	0.94	1.09	1.23	1.06	0.80	0.82	0.72	0.67	0.57
btw 30000 & 40000	Mean	4.02	3.17	2.99	3.57	3.26	3.78	3.67	2.91	3.65	3.40	3.51
	N	34.00	34.00	34.00	34.00	34.00	34.00	34.00	34.00	34.00	34.00	34.00
	Std. Deviation	0.73	1.05	0.90	0.89	1.12	0.84	0.99	1.22	0.70	0.63	0.44
more than 40000	Mean	3.89	3.22	3.01	2.98	3.07	3.53	3.87	3.38	2.93	3.37	3.32
	N	35.00	35.00	35.00	35.00	35.00	35.00	35.00	32.00	32.00	35.00	35.00
	Std. Deviation	0.79	1.05	1.12	1.06	1.09	1.11	0.85	0.92	0.99	0.80	0.57
Total	Mean	4.06	3.42	3.11	3.27	3.05	3.63	3.73	3.02	3.23	3.53	3.36
	N	755.00	755.00	755.00	755.00	755.00	755.00	754.00	752.00	751.00	755.00	755.00
	Std. Deviation	0.72	1.05	1.01	1.00	1.15	1.00	0.81	1.13	0.77	0.68	0.54

Motives with respect to Lebanese residency

Place of residence		Avg Conv	Avg. Eco	Avg Ach.	Avg Enj	Avg Grat	Avg Idea	Avg Amb	Avg role	Avg Soc	Avg Ut	Avg Hed
Beirut	Mean	4.07	3.37	3.04	3.37	3.16	3.73	3.74	3.13	3.23	3.50	3.4
	N	301.00	301.00	301.00	301.00	301.00	301.00	301.00	298.00	298.00	301.00	301.0
	Std. Deviation	0.71	1.02	1.00	0.99	1.16	0.99	0.81	1.13	0.78	0.66	0.5
South	Mean	4.17	3.58	2.95	3.34	3.02	3.58	3.78	2.85	3.36	3.57	3.3
	N	55.00	55.00	55.00	55.00	55.00	55.00	55.00	55.00	55.00	55.00	55.0
	Std. Deviation	0.67	1.04	1.02	0.95	1.21	0.98	0.89	0.92	0.48	0.68	0.5
North	Mean	4.01	3.42	3.15	3.31	3.10	3.53	3.82	3.09	3.33	3.53	3.4
	N	93.00	93.00	93.00	93.00	93.00	93.00	93.00	93.00	92.00	93.00	93.0
	Std. Deviation	0.72	1.08	0.99	0.92	1.04	1.00	0.70	1.25	0.79	0.64	0.5
Mount Lebanon	Mean	4.03	3.42	3.15	3.21	2.97	3.61	3.68	2.89	3.21	3.54	3.3
	N	262.00	262.00	262.00	262.00	262.00	262.00	261.00	262.00	262.00	262.00	262.0
	Std. Deviation	0.77	1.11	1.01	1.04	1.15	1.00	0.83	1.14	0.75	0.75	0.5

Bekaa	Mean	4.35	3.58	3.28	2.91	2.70	3.45	3.58	2.57	2.96	3.73	3.0
	N	23.00	23.00	23.00	23.00	23.00	23.00	23.00	23.00	23.00	23.00	23.0
	Std. Deviation	0.52	0.99	1.09	0.89	1.15	0.99	0.85	0.63	0.54	0.50	0.4
Total	Mean	4.06	3.42	3.09	3.29	3.06	3.64	3.73	3.00	3.24	3.53	3.3
	N	734.00	734.00	734.00	734.00	734.00	734.00	733.00	731.00	730.00	734.00	734.0
	Std. Deviation	0.73	1.06	1.01	0.99	1.15	1.00	0.81	1.13	0.75	0.69	0.5

Motives with respect to marital status

Marital status		Avg Conv	Avg. Eco	Avg Ach.	Avg Enj	Avg Grat	Avg Idea	Avg Amb	Avg role	Avg Soc	Avg Ut	Avg Hed
Single	Mean	3.99	3.40	3.08	3.29	3.08	3.66	3.76	2.90	3.26	3.49	3.37
	N	341.00	341.00	341.00	341.00	341.00	341.00	340.00	341.00	341.00	341.00	341.00
	Std. Deviation	0.75	1.07	0.98	0.99	1.14	1.00	0.79	1.17	0.81	0.69	0.55
Married	Mean	4.10	3.45	3.20	3.20	3.00	3.58	3.70	3.19	3.26	3.58	3.35
	N	333.00	333.00	333.00	333.00	333.00	333.00	333.00	330.00	329.00	333.00	333.00
	Std. Deviation	0.69	1.06	1.05	1.02	1.13	1.01	0.83	1.07	0.75	0.69	0.54
Divorced	Mean	4.18	3.46	2.74	3.51	3.13	3.59	3.73	3.42	3.21	3.46	3.45
	N	26.00	26.00	26.00	26.00	26.00	26.00	26.00	26.00	26.00	26.00	26.00
	Std. Deviation	0.66	0.98	0.76	0.90	1.31	1.12	1.06	1.06	0.56	0.58	0.54
Widowed	Mean	4.42	3.75	3.25	3.67	2.75	3.25	3.75	4.00	3.08	3.81	3.42
	N	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00
	Std. Deviation	0.32	1.26	1.20	0.47	0.96	0.96	0.74	0.00	0.63	0.52	0.55
In relation	Mean	4.21	3.32	2.95	3.45	3.14	3.81	3.67	2.56	3.01	3.50	3.33
	N	56.00	56.00	56.00	56.00	56.00	56.00	56.00	56.00	56.00	56.00	56.00
	Std. Deviation	0.73	0.99	0.96	0.99	1.22	0.95	0.81	0.91	0.58	0.65	0.54
Total	Mean	4.07	3.42	3.11	3.27	3.05	3.63	3.73	3.03	3.24	3.53	3.36
	N	760.00	760.00	760.00	760.00	760.00	760.00	759.00	757.00	756.00	760.00	760.00
	Std. Deviation	0.72	1.06	1.01	1.00	1.15	1.00	0.81	1.12	0.76	0.68	0.54

Motives with respect to age

Age in years		Avg Conv	Avg. Eco	Avg Ach.	Avg Enj	Avg Grat	Avg Idea	Avg Amb	Avg role	Avg Soc	Avg Ut	Avg Hed
Less than 18	Mean	4.25	2.92	2.83	2.83	3.13	3.75	3.33	3.25	3.50	3.33	3.31
	N	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00
	Std. Deviation	0.57	1.26	1.35	1.29	0.85	1.26	1.12	0.96	0.64	0.72	0.76
btw 18 & 24	Mean	4.07	3.44	3.01	3.36	3.04	3.68	3.75	2.61	3.23	3.51	3.34
	N	293.00	293.00	293.00	293.00	293.00	293.00	293.00	293.00	293.00	293.00	293.00
	Std. Deviation	0.68	1.04	0.95	0.96	1.15	0.95	0.79	1.10	0.68	0.65	0.53
btw 25 & 44	Mean	4.04	3.41	3.17	3.25	3.08	3.63	3.72	3.30	3.28	3.54	3.40
	N	379.00	379.00	379.00	379.00	379.00	379.00	378.00	376.00	375.00	379.00	379.00
	Std. Deviation	0.76	1.06	1.03	0.99	1.13	1.01	0.82	1.11	0.86	0.70	0.54
btw 45 & 64	Mean	4.13	3.45	3.13	3.07	2.89	3.42	3.69	3.14	2.96	3.57	3.22
	N	83.00	83.00	83.00	83.00	83.00	83.00	83.00	83.00	83.00	83.00	83.00
	Std. Deviation	0.67	1.09	1.08	1.14	1.26	1.13	0.86	0.90	0.49	0.69	0.58
more than 65	Mean	4.17	3.50	3.75	3.33	2.75	3.75	3.92	4.00	3.00	3.79	3.46
	N	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00
	Std. Deviation	0.33	1.00	0.96	0.94	0.96	0.50	0.17	0.00	0.00	0.60	0.17
Total	Mean	4.06	3.42	3.11	3.27	3.04	3.63	3.73	3.02	3.23	3.53	3.36
	N	763.00	763.00	763.00	763.00	763.00	763.00	762.00	760.00	759.00	763.00	763.00
	Std. Deviation	0.72	1.06	1.01	1.00	1.15	1.00	0.81	1.13	0.77	0.68	0.54