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UNIVERSITI TEKNOLOGI PETRONAS

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By

SOHEL AHMED

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SOHEL AHMED

A Thesis

Submitted to the Postgraduate Studies Programme

as a Requirement for the Degree of

DOCTOR OF PHILOSOPHY

MANAGEMENT

UNIVERSITI TEKNOLOGI PETRONAS

BANDAR SERI ISKANDAR,

PERAK

AUGUST 2017

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DEDICATION

I dedicate this work to my grandparents

ACKNOWLEDGEMENTS

ABSTRACT

Past studies revealed that nowadays purposive shopping is declining. Situational cues are deemed to adversely influence shoppers to opt for impulsive shopping. Nonetheless, the extent of influence of situational cues on purposive shoppers is still under-researched. Rationality is identified as a benefit of purposive shopping. Nonetheless, there are many interests by various stakeholders to understand the purpose-enactment gap of the shopping behavioral. The study of Effortful Decision Making and Enactment (EDME) model may inform the sequential progress of purposive shopping and the gap between purpose-enactment. However, many underlying factors that may influence the purpose-enactment gap may exist. Thus, there is a need to understand the shopping interferences and to reconcile the purpose-enactment gap. On the other hand, Bounded Rationality (BR) theory provides the procedural limit to reconciliation of an inconsistent rationality. In this context, the present study proposes a model by integrating EDME and BR theories to understand the shopping interferences and reconciles purpose-enactment gap within purposive shopping behavior.

Behavioral responses were collected using a Sequential Behavioral Approach (SBA). In SBA, respondents were invited to complete three parts of a questionnaire. In the first part, respondents were requested to identify the shopping behavior (implementation intention) prior embarking for the shopping trip. Respondents were requested to complete the second part of the questionnaire during shopping. In the final part, the respondents were required to complete the questionnaire after shopping. Therefore, data on the progression of a sequential goal-directed behavior and interferences over the course of a before-during-post shopping episode was captured.

The main findings of the research are three sequential episodes:

a) Prior reaching the retail outlet, majority of the shoppers have a purposive shopping mindset (implementation intention).

b) During the retail setting, a significant difference was identified between having high and low focused attention.

c) Post retail encounter, it was revealed that purposive shoppers experienced both purposive and non-purposive shopping behavior due to shopping interferences in the retail setting.

d) There is high situational interference (evidence through the moderation analyses) that affects purposive shopping behavior. For shoppers who have focused attention (bounded rational), the probability that they achieve a purposive shopping is high and vice versa.

The present study identified that a stringent application of the guiding principles and the use of an integrated model (three sequential episode) would be helpful in reconciling purpose-enactment gap of the purposive shopping behavior. On the other hand, retail managers could study purposive shopper behavior by using this present study model. The implications of understanding the purposive shopping behavior are included but not limited to creating a positive shopping experience. Thus, customer loyalty is increased.

ABSTRAK

Kajian terdahulu telah menunjukkan membeli-belah dengan bertujuan telah menurun. Hasil kajian menunjukkan sikap membeli-belah dalam situasi terkawal boleh mempengaruhi mereka yang membeli-belah secara impulsif. Walau bagaimanapun, kajian terhadap sikap membeli-belah mereka yang bertujuan masih menjadi tanda tanya. Berfikiran rasional ialah salah satu kebaikan daripada membeli-belah secara bertujuan. Maka, terdapat banyak minat dalam memahami kelakuan konsisten seseorang yang membeli-belah secara bertujuan. Kajian Model Kesanggupan Membuat Keputusan dan Bertindak (EDME) mampu membuktikan perkembangan secara berperingkat dalam membeli-belah bertujuan. Namun, mungkin terdapat faktor-faktor tersembunyi yang berkemungkinan boleh dikaitkan terhadap kebarangkalian menganggu perilaku membeli-belah. Maka, terdapat keperluan dalam merungkai dan memahami canpur tangan dan menyelaraskan perbezaan dalam membeli-belah bertujuaan. Pada masa yang sama, Teori Loncatan Rasional (BR) telah menetapkan prosedur secara berhemah untuk penyelarasan rasionaliti yang tidak konsisten. Kajian ini bertujuan untuk mencipta sebuah model dalam menggabungkan teori BR dan EDME dalam memahami campur tangan di dalam membeli-belah bertujuan.

Tindak balas kelakuan telah dikumpul menggunakan Pendekatan Kelakuan Berperingkat (PKB). Dalam PKB, para responden telah dipelawa untuk menghabiskan keseluruhan tiga bahagian di dalam borang soal selidik. Pertama, responden perlu menyatakan kelakuan membeli-belah mereka (niat perlaksanaan) sebelum mereka keluar dari rumah untuk membeli-belah. Kedua, responden diminta untuk menyempurnakan bahagian kedua daripada borang soal selidik ketika membeli-belah dan akhirnya, selepas membeli belah pada bahagian ketiga. Dengan cara ini, data daripada perkembagan perilaku seseorang yang berfikiran berlandaskan matlamat dan campur tangan terhadap punca selepas selesai membeli-belah dapat dikumpulkan dan dikenapasti.

Hasil daripada kajian ini telah mendapati:

a) Sebelum sampai ke tempat membeli, pembeli akan mempunyai fikiran untuk membeli-belah secara bertujuan (niat perlaksanaan).

b) Ketika dalam kondisi membeli-belah, perubahan yang ketara dijumpai di antara kefokusan yang tinggi atau rendah dalam hal perhatian terhadap perilaku.

c) Selepas kesedaran terhadap perbuat membeli, kajian menunjukkan pembeli mengalami kedua-dua kondisi; pembelian bertujuan dan tidak bertujuan. Hal ini berlaku kerana campur tangan di tempat membeli-belah.

d) Pembeli yang mempunyai perhatian yang tinggi di dalam perilaku membeli (loncatan rasional), berdasarkan kebarangkalian yang diperoleh, kejayaan dalam membeli-belah bertujuan ialah lebih tinggi dan sebaliknya.

e) Semakin tinggi gangguan ketika sesi membeli-belah akan melemahkan (melalui analisis kesederhanaan), seseorang itu daripada membeli-belah dengan bertujuan.

Kajian ini mengenalpasti bahawa dalam mencapai perilaku membeli-belah secara bertujuan, langkah-langkah tegas dalam prinsip bimbingan dan penggunaan gabungan model (daripada tiga fasa peringkat), berguna di dalam mencapai kelakuan membeli-belah bertujuan. Sejauh mana kesedaran seorang peruncit, terdapat keperluan untuk menilai perilaku membeli si pembeli dan situasi terkawal peruncit dalam menghasilkan pengalaman yang positif supaya dapat meningkatkan kesetiaan pengguna.

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TABLE OF CONTENT

LIST OF FIGURES

LIST OF TABLES

LIST OF ABBREVIATIONS

ABC	Actual Behavioral Control
AVE	Average Variance Extracted
BR	Bounded Rational
CFA	Confirmatory Factor Analysis
CR	Composite Reliability
e.g.	For Example
EDME	Effortful Decision Making and Enactment
GST	Goods and Services Tax
i.e	That is
MAP	Model of Action Phases
PBC	Perceived Behavioral Control
PLS	Partial Least Squares
RO	Research Objective
RQ	Research Question
SBA	Sequential Behavioral Approach
SEM	Structural Equation Modeling
ToDM	Total Design Method
TPB	Theory of Planned Behavior
TRA	Theory of Reasoned Action
UTP	Universiti Teknologi PETRONAS

LIST OF SYMBOLS

R^2 Coefficient of determination

f^2 Effect Size

β Standardized coefficients

LIST OF DEFINITIONS

Attention	The act of directing the mind to listen, see, or understand; notice.
Attentional shift	Attentional shift (or shift of attention) occurs when directing attention to a point to increase the efficiency of processing that point and includes inhibition to decrease attentional resources to unwanted or irrelevant inputs.
Behavior modification	Behavior modification is based on methodological behaviorism, which refers to limiting behavior-change procedures to behaviors that are observable and was employed briefly during the late 1950s but predominately from the late 1970s to early 1980s. Specifically, behavior was modified through the use of presumed consequences, including positive and negative reinforcement contingencies to increase desirable behavior or by administering extinction and/or punishment to reduce behavior.
Behavioral congruence	A consistent state of behavior, meaning there is consistency between the goals, values, and attitudes projected and the actual behavior observed.
Behavioral consistency	The state of being consistent in behavior pattern.
Behavioral integration	The process of combining individual behaviors into one whole behavioral unit.
Buying behavior	The way that people behave when they buy things, such as what they buy, where and when they shop, and how much they spend.
Episode	An event or a group of events occurring as part of a larger sequence; an incident or period considered in isolation.
Focused attention	The ability to focus on one specific task for a continuous amount of time without being distracted.
Forward planning	The process of making plans to take into account what is likely to happen or be needed in the future.
Guiding principles	An idea that influences very much when making a decision or considering a matter.
Mediate experience	The conscious interpretation and usually entirely conscious awareness of events occurring externally to the current environment of interest and stimuli.

Purposive behavior	Purposive behaviorism is a branch of psychology that was introduced by Edward Tolman. It combines the objective study of behavior while also considering the purpose or goal of behavior.
Self-instruction	Self-instruction is a self-management strategy that contributes to self-determination skills of an individual.
Situational cues	Situational cues are contextual cues in the environment that signal a person that an action or event may occur. It can also be a signal that the person needs to respond in particular ways.
Task-focused thinking	The thought related to a sole task. To focus only on the task that is being undertaken instead of thinking about anything else is known as task focused thinking.
The attentional strategy	A pattern of attentional focus for the purpose of the most efficient execution of a task.
The behavioral sequence	A number or combination of behavioral incidents which are geared towards a specific purpose or outcome.

CHAPTER 1

INTRODUCTION

1.1 Chapter Overview

Research on consumers is increasingly reliant on refining the understanding of shopping behavior to foster strategies that enable shoppers to meet daily needs better. In addition, research is conducted to assist retail managers in formulating policies to achieve customer loyalty. The core focus in the literature of retailing and consumer behavior has been on the shopping behavior. Until recently, research on the shopping behavior has taken two distinct paths. The first path is through the phenomena of impulsive shopping, and other paths describe it from a purposive shopping behavior or rational consumer perspective. The following literature provides similar views (Cobb & Hoyer, 1986; Gilbride et al., 2015; Guy, 2006; Muruganantham & Bhakat, 2013). From the purposive view point, shopping is a model of a rational trade in which two operators meet at the market to exchange product or services with cash to boost their utilities. Specifically, this school implies that the expected net utility of owning a product determines the decision to shop or not (Deaton & Muellbauer, 1980; Hantula & Wells, 2014; Mulligan, 1983; Thaler, 1980).

Research structured from impulsive shopping paths has established a high amount of interest. Impulse shopping is also known as "an unplanned purchase decision" that was not anticipated or planned before a shopper enters a shop (Amos et al., 2014; Rook, 1987; Taylor & Schneider, 1989). Impulsive shopping is an express purchase, and subjective bias for quick possession is one of its identified characteristics (Bjuhr & Pham, 2015; Xiao & Nicholson, 2013). Compared to purposive, planned, rational or intended shopping, impulsive shopping is less deliberate, more arousing, and more irresistible (Dawson et al., 1990a; Mcdonald, 1994). Highly impulsive shoppers are

1

likely to be irrational in their behavior (Bayley & Nancarrow, 1998). They take purchase decision emotionally and desire immediate gratification (Hoch & Loewenstein, 1991). Meanings of impulse shopping center on its occurrence in response to a solid or notwithstanding overpowering inclination to shop (Beatty & Ferrell, 1998). Moreover, the part of excitement and craving alongside its potential clash with psychological control of impulsive shopping were stressed (Ochsner & Gross, 2005). Hoch and Loewenstein (1991) depicted impulsive shopping as a sudden, convincing and hedonically complex shopping behavior that priorities the fast behavior lacking rigorous thinking on the best option to choose (Endler et al., 1962). In all cases, the idea of impulsive shopping is characterized by earlier works, which suggests that the desire to get an item is inspired on the spot and pushes prompt satisfaction. Commonly, impulsive shopping is observed on shopping premises (retail settings) (Mccall et al., 2014; Peck & Childers, 2006).

The path research that assumes shopping is a purposive behavior (Dawson et al., 1990a) believes that most consumer shopping behavior is goal-directed (Bagozzi & Dholakia, 1999; Fry et al., 2014). The goal shares a focus on a particular purpose that shoppers could achieve (Bridges & Florsheim, 2008). The desired purpose enters the mind of the shoppers and could be defined as a specific type of purpose, namely, "shopping list" (Bridges & Florsheim, 2008). In purposive shopping, shoppers participate in shopping to enact or yield one or more end-state goal (shopping list). Notwithstanding the relevance and predominance of purpose in shopping, there are few researches exist on purposive (goal-directed) shopping behavior and its influences (Schmidt, 2012).

Purposive behavior is a subdivision of psychology that was established by Tolman (1951). It connects the objective study of behavior while considering the purpose or goal of behavior (Pepper, 1934). The idea of purposive behavior is to identify complex cognitive mechanisms and purposes that guide a behavior (Tolman, 1958). In divergence to the limiting notions of physiological behavior, Tolman (1951) initiated the development of a new theory (purposive behavior) that would allow for a more immediate and adequate treatment of the problems of motive, purpose, determining tendency, and the like (Weibell, 2011). He clarified purpose as a persistence in

behavior. Purpose, is simply an objective aspect of behavior (Tolman, 1951). For example, when a shopper is hungry, they would seek eateries. Alternatively, they would prepare a shopping list to purchase some ingredients for cooking; it is noticeable that in both of these performances a certain persistence is observed until the behavior performed. Hence, purpose is merely the persistence until behavior.

This thesis will initially touch upon the path of purposive behavior that focuses on shopping as a rational behavior and intends to explain purposive shopping behavior and its influences (Perea Y Monsuwé et al., 2004). A successful purposive shopping requires embarking on a final goal to be achieved. Some researchers provide strategies to engage with a purpose, among them is Benjamin Franklin. He had written in the 1770s that "Moral or Prudential Algebra" is applicable to compare options and make choices (Hammond et al., 1998; Saaty, 2000). However, by the 1950s there was tremendous interest in developing a standard approach to considering options in an uncertain future (Newell & Pizer, 2003). Mathematicians, John von Neumann and Oskar Morgenstern, coined the term "mutually assured destruction" that was a revolution into purposive behavior research with the notion of "expected utility." This has been outlined in the first chapter of their landmark 1944 book, Theory of Games and Economic Behavior (Von Neumann & Morgenstern, 2007). The expected utility model helps in setting ultimate purpose by linking imaginary events with probabilities, multiplying the likelihood result of the gains that would accrue. The purposive individual (shoppers) may obtain a number that is an expected utility to guide their behavior. Von Neumann built this formula after experimenting the game of poker, in which potential gains are easily quantifiable. In real life condition, it is much more inflexible, and there are probabilities to consider (uncertainty). A question that may be raised is that, if a purposive shopper has uncertainty, how would shoppers know what those uncertainties are?

After Von Neumann and Morgenstern (2007) outlined their theory of expected utility, economists started criticizing the model, claiming that it could not support rational consumer behavior and is instead a description of how people embark on choices (Sen, 1977; Herbert A Simon, 1959). Economists introduced the concept of "Economic Man" that is assumed to be a rational creature. Thus, rationality has become

a component in the assessment of probabilities consistently. The economic man is expected to be able to promote this effect as well (Samuelson, 1952).

From another angle, Simon states that individuals do not seek to maximize their benefit from a precise course of action (they cannot assimilate and digest all the information that would be needed to execute it). They could obtain access to all the information required, but it would be significantly difficult to prepare it properly. The human mind restricts itself. Simon coined this restriction as being bound by "cognitive limits" (Herbert A Simon, 1990b).

In building an explanation on how purposive shoppers could implement bounded rational (BR) theory principle in real life contexts, this thesis postulates that a sequential behavioral approach should be taken (Spruijt & Gispen, 1984). In recent years, it has become clear that all purposive behavior have sequences and the consistency in sequences seem to be responsible for the positive relationship between purpose-enactment (Bakeman & Quera, 2011; Bandura & Adams, 1977). A fundamental feature of purposive behavior is that it occurs sequentially in time so that an individual must learn ordered relationships among them. Thus, meaningful predictions would cater the occurrence of future behavioral congruence (Hewes, 1979). However, a classic problem has identified the nature of the mechanisms that could capture influences of a purposive shopping behavior (Gazzaniga, 2013). Recently, most studied theories in describing purposive shopping behavior are based on attitude to behavior relationship. The famous example of Fishbein (1979) developed Theory of Reasoned Action (TRA) is extended by Azjen (Ajzen, 1985) to the Theory of Planned Behavior (TPB). However, critics of these theories see a knowledge-behavior gap (Courtenay-Hall & Rogers, 2002; T. Kennedy et al., 2004; Sligo & Jameson, 2000), a value-behavior gap (Blake, 1999; Boulstridge & Carrigan, 2000; Flynn et al., 2009; E. H. Kennedy et al., 2009), an attitude-behavior gap (Boulstridge & Carrigan, 2000), and possibly an intention-behavior gap (Sheeran, 2002; Sheeran & Webb, 2016). For example, an individual may know about, intrinsically value, hold positive feelings, and sincerely intend to act in purposefully towards an object. Yet often this purpose may not equate into enactment. Therefore, none of this theory is neither sufficient to describe purposive shopping sequentially nor able to explain purpose-enactment gap (for purposive shopping context

intention-behavior gap postulated as the purpose-enactment gap) and what the nature of the mechanisms that could capture shopping influences should be (Ajzen, 2015; Bagozzi & Kimmel, 1995; Rhodes & De Bruijn, 2013).

The present study focuses on the foregoing context and seeks to develop the investigated items further. The study views shopping as purposive behavior by developing an understanding of how shopping purpose's that brings shoppers to a retail outlet drive their in-store behavior and the influences of the shopping interferences. Unequivocally, the point of the investigation is to study the purposive behavior of shoppers at three behavioral episodes sequentially (before, during and post retail encounters). The present study believes that this sequential behavioral approach would uncover the mediating experiences that a shopper experiences throughout the shopping behavior (purpose-enactment). In a nutshell, the present investigation intends to establish an integrated model that can be studied further for composing purposive shopping behavior. In addition, it also seeks to develop a guide to reconcile the purpose-enactment gap of purposive shopping behavior.

1.2 Research Problems

Advocates of purposive shopping are of the opinion that purpose influences the control of unnecessary expenditure and time wastage while shopping (Thomas & Garland, 1993). Also, purpose lowers the unnecessary or irrational purchases (M.-Q. Lin & Chiang, 2010) alongside reducing budget overflows (Shefrin, 2013).

In the maintenance of purposive shopping behavior, past researchers have emphasized on the shopping list preparation before shopping. The inclination of preparing a shopping list before shopping could separate the behavioral intention of a purposive versus non-purposive shoppers. Similarly, the former researcher argued that shopping list serve as a vehicle of a shopping goal achievement. The shopping list is an improvement procedure serving the need and helps the shopper to remember things to purchase. It also helps to maintain a strategic distance from cause irrelevant purchases, requesting successive shopping exercises, and contribute to controlling of superfluous use. It has been accepted that the shoppers utilizing a shopping list are thought to have

more purposive behavior than customers without a similar list (Blaylock & Smallwood, 1987). Compared with non-list shoppers, list shoppers are predictable, more adaptable and occupied with purposive behavior (Thomas & Garland, 2004a). Purposive shopping and benefits of using a shopping list have been emphasized in few reported studies. Nonetheless, it is ambiguous as to why purposive shopping or use of shopping lists have attracted so little interest among entire consumer behavioral researchers.

Schmidt (2012) emphasized that most quantitative investigations of shopping behavior surfaced in light of the investigation of information from retail audits or household diary panels. Despite the benefit of concentrating on instrumental information that these enrol purchase facts and figures accurately (for example, scanner information may have inspecting mistake yet no review blunder or mistake brought about by affectability inclination), one shortcoming of the secondary information is that it lacks purpose, objectives or intentions of the shopper (Schmidt, 2012). As traditional secondary data reveals nothing about the intention of shoppers, this study postulates that purposive shopping behavior research needs to look at the goal-directed behavior of shoppers. Besides the importance of assessing intention, goal-directed theories suggest that the existence or the absence of a mental implementation intention (how to put one's intentions into action) is a key for the success or failure of individuals to act on their intentions. Implementation intentions concept is widely referred to within the action/social psychology literature (Krishen, 2015; Labrecque et al., 2017). While intentions specify the desired end point and signal a commitment to achieving the outcome, implementation intentions specify the plan to bring the intention into execution (Wieber et al., 2015). Empirical evidence suggests that when individuals form implementation intentions, they substantially increase the probability that they will successfully translate their intentions into behavior. In their meta-analysis of 94 studies, P. M. Gollwitzer and Sheeran (2006) found strong support for the contention that implementation intention increases the probability of enacting one's goals (Toli et al., 2016). Therefore, this study raised the following questions:

a) *What is the implementation intention of shopper before reaching the retail outlet?*

Despite the rational benefits of purposive shopping or the use of a shopping list, recent studies revealed that 40% to 60% of overall shopping appears to be unplanned

(Bell et al., 2008; Block & Morwitz, 1999; Leenders et al., 2016). Purposive behavior suggests that the shopping list enactment may not be a straightforward process. However, the question is, why are purposive shoppers struggling in their shopping endeavour after having a shopping list following intention.

Several past studies that addressed shopping intention are based on attitude behavior theories namely the TRA and TPB (H.-F. Lin, 2008). These theories assume that an intention is the best predictor of a given behavior. Therefore, these reported shopping studies only gather survey data while a purposive shopper made their intention. These studies predicted future behavior by analyzing intention, Although, some reviews recommended that there is a gap discovered between intention and behavior (Sheeran, 2002; Sniehotta et al., 2014b). Also, intentional control may have a part to play in the behavior (Hotham & Sharma, 2015). However, one question remains undefined. During enactment of purposive shopping, do shoppers come across attentional difficulties?

Goal-Directed theories evolved to overcome the limitations of the popular attitude behavior theories namely the TRA and TPB. Goal-Directed theories assume that after intention has been made, there should be further investigation to see how successfully an actor pursue a goal (Conner & Armitage, 1998; Lamy & Kristjánsson, 2013). Goal-directed theories analyzes the sequential progress of the goal. Therefore goal-directed theories have two sequential episodes; goal-setting and goal-pursuing (Bagozzi & Dholakia, 1999; Friedel et al., 2015).

Goal-directed theories emphasizes on sequential episodes of understanding goal pursuit of the purposive behavior. However, Effortful Decision Making and Enactment (EDME) model do not have any attentional control mechanism in the behavior pursuing episode. This investigation postulates purposive shopping behavior as shoppers with prepared shopping list (purpose). This to maximize the utility and or benefits of the shopping as evaluated at the present moment (before retail encounter). Therefore, shopping beyond the list in the future due to the attentional deficit will be a purpose-enactment gap. This would lead to a budget overflow which is a feature of an incongruent purposive shopping behavior. Therefore, the present study has raised the following question based on the preceding context:

7

b. How strong are shoppers in maintaining their attentional control during encountering retail period?

The Effortful Decision Making and Enactment model (EDME) (Bagozzi et al., 2003) uses two variables to measure the success of an initial purpose. These two variables are enactment and goal realization.

In the case of EDME model, plan enactment indicates the level of fruitful enactment of the chosen plan. That is the execution of purpose where, when, and as planned, by the actor (shopper). On the other hand, goal realization is the attainment of the non-purposive choice by the purposive shopper. However, the argument is, for example, the discriminant validity of purpose enactment and goal realization means that the purposive shoppers change the purpose after the implementation intention has been made (purpose-enactment gap), in reaction to encountering difficulties in pursuit of purpose. The assumption is, if the chosen shopping list is changed and thus not enacted successfully, the purposive shopper could not be able to attain the rational or purposive benefits. Thus to measure the purpose-enactment gap, the present investigation raises the question of:

c. To what extent shoppers are able to maintain their purposive shopping behavior after the retail encounter?

Impulsive shopping paths extensively studied the influences of situational cues on impulsive shopping (Amos et al., 2014; Jung Chang et al., 2014). There are many interchangeable terms to define situational interventions in the past. For instance "situation," "environment," "context," and "circumstances." Despite the frequent use of these terms, context and circumstances are defined as the types of situational and environmental effects, but the situation and environment evolve these representative distinct sources of influence on shopping behavior (Belk, 1975). The environment is a broad construct which accounts for a general setting of behavior, whereas the situation is a momentary concept. Lewin (1933) argues that an environment might be considered as the essential attributes of a pretty much changeless "situation." Therefore, situation depicts episodic encounters with those components of the total environment which are

accessible to the shoppers at a specific point in time. Situation alludes to in store condition, and situational cues allude to the flagging limit of that specific situation.

The following reported research conducted to examine impulsive shopping behavior. It was established that situational cues are the signaling capacity that influences shoppers to go for impulsive shopping. For example, variety seeking (Kalla & Arora, 2011), time and money availability (Beatty & Ferrell, 1998), promotion strategy (Verplanken & Sato, 2011), recreation (Kalla & Arora, 2011), visual packaging design (St Wang, 2013), in-store advertisements (L. Zhou & Wong, 2004), in-store signage (Peck & Childers, 2006), in-store slack (Stilley et al., 2010b), store atmosphere and purchasing behavior (Donovan et al., 1994), atmospheric effects on shopping behavior (Turley & Milliman, 2000), interpersonal influences (Luo, 2005), etc. However, all these impulsive shopping studies are conducted without sequential measurement of the purpose of a shopper before the retail encounter. Therefore, it is inconclusive to determine purposive shopping influences through past studies. To seek asnwers for this problem, the following question has been asked:

d. To what extent situational cues interfere with purposive shopper behavior during retailing?

Finally, the present study argued that purposive shoppers will become an irrational shopper otherwise purpose-enactment gap reconciles. This investigation presumes to examine the purposive shopping behavior; there should be research that recognizes the sequential behavioral approach of the purpose and successful enactment of the purpose.

Therefore, this study postulates that in order to execute purposive shopping, a sequential behavioral approach should be carried out. The linking of a purposive shopping behavior at before, during and post retail encounters and shopping interferences during retail encounter must provide a sequential purposive shopping behavior model. This could be studied further for closing a purpose-enactment gap of the purposive shopping behavior. The aforementioned argument is also in line with a research gap that recently highlighted in the leading journal. A "Journal of Marketing" article says past research has to a great extent disregarded out of store components, including the general shopping goal and other shopping trip forerunners while

controlling for known in store drivers (Bell et al., 2011). Therefore, the present study raised the following question:

e. Can sequential integrated model work as a guiding principle to integrate and reconciles the purposive shopping purpose-enactment gap?

This study envisioned that retail managers are interested in fundamental questions concerning the concept of customer loyalty which is the most persistent resource of a good retailer. The present investigation knowledge on reconciliation of the purpose-enactment gap in purposive shopping behavior context would assist retailers in maintaining a better customer loyalty.

1.3 Theoretical Study

The most preferred theory used in investigating the purposive shopping behavior is either TRA or TPB. However, a recent meta-analysis (Rhodes & Bruijn, 2013) reviewed intention-behavior gap. They revealed that the overall intention–behavior gap was 46%. Researchers demonstrated that the prescient force of The TRA and TPB on behavior is poor (Armitage & Conner, 2001), Also, different outcomes received a few reviews, ranging from 19-38% in which difference of behavior was represented by intentions and perceived behavioral control (Sutton, 1998).

The low subsequent behavioral control of purposive behavior in the TRA and TPB prompted the developing criticism that the strategies clarifying the way intention prompts behavior to remain in deficit in The TRA and TPB (Perugini & Bagozzi, 2001). The TRA and TPB appeared not ready to portray how intentions could be converted to behavior, added with the identification of reasons where some individuals do not act in accordance to intention on the account of shopping. This is a relatively complex behavior (for instance, shoppers need to search their inclination over requirements precisely, they have to utilize the shopping list, and intentionally arrange their consequent shopping list order). This unpredictable procedure requires various thorough measures that may be absent in The TRA and TPB.

Goal-directed theories discuss the goal setting and goal pursuing of a psychological process that may be helpful in bridging the gap between intention and behavior. Thus, goal-directed theories emphasized on implementation intentions (P. M. Gollwitzer, 1993). According to Ajzen and Madden (1986), intention is the sole determinant of human behavior. TPB assumed perceived control of individuals over behavior as a moment determinant of human behavior in situations where full volitional control was deficient (Fishbein & Ajzen, 2011). The basic shortcoming of this model remains as a lack of proper capturing of the mental procedures that would transform intention into behavior. In order to fill this gap, P. M. Gollwitzer and Brandstätter (1997) presented the notion of implementation intentions. P. M. Gollwitzer (1990) recognized two episodes that occurred before the event of behavior. During the pre-decisional or deliberative episode, actors ponder which goal to pursue. This episode closes with compilation of a goal intention (Ajzen, 1985) view of intention formation. The sequential decisional or implementation intention episode concerns planning of when, where, and how to act by goal intention. These plans recognized the implementation intention and should mediate the goal intention-behavior connection since they portray the procedures of how goal intentions could be converted to behavior (Bagozzi & Dholakia, 1999; P. M. Gollwitzer et al., 2005). Goal intention submits individuals to accomplishing a specific goal, implementation intentions ignore control of the situation. Therefore, an individual plans to execute the shopping list (goal intention) once a predefined situation is experienced (implimentation intention). For instance, during shopping, shoppers will not purchase anything apart from items in the shopping list. Outfitting goal-directed behaviors with implementation intentions are proposed to improve the probability of playing out the behavior (P. M. Gollwitzer & Sheeran, 2006).

Among the goal-directed theories, EDME model (Bagozzi et al., 2003) is based on a two-wave surveyed data. Bagozzi designed a sequential approach by creating this model. In general, scholars requested that participants describe one choice in regards to a goal, to the point that participants are proposed to achieve a goal in two weeks. Next, they were told to list the greater part of the activities they would need to perform to achieve their targeted goal. Thereafter, participants answered measures of the different constructs in the model. All participants were reached using e-mail to answer measures about plan enactment and goal realization. At last, Bagozzi assembles the EDME model

based on the result of preceding procedure. In the EDME model, Bagozzi uses two variables to gauge the success of an initial plan. These two variables are plan enactment and goal realization.

Plan enactment alludes to the level of the fruitful enactment for the chosen plan. Example of this is the execution of a plan in which where, when, and how has been proposed by the actor. Goal realization is the accomplishment of the impulsive goal chose by the actor. One may contend the discriminant legitimacy of plan enactment and goal realization by thinking on possibility of the actor to adjust the plan after the implementation intention has been framed. This is based on unfurling occasions, unexpected hindrances, and natural possibilities. Despite the fact that the picked plan has been changed and there was ineffective enactment, the actor may have the capacity to accomplish the goal with a more prominent or reduced level of progress. Then, the shopping list might be enacted as precisely as imagined. Yet this may not yield the smooth realization of the goal for the actor, because of lack of porper consideration of a few perspectives or results, wild occasions or possibilities. Wichever of the effortful choice is expected that a stable positive relationship exist between plan enactment and goal realization.

Therefore, if the EDME model are applied to understand the purposive shopping behavior, then it is possible to measure the sequential progress of an effortful purposive shopping behavior. However, this goal-directed model cannot tell exactly the mediating experiences when a purposive shopper may switch to the initial purpose and how to reconcile purpose-enactment gap.

In another perspective, political economics, and organizational behavioral context, (Herbert A Simon, 1972) made way for a fascinating idea of bounded rationality to the integration of the inconsistent rational decision complexity. Bounded rationality is a simple statement, defined by the logic that although most consumers are rational, they could modify their behavior according to situational interferences. This idea is a paradigm shift of neoclassical rationality concept. In contrast, neoclassical economics is much reliant on a laboratory based mathematical model that assume no situational interferences. Despite lots of rejections from the neoclassical economist, many economists appreciate Simon's idea. Thus, it became a new Simon paradigm in

behavioral economics. Finally, Simon received the Noble award for his bounded rationality concept. The Bounded rationality model has the procedural limitation that can apply to the reconcile purpose-enactment gap. The procedural limit has four prerequisites; a mechanism for generating alternatives, an unobtrusive limit with respect to drawing deductions from these actualities, attentional control, and accounting for situational interferences. However, none of the purposive shopping studies or intention-behavior gap reconciles with the bounded rationality procedural limit concepts. Table 1.1 shows a summary of proposed theoretical integration basis. (A detail explanation of the proposed integrated model is available in Chapter 2,

Table 1.1: Sequential Behavioral Approach

Sequential Behavioral Approach: Theories, Constructs, and Method			
Theory 1 Bounded Rationality (BR)	**Theory 2 The Effortful Decision Making and Enactment (EDME)**	**Constructs**	**Method (Data collection points)**
A mechanism for generating alternatives.	Different post-choice deliberative and motivational procedures (e.g. planning, checking of advanced, conquering hindrances, opposing allurements) must be led in support of choice enactment.	Shopping list Shopping desire Shopping intention Implementation desire	Before retail encounter
A modest capacity for drawing inferences from these facts.	At least one instrumental acts or goal-directed behaviors must be actuated and composed by the actor at the future opportune time.	Implementation Intention	Before retail encounter
Some way of focusing attention.	The choice must not be forgotten. Identification of open door for institution decision performance.	Attentional shift Focused attention Shopping interference	During retail encounter
A capacity for acquiring facts about the environment.	Missing	Shopping list enactment Incongruent shopping	Post retail encounter

1.4 Problem Statement

Purposive shopping is decreasing (S. K. Hui, Huang, et al., 2013; S. K. Hui, Inman, et al., 2013). Situational cues could adversely influence shoppers to go for impulsive shopping. Utility maximization is one of the benefits of purposive shopping. According to the utility maximization concept consumer attempts to get the greatest possible value from the expenditure of least amount of money.

By administering the utility maximization concept to the current Malaysian economic aspects, it could be speculated that Malaysian shoppers are more rational, trying to get the most value for their income spends. The above assumptions are based on the current Malaysian economic aspects stated as follows:

According to the Statistics Department, the median income of 40% of Malaysian households is RM 4372 per month. This can be considered the middle-income group or middle class of Malaysia. But it has also come to the point whereby the middle class has felt the high pressures of mounting cost of living as prices of essential goods and services have increased over the past few years. Based on the current situation, Maybank Investment Bank's chief economist Suhaimi Illias stated in a media report that, "A household income of RM3,000 was enough to keep a family ten years ago. This figure has increased more than doubled. He presented recent estimates that a family of four living in Kuala Lumpur would need a 'survivable' household income of RM7,000 to RM10,000 after taking into account the cost of owning two vehicles, a home mortgage, child care expenses, day-to-day expenses and monthly savings" (J. Wong, 2014).

Therefore, the high cost of living is made some change in shopper irrational spending a necessity. An example is monthly rational budgeting. It is very important to take into account debt servicing, fixed expenses as well as savings for the future. Moreover, consumers should be smart and prudent in order to adapt to the new environment, doing so hoping for a steady increase in income over the next few years.

The following are the expert opinions in order to control shopper irrationality:

- Shoppers would need to adjust their spending patterns by purchasing only essential items and eliminating impulse purchase (Suhaimi Illias, Maybank Investment Bank chief economist, 2014) (J. Wong, 2014).

- Shoppers should practice comparative shopping, reduce or postpone discretionary spending and budget well in advance (Yeah Kim Leng RAM Holdings Bhd group chief economist, 2014) (Isabelle Lai, 2014).

- Shoppers would have to brace themselves for rising cost of living as the price hike started with the fuel subsidy cut. This is followed by the complete abolishment of the sugar subsidy, (Lee Heng Guie, chief economist of CIMB, 2014) (Anonymous, 2013).

- "Traders can raise prices at will by citing all kinds of excuses. Consumers have to use their wisdom and not buy goods which are too expensive. They should go for alternatives," (Muslim Consumers Association of Malaysia secretary general Datuk Dr Ma'mor Osman, 2014) (Anonymous, 2014).

Therefore, the present study postulates that Malaysian shoppers must place important consideration on spending income rationally. This study argues that purposive shopping behaviours could positively impact in bringing back rationality over Malaysian shoppers.

Hence, there is significant interest to understand the purpose-enactment gap of the purposive shopping behavior. Existing shopping models have some limitations. Although, EDME model may tell the sequential progress of purposive shopping, but it may not be able to reveal the underlying reasons for the purpose-enactment gap. Besides, it could not explain how to reconcile purpose-enactment gap. On the other hand, BR theory has the procedural limitations to the reconciliation of an inconsistent rationality. Hence, this study develops integrated unified model by integrating BR theory and EDME model. This unified model would help to investigate and reconcile of the purpose-enactment gap of purposive shopping behavior.

In the model, the shoppers readied themselves with shopping lists when they arrived at the retail outlet. The study aimed to track shoppers sequential progression towards

shopping lists in the subsequent order of the before, during and post retail encounters. The theoretical framework of the analysis is developed by including the prerequisite of procedural limit that was seconded from BR theory, as well as the EDME model and existing literature. Among the existing literature, the present research selects literature that distinguishes sequential episodes of goal setting from goal pursuit: the pre-episode, during episode and post episode of the goal-directed behavior (Bagozzi, 1992; Bagozzi & Dholakia, 1999; P. Gollwitzer, 2012).

1.5 Summary of the Research Questions and Objectives

Five research questions have been derived from the discussion of the research problems (Section 1.2). The five research questions are reliant on the five research objectives (Table 1.2). The new value generated from the present study objectives would provide a new dimension to assist the purposive shopping behavior. Also, this could potentially help retail managers to create and to improve their customer-centric strategies. The exploratory study to investigate the feasibility of a BR and EDME integrated model would be the ultimate way out for reconciliation of purpose-enactment gap of the purposive shopping behavior and utility maximization among the shoppers.

Table 1.2: Research Questions and Objectives

Research Questions (RQ)	Research Objectives (RO)
RQ1: What is the implementation intention of shopper before reaching the retail outlet?	RO1: To investigate the implementation intention of shopper before the retail encounter.
RQ2: How strong are shoppers in maintaining their attentional control during encountering retail period?	RO2: To examine the attentional control of the shoppers during retailing.
RQ3: To what extent shoppers are able to maintain their purposive shopping behavior after the retail encounter?	RO3: To evaluate the purposive behavioral congruence of shoppers after the retail encounter.
RQ4: To what extent situational cues interfere with purposive shopper behavior during retailing?	RO4: To appraise interference on the purposive shopping behavior.
RQ5: Can sequential integrated model work as a guiding principle to integrate and reconciles the purposive shopping purpose-enactment gap?	RO5: To propose an integrated shopping model that would ultimately be the guiding principle to reconcile the problematic purposive shopping behavior.

1.6 Methodological Approach

Nineteen research hypotheses have been formed. These are related to the purposive shopping behavior and its influences. A quantitative research method would be employed to test the research hypotheses. Three preliminary studies would be carried out to investigate purposive shopping and its problematic nature before proceeding to the primary study (abstracts of all three preliminary studies are available in Chapter 3, Section 3.3). The data for the primary study would be collected through a repeated cross sectional multi-stages cluster sampling methods using questionnaires administered to households across Malaysian household shoppers. The household shopper would be selected as a sampling element because recent studies show that majority of households like to have a shopping list before retailing. The questionnaire has been divided into three parts to capture the dynamics of the sequential behavior of purposive shoppers. The first part required respondents to fill in before respondents leave their home, the second part required respondents to complete the questionnaires during shopping inside a retail store, and the final part required shoppers to fill in after shopping is completed. A total of 900 questionnaires were distributed. The final number of respondents who answered and returned all three parts of the questionnaires amounted to 378 where 369 were useable. Thus they were used for the study analysis. Multivariate statistical analysis has been employed to test the hypotheses. This primarily involved Partial Least Square based Structural Equation Modeling (PLS-SEM).

1.7 Significance of the Study

The present study significance to the methodological approach of measuring sequential purposive shopping behavior, theoretical knowledge, practical implications such as guiding principles for shoppers. The significance includes the reconciliation of the purpose-enactment gap of the purposive shopping behavior and suggestions to retail managers on the enhancement of customer retention strategies.

1.7.1 Methodological Significance

Impulsive shopping is an important effect of shopper marketing due to the scope for incremental profits for retailers. Consequentially, the decision making at the point of purchase has garnered attention in academic research. Past research has examined budget deviation (Stilley et al., 2010a, 2010b; Van Ittersum et al., 2013), browsing and shopping (S. K. Hui, Bradlow, et al., 2009; S. K. Hui, Fader, et al., 2009; Lindström et al., 2016), social influences (Kuan et al., 2014; Zhang et al., 2014), and factors that influence unplanned purchases and spending (Bell et al., 2011; S. K. Hui, Huang, et al., 2013; Inman et al., 2009; Suher & Hoyer, 2015). Despite the recent increase in research focused on the factors that influence point of purchase, significant gaps remain uncovered (Gilbride et al., 2015). For example, past research on the point of purchase has employed a single point in time approach. Therefore, shopping behavior has mostly studied as a "static" behavior that remains constant throughout the course of the shopping trip (Bell et al., 2011; Inman et al., 2009; Park et al., 1989). (Chapter 3, Section 3.4, review suggests that most research depends on category level data or secondary data or survey data collected at entry and or exit point of the store and largely ignore pre-post shopping sequential behavioral approach).

A recent study published in the journal of marketing attempted to overcome this static method by using a unique dataset that merges frequent-shopper-program (FSP) data with a field study in a supermarket setting (Gilbride et al., 2015). The assumptions of dynamic research method are, prior decisions, and choices could influence subsequent decisions (Dhar et al., 2007; Vohs & Faber, 2007). These views are suggesting that purchase behavior not remain static at the point of purchase. Therefore, FSP data complement with a field study in a supermarket setting could reveal the subsequent behavior of a shopper. However, present study argument is, secondary data set namely FSP, and only field study on retail setting cannot capture the purpose of shopper before the retail encounter. To minimize the preceding methodological gap, this study extends prior research static or dynamic methodological approach by implementing a sequential behavioral approach (SBA). SBA has been assumed to capture how shopping purpose that brings shoppers to a retail outlet drive point of purchase behavior of shopper and the influences of the shopping interferences.

Specifically, the aim of the SBA is to investigate the purposive behavior of a shopper at three sequential behavioral episodes (before, during and post retail encounters).

Purposive behavior studies depend on the intention-behavior positive relationship. These studies usually collect intention and behavior data at a single point in time to describe a purposive behavior. The assumption is that the intention is the best predictor of a given behavior. The argument of the present study is that static data cannot capture the intention-behavior gap that may emerge after intention has been formed. Therefore, many studies prove the existence of the intention-behavior gap. SBA could capture behavioral changes between purpose and enactment.

Conclusively, SBA has substantial methodological novelty than other most current shopping behavioral static methods. SBA required data collections in three different time frames from the same respondents to understand the sequential behavior of a purposive shopper. The present investigation result has established substantial difference among before, during and post behavior data. This contributes to the methodology by developing SBA or the three episodic sequential data collection method as an ultimate approach to reconciles intention-behavior gap or understand purposive shopping behavior.

1.7.2 Theoretical Significance

The TRA (Fishbein, 1979) and the TPB (Ajzen, 1985) are one of the most commonly applied theories to study shoppers' purposive behavior. These theories are built on a fundamental cognitive progression (e.g. beliefs determine attitudes; attitudes lead to intentions; intentions inform behavior). In some studies, perceived behavioral control (PBC) influences intentions and behavior in the TPB (Demoulin & Djelassi, 2016; Nasri & Charfeddine, 2012).

This study argues that there are at least three significant TRA, TPB and EDME inconclusiveness exists within the purposive shopping literature about the intention–behavior gap. First, intention–behavior assumptions (TRA/TPB) studies usually ignore the external effect of the situation on intention-behavior (Carrington et al., 2014; Chen

& Tung, 2014). However, other studies state that, during the transition between shopping intention and actual behavior, individuals encounter with a physical and social environment (situational interference) (Holmqvist & Lunardo, 2015), the cognitive approaches (TRA/TPB) assume a perfect and constant relationship between intention-behavior without consideration of situational interference. Thus both of these theories are oversimplifying the complex translation of shopping intentions into actual behavior (Tsarenko et al., 2013).

The second theoretical inconclusiveness (using TPB within the purposive shopping context), there is scarce emphasis given to the Actual Behavioral Control (ABC) individuals have over their behavior during pursuing the behavior (during shopping). Although, while extending the TRA into the TPB, Azjen (Ajzen, 1985) specifically introduced the PBC construct as an indirect mediator between intention and behavior to consider for a gap. However, later the theorist acknowledges that the perceptions of PBC rarely reflect actual control (Ajzen, 1991).

Third, although the EDME model acknowledges environmental contingencies (situational interferences) in performing a goal-directed behavior. However, EDME model do not consider any environmental contingency in measuring purposive behavior. Rather EDME model contains two variables to gauge the purpose-enactment gap. These two variables are plan enactment and goal realization. For instance, the argument is that, the discriminant validity of purpose enactment and goal realization mean that the purposive shoppers change the purpose after the implementation intention has been formed, in response to situational interference in pursuit of purpose. The assumption is, if the chosen purpose is changed and thus not enacted successfully, the purposive shopper could not be able to attain the rational or purposive benefits.

To overcome these three TRA, TPB and EDME model inconclusivenesses, this study presumes that the EDME model requires theoretical integration with the BR theory. In the BR theory, the problematic rational behavior was elaborated by Simon (Herbert A Simon, 1972, 1976). Simon described the BR theory in a simple statement that is, although most of the consumers are rational, they can modify their behavior according to the situational interferences. The idea by Simon is a paradigm shift of the neoclassical rationality concept because the neoclassical economics is much reliant on

a mathematical model in laboratory settings that assume no situational interferences. Despite lots of rejections from the neoclassical economist, many economists appreciate Simon's idea, and it became a new Simon paradigm in behavioral economics. BR theory has the procedural limitations that can apply to the integration of the inconsistent rational behavior. The procedural limit has four prerequisites; a mechanism for generating alternatives, an unobtrusive limit on drawing deductions from these actualities, attentional control, and situational interferences.

The acknowledgment that the rationality of choice is "bounded" by the constraints of the situation (Herbert A Simon, 1990b) has led to one of the most successful research programs in the history of psychology. Specifically, the fact that the required judgments have to be made under the constraint of uncertainty has led psychologists to investigate the underlying mental processes of judgment and choice. Despite the theoretical importance attached to the BR theory to understand the intention-behavior gap, there is hardly any empirical research to understand the situation.

The BR theory assumes that bounded rational individuals may encounter situational interference during pursuing rational choices. To bind rationality in such situation, BR theory suggests individuals form high attentional control in their goal-directed behavior. From this perspective, therefore, to minimize the theoretical gap in the EDME model mentioned above, an integrated model (EDME and BR) is required to integrate the situational interference and attentional control concept from the BR theory and attach these with the EDME model.

Integrated theories are theories that unify the concepts and assumptions from two or more prior established theories into a new individual set of concepts and propositions (Bhopal, 2016). Integration may take many forms, two being; conceptual and propositional integration (Wallis, 2014). Conceptual integration requires an absorption strategy. This shows that concepts from one theory have the similar meaning as concepts from another theory and combine them to form a common language and set of concepts. Propositional integration suggests combining propositions from one or more theories into a particular, unified and consistent set of propositions. In the present study, conceptual integration has been applied. Ultimately, integration would provide a new theoretical contribution on the use of the EDME model and BR theory in the

understanding of situational interference and reconciliation of purpose-enactment gap of the purposive shopping behavior.

1.7.3 Practical Significance on Shoppers

Household shopping is referred to as purposive (goal-directed) behavior (Ong, 2006; Roy Dholakia, 1999; Shankar, 2014). The reasons for describing household shopping as purposive behavior is because most households prepare a shopping list before entering a store (Bassett et al., 2008). The following reviews have been directed to explore the accomplishment of a purposive shopping:

- Consumer shopping is based on internal preferences as well as external cues (Lee & Ariely, 2006).

- Shopper interactions with retailers and their marketing actions take place in a strategic context (Bell et al., 2011).

- Unplanned shopping varies with the item class, customer characteristics, procedures, and relevancy of shopping objectives (Bell et al., 2011).

- Shoppers differ in shopping styles. Thus, the differences may be influenced by unplanned shopping (Sproles & Sproles, 1990).

- Shoppers differ from planned budget when their estimates of total cost are not equal (Van Ittersum et al., 2013).

- Purposive budgets include in-store slack. This may offset unplanned shopping (Stilley et al., 2010a).

Some of the above studies suggest that purposive shopping may not be always successful. The present study has integrated a model that is open to further investigation in order to recognize when shoppers succeed or fail to achieve a purpose. In the event of failure, the model could display why purposive shoppers do not follow the purpose.

In minimizing purposive shopping failure, present study recommends a guiding principles. The guiding principle is builds on the knowledge derived from the integrated shopping model. In addition, guiding principle suggests way to develop self-instruction and forward planning skills to dealing with the problematic situational interferences. This study claims that through the stringent adoption of the guiding principles, the purposive shopper could close their purpose-enactment gap.

1.7.4 Practical Significance on Retailers

Reported researchers have stated that, finding new shoppers is incredible, however keeping old ones and transforming old shopper into loyal shoppers is significantly more imperative (Caillaud & De Nijs, 2014; Gamboa & Gonçalves, 2014). Statistics reveal the level of the shopper retention are stated as follows:

- The average business loses range between 15-20% of its shoppers every year (Reichheld & Sasser, 1990)

- 68% of shoppers leave a brand after they noticed that it is apathetic to them (Nadeem, 2007).

- A 2% expansion in shopper retention has an indistinguishable impact on diminishing expenses by 10% (Weinstein, 2002).

- 68% of shoppers leave a brand in view of poor customer service (Moise, 2013).

- A 5% expansion in customer retention improves profits up to 125% (Shoemaker & Lewis, 1999).

Research has extensively discussed motive behind the difficulty faced on customer retention. The following are some of the challenges:

- Many retail managers are not frightened by the shopper defections, or they are frightened past the point of no return since they do not comprehend the intimate, causal relationship between customer loyalty from one viewpoint and income and benefits on the other (Hamilton et al., 2016).

- Customer disloyalty is frequently difficult to characterize. From time to time customer itself is a difficult entity to characterize. However, some customers deserved to be held based of their loyalty (Kumar & Reinartz, 2016).

- It is difficult to uncover the genuine underlying drivers of a customer disloyalty and concentrate on the proper lessons (Macgillavry & Wilson, 2014).

In maintaining customer loyalty, the shopper evaluation of the shopping activity must be a carried out by the retail managers. The significance of this study model is that it defines behavior of shopper sequentially. Specifically, attentional control mediation in relationship between implementation intention and enactment suggest that shoppers have purpose implementation intention before retail encounter. However, they undergo difficulties in enacting the purpose during retail encounter. Interestingly, shoppers also recognize that their purpose-enactment gap is as a result of shopping interferences during shopping. This knowledge is valuable to retail managers in understanding the purposive shopping behavior.

An interesting finding of the present investigation is that purposive shoppers may change their behavior during shopping. This is based on four kinds of shopping interferences namely: physical, social, time-constraint and mood. However, unsuccessful purposive shoppers could not blame retailers for social, time-constraint and mood related cues. Furthermore, retailers could not control the level of crowd inside the store. Retailers do not influence shoppers to limit their time or mood. Therefore, it is easy for retail managers to intensify these three cues (social, time-constraint, and mood) to boost sales. One of the significances of this study is to convey these three cues as good marketing weapon that could be used by retail managers. Retail managers may study the model further to compose purpose-enactment gap of shopper. This would improve the strategy of retaining customer.

1.8 Scopes of the Study

The main objective of this investigation is to understand shoppers' behavior in response to retail encounters. The study focuses on measurement of purposive shopping

behavior sequentially for the before, during and post retail encounters. Before discussing purposive shopping behaviors, it is necessary to differentiate purposive shopper from the impulsive shopper. Thus, the investigation has found a model that mentioned "shopping list" where it serves as a vehicle for goal achievement" (Schmidt, 2012). Other studies identified a complex shopping decision process that most of the household shoppers have gone through. Usually armed with a shopping list before shopping (Roy Dholakia, 1999; Thomas & Garland, 2004a). In this perspective, present study focuses on the household shoppers that are armed with a shopping list and follow sequential purposive shopping behavior.

The Malaysian population is selected as the study context. Brief scopes on conducting this investigation on Malaysian population included but not restricted to the following:

Firstly, Malaysia has an emerging retail industry (Chamhuri & Batt, 2013). Multinational retailers such as AEON and Tesco to name a few are mounting their outlet networks and promoting their products with innovative marketing campaigns. These are intended to fascinate new customers and retain the loyalty of existing ones. Despite the rivalry movement of international players, national retailers like Mydin, Billion, TF Mart are expanding their outlets in the Malaysian countryside (Kaliappan et al., 2008). In a glimpse, a perfect retailing market condition exists across Malaysia (Johansen & Nilssen, 2016). Most importantly the majority of Malaysian shoppers are familiar with the retail concept (Shamim et al., 2016). This perfect market and retail concept creates an opportunity to conduct present study using Malaysian population.

Secondly, recently Malaysia implemented goods and service tax (GST). Research has found that GST implementation increases the budgetary restrictions on Malaysian shoppers (Ling et al., 2016). Therefore, the chances of getting rational shoppers in Malaysia (the main target population of this study) are high. This creates further scopes of conducting this study on Malaysian population.

Finally, according to the 2017 Global Retail Development Index (Hana Ben-Shabat, 2016), Malaysia has been reported as the third top-ranked emerging retail market. Therefore, a study on Malaysian retail context is a classical representation of other

emerging retail contest. Hence, these instigate the present study to be conducted using Malaysian population.

1.9 Thesis Structure

The thesis is segmented into five chapters. Chapter 1 is the introductory part of the thesis. Chapter 2 reviews relevant literature to the study. It highlights the consumer shopping related theories— an overview of goal-directed theories. Also, the chapter sketches the rationale behind an integrated model and develop conceptual model with the hypothesis. Chapter 3 displays an outline of the research methodology employed in the thesis. In addition, sequential behavioral approach ideas are presented. A detail of questionnaire administration plan. Also, the chapter features the strategy for testing the hypothesis. Chapter 4 exhibit the descriptive statistics of the respondents, trailed by consequences of measurement model. Moreover, the result from structural model, mediation, and moderation impacts are presented. Chapter 5 will focus on the present study contributions to theory, methodology and implications to practices. The chapter is concluded with the identification of the study limitations and areas for future studies.

CHAPTER 2

LITERATURE REVIEW

2.1 Chapter Overview

The preceding chapter of the thesis was structured to present the research focus, identify the research questions and research objectives. The aim of this chapter is to provide the background of the literature concerning the investigation. This chapter is divided into eight main section, beginning with the chapter overview followed by mapping in the literature reviews. The third section present an overview of purposive shopping behavior. The following fourth section provides a review of shopping studies. The fifth section discusses traditional theoretical approaches in studying purposive behavior.

The sixth section argues that a single traditional theory is not adequate to address purposive shopping behavior. In addition, this chapter provides a rationale for an integrated model that can be studied further to overcome problems mentioned in the earlier sections. Section seven provides hypothesis and the conceptual model whereas section eight provides a summary of the literature review chapter.

2.2 Mapping in the Literature Reviews

The study understands that literature review is a systematic method for identifying, evaluating and interpreting the past work in a chosen field. This study further believes that literature reviews would allow the study to identify: what has already been written about purposive shopping behavior and what the emerging issues are. Based on the preliminary literature review in the introduction chapter this study have identified five RQ that require further investigation in relation to existing literature. A literature mind map is conceptualized in Figure 2.1.
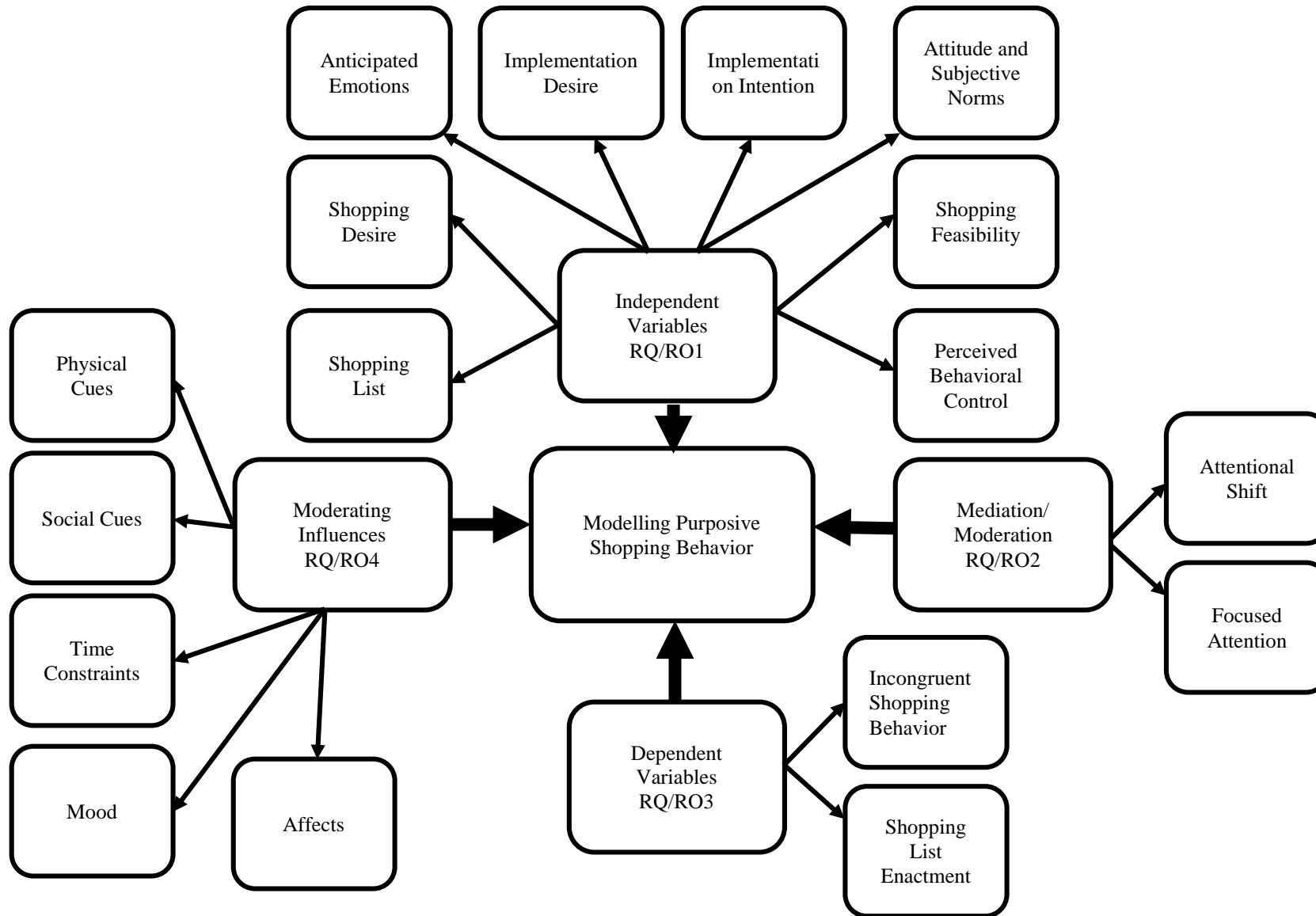
Figure 2.1: Literature Mind Map

28

2.3 Purposive Shopping Behavior

The notion of purposive shopping has been used interchangeably with related concepts, ideas, behavioral pattern, and terms, including planned purchase (Piron, 1993), rational consumption (Vida & Reardon, 2008), utilitarian values (Babin et al., 1994), goal-directed consumption (Chan & Ho, 2017) and purposive shopping (Dawson et al., 1990b; Hawkins & Mccain, 1979; Healy, 2014). However, limited knowledge has distinguished purposive shopping from all other interchangeable terms. Thus, the existing ambiguity begs the question: how do purposive shopping differ from other interchangeable terms, such as planned, rational, utilitarian and goal directed terms?

Piron (1991) characterized planned purchase as a purchase activity has been attempted with an already distinguished issue or a purchase intention shaped before entering the store. The rational consumer behavior is known as a decision-making process that is based on making choices. These choices produce the most optimal level of benefit or utility for the individual. Similarly, he defined utilitarian as values that have been derived from a product or service that serves the purchaser solve problems and accomplish the set goal. Bagozzi and Dholakia (1999) expatiated that goals play an essential role in the purposive behavior of all kinds of consumers and much of consumer behaviors are goal-directed.

The present investigation identified some characteristics with interchangeable terms and at least three characteristics that are highly overlapped among the following five terms: planned, rational, utilitarian, goal-directed and purposive terms. To elaborate, Table 2.1 presents all five behavioral terms that emphasis on characteristics such as pre-decisional planning requirements, utilitarian values, and low emotion consideration in making a decision. Many similarities are visible. However, at least two dissimilarities were found. Goal-directed, rational and purposive behavior only emphasized on the importance of the subsequent decision and only goal-directed and purposive behavior are relying on a sequential approach to investigates the consistency of a planned, rational, utilitarian behavior. Inference from the preceding section has postulated that purposive shopping behavior concept included planned, rational, utilitarian and goal-directed characteristics, as well as a purposive approach has extra

advantage, if all the features are investigated in sequential order. The present study has opted to review the purposive shopping behavior over other four similar conceptual terms. This is due to the similarities and sequential approach advantages.

Table 2.1: Interchangeable Behavioral Pattern

Characteristics	Planned	Rational	Utilitarian	Goal-Directed	Purposive
Pre-decisional planning	Yes	Yes	Yes	Yes	Yes
Importance in achieving utility benefit	High	High	High	High	High
Emotional influence consideration	Low	Low	Low	Low	Low
Sequential approach	-	-	-	Yes	Yes
Importance of consistency in the subsequent decisions	-	High	-	Yes	Yes

2.4 Studies on Purposive Shopping Behavior

Several variables have been suggested to assess purposive shopping behavior. Among the variables shopping list, shopping desire, anticipated emotions, intention, implementation intention, situational cues, affect, goal congruence among others. Table 2.2 shows the shopping list recognized as a significant external memory aid in purposive behavior. The script theory, TPB, and motivation-volition model give importance on the shopping list. This table shows in total the fourteen theories or models that are extensively studies in addressing purposive shopping behaviors. For example, the TRA and the TPB focuses on attitude, subjective norm, perceive behavioral control, as predetermination of an intention. Moreover, the intention itself is considered as the best predictor of a given behavior (Vabø & Hansen, 2016). Some researchers found anticipated emotion influences in forming goal intention (Bagozzi et al., 2016). Farah (2017) studied TPB to understand customer switching intentions. Palazon and Delgado-Ballester (2013) studied hedonic versus utilitarian behavior and suggested a preference for the hedonic or utilitarian values is more likely to emerge

once affective or cognitive reactions are encouraged. In other words, the findings suggests that affects influences utilitarian or purposive behavior. Mugge et al. (2010) discussed the post-purchase behavioral state of shoppers. They indicated that presence of memory (attentional control) is a moderation between utility and appearance. Orth et al. (2016) discussed the complexity of retail environment (situational interference) and the importance of having attentional control. Mau et al. (2016) commented on influences of a goal while the point of sale and found stimuli influence in pursuing the goal. Fennis et al. (2011) stressed an implementation intention. However, these researchers acknowledged that the implementation intention is most beneficial when utilizing vivid information on situational cues and responses. Conversely, vivid information or cues was not discussed in the same research.

Table 2.2 depicts some of research that have studied purposive shopping from various contexts. Some studies measure shoppers shopping list. Other studies give importance of intention to predict behavior. Post shopping studies suggests that regret could be built from unsatisfied shopping. From another angle, other studies describe that utilitarian value could be affected by stimulus influences during shopping. Some studies emphasise on attentional control during shopping. From this review, it is evident that purposive shopping is well preferred and have significant importance in maintaining utilitarian benefits. One interesting issue this study noted that individual studies have been given importance in intention, external influences and unsuccessful behavior. However, none of the studies capture the sequential behavior of purposive shoppers in investigating a throughout behavior. Therefore, this study attempts to put forward initiatives to inquire into the purposive intention of the shopper, external influences and behavior through a sequential behavioral approach. Section 2.5 discusses theoretical evaluations in sequential purposive behavior.

Table 2.2: A Review of Purposive Shopping Studies

References	Purpose of the study	Methods	Theory	Findings
(Thomas & Garland, 2004b)	Looks at the **shopping list** being a mediator of buying behavior.	Yearly face-to-face omnibus survey method used, open and close-ended questionnaires administrated	Script theory	The review uncovers that grocery customers, paying little respect to the nearness or nonappearance of a composed **shopping list**, have a flexible way to deal with shopping for food that is a piece of their general shopping script. It is recommended that grocery store retailing organizers could follow up on this knowledge so as to bolster customers' pre-planning, and subsequently, ensure or increment their share of custom.
(Bassett et al., 2008)	To research **grocery list** use in the lives of member families in a review on central leadership about food decisions and eating rehearses.	Qualitative interview method used. Thematic analysis performed.	The Theory of Planned Behavior	Most household armed with a **shopping list**. The shopper(s) in the family may bring the composed shopping list with them, have the shopping list in memory, utilize a mix of both memory and composed shopping list, or shop without a shopping list. Finds the verbalization of underestimated, meeting information about the family, family unit and supermarket, relevant to the arrangement of a shopping list, were to a great extent concealed, unrecognized, and underestimated.
(Schmidt, 2012)	The paper discourses consumers' **shopping lists**.	Survey method used. 871 lists collected at retail grocery stores and analyzed.	Motivational-volitional model of Kollat and Willet	No correspondence found between promote spending for a brand and its appearance on the **shopping list**. Expected that the significance of critical thinking amid retail shopping might be overestimated.

(Hunter, 2006)	To recognize factors that mediate in the relationship between shopping mall image and recurrence of visits Variables researched as interceding are **desires, intentions, and positive anticipated emotions**	The technique utilizes a two wave mail study. One wave assembles aims and factors forerunner to expectations while a moment wave accumulates behavioral information.	Attitude theory-The model of goal-directed behavior, The Theory of Reasoned Action and The Theory of Planned Behavior	Positive anticipated emotions are not feelings felt while shopping but rather are the expected emotional outcomes of accomplishing an objective, for this situation going to a shopping mall. Going to a shopping mall may be an aim in itself, or it could be the way to objective achievement (e.g. shopping to get an item).
(Bagozzi et al., 2016)	To explores key individual contributions to the core decision in expectation about whether a buy or no buy will improve one feel. Variable utilized: **Anticipated emotions.**	Four quantitative surveys sequentially were undertaken. A mix of open and close-ended questionnaires administrated.	Theory of Anticipated Emotion	The consequences of four reviews affirm that **anticipated emotions** impact buy choices coordinatedly relying upon their instrumentality, inspiring buy or no buy. Anticipated emotions additionally mostly intercede the impact of result valence on buy options. Taking the present state of affairs tendency as a hypothetical premise, this study recommends that the measure of data of positive and troublesome result messages impact anticipated emotions inspiring buy than anticipated emotions persuading no buy.
(Vabø & Hansen, 2016)	To examine consumers' intention to buy local food.	The quantitative cross-sectional study was employed. A total of 501 consumers filled out the Web-based survey.	The Theory of Planned Behavior	The outcomes demonstrated that **subjective norms** and **perceived behavioral control** (PBC) both have huge constructive outcomes on purchasers' intention to purchase household goods. **Attitude** additionally has a beneficial outcome, however, is just critical on the 10% level. The impact of the subjective norm is lessened with expanding levels of ethnocentrism, and the impact of PBC is decreased when customers are collectivistic instead of individualistic.

(Ha & Janda, 2012)	To inspect behavioral intentions to purchase of energy-efficient goods	Survey data from a sample of 202 customers of electrical apparatuses and little electronic items was utilized to assess the proposed demonstrate.	The Theory of Reasoned Action	The primary finding is that **attitude** toward energy-efficient item strongly affects **intention** contrasted with the **subjective norm** component.
(Farah, 2017)	The drive of this paper is to scrutinize the factors that affect customers' **switching intentions** amongst banks	a quantitative survey was developed and administered to 515 account holders from both banks in branches located in Spain	The Theory of Planned Behavior	An enormous direct relationship between **switching intentions** and each of behavioral beliefs, normative belief, **attitude, and subjective norms**. Additionally, an enormous opposite relationship between switching intentions and both control belief and **perceived behavioral control** uncover**.**
(Gilboa & Vilnai-Yavetz, 2013)	To connect various fields of the investigation dealing with the consumer experience so as to hypothesize the mall experience and define its components.	The qualitative approach utilized. An aggregate of 119 sources composed stories about their shopping center involvement. Of these stories, 100 experienced stories and substance examination to distinguish key segments of the shopping center understanding.	This study expands the theory regarding hedonic and utilitarian consumption.	The discoveries demonstrate that the shopping center experience can be conceptualized as a comprehensive subjective marvel, incorporating a behavioral center joined by **cognitive and emotional responses**. Four diverse shopping center encounters were recognized: seductive, interactive museum, social arena, and functional.
(Palazon & Delgado-Ballester, 2013)	To examine what type of premium, hedonic or **utilitarian**, is favored in a promotional context. Moreover, it pursues to inspect the role of affective and cognitive responses in decision processes where	Three experiments were directed. A solitary element inside subjects configuration was utilized, with the way of the premium (hedonic/utilitarian) as the treatment figure. Respondents were made a request to settle on their decision between two limited time offers. Full of	Justification-based theory suggested by Okada (2005) Categorisation theory and cognitive consistency (Festinger, 1957;	The hedonic premiums are desirable over utilitarian ones in a limited time setting, different qualities of the premium (e.g. premium engaging quality) being equivalent. The discoveries likewise distinguish that an inclination for the **hedonic/utilitarian** premium will probably develop when **affective/cognitive** responses are impelled and show that the way of the favored premium decides the intervening impact of intellectual responses.

	utilitarian and hedonic rewards are involved.	feeling and psychological responses were measured. Relapse experiments were directed to test the conjectured impacts.	Barsalou, 1985; Loken and Ward, 1990) Compatibility Principle suggested by Tversky et al. (1988)	
(Mugge et al., 2010)	This paper purposes to deal with a post-purchase emotional bond that consumers experience with their durables during ownership. The paper adds to the literature on this topic by testing a conceptual model of product attachment and its relations with satisfaction, and the determinants: utility, appearance, and memories.	Two experiments are presented in which the product categories photo cameras and mobile phones were used as stimuli to test the conceptual model.	A model of regret	Comes about demonstrate that the **utility** of item and its appearance decidedly influence both product attachment and **satisfaction**. For both product attachment and satisfaction, the delight evoked intercedes the impacts of utility and appearance. Just for product attachment, the nearness of recollections fills in as an additional determinant that additionally directs the impacts of utility and appearance. Essentially, satisfaction has no immediate impact on the product attachment.

(Burke & Leykin)	Identify the drivers of shopper **attention**, product engagement, and purchase conversion. These comprise shopper goals; product assortment, package appearance, price, and merchandising; shelf space allocation, organization, and adjacencies; and salesperson interaction.	The observational investigation, virtual simulations, and eye tracking methodologies used to recognize the drivers of customer attention, item engagement, and buy transformation.		This exploration recommends, to adapt to the unpredictability of present day retail locations and individual **time constraints**, customers must be specific in preparing information. Amid a normal shopping trip, they visit just a small amount of a specialties and classes of store, analyze a little subset of the accessible items, and regularly make choices in only a few moments.
(Orth et al., 2016)	To establish that the visual complexity of an environment's interior design (i.e. the overall amount of visual information in an environment) impacts the shopping experience by damaging customers' information processing and self-regulation properties.	Two quasi-experimental field studies were led in two unique social settings (i.e. Germany and Singapore) to upgrade the outside legitimacy and power of the discoveries.	The load theory of attention and cognitive control posits	Both reviews give to prove that a visual multifaceted nature of situation hinders the shopping experience. Contemplate one demonstrates that multifaceted visual nature puts a perceptual load on clients which intercedes the unpredictability encounter relationship. Consider two repeats this finding in an alternate setting and develops it by demonstrating that heap identifies with lower self-control, which thus, damages the experience. Moreover, **the negative impact of multifaceted nature on the experience is more articulated with customers seeking after utilitarian instead of hedonic shopping goals**.

| (Mau et al., 2016) | This paper wishes to look at how youngsters act amid a buying procedure in a mimicked shop and how they put their objectives into impact at the Point of Sale (POS). The results reveal answers to the accompanying inquiries: which criteria do the youngsters consider essential when purchasing staple goods? How productively and adequately do kids seek after the objectives requested of them at the POS? | Information was gathered through interviews and a subsequent observation of the conduct in a buy reproduction. A sum of 436 school kids matured 8 to 10 years addressed a questionnaire about their behavior at the POS and saw requests amid the obtaining procedure and additionally their comprehension of procurement applicable ideas. Like this, buy conduct and choices in a carefully mimicked shopping condition of a general store were investigated for a subsample (n = 170). | The social theory of learning | Children's frequently contrast to the way they planned and expected amid the buying choice at the POS. Just a few kids acted intentionally, while by far most was **diverted by various stimuli in the re-enacted grocery store**. The outcomes uncover elements that helped children adapt to the shopping undertaking and protected them against buying driving forces from the boosts at the POS. |

(Ryu et al., 2010)	To inspect the associations among hedonic and utilitarian values, customer satisfaction and behavioral intentions in the fast-casual restaurant industry.	The measures were produced in light of an exhaustive review of the past writing. Polls were gathered in classroom settings at a mid-western college in the USA. Anderson and Gerbing's two-step approach was utilized to assess the estimation and structural models.	Utilitarian value and hedonic value	The discoveries demonstrate that hedonic and utilitarian values essentially impact consumer satisfaction, and consumer satisfaction affects behavioral intention. Utilitarian esteem demonstrates a more noteworthy impact on both consumer satisfaction and behavioral intention than does hedonic esteem. This review additionally uncovers that **consumer satisfaction act as a partial mediator in the connection between hedonic/utilitarian esteem and behavioral intention.**
(Fennis et al., 2011)	Examines the effectiveness of an indirect, **persuasive strategy** that aids from the positive consequences of implementation intentions by 'mimicking' their underlying psychological processes.	The experimental methodology has undertaken. A total of 34 undergraduate students selected as participants.	The Model of Action Phases	Implementation intentions have principally been instigated with unequivocal guidelines. A roundabout, powerful system is tried that can likewise actuate the develop. **This system is best when utilizing distinctive data on cues and reactions.**

2.5 Traditional Theoretical Approaches in Purposive Behavior

The TRA (Fishbein, 1979) proposes that behavior is purposive specifically by intention of an individual to accomplish the behavior. Thus intention is impacted by attitude (i.e. one's certain or negative assessments of playing out the behavior) and by subjective norms (i.e. the apparent social weight to perform or not to play out the behavior). In the first theory and consequent elaborations, factors excluded in the TRA were accepted to impact intentions and behavior in a roundabout way through their effect on attitudes or subjective norms. After some time, investigation has started to demonstrate that past behavior at times effectively affects intentions (Bagozzi, 1992; Bagozzi & Kimmel, 1995; Fredricks & Dossett, 1983). A few clarifications could represent the event of the immediate impacts of past behavior. One approach is to claim that the effect of past behavior gives no theoretical substance but rather fills a methodological need. Huge impacts of past behavior do not uncover the way of the precluded factors is corresponded. They work as covariates or controls in measurable examinations. For instance, any critical impacts found for attitude and subjective norms on intentions and intentions on a focused behavior could be translated into the essential impact, with past behavior held steady. The TRA is as represented in Figure 2.2.
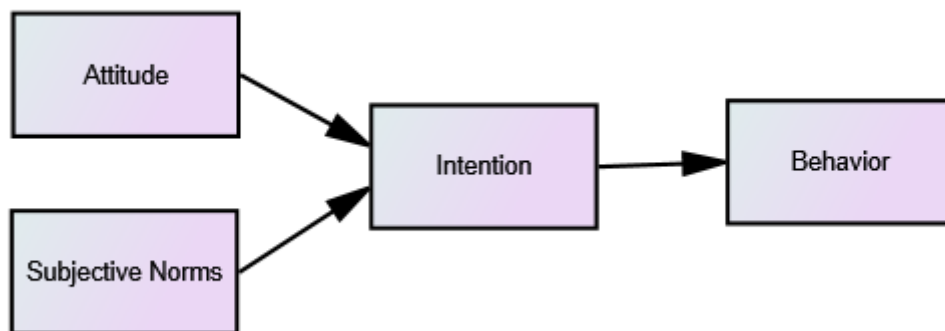
Figure 2.2: Theory of Reasoned Action (TRA)

One of the primary deficiencies of the TRA is that it only appropriated to cases where an individual could quickly enact behaviors if they are persuaded to do so (Bagozzi & Kimmel, 1995; Fishbein & Ajzen, 2011; Sniehotta et al., 2014a). Thus, this

research differentiates the TRA and the TPB between behavioral intentions and goals intentions, recognizing that these theories deal with behavior such as intend to purchase milk for making coffee, but not outcomes that result from the behavior. The outcome may be to either purchase milk or drink coffee outside. Researchers have not always observed the difference between behavioral intentions and goal intentions by studying the TRA and TPB (Abraham & Sheeran, 2003; Ajzen, 2015; Armitage & Conner, 2001; Conner & Armitage, 1998; Sheppard et al., 1988).

Recognizing that there is a broad range of situations in which individuals lack complete volitional control and that there was a need for a framework within which to study goal intentions (Ajzen, 1991), who, earlier on, introduced the TPB (Ajzen, 1985) illustrated in Figure 2.2 and Figure 2.3. This model presents perceived behavioral control as an indicator of intentions and behavior, where perceived behavioral control speaks to impression of the straightforwardness of people or trouble of playing out the behavior of intrigue. Perceived behavioral control added to the TRA as an indicator of both intentions and behavior, then it turns to the TPB. Perceived behavioral control is expected to mirror the open doors for playing out a behavior individual or instrumental assets required for acting. The immediate way from perceived behavioral control to behavior depicts genuine control over circumstances or assets and is in this manner a non-volitional wellspring of impact. The roundabout impact of perceived behavioral control on behavior, which occurs through intentions, is a volitional procedure. It catches the motivational impact of investigation on behavior through the actuation of intention arrangement or activation (Ajzen, 1991, 2015). The effects of perceived behavioral control are the basis of the presence of facilitating conditions in such situation (Madden et al., 1992; Netemeyer & Burton, 1990).

Accounting for inhibitions to behavior, the TPB contributes to the understanding of the straightforward link between intentions and behavior. This theory was criticized for insufficient critical depth in its attempts to account for the psychological processes involved (Kidwell & Jewell, 2003; Perugini & Bagozzi, 2001; Rhodes & De Bruijn, 2013; Sheeran & Webb, 2016). To add, this theory does not deal with the sequential behavioral progress of the purpose. Futher focus has been given to the effects in the developments theories of goal-directed behavior.
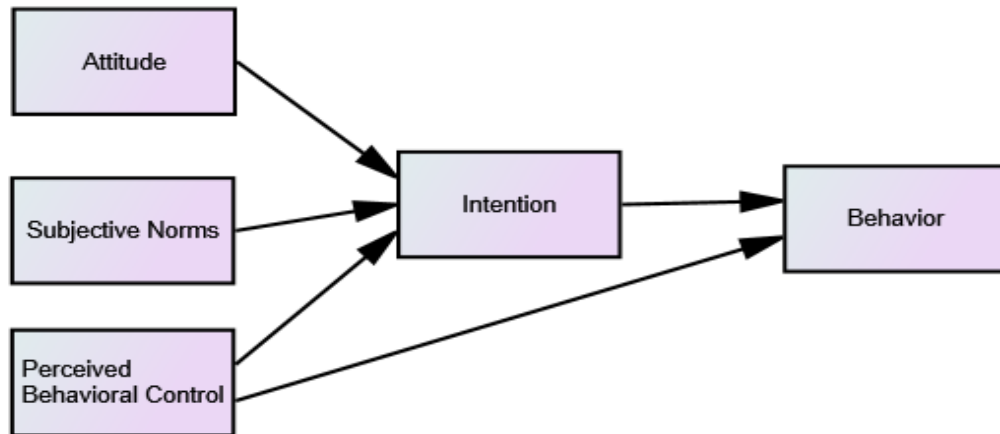
Figure 2.3: The Theory of Planned Behavior (TPB)

2.5.1 Evaluation of Goal-Directed Theories

The period between 1990 and 2000 saw an increasing amount of research seeking to advance the goal-directed theory (Bagozzi & Dholakia, 1999; Bagozzi et al., 2003; Dholakia & Bagozzi, 2003; P. M. Gollwitzer, 1990). On the formation of goal intentions, goal theories are in line with TRA and TPB, knowing that the incentive value of a goal depends on its contribution of attaining higher level goals. However, a critical issue raised by goal theorists is that situations are often important for the sequential progress of a variety of desirable goals. Goal directed theorists further suggest that actors need to prioritize goal intention so that resources could be allocated to those that are most pressing. The importance attributed to goals intention has attracted strong focus in goal directed theory.

In addition to the formation of goal intentions, a majority of recent literature on goal directed behavior move to implementation intentions. The reason for the keen interest in this concept is that it deals with the problematic issue of the intention-behavior gap. It suggests that when goal directed actor form implementation intentions, they are better at getting started at an activity and remaining focused on their sequential progression of important goals (Schulz et al., 1991). The moment an individual considers 'when,' 'where' 'how' and 'how long' follow (implementation intention) to achieve particular

goals, there are a variety of behavior control strategies exposed to them which ultimately help in reconciling intention-behavior gap.

2.5.2 The Effortful Decision Making and Enactment (EDME) Model

The EDME model proposes a fundamental condition for any great choice, paying little mind to the procedure utilized, options were chosen, or assets utilized depend on the decision maker understanding of the goal sequential progress. This sequential progress of the goal is striking while enacting the goal is not direct (purpose-enactment gap), instead, it requires critical post-behavioral exertion on the decision part for the effective enactment of maker. Decision scholars needs to notice that many models of decision appear to be appropriate as advisers for wise activity, they are risky during foreseeing behavior, especially for little group or individual decision maker (March, 1978). The challenge in the sequential progress of the goal might stem from diverse sources:

- A critical time-slack between achieving the purpose and a chance to enact it.

- The incongruence of the picked purpose with different goals.

- Countervailing temptations.

Conditionally, the decision maker might be kept up to take part in procedures of goal striving. This is applied in the quest for the picked purpose in the wake of choosing a goal (Bagozzi & Dholakia, 1999; Bagozzi et al., 2003; P. Gollwitzer, 2012). Bagozzi et al. (2003) stated some prerequisites to the decision maker during the subsequent progress of the goal. They are:

- The goal should remember throw-out the behavioral sequences.

- The opportunity for goal-enactment should be recognized.

- One or more instrumental acts or goal-directed behaviors must be initiated and facilitated by the performer later on within an appropriate time.

- Various post-choice deliberative and motivational procedures must convey in support of purpose enactment (for instance; arranging, checking of advance, defeating obstructions, opposing enticements).

Following theories have also emphasized the importance of both decision making and goal striving sequentially, the image theory (Beach, 1993) the model of action phases (MAP) (P. M. Gollwitzer, 1990), and the differentiation and consolidation theory (Svenson, 1992). Notwithstanding, many of the other existing theories have concentrated on behavioral choice researchers have highlighted pre-goal pursuit issues, action psychologists have concerned more on achieving goal. Despite the disciplinary division, many exciting inquiries on the enactment of effortful decisions lie at the cusp of behavioral choice theory and action psychology research are inconclusive. One such interdisciplinary concern is the impact of the decision-making process which are direct and achievement of the sequential goal movement.

Bagozzi et al. (2003) distinguished the methods by which choices are made. For instance, the exertion spent by the decision maker, its educated significance, and scope of trust in the basic decision making. All of these have inspiration marshaling potential. The inspiration is to reinforce the decision maker and improving the probability of decision establishment after controlling the impact of the motivational systems highlighted by action psychologists. This examination announced many unmediated ways from two of the three choice process qualities (exertion venture and certainty) to choice institution. Despite the estimation of these discoveries, this model did not address the subject of the process in points of pursuing behavior. Therefore, this issue might be an expression as: what are the psychological mechanism through which decision-making process impacts the subsequent progress of goal and its results?

In the EDME model illustrated in Figure 2.4 (Bagozzi et al., 2003) analyzed the impact of decision making on the sequential progress of the goal, they considered and refined the components through which effortful purposes make, keep up, and enact. This model is underpinned by the Dholakia and Bagozzi (2002) model, and separates among two vital sorts of intentions and desires and discovers that the motivation-mustering limit the choice procedure intercedes the goal and implementation desires.

Furthermore, for choice procedures, the parts of goal feasibility, anticipated emotions, attitudes, subjective norms, and perceived behavioral control are refined.

The current study believes that in comparison to the better cited TRA or TPB theory, the EDME model could at least measure the purpose-enactment gap and holds much greater sequential progress of goal predictive ability. One shortcoming might be that the model is more complex requiring more sophisticated data gathering techniques (Leone et al., 2004). The next section will discuss the problem and prospect of studying the Effortful Decision Making and Enactment model in investigating purposive shopping behavior.
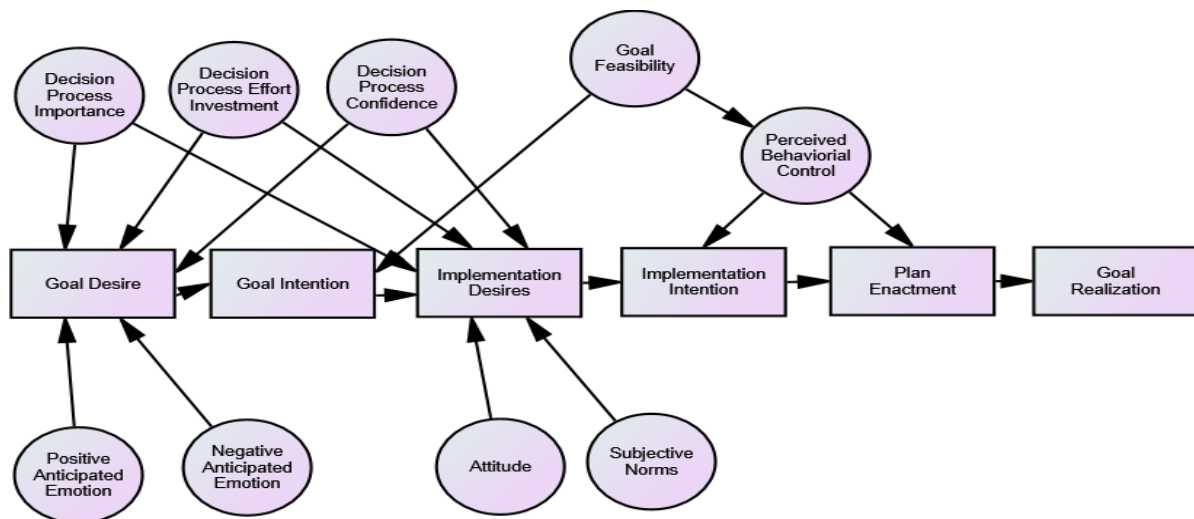
Figure 2.4: The Effortful Decision Making and Enactment Model (EDME)

2.6 An Integrated Purposive Shopping Behavior Model

Although the EDME model is a two stage sequential behavioral model, this study argues against some of the shortcomings of this model. For example, the discriminant validity of purpose enactment and goal realization. This could mean that the purposive shopper change the purpose after the implementation intention has been made, in reaction to encountering complications in pursuit of purpose. The argument is that, if the chosen shopping list is changed and thus not enacted successfully, the purposive shopper could not be able to attain the rational or purposive benefits.

In another view, a core benefit of a shopper behind a purposive shopping is ensuring a rational shopping behavior. A rational shopping means shopping based on the utility maximization reason. Past researches regarded Economic Man as completely rational and self-interested, going for shopping based on the ability to maximize utility while spending the least effort. Precisely so, the utility maximization assumptions states that consumers choose to allocate their money incomes so that the last dollar used on each product purchased yields the same amount of extra marginal utility. The theory of consumer behavior applies the law of diminishing marginal utility to explain how consumers should budgeting their incomes. The utility maximization model depends on the following assumptions:

- Consumers are expected to be rational, trying to get the most value for their money.

- Incomes of consumers are limited because their sources of income are limited. They would face budget constraint.

- Consumers have definite preferences for various goods and services. Thus, they know their marginal utility for each successive units of the product.

- Every purchasable item has a price tag. Consumers must choose among optional goods with their limited money incomes.

Research in the field of rational consumer and utility maximization began about 300 years ago (Smith, 1937). To act rationally in the economic sense, a consumer would have to be conscious of all the available consumption options, be able of precisely rate each option and be available to select the excellent course of action (Schiffman & Kanuk, 2007).

From the preceding view, it is postulated that there are lots of interest in knowing purposive shopping behavior because the rationality of shopper is related to a successful purposive behavior. The EDME model suggests purpose-enactment gap of the shopper, a far better predictive ability that does more than predicting intention in TPB or TRA. However, the EDME model is unable to address the reason behind a purpose-enactment gap.

In another context, the BR theory has some excellent characteristics. One of the key features of this theory is that, it assumes consumers are goal-oriented and adaptive with situational interferences. Furthermore, this theory has some prerequisite to reconciliations of the problematic goal-directed (rational) behavior. The BR theory does not have variables such as desire, intention. Whereas those variables are present in EDME model. Therefore, an integrated theory could be an ultimate way forward to eliminate limitations highlighted in this reviews. To reconcile of the purpose-enactment gap, this study would further review BR theory in following sub-sections.

2.6.1 Bounded Rational (BR) Theory

Bounded rationality is a paradigm about decision making that emerged from disapproval with the "comprehensively rational" economic models (Kahneman, 2003). Macroeconomic rational models believe that preferences are well-defined over results that those results are recognized and fixed, and rational individual maximizes their net benefits, or utilities, by picking the option that yields the highest level of satisfaction (Mcclennen, 1990). The subjective expected utility variant of rational option integrates risk and uncertainty into the model by linking a probability distribution, estimated by the decision maker, with results. The decision maker maximizes expected utility. Indifference curves handle choices among competing goals assumed to be smooth (twice differentiable) that specify substitutability among goals. A significant implication of the approach is that rational behavior is determined by the mix of incentives that are offered to the decision maker.

Another suggestion that could be implemented is to change to these motivating forces is quick; unadulterated maximizers have no expectations to learn and adapt. Similar to extensive levelheadedness, the BR suggests that actors are goal arranged, yet the BR considers the cognitive impediments of decision maker in trying to accomplish those goals (Jones, 1999; Herbert Alexander Simon, 1982). Its logical approach is unmistakable; as opposed to settling on theories about decision-making and displaying the implications numerically for aggregate behavior, BR accepts an unequivocally

behavioral position. The behavior of decision maker should be observed, regardless of whether in the research facility settings or the field.

Figure 2.5 shows the bounded rational decision maker should develop four sources of information; competitive information, environmental information, technological knowledge, and information from experiences. The decision maker should set a decision based on these four sources of information. Nonetheless, the bounded rational decision maker needs to develop satisficing on that decision that they finalized. Two types of limitation could facilitate the satisficing capabilities. These two limitations are cognitive limitations and time-cost constraints. It has assumed that bounded rational decision maker may face the difficulty of imperfect information. It could be observed that the four sources of information may not be perfectly accurate. In the case of such predicament, individuals still have presumable boundaries or in another word cognitive limitation that will help a bounded rational decision maker in the binding of the decision.
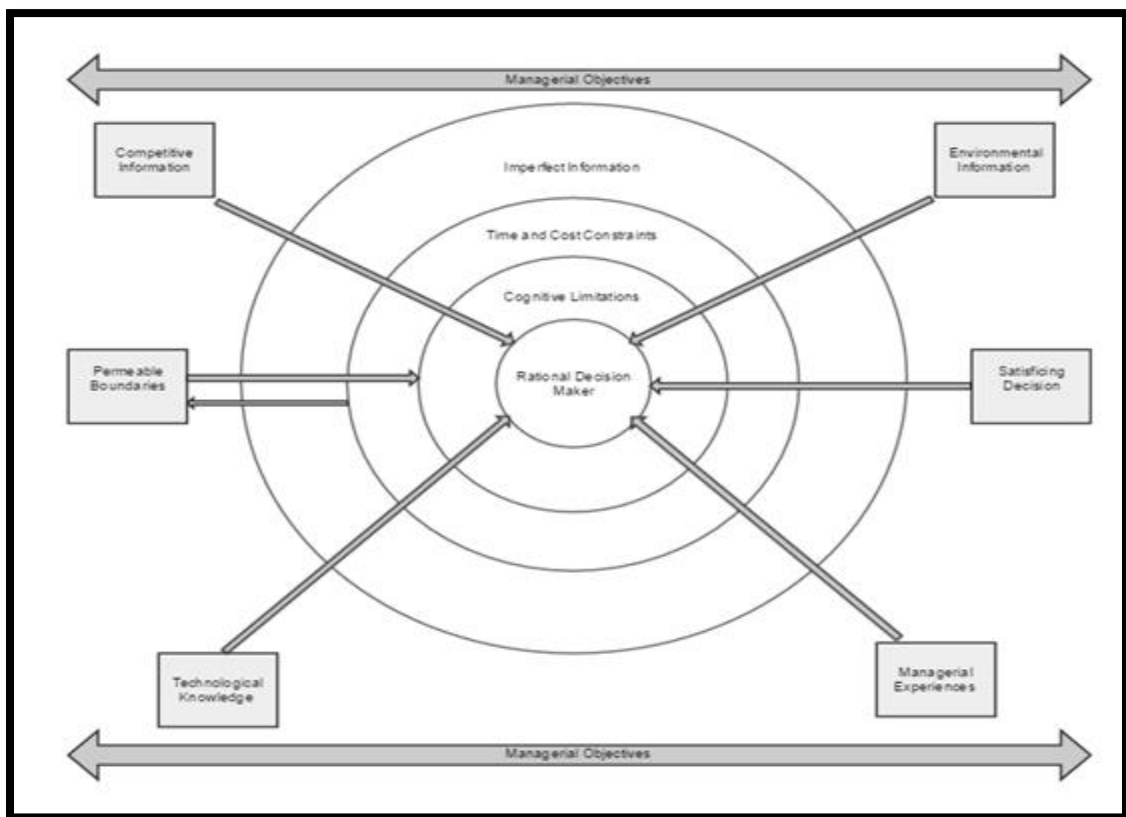
Figure 2.5: Bounded Rational Decision Maker

2.6.1.1 The Evaluation of Bounded Rationality Concept

In the 1950s, Simon delivered a model of choice planned as a test to the outright rationality suppositions utilized as a part of economics aspects (Herbert Alexander Simon, 1982). The model published in the Administrative Behavior (Herbert A Simon, 1959), which checked existing theories of public administration and recommended ways to deal with the investigation of authoritative basic leadership. Simon performed faultlessly for the start of his imaginative work to the behavioral change in political science at the University of Chicago. Regardless of that, most political researchers know Simon's commitments. Initially, a few neoclassical economists ignore welcoming the bounded rationality.

As an undergrad at the University of Chicago, Simon returned to his country in Milwaukee in 1935 to see planning in the city's diversion division. He wrote: "I came as a gift-bearing Greek, fresh from an intermediate price theory course taught by the grandfather of Chicago-School neoclassical laissez-faire economics, Henry Simons... My economics education taught me how to budget rationally. Simply compare the marginal utility of a proposed expense with its marginal cost, and approve it only if the utility beats the expense. However, what I noticed in Milwaukee did not seem to be an application of this rule. I saw many bargaining, of reference back to the last year's budget, and incremental changes in it. If the word "marginal" was ever spoken, I missed it. Moreover, who support which, items was quite predictable... I could see a clear connection between people's positions on budget matters and the values and beliefs that prevailed in their sub-organizations. I brought back to my friends and teachers in economics two gifts, which I ultimately called organizational identification and bounded rationality." (Herbert A Simon, 1999). In his self-portrayal, Simon noticed the significance of these two thoughts for his later commitments to organization theory, economics, psychology, and computer science. "I would not object to having my entire scientific output described as mostly a gloss, a rather elaborate gloss, to be sure on these two ideas" (Jones, 1999).

Bounded rationality and organizational identification, is now considered as an outcome of bounded rationality as won prepared acknowledgment in political science, with its rising empiricist introduction. However, they are to a great extent disregarded

48

in the most theoretical train of economics aspects. Alternatively, (Simonson, 1999) puts it as such: "economists mostly ignored (bounded rationality) and went on counting the angels on the heads of neoclassical pins."

2.6.1.2 Procedural Rationality

Simon established a procedural model of rationality (Herbert A Simon, 1976), grounded in the psychological procedure of reasoning in his examination on how individuals lead inadequate pursuits and make exchange offs between values. Living beings are similar to those of this present reality, has neither the senses nor the minds to locate an "optimal" way notwithstanding viewing the idea of optimal as obviously characterized. The researcher is concerned with finding a decision instrument that would lead one to seek after a "satisficing" way that will allow satisfaction at some predetermined level of the majority of its needs. Herbert A Simon (1956) refined on his "satisficing" organism over the years, but its fundamental characteristics did not change. They include the following:

- Limitation on the organisms ability to plan long behavior sequences, a restriction forced by the bounded cognitive powers of the organism as well as the complexity of the environment in which it operates.

- The trend to set aspiration levels for each of the multiple goals that organism faces.

- The trend towards operating on goals subsequently rather than concurrently because of the "bottleneck of short-term memory."

- Satisficing is important rather than optimizing search behavior. A choice satisfies if it meets goals along with all attributes (Herbert A Simon, 1996).

In describing the overall conditions of an organism working under bounded (as contrasted with comprehensive rationality, (Herbert A Simon, 1990a) recognizes the following pre-requisites:

a) A mechanism for generating alternatives,

a) A modest capacity for drawing inferences from these facts,

c) Some way of focusing attention,

d) A capacity for acquiring facts about the environment.

2.6.2 Rationale of Integrated Theory

Integrated theory could take numerous forms. Conceptual integration comprises of an absorption strategy, arguing that concepts from one theory have the same meaning as concepts from another theory and blending them into a common language and set of concepts. Propositional integration includes connecting or linking propositions from one or more theories into a single, unified and consistent set of propositions.

Conceptual integration is standard. However, propositional integration is comparatively rare (Bernard & Snipes, 1996). In some examples, propositional integration is meant on theory shared aims, and in others, it means integrating competing theories. For this study, conceptual integration is appropriate, and the BR theory and EDME model both are integrated based on some common prerequisites that these two theories share.

For integration, the number of theories combined varies and ranges from two to four. Therefore, there is a significant variation in the structure of the proposed conceptual integration. For the present investigation, the EDME model and BR theory are conceptually integrated as shown in Table 2.3. Traditionally, conceptual integration arrangements take one of four methods: arranging theories (propositions) end-to-end, side-by-side, up and down, and some combination of these forms. For this study, the combination of an end to end, side by side arrangement is determined to be appropriate. The present study has initiated the theoretical integration because of the following rationales:

a) BR emphasizes on the mechanism for generating alternatives. However, BR is a statement based theory, and it does not address the quantitative measurement

for the mechanism for generating alternatives. On the other hand, the EDME model has effective mechanism to measure decision maker goal setting behavior. The concept of generating alternative and the concept of the goal setting are reasonably similar, or both aim is utility maximization. From this perspective, the present study integrates these two concepts into a single concept. The main benefit of this particular conceptual integration are: BR theory receives variables (desire, intention and so on) in assessing alternative generation variable. According to BR a necessity of purpose (shopping list) mechanism before goal desire is also assumed. However, the EDME model does not have this purpose concept. Therefore, the integration produces a new conceptual integrated model and the purpose (shopping list) before measure shopping desire. Ultimately, the EDME model benefited from this particular integration by having "purpose" an additional independent variable before goal desire for the present study context is a shopping list. This integration is based on side by side arrangement.

b) The BR theory explains that a decision maker have to satisfice over the decision they made, on the other hand, EDME model has implementation intention. An implementation intention intensifies goal intention by setting out in advance when/where, and how a goal-directed person would achieve a goal intention. From the foregoing, the present study argues that a goal-directed person could not decide when/where and how they will achieve a goal until they are fully satisfied with a particular goal intention. Therefore, implementation intention in a sense works as a goal satisficing that originally conceptualized by the BR theory. Although BR theory emphasis on satisficing importance in goal-directed behavior, However in BR theory there is no behavioral measurement for goal satisficing. On the other hand, the EDME model has a behavioral measurement for implementation intention. Based on the similarity of satisficing and implementation intention concept, the present study integrates both concepts. The advantage of this integrations are BR theory receives a behavioral measurement for goal satisficing and the EDME model implementation intention is enriched with the idea of satisficing concept of BR theory. This integration is based on a side by side arrangement.

c) The EDME model concept posits that if a goal-directed person recalls the goal in the sequential phases of their behavior then they could maintain purposive behavior. The argument is that there are many shopping interference a goal-directed person could come across between pre-post decisional episodes. Therefore, if a goal-directed person does not have strong attentional control on their initial goal or purpose, then it might be difficult for that person to maintain goal-directed activities in sequential episodes. In the reconciliation of this argument, it has been found that BR theory gives high importance to the maintenance of attentional control in the sequential episodes of bounded rational individuals. Therefore, the present study model integrates BR theory attentional control concept and insert this concept in the EDME model between pre-post decision episode sequences. This attentional control mechanism helps in studying goal-directed person goal enactment strength between pre-post decisional episodes. The end to end arrangement is appropriate for this integration because EDME model does not have any attentional control concept. Instead this model have goal recalling concept. On the other hand, BR theory has attentional control concept that strengthens purposive goal progression during enacting. Therefore, end to end arrangement support in integrating attentional control concept in the place of goal recalling of EDME model is opted.

d) The EDME model acknowledges environmental contingencies (situational interferences) in performing a goal-directed behavior. However, EDME model do not consider any environmental contingency in measuring purposive behavior. The EDME model contains two variables to gauge the success and changes of a purposive decision. These two variables are plan enactment and goal realization. For instance, the argument is that, the discriminant validity of purpose enactment and goal realization mean that the purposive shoppers change the purpose after the implementation intention has been formed (purpose-enactment gap), in response to environmental contingency in pursuit of purpose. The assumption is that if the chosen purpose is changed and thus not enacted successfully, the purposive shopper could not be able to attain the rational or purposive benefits. On the other hand, BR theory

places high emphasis on environmental contingency in understanding irrational behavior. Based on preceding knowledge, it is assumed that including environmental contingency construct in EDME model could provide much better understanding of uncertain goal-directed behavior. Therefore, the present study inserts environmental contingencies concept from BR theory and integrates it with the EDME model. Although the EDME model does not have any measurement for environmental contingency, the BR theory concept suggests goal-directed decision maker should have environmental contingency information while making a decision. End to end arrangement is applied for this integration.

Table 2.3: Theoretical Integration

Bounded rationality (BR)	The Effortful Decision Making and Enactment (EDME) model	Integration structural arrangement
A mechanism for generating alternatives	Various post-decision deliberative and motivational processes must be conducted in support of decision enactment (example, planning, monitoring of progress, overcoming impediments, resisting temptations).	Side-by-side arrangement
A modest capacity for drawing inferences from these facts	One or more instrumental acts or goal-directed behaviors must be activated and coordinated by the decision maker at the future opportune time	Side-by-side arrangement
Some way of focusing attention	The decision must be remembered. The opportunity for enactment must be recognized	End-to-end arrangement
A capacity for acquiring facts about the environment	Missing	End-to-end arrangement

2.7 Hypothesis Development

The theoretical review and rationale for an integrated model for studying purposive shopping behavior is presented in the preceding Sections 2.5 and Sections 2.6. It has been postulated that an integrated model necessary to investigates purposive shopping behavior. The EDME model is based on two episodic data, before and post the decision.

From another perspective, many studies has addressed situational cues during shopping. To obtain an exact model of a purposive shopping behavior, this study divided shopping in three episodes; before, during and post retail encounters. The following subsections provide an overview of the conceptual framework and hypothesizes to address each of the five research questions that develops on the basis of the integrated model concept (brief details of the research question formulation has been discussed in Section 1.2 of the Chapter 1).

2.7.1 Conceptual Framework

Table 2.4 shows a summary of the conceptual framework. This table exhibits a total of eleven hypothesis/variables conceptualized for before retail encounter. Five hypothesis/variables for during retail encounter and rest two hypothesis/variables for post retail encounter conceptualized. Theoretical supports for each variable based on the BR and EDME model integrations is illustrated in the table.

Figure 2.6, shows the conceptual framework. It contains two broken partitions clearly show that this framework based on total three episodes (before, during and post retail encounters).

a) In the before retail encounter episode, hypothesis one to hypothesis eleven were conceptualized. A total of eleven variables conceptualized in which six independent variables and five dependent variables. Independent variables are shopping list, anticipated positive and negative emotion, shopping feasibility, attitude and subjective norms. The dependent variables are shopping desire, intention, behavioral desire, implementation intention and perceive behavioral control. This episode based on the research question one.

b) During the retail encounter episode, a total of five variables conceptualized. Three independent variables in this episodes are positive affect, negative affect, and shopping interference. The attentional shift conceptualized as a mediating variable. Also, two moderation variable conceptualize that are shopping

interference and focused attention. This episode based on research questions two and four.

c) In the post retail encounter episode, a total of two dependent variables shopping list enactment and incongruent shopping behavior is conceptualized. This is based on research question three.

Table 2.4: A Summary of the Conceptual Framework

Data Collection Point	Hypothesis	Variables	Theoretical support
Before retail encounter	H1	Shopping list	BR Theory
	H3	Positive Anticipated Emotion	EDME Model
	H4	Negative Anticipated Emotion	EDME Model
	H7	Attitude	EDME Model
	H8	Subjective Norms	EDME Model
	H9, H10	Shopping Feasibility	EDME Model
	H1, H2	Shopping Desire	EDME Model
	H5	Shopping Intention	EDME Model
	H6	Behavioral Desire	EDME Model
	H12, H15	Implemented Intention	EDME Model / Satisficing (BR Theory)
	H11	Perceive Behavioral Control	EDME Model
While Retail Encounter	H18	Positive Affect	BR Theory
	H19	Negative Affect	BR Theory
	H12, H15	Attentional Shift	BR Theory
	H16, H17	Shopping Interference	BR Theory
	H13	Focused Attention	BR Theory
Post Retail Encounter	H14	Shopping List Enactment	EDME Model
	H15	Incongruent Shopping Behavior	EDME Model
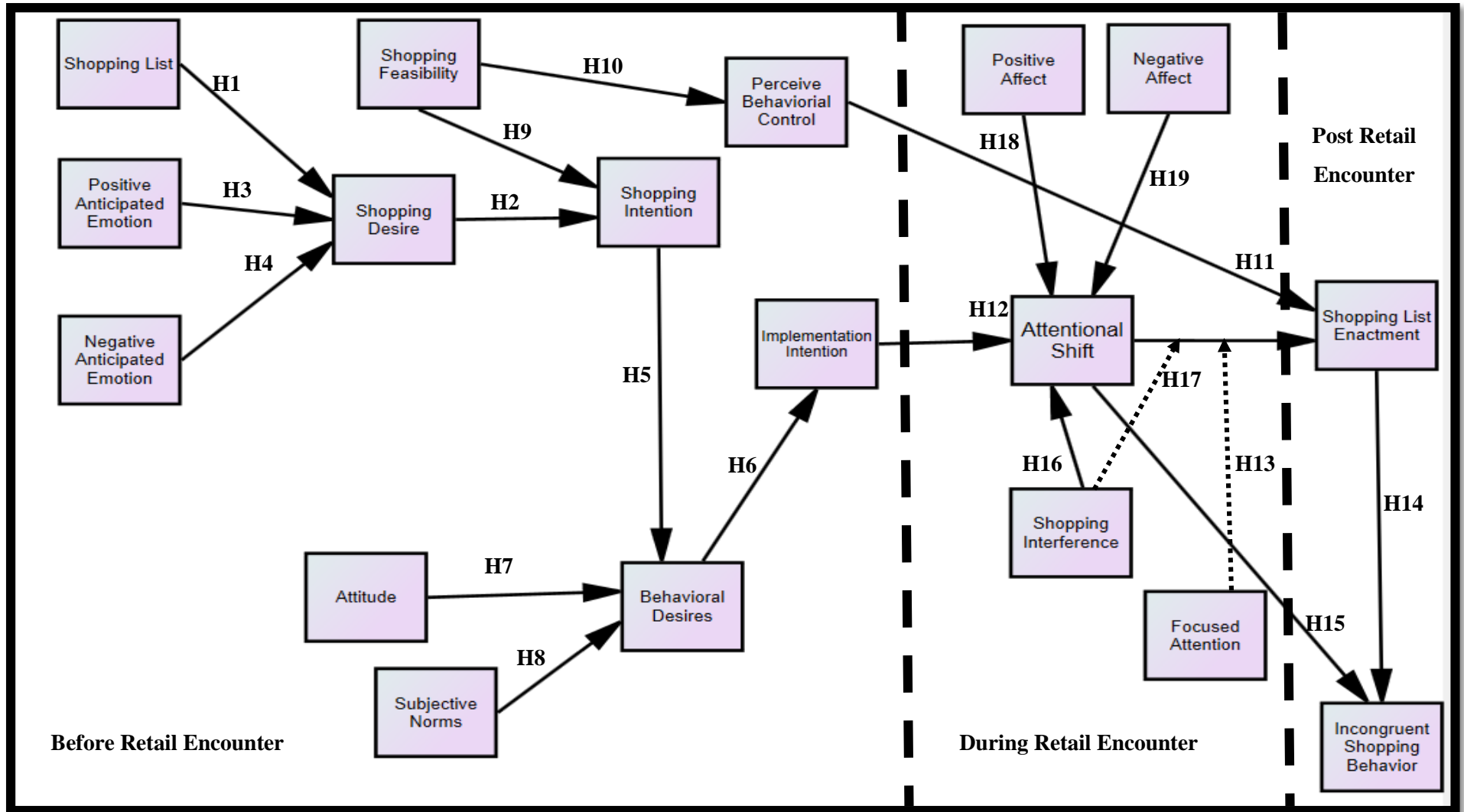
Figure 2.6: Conceptual Framework

2.7.2 Research Question 1

What is the implementation intention of shopper before reaching the retail outlet?

To address this research question; the present study develops the following hypothesizes:

2.7.2.1 Shopping List

The shopping list is also termed as an external memory aid (Block & Morwitz, 1999; Schmidt, 2012). Memory aids are gadgets or methodologies deliberately used to improve memory. Memory aids are generally grouped into two classes: internal and external (Intons-Peterson & Fournier, 1986). Internal memory aids rely on gadgets internal to oneself, such as mental rehearsing and using rhymes or other helpful equipment. External memory aids are physical; physical memory prompts outside to the individual, for example, composing a list, composing on hand of someone, and putting notes on a timetable. In general, the specific aid utilized at any given time for external gadgets is circumstance and situation specific. Shopping lists are external memory aids specific to grocery shopping. Intons-Peterson and Fournier (1986) found that reminder notes, such as lists, are among the five most frequently used memory aids.

Thomas and Garland (1993) detailed in their studies of particular relevance, with shopping list usage, reported ranging between 22 – 75% from several countries and different time periods. Studies revealed that 55% of US consumers makes a shopping list before going to a supermarket, whereas in New Zealand study shows that it has yielded a very stable range of list presence 61 – 67% (Thomas & Garland, 2004a).

In compiling their list preparation range, Thomas and Garland have verified that list and non-list use affect contrastingly on the behavior of the two gatherings in supermarket situations. For example, Thomas and Garland (1993) study include grocery shopping trips, list holders spent essentially not as much as non-list holders both in all terms and when balanced for the household size. List holders do this little

paying respect to shopping alone, being joined by anybody, for example, being joined by kids. Thomas and Garland found that non-list holders were more probable than a list holders to purchase things that were on promotion, notwithstanding when undertaking a noteworthy shopping for a grocery trip. It was consequently found that 93% of list holding shoppers do not shop to their predetermined list, proposing some measure of difference. It was noted that "on average, purchases by shopping list holders exceeded the grocery shopping categories on their shopping lists by about 2.5 times." The researchers propose that the in-store condition added to this extra shopping and note the part that the shopping list plays in grocery shopping behavior as directing activity instead of representing activity (Thomas & Garland, 2004a).

In this context, the present study considers shopping list as an instrument to generate alternatives (BR theory concepts). Moreover, shopping list also distinguishes purposive shoppers from impulse or non-purposive shoppers that will further help in investigating why some purposive shoppers who have generated alternative information at before retail encounter but could not properly follow their shopping list as it is composed.

2.7.2.2 Shopping Desire

The presence of a shopping list may be kept as an indication of prior planning. However, Brunsø and Grunert (1998) emphasized that the written shopping list is one sign of the way one may shop, a list is probably not going to incorporate all purchase made in-store. Alternatively, the shopping list only gives some physical confirmation of conceivable intentions. In this manner, shopping lists as a comprehension of shopping intention is vital.

Intentions mean the proximal variables of activity in models of goal-directed behavior. Intentions do not adequately indicate the former motivational process for a case how a specific goal or game-plan gets to be invigorated and supplied with commitment, or how reasons for congruent behavior (Bagozzi et al., 2003; Lam, 2001). A school of thought proposes that "desires" are required antecedents to intentions in the models of goal-directed behavior (De Wit & Dickinson, 2009). In this case, shopping

list denotes to the particular end-state that the shopper seeks to attain after a purposeful process of selection and desires pertain to the intensity level of which the shopping list is requested (Bagozzi & Dholakia, 1999; Naylor & Ilgen, 1984).

Desires have been given the focal preceding for intention formation by gurus of mind and action (Bratman, 1987; Davis, 1984; Y.-K. Kim et al., 2014; Papies et al., 2015; Perugini & Bagozzi, 2001; Searle, 1983). Perugini and Bagozzi (2001) have separated between the desire and intention constructs. Their findings recommend that intention include but should not be limited to desire for an outcome of decision maker and holds convictions such that specific behaviors will prompt to exact outcomes (Malle & Knobe, 1997). Thus, desire characterizes the motivational initiative of the volitional decision making process and aids to link in a chain of emotional, cognitive, self-perception, and social appraisals of the decision maker before intention formation (Bagozzi et al., 2003). Hence, according to the goal-directed concept desire is an essential antecedent of the intention of decision maker. Consequently, the following can hypothesize:

H₁: Shopping list positively influences shopping desire

H₂: Shopping desire positively influences shopping intention

2.7.2.3 The Role of Anticipated Emotions

As discussed in the Subsection 2.3.2 and Section 2.5., exhaustive researches have focused on anticipated negative emotions on pre and post behavioral sequences. In accordance with the previous studies (Bagozzi et al., 2016; Bagozzi et al., 2003; Hunter, 2006; Y. J. Kim et al., 2013). This study framework postulates that anticipated positive emotions (emotional reactions to the prospect of favorable shopping list enactment), and anticipated negative emotions (emotional reactions to the possibility of failing to enact the shopping list), would both affect shopping desire positively. The more intense the positive and negative anticipated emotions experienced as a result of considering the consequences of shopping goal attainment, the stronger the shopping desire. Also, the more effortful a decision is to reach and attain, the greater the motivated functioning

of anticipated emotions in this process (Zeelenberg, 1999). According to above context, followings are hypothesized:

H3: Positive anticipated emotion has a positive effect on shopping desire

H4: Negative anticipated emotion has a positive effect on shopping desire

2.7.2.4 Implementation Desire and Intention

The existence or the absence of a mental implementation intention (how to put one's intentions into action) is a key for the success or failure of individuals to act on their intentions. Implementation intentions concept is widely referred to within the action/social psychology literature (Krishen, 2015; Labrecque et al., 2017). While intentions specify the desired end point and signal a commitment to achieving the outcome, implementation intentions specifies the plan to bring the intention into execution (Wieber et al., 2015). Empirical evidence suggests that when individuals form implementation intentions, they substantially increase the probability that they will successfully translate their intentions into behavior. In their meta-analysis of 94 studies, P. M. Gollwitzer and Sheeran (2006) found strong support for the contention that implementation intention increases the probability of enacting one's goals (Toli et al., 2016). Over the last decade, researchers acknowledge implementation intentions and assume that it positively mediate the relationship between intentions and behavior because implementation intention could support individuals to start realizing their intentions, shield their intentions from unwanted influences and avoid conflict (Prestwich et al., 2015). Forming an implementation intention places the individuals in a state of readiness, guiding their attention to available opportunities and situations to enact their intention towards behavior (Carrington et al., 2010).

This study postulate that in the context of purposive shopping, where the purposive shopping intentions may often be competing against impulsive shopping behaviors, the formation of implementation intention may be crucial in setting up and maintaining the purposive shopping intention. On the other hand, other investigations demonstrate that implementation desires intercede and change the impacts of reasons and thought

processes in acting and impact intentions to move implementation intention (Perugini & Bagozzi, 2001; Perugini & Conner, 2000; Serfas et al., 2016). In this study model, therefore, implementation desires are produced by shopping goal intention and are precursors to the implementation intention of the shoppers. This association also supported from the EDME model (Bagozzi et al., 2003). It is assumed that both implementation desire and implementation intentions could help purposive shoppers on intentional plans beforehand, and that could contribute to minimizing the influence of situational interferences, which could be the barriers to the translation of purpose-to-enactment.

H5: Shopping intention positively influences behavioral desire

H6: Behavioral desire positively influence implementation intention

2.7.2.5 The Role of Attitude and Subjective Norms

The EDME model emphasized that both attitudes and subjective norms constitute reasons for acting and thus, may not function as motivators by themselves to decision unless a decision maker accepts them self-consciously as personal motives to move (Bagozzi et al., 2003; Stefan et al., 2013). In other words, attitudes and subjective norms influence intentions only to the extent that they lead to a desire to act. Behavioral desires represent a transformative construct that stimulates action. According to the EDME model, therefore, both attitudes and subjective norms determine behavioral desire and based on this relationship following hypothesis formed:

H7: Shopping attitude has a positive effect on behavioral desire

H8: Subjective norms has a positive effect on behavioral desire

2.7.2.6 The Role of Shopping Feasibility

The EDME model describes goal feasibility as a predecessor to shopping intention and perceived behavioral control. Inquire on the comparable idea of subjective

likelihood by decision scholars has demonstrated that motivation is an element of the communication among undertaking and goal difficulty (Bamberg, 2013; Locke et al., 1981). This paradigm proposes that the relationship between shopping feasibility and shopping intention might be muddled than considered by activity psychologists. In light of the EDME model, this study also hypothesizes as follows:

H9: Shopping feasibility has a positive effect on shopping intention

2.7.2.7 The Role of Perceived Behavioral Control

Perceived behavioral control (PBC) is the last cognitive determinant of behavioral intentions in attitude-behavior theory and mirrors the feeling of control decision maker over playing out the picked activities in the administration of decision enactment (E. Kim et al., 2013). This is because many goal directed behaviors are incongruent in the minds of decision makers, either due to perceived personal limits or because of anticipated situational interferences, implementation intentions are often directed by PBC (Tsai & Bagozzi, 2014), that incorporates facets of self-regulation. Therefore, it postulate to work in parallel with an attentional shift in persuading the shopping list enactment in the proposed framework.

Furthermore, shopping feasibility and perceived behavioral control are related in the sense that goals and behaviors are functionally linked (Perugini & Conner, 2000). Based on the assumption that the decision maker chooses actions after considering their efficacy in decision enactment, a greater level of perceived effectiveness concerning the goal should lead to a choice of behaviors that have a comparable degree of feasibility and PBC (Perugini & Conner, 2000). Therefore, this study posits an active path from shopping feasibility to PBC in the proposed model.

Finally, PBC is a proximal antecedent to plan enactment, in addition to behavioral desire. This enactment is consistent with formulations of the role of PBC which suggest that it functions as a regulatory principle in controlling directly the actions of a decision maker throughout the execution of the chosen shopping plan, and especially when decision enactment involves multiple and temporally dispersed instrumental acts. In

TPB, PBC is a proxy for actual behavioral control (ABC) (Ajzen, 1991). Based on EDME model following relationships are hypothesized,

H10: Shopping feasibility influence perceives behavioral control

H11: Perceive behavioral control has a positive effect on Shopping List Enactment

2.7.3 Research Question 2

How strong are shoppers in maintaining their attentional control during encountering retail period?

2.7.3.1 Role of Attentional Control

The TPB asserts that individuals mentally develop their purchase intention before they enact the corresponding behavior. The foundation of intentions is based on some factors including attitudes, subjective norms and PBC. The PBC refers to an individuals' perception of their capability to perform a given behavior, i.e. the extent to which the performance of this behavior is perceived to be under their external control and within their internal abilities (Jin & Hye Kang, 2011). In the TPB, PBC has an indirect impact on behavior. While PBC is not a new concept within the domain of modeling shopping behavior, researchers have tended to limit the focus of PBC to its role in the formation of shopping intentions (Carrington et al., 2010). The PBC construct has always been controversial, and this is partially due to the ambiguity of the construct as initially conceptualized and presented within the TPB (Trafimow, 2015).

The controversy surrounding PBC has also been fuelled by the questionable ability of PBC to accurately reflect actual behaviorial control (individuals' control over their intention while pursuing behavior) (Sharifirad et al., 2013). PBC is based on an imagined scenario of what a situation will be like when and where the behavior occurs, and a perception of one's capabilities and resources (Ajzen, 1985). Also, PBC is based on perceptions of control, not ABC (PBC may not be applicable if the situation is not

constant in between intention-behavior), and these perceptions may be accurate or inaccurate, stable or unstable over time (Kiriakidis, 2015). Therefore, PBC alone no longer able to help in forming one's intentions. It follows that a gap between one is PBC and actual behavioal control while pursuing behavior may be a major driving force in the gap between purpose-enactment.

From the BR theory assumptions, this study postulates that attentional control can act as ABC. Based on the above understanding, this study posits that attentional control and PBC both need to be examined simultaneously with a hope to capture situational inconsistency between purpose-enactment. Although the BR theory emphasizes the need for attentional control in maintaining goal-directed behavior, the BR theory does not conclude how to measure attentional control.

Literature and theories on attentional control describe it having a limited capacity system, for example, executive attention (Posner & Rothbart, 2007), endogenous attention (Klein & Lawrence, 2012), and the anterior attentional system (Cieslik et al., 2015). This nomenclature reflects theories on neural systems involved in attentional control, which is thought to primarily involve frontal cortical regions, especially the anterior cingulate cortex (Judah et al., 2014). This system regulates reactive attention processes, particularly through inhibition of dominant responses. Cieslik et al. (2015) divided attentional control into two functions of the anterior attentional system: focused attention, the ability to maintain attention while inhibiting attentional capture by interference, and attentional shift, capacity to redirect attention from one task to another. There is a similarity between these constructs and two other executive processes, focused attention, and attentional shift in a latent-variable analysis of cognitive tasks (Reinholdt-Dunne et al., 2013). Based on the above, it is assumed that focused attention would assist in reconciling purpose-enactment gap and the attentional shift will provide understanding on the gap in purpose-enactment. Hence, the following are hypothesized:

H12: Attentional shift mediate positive relationship between implementation intention and shopping list enactment.

H13: Significant differences exist between high and low focused attention concerning the positive relationship between Attentional shift and Shopping List Enactment.

2.7.4 Research Question 3

To what extent shoppers are able to maintain their purposive shopping behavior after the retail encounter?

2.7.4.1 Shopping list Enactment and Incongruent Shopping Behavior

Towards the end of the goal-directed (purposive) behavior, decision maker evaluates whether the results of the behavior benefit to achieve goals (purpose) or whether they hinder goal accomplishment. Researchers discussed the significance of this outcome evaluation, which is coined as "goal congruence or goal incongruence" (Brosch & Sander, 2013; Kelly et al., 2015). Goal congruence and incongruence indicate the degree to which a sequential behavioral advance is predictable or conflicting with what individuals need (purpose-behavior relationship)—"pleased" and "displeased" (Ortony et al., 1988); positive or negative emotions (Yang et al., 2016).

In TPB, goal congruence is referred to as "behavior"–the final measurement in theory, and it measures the level of effective enactment of the selected purpose. However, many literatures suggest that there is a gap between purpose-enactment. As per the EDME model (Bagozzi et al., 2003), goal congruence (plan enactment) alludes to the level of fruitful enactment of the chosen plan that is the execution of purpose—where, when, and as planned, by the actor (shopper). On the other hand, goal incongruence (goal realization) is the attainment of the unplanned choice by the purposive individual on this account. However, the argument is, for example, the significance of the positive relationship between goal congruence and goal incongruence means that the purposive shoppers change the purpose after the implementation intention has been made (purpose-enactment gap), in reaction to encountering difficulties in pursuit of purpose. Therefore, to examine the purpose-

enactment gap of purposive shopping context, this study further proposes that there should be a measurement of the direct relationship between shopping list enactment and incongruent shopping.

H14: Shopping list enactment positively influences incongruent shopping

H15: Attentional shift mediate positive relationship between implementation intention and incongruent shopping.

2.7.5 Research Question 4

To what extent situational cues interfere with purposive shopper behavior during retailing?

2.7.5.1 Shopping Interference

Belk (1975) proposed a scientific categorization of five situational factors which characterize the situational context.

a. Physical Surroundings: promptly recognized physical components of the market condition, for example, item position and visual appearance, nearness to contending items and availability of price comparison.

b. Social Surroundings: the thought whether other individuals are available or not, their roles and the interpersonal cooperation that happen.

c. Temporal Perspective: all time-related aspects of the circumstance, for example, time of day, time limitations, time interval between last and current buying.

d) Task Definition: the purpose behind the person inside the circumstance. For instance, thought of the individual intends to choose, purchase or gather data about a buy. Likewise, the undertaking may consider whether the purchaser is additionally the end-client.

e) Antecedent States: momentary states that the individual carries with them (antecedent) to the circumstance, and incorporate momentary mood, (for example, tension, threatening vibe, excitation) and momentary constraints, (for example, money available, tiredness, ailment).

Further, Belk (1975) recommended that there are two dimensions to the estimation and perception of situational components:

a) Psychological; the psychological estimation of the situational construct considers how these situational variables are seen/translated by the person. The literature supports this approach because of the simplicity of estimation by questionnaire techniques. However, numerous situational components are oblivious to the individual, (for example, inconspicuous lighting cues), yet they affect shopper behavior. Indeed, Zaltman (2003) proposed that tangible attributes have a smaller amount of impact on behavior than subconscious attributes.

b) Objective; to catch salient subconscious situational variables, objective estimation (Belk, 1975) refers to the elements of the situational condition that existed before the understanding of an individual. Examples of possible subconscious factors incorporate scents, the nearness of different customers in the adjacent region, and store lighting impacts.

Belk (1975) concluded that "situational research must utilize both types of measurement". Also, Pullman and Gross (2004) considered the endogenous and exogenous emotional involvements provoked by situational intervention. In his meta-analysis, Sutton (1998) contended that "more attention needs to pay to situational factors."

From (Belk, 1975) theory on situational influence, many past studies have been conducted to understand situational influences. Table 2.5 shows a review of this. In this review, many independent and dependent situational cues are examined as an influence of four different contexts— laboratory setting, restaurant condition, shopping mall and store situation. Some of the cues are for example lighting, color, ambient sent, music,

layout, information (physical cues). Perceived retail crowding (social cues), Time and

affects (temporal and antecedent state) influences also evaluated.

Table 2.5: Review of Situational Influences Studies

Author	Context	Independent Variable	Dependent Variable
(Knez & Kers, 2000) ((I. Y. Lin, 2009) (M. Hui & Bateson, 1991) (Sharma & Stafford, 2000) (Machleit & Eroglu, 2000) (Machleit et al., 2000) (Zemke & Shoemaker, 2007) (Knez, 1995) (Stone & English, 1998)	Laboratory	Lighting	Cognitive task
		Age	Perceived room light estimation
		Gender	Satisfaction
		Servicescape	Perceived crowding
		Color	Perceived control
		Music	Approach-avoidance
		Consumer density	Salesperson credibility
		Consumer choice	Salesperson persuasion
		Layout	Expectation Disconfirmation
		Discrete sign	Emotion
		Ceiling	Personal tolerance
		Fixtures	Affiliation behavior
		Wall coverings	Social interaction behavior
		Carpeting	Long-term recall and recognition
		Perceived retail crowding	Problem-solving
		Ambient scent	Free recall
		Posters	Performance appraisal
		Lighting	Performance
(North & Hargreaves, 1996) (Ariffin & Maghzi, 2012) (W. G. Kim & Moon, 2009) (K Yildirim et al., 2007) (Kemal Yildirim & Akalin-Baskaya, 2007) (Guéguen & Petr, 2006) (Liu & Jang, 2009) (Heung & Gu, 2012)	Restaurant	Color	Attitude
		Lighting	Promoting intention
		Facility aesthetics	Revisit intention
		Electric equipment	Pleasure-feeling
		Seating comfort	Perceived service quality
		Ambient conditions	Cognitive performance
		Age	Time spent
		Gender	Money spent
		Odor	Emotion
		Interior design	Perceived value
		Ambience	Behavioral intention
		Spatial layout	Satisfaction
		Human elements	Behavioral intention
		Employee factor	Pay more willingness
		View from window	Gender
		Seating densities	Cognitive performance
		Music	Music likeness
(Babin et al., 2003) (Massicotte et al., 2011) (Michon et al., 2005)	Shopping mall	Color	Price fairness perception
			Excitement
			Patronage Intentions
		Lighting	Purchase intention

68

(Chebat & Morrin, 2007) (Dubé & Morin, 2001) (Dennis et al., 2010) (Chebat & Michon, 2003) (Mohan et al., 2012) (H. Singh & Prashar, 2014)		Price	Functional Congruity
		Age	Self-congruity
		Ambient scent	Mall evaluation
		Digital signage	Product quality perception
		Music	Culture
		Employee	Attitude towards servicescape
		Layout	Attitude towards sale personnel
		Assortment	Approach behavior
		Shoppers' convenience	Emotion
		Safety and security	Cognition
		Physical infrastructure	Positive effect
			Variety seeking behavior
			Shopping experience
(Spies et al., 1997) (Yoo et al., 1998) (Summers & Hebert, 2001) (Mattila & Wirtz, 2001) (Mattila & Wirtz, 2008) (Morrison et al., 2011)	Store	Condition	Goal-attainment
		Layout	Purchasing behavior
		Information rate	Age
		Product assortment	Time at display
		Value	No. of item touched
		Salesperson service	No. of item picked up
		After sale service	Approach
		Location	Store environment
		Facilities	Impulse buying
		Atmosphere	Satisfaction
		Display lighting	Emotion
		Scent	Approach behaviors
		Music	Time spent in store
		Aroma	Money spent in store

Source: (Ramlee & Said, 2014)

Although researchers have identified situational factors such as lighting, scent, and music, design, layout and assortment, and social factors such as the presence and effectiveness of salespersons (Baker et al., 2002). Layout refers to the way in which products, shopping carts, and aisles are designed; the size and shape of those items, and the spatial relationships among them. Product assortment is the entire set of items offered by a retailer. Social factors refer to the people such as other shoppers and salespeople (Baker et al., 2002). Other researchers state that consumers do not perceive a store in piecemeal fashion and it is the complete configuration of cues that influences their responses (Mohan et al., 2013). These studies are keener on exploring the impact of individual elements of the store situations. For example, layout and signage (Ang et al., 1997), Sales effects of in-store radio advertising (Areni & Miller, 2012), product assortment (Simonson, 1999), ambience, and salesperson availability (Sharma & Stafford, 2000), music (Beverland et al., 2006; Dubé & Morin, 2001), lighting

(Summers & Hebert, 2001), and scent (Chebat & Michon, 2003; Mattila & Wirtz, 2001), While Baker et al. (2002) including multiple cues (employee, design and music perceptions) in a single study, they too consider only the personal impact of these variables and not the overall effect of store situation. However, purposive shopping behavior studies do not operationalize situational cues as an overall construct or a moderating variable.

Therefore, this study considers situational cues from Belk (1975), viewed as a perception of the combination of its elements namely physical, social, temporal, task definition and antecedents states. To add, this study considers the overall situational cues can create "shopping interference" which assume to impact on purposive shoppers shopping list enactment.

From the review of several literature, it is clear that no comprehensive model links both situational cue variables with purposive or goal-directed shopping. This study attempts to formulate a comprehensive model that incorporates both concepts to explain the interfering effect of situational cues on purposive shopping. Specifically, this study addresses this significant gap in the existing literature by examining the impact of six elements of situational context that originally brought by Belk (1975). In line with this discussion, this study included situational interference as moderator of the shopping list enactment and hypothesize,

H16: Shopping interference positively influence attentional shift.

H17: Significant differences exist between high and low shopping interference concerning the positive relationship between attentional shifts and shopping list enactment.

2.7.5.2 Positive Affect

Studies show that shoppers react to music psychologically and behaviorally (Hynes & Manson, 2016; Yalch & Spangenberg, 1990). Music is an extensive, often and most commonly studied variable that alters affective states (Bruner, 1990). It is an important ambient variable (Bitner, 1992) forming favorable shoppers behavior in retail situations

(Milliman, 1986; Yalch & Spangenberg, 1990). The presence of pleasant music acts positive affect (Garlin & Owen, 2006). Well-designed lighting systems can take an added dimension to an interior, guide the eyes of customer to key sales points, produce an atmosphere of excitement and induce positive affect (Babin & Attaway, 2000). Lighting and music together evoke positive affect (Yoo et al., 1998). Positive actions arise if the shop makes it easy for the shoppers to find the product they needed, by providing a logical store arrangement and adequate signage (Bitner, 1992). Retail provisions are important since they help present product assortments in a productive and positive way (Swieykowski et al., 2007). A suitable arrangement may produce and enhance positive affect by helping the shoppers find what they want easily (Spies et al., 1997). A suitable arrangement may also make the shopping more enjoyable, by reducing the perceived stress in shopping (Baker et al., 2002) and by evoking positive affect (Yoo et al., 1998). Store personnel contribute to exciting store activities (Keng et al., 2007). Employee responses can significantly influence critical shopper responses (Turley & Milliman, 2000). Often, subtle aspects of the behavior of personnel contribute to positive feelings, for example, a smile or being easily available for shoppers. Even in brief and mundane encounters, the employee induces positive affect (Mattila & Enz, 2002). Retail stimuli biases affect evaluation in an affect-congruent direction (Gardner, 1985; Mohan et al., 2013). By considering preceding aspect, this study hypothesizes,

H18: Positive affect positively influence attentional shifting

2.7.5.3 Negative Affect

Past studies uttered that, noisy music is one of the significant nuisances of shopping (D'astous, 2000). Inappropriate or too loud music may cause pain (Bitner, 1992) and may produce negative affect (Areni & Kim, 1993). Improper lighting levels reduce visibility that is needed to complete a shopping (Areni & Kim, 1994). Cluttered racks, close and irregular aisles may increase crowding thought of consumers of, which in turn may drive to negative affect. A poor arrangement causes negative affect (Spies et al., 1997). At the retail outlet, affect is induced by the salesperson (Gardner, 1985). Actions

71

of a seller and behaviors could impact shopper satisfaction with him/her as well as the retailer (Budisantoso et al., 2016; Román, 2003) and customer satisfaction has an affective basis (Westbrook & Oliver, 1991). This linkage occurs, at least in part, because the salesperson and selling firm are frequently interchangeable in the mind of the shopper (Crosby et al., 1990). Also, absence of salespeople or bad salesmanship may cause negative affect (Swan & Nolan, 1985). From the preceding understanding, following is hypothesized,

H19: Negative affect positively influence attentional shifting

2.8 Summary

Five research objectives were set in the introduction chapter to address five research questions. This chapter review relevant independent variables, dependent, mediator and moderation variables that have a link in achieving these five research question and objectives. Purposive behavioral theory, for example, TRA, TBP, EDME, and BR theory are also presented and it was observed that a single traditional theory is insufficient in the reconciliation of the purpose-enactment gap of the purposive shopping behavior. This chapter also expands the benefits of having an integrated model based on the EDME and BR theory in the reconciliation of the purpose-enactment gap. Finally, this chapter provides rational in forming an integrated model and hypothesis for that integrated conceptual model. Table 2.6 illustrates a summary of the research questions, research objectives, followed by hypothesis and point of data collection based on sequential behavioral approach (SBA). The table shows that eleven hypothesis were set to analyze purposive behavior of shopper at before retail encounter. There are two hypothesis during encountering retail outlet and two hypothesis at post retail encounter. There are also four shopping interference related hypotheses that have been conceptualized. The following chapter provides a detailed methodological way that supports the sequential behavioral approach, sampling of the population, questionnaires, and operationalization, data collection procedures to validate the conceptual framework.

Table 2.6: Summary of the Concepts

Research Questions	Research Objectives	Hypothesis	Point of Data Collection
RQ1: What is the implementation intention of shopper before reaching the retail outlet?	RO1: To investigate the implementation intention of shopper before the retail encounter.	H1: Shopping list positively influences shopping desire H2: Shopping desire positively influences shopping intention H3 Positive anticipated emotion has a positive effect on shopping desire H4: Negative anticipated emotion has a positive effect on shopping desire H5: Shopping intention positively influences behavioral desire H6 Behavioral desire positively influence implementation intention H7: Shopping attitude has a positive effect on behavioral desire H8: Subjective norms has a positive effect on behavioral desire H9: Shopping feasibility has a positive effect on shopping intention H10: Shopping feasibility influence perceives behavioral control H11: Perceive behavioral control has a positive effect on Shopping List Enactment	Before Retail Encounter
RQ2: How strong are shoppers in maintaining their attentional control during encountering retail period?	RO2: To examine the attentional control of the shoppers during retailing.	H12: Attentional shift mediate positive relationship between implementation intention and shopping list enactment H13: Significant differences exist between high and low focused attention concerning the positive relationship between Attentional Shift and Shopping List Enactment	While Retail Encounter
RQ4: To what extent situational cues interfere purposive shopper behavior while encountering retail?	RO3: To evaluate the purposive behavioral congruence of shoppers after the retail encounter.	H16: Interference positively influence attentional shifting H17: Significant differences exist between high and low shopping interference concerning the positive relationship between attentional shifts and shopping list enactment H18: Positive affect positively influence attentional shifting H19: Negative affect positively influence attentional shifting	

Research Questions	Research Objectives	Hypothesis	Point of Data Collection
RQ3: To what extent shoppers are able to maintain their purposive shopping behavior after the retail encounter?	RO4: To appraise interference on the purposive shopping behavior.	H14: Shopping list enactment positively influences incongruent shopping H15: Attentional shift mediate positive relationship between implementation intention and incongruent shopping.	Post Retail Encounter
RQ5: Can sequential integrated model work as a guiding principle to integrate and reconciles the purposive shopping purpose-enactment gap?	RO5: To propose an integrated shopping model that would ultimately be the guiding principle to reconcile the problematic purposive shopping behavior.	The model fit of the proposed integrated model.	Before, during and post retail encounters.

CHAPTER 3

METHODOLOGY

3.1 Chapter Overview

This chapter presents an overview of the research methodology used to answer the research questions recognised in the introduction chapter and conceptual framework that are displayed in the second chapter. For the heading of inspecting the proposed framework and hypothesis brought up in chapter two, a quantitative repeated cross sectional survey method identified an appropriate method. Self-administered questionnaires are to assist in the gathering of data from the sample of household shoppers crosswise over Malaysia. Researchers specified that quantitative approach is valuable when a theory is settled and furthermore when singular connections ought to be measured and validated (Creswell, 2013). In this study, the proposed theoretical model is developed by existing the EDME model with an integration of BR theory. The relationship between the existing models with the new conceptual integrated framework required to be examined and validated. Therefore, the post-positivist or quantitative approach is deemed to be an appropriate approach to be followed.

Followed by introduction, Section 3.2 defines the population. Section 3.3 presents abstracts of the three preliminary studies that have been conducted right after conceptualization of the idea regarding the present investigation. Section 3.4 discusses the rationale of sequential behavioral approach. Section 3.5 provides a methodological review. Section 3.6 discusses the sampling techniques used to collect the data. Section 3.7 provides data collection procedures. Section 3.8 provides a brief summary of questionnaire development process. Section 3.9 provides operationalization of the questionnaire. Section 3.10 provides a brief of pilot testing activities. Section 3.10 to

Section 3.21 provides details of data analysis approaches. Finally, section 22 concludes a summary of the chapter.

3.2 Defining Population

Defining the target population correctly is vital for minimizing sampling errors and ensuring the validity of the data. The target population could be defined by several criteria, such as geography, demographics, product/service consumption and product/service awareness (Adewale & Bamidele, 2016). For this thesis, the target population definition as all household shoppers situated within the Malaysia (Afroz et al., 2016; K. S. Chin, 2016; Rahman, 2014). Although the households are identified as the sampling unit, the Sample element was the target person who could fill in the questionnaire (Mullin & Harper, 2016) for this study, sample element was the person in charge for shopping within the household.

3.3 Preliminary Studies

Before proceeding to the main study, this investigation conducted three preliminary studies (qualitative) to understand the purposive shopping phenomena and its influences from the perspectives of the shopper. All preliminary studies were conducted right after conceptualization of the research problem and before finalizing the research approaches and questionnaire. Abstract of the preliminary studies is presenting in the following sub-sections.

3.3.1 Consumer Purchase: A Journey of Intention Formation, Implemented Intention and Point of Purchase.

The purpose of the preliminary study one is to understand the underlying issue associated with gauging planned purchaser behavior. The study intended that there should be a need to investigate the sequential purchase process to get planned purchaser behavior gauging tool. To understand the phenomena, qualitative interview technique

has been applied. The study probed 12 participants. It compares and contrast approaches to data aggregation and interpretation and highlights some of the uncovered associated issues needed to gauge on purchaser behavior. The study recognized that three different stages; intention formation, implemented intention and point of purchase a planned purchaser usually passing through to fulfill their sequential behavior, and caution that purchaser most often alters their planned behavior due to weak implementation intention. Finally, this study draws a boundary line to distinguish between all three stages. Although, a large measure of effort is spent on gauging purchaser behavior. In many cases little time is dedicated to specifying the importance of sequences or time frame associated with gauging purchaser behavior. Some analyses of researchers either intention or point of purchase solely or both are considered together. Although, most of reported study neglect pre-purchase plan and do not ask informants on their plan, or what cause their predisposition toward a particular choice in the market. However, when these inquiries are asked, answers are often not linked to actual behavior. The preliminary study one has found out that these are the crucial information on purchaser behavior research. The study contributes to the knowledge of consumer behavior and marketing literature by suggesting a new sequential approach for gauging purchaser behavior. Possibly for the first time, as it offers a snapshot of three (pre to post) shopping stages intention formation, implementation intention and point of purchase that need to be considered systematically in order to effectively gauge purchaser behavior.

3.3.2 Mind the Purchasers' Disturbance: Exploring Planned Purchasers' Influences

The purpose of the preliminary study two (Ahmed, Kaur Johl, et al., 2015) is to identify the disturbances that could influence to the purchaser planned behavior. A qualitative approach to data collection and interpretation was undertaken. Individual in-depth interviews were conducted with twelve participants who usually arm themselves with a shopping list (planned purchase) before the actual purchase. Eight males and four females of various professions, aged 30–48 were selected as interviewees through purposive sampling. A semi-structured interview schedule was followed which posed

open-ended questions on disturbance during planned process of purchase. A laddering analysis approach of the interview data led to the development of 10 disturbances. The degree of each disturbance and its impact to planned decision-making of purchaser is discussed. A summary of purchaser disturbance profiles in light of Tomkin's affect theory was developed from the laddering analysis of interview data based on an attribute, consequences, and value (A-C-V) and parameter. Findings of this preliminary study two offer evidence of purchaser planned behavioral disturbances. The findings provide an in-depth understanding, for planned disturbance consequences of purchaser and it offers ways to modify purchaser disturbed behavior to reconcile planned purchase process.

3.3.3 Game Changing Strategies for Retailers: How to Create Utilitarian Offers for Shoppers

The purpose of the preliminary study three (Ahmed, Ting, et al., 2015) is to investigate why shopper experiences cognitive dissonance in the aftermath of impulsive shopping and what should be strategy of the retailer on that. A qualitative phenomenological research method was undertaken. In-depth interviews were conducted. The analysis revealed five themes that highlight impulsive shopping experiences of the shopper. Themes were divided into textural and structural descriptions of the phenomenon. In the textual description, one theme emerged that illustrate shopper post impulsive shopping experience. In the structural description, four themes emerged in which shopper expressed that they were forced to do impulsive shopping. Impulse shopping is a blessing from perspective of the retailer. However, it has found that shoppers are smart they could track tactics of retailer that persuading them to increase impulse shopping. Now it is a challenge for retailers to overcome the situation. In this context, preliminary study three also discussed how does retailers could maximize profit by using the insights from game theory to shape a game that is right for their shoppers. An idea of creating value and how to capture value through game changing was elaborated.

3.4 Sequential Behavioral Approach (SBA)

This study reviews traditional shopping approaches in order to embark on appropriate approaches. Table 3.1 shows a sequential methodological review. The review showed that numerous studies had been carried out to understand purposive shopping behaviour and most of the study approaches based on gathering the data on either from a secondary database or from single point in time. In this perspective, the present study conducted three preliminary studies in order to understand the appropriate methods for this study. However, preliminary studies revealed that purposive shopper gone through at least three different episodes to accomplish shopping purposes.

Based on the methodological gap between preliminary studies and literature review (Table 3.1), this study assumes that traditional approaches are truncated. It revealed nothing about purposive shopping behaviour from beginning to the end. There are few studies that collected data at store entry and exit points but ignore purpose made at home for reference (Inman et al., 2009). Other studies collected data while respondents are shopping but ignore behaviour of shopper at before or the post retail encounter for reference (Bucklin & Lattin, 1991). From this review, following points are noted: All of the foregoing findings enrich extensive knowledge on the impulsive shopping behaviour. However, the question is, do these impulsive shoppers made a purpose at their home (before retail encounter) or after impulsive shopping do these shoppers appraise purpose-enactment gap?

The EDME model was developed based on two time's related data that are before a decision and after the decision. However, in that model one limitation is that it fails to express the reason behind purpose-enactment gap if there is any. Concerning BR theory and existing literature, this study assumes that situational cues might influence purposive shopper's purpose-enactment relationship. Furthermore, it is assumed that the situational cues might be the possible cause of unsuccessful purposive shopping. In this aspect, this study argues that the examination of purposive behaviour using single point in time (intention or behaviour) assessment in describing behaviour is truncated. This study closed the truncated approach or particularly the EDME model in terms of reconciling the purpose-enactment gap. Therefore, this study integrates the EDME

model and BR theory that could provide a sequential approach in describing purposive shoppers behaviour.

From foregoing understanding, this investigation finalised that only a sequential behavioural approach (before-during-post retail encounter) could capture a correct purposive shopping behaviour. Therefore, this study deliberately choice sequential behavioural approach (SBA). This SBA divided goal-directed shopping activities into three sequential episodes as well as data also collected in these three episodes from the same respondents. These episodes are before, during and the post retail encounter. In addition, the sequential behavioural approach is a novel method of data gathering to investigate the purposive shopping behavior.

Table 3.1: Sequential Methodological Review

Studies	Variables	Methodology	Data collection method	Findings
(Kollat & Willett, 1967)	• Main dependent variable: number of different products purchased • Independent variables: shopper traits (i.e., demographics). Moreover, shopping trip factors (e.g., transaction size, major trip, purchase frequency, use of shopping list)	596 shoppers, **64 categories, cross-sectional data.**	Shopper interviews on store entry and exit	Most unpurposive purchases are a response to forgotten needs and out of stock products.
(Granbois, 1968)	• Main dependent variable: number of different products purchased • Independent variables: shopper traits (e.g., demographics) Moreover, shopping trip factors (e.g., time in the store, the number in shopping party)	388 shopping parties, **84 categories, cross-sectional data**	Shopper interviews on store entry and exit, observation of shoppers while shopping	The study of unpurposive purchasing could be improved by combining survey with observational methods.
(Park et al., 1989)	• Dependent variable: purchase of products to satisfy needs that we unrecognized • Independent variable: shopping trip factors (e.g., store knowledge, time available for shopping)	68 shopping parties in four **experimental conditions** (high or low knowledge; no time pressure or time pressure), cross-sectional data.	Shopper interviews on store entry and exit	Most unpurposive purchasing are done in the low store knowledge no time pressure condition.
(Beatty & Ferrell, 1998)	• Main dependent variable: likelihood of an impulse purchase • Independent variables: shopper traits (i.e., demographics, impulse buying tendency) and shopping trip factors (e.g., time, budget, enjoying)	533 shoppers, 153 who made **impulsive purchases,** cross-sectional data	Shopper interviews on store entry and exit	Individual differences in the propensity for impulsiveness are a significant driver of unpurposive buying.

(Bucklin & Lattin, 1991)	• Main dependent variable: probability of category purchase incidence, latent shopping state (purposive or opportunistic) • Main independent variables: shopper "traits (i.e., deal loyalty) and shopping trip factors (e.g., inventory, store loyalty, marketing-mix variables)	152 shoppers, 52 weeks of Purchases, **two categories**, panel data structure.	Purchase data collected from supermarket scanners	The probability of an unpurposive state is high in low-loyalty stores and for households that buy on the deal.
(Rook & Fisher, 1995)	• Main dependent variable: alternative purchase scenarios that vary in level of impulsiveness • Main independent variable: shopper traits (i.e., buying impulsiveness, normative evaluations of impulsiveness as moderator)	212 undergraduate students (Study 1), 104 mall shoppers (Study 2), cross-sectional data	Respondent evaluation of hypothetical Buying scenarios (study 1), actual buying behavior (study 2)	**Impulsive buyers** (trait) do more impulsive buying, but this is moderated by normative evaluation of the acceptability of impulsive purchase.
(Inman et al., 2009)	• Main dependent variable: decision type classified as Purposive, generally purposive, or completely unpurposive, for each product category • Main independent variables: shopper traits (i.e., demographics), shopping trip factors (e.g., time, use of shopping list), and category factors (e.g., display, coupon availability, category hedonistic)	2300 shoppers, 14 U.S. cities, Over 40,000 purchases, cross-sectional data.	Shopper interviews on store entry and exit	Stable category factors and customer-self-control factors exert the most influence on unpurposive buying.
(Bell et al., 2011)	• Main dependent variable: number of no purposive categories purchases per trip • Main independent variables: pre-visit, out-of-store-factors (overall shopping trip goal, store-specific goals, out-of-store marketing)	441 shoppers, 3014 shopping trips, **58 product categories, more than 18,000 purchases, panel data**	Shoppers interviews and self-reports	Unpurposive buying increases monotonically with the abstractness of the shopping goal held by the shopper before entering the store.

Source: (Bell et al., 2011)

3.5 Data Collection and Sampling Methodological Review

This study has undergone a methodological review in order to decide appropriate methods for data collection and sampling of the population. This review contains quantitative survey, self-administrated survey, cross sectional survey and non-response biases. A brief of the methodological review also presented at the following sub-sections.

3.5.1 Quantitative Survey Based Research

Various studies have been made into the field of research on consumer behavior, using either quantitative survey (Edmondson & Mcmanus, 2007) or qualitative market research (in-depth interviews) methodology (De Ruyter & Scholl, 1998) and, in some cases, a combination (Hanson & Grimmer, 2007). Quantitative survey research is a specific type of field study that involves the collection of data from a sample of elements (for example, the family member who is in charge for family shopping) drawn from a well-defined population (for example, household shoppers in Malaysia) through the administration of a questionnaire (Andaleeb & Hasan, 2016; Hulland et al., 2017). Quantitative survey methods generally aim at investigating the co-relation or causal relationship between independent, dependents, mediating and moderating constructs or variables. The objective of the quantitative methods is to answer questions about the causal relationship for example 'how many' or 'how much', rather than phenomena or experience of 'what', 'how' or 'why', which are usually answered by qualitative methods. The study objectives are namely investigation, examine, evaluate, appraise and propose. Grounded on the objectives of the study, it is presumed that the quantitative survey based research method is an appropriate methodology for this study. Previous studies on developing the EDME model has also adopted a survey based method (Bagozzi et al., 2003) to test conceptual framework empirically.

3.5.2 Self-administrative Questionnaire Survey

There are various methods for administering quantitative survey based research including self-regulated, interview-completion, and perception (Lavrakas, 2008). A self-administered questionnaire survey refers to a questionnaire that has been designed specifically to be completed by a respondent without intervention of the researchers (for example, an interviewer). A self-administered survey is usually a stand-alone questionnaire. Although, it could be used in conjunction with other data collection modalities directed by a trained surveyor. The administered survey has many variants such as mail surveys, internet survey, and drop-off/pick-up (Steele et al., 2001). Allred and Ross-Davis (2011) compared two methods of questionnaire distribution (drop-off/pick-up versus the postal mail method) in terms of cost effectiveness and response rate. He conclude that the drop-off/pick-up technique is an effective means to reduce potential nonresponse bias through increased response rate. On implementing the drop-off/pick-up method, face-to-face interaction and verbal communication with respondents permitted researchers to better determine eligibility than leaving the questionnaire at the doorknob.

From another viewpoint, Roster et al. (2007) compared both online and drop-off/pick-up survey modes in a shopping study. They suggested that the quality of data gained by online mode has slightly inferior credibility to data collected through drop-off/pick-up modes. Wiersma (2013) stated that a lack of a sampling frame poses a serious fundamental problem for e-mail and web-surveys (online). They also noted that the very low response-rate for online and phone surveys, particularly where caused by crowding out effects.

Consumer researcher (Lovelock et al., 1976) published in the leading journal "Journal of Marketing" further suggested that drop-off/pick-up by lightly trained survey takers, can be expected to yield higher response rates than mail delivery at competitive cost per completed response. Another appealing aspect of this approach is the greater control it gives over sample design. It permits tight, complete, and up-to-date identification of subjects' geographic locations as well as selective elimination of subjects outside the pre-defined sample frame on demographic, behavioral, or object ownership criteria. Furthermore, individual feedback from survey takers, through the

media of log sheets, evaluation forms, or personal debriefing, can provide useful insights into such aspects as respondent characteristics, attitudes toward the survey, and reasons for nonparticipation".

Based on foregoing reviews, this study decided that it would be suitable to use the drop-off/pick-up modes of the self-administrative questionnaire survey.

3.5.3 Cross Sectional Survey

Cross-sectional surveys cover the collection of data at a single point in time from a sample drawn from a specified population (Hulland et al., 2017). Cross sectional design is most frequently used approach to document the prevalence of precise characteristics in a population (Andaleeb & Hasan, 2016). For example, cross-sectional surveys are usually conducted to evaluate the frequency with which people perform firm behaviours or the number of people who grasp specific attitudes or beliefs. However, recording prevalence is typical of little interest to consumer psychologists, who are usually more interested in capturing relationships between variables and the causal processes that provide a clear picture to those relationships. Cross-sectional surveys do offer the chance to measure causal relationships between variables and variances among subgroups in a population.

As the objective of this study is to investigate purposive shopper behaviour in three different time periods through SBA, a cross sectional survey is appropriate and used for collecting the data.

3.5.4 Non-response Biases

One major issue in survey research is nonresponse bias (Allred & Ross-Davis, 2011). Nonresponse bias occurs when participants do not respond to a questionnaire and is a problematic because of the potential inability to make correct inferences to a population based on responses. This review of the rapidly increasing literature on the use of survey methods in business and management research reveals that the issue of non-response biases is a contentious one (Andridge & Little, 2010; Johnson & Wislar,

2012; Mellahi & Harris, 2016; Wagner & Kemmerling, 2010). Carley-Baxter et al. (2013) revealed that about 90% of journal editors reported that non-response biases is a somewhat or very important criterion in publication decision. It is "often taken to be the primary measure of quality when assessing the validity of survey data or comparing different surveys" (Skalland, 2011). A non-response biases "could be a serious threat to the quality of data" (Schoeni et al., 2013) and could seriously impair the validity and generalizability of the findings (Kellerman & Herold, 2001). Despite the voluminous literature on the subject, there are no fixed rules or "formulae" to determine the acceptability of non-response biases, and there are no clear boundaries between what is considered acceptable and unacceptable. As noted by Cummings et al. (2001), "no gold standard" for an acceptable non-response biases exists in the literature.

Mellahi and Harris (2016) review of the literature reveals that there is no agreed upon minimum non-response biases. (Baruch & Holtom, 2008) reported that non-response biases in business and management research could be anywhere between 50% and 80%, with an overall average of 55.6%. (Goyder, 1985) reported that the acceptable range could vary between 30% and 70%. Two researchers (M. K. Malhotra & Grover, 1998) argued that a response rate below 20% is very undesirable. Similarly, textbooks and method texts suggestions of acceptable response rate vary wildly from 50% to 60% (Rea & Parker, 1992). To address this serious issue, some academic outlets in other disciplines state the minimum accepted non-response biases as a guideline for potential authors and reviewers. For instance, the Journal of the American Medical Association clearly states that survey studies should "have sufficient response rates (generally at least 60%)". However, Carley-Baxter et al. (2013) reveals, editors tend to use unwritten "rule of thumb" to judge non-response biases resulting in "widely varying response rates (16% – 91%)". In brief, to date there is no consensus on what is an acceptable non-response biases.

The bulk of the response rate literature deals with strategies to improve non-response biases. Many of the non-response biases minimizing strategies are based on Dillman (2011) approach, commonly known as total design method (ToDM). ToDM deals with survey administration techniques and data-collection procedures (Dillman, 1991, 2011). Basically, the ToDM approach is based on some basic data collection

procedures that are believed to entice respondents to fill out and return the survey by making the survey process respondent friendly. The procedures include communicating with potential respondents over four or five key stages. The process starts with sending a personalized advance-notice letter, before sending the survey package, which includes a questionnaire, a covering letter, clear instructions on how to fill out the survey, and a stamped return envelope, followed by a postcard reminding those who have not responded and thanking those who have, if necessary, followed by another survey wave targeting those who have not yet responded, followed by a final reminder. ToDM is reported to lead to lower non-response biases (Mellahi & Harris, 2016). Mellahi and Harris (2016) reported that the use of ToDM could minimize non-response biases by 13.7% points. For instance, personalization of covering letters is linked with lower non-response biases, decreasing non-response biases to up to 9% points. The evidence on pre-notification and follow-ups is mixed (Mellahi & Harris, 2016). Several studies reported that sending advance notice, or pre-notification, decreases non-response biases (Duncan, 1979; Heberlein & Baumgartner, 1978). Based on the preceding non-response bias understanding, this study considers it as a serious issue and formulate some strategies to minimize the possible non-response biases. Details of the strategies employed in this study have discussed in the following sub-section.

3.5.5 Summary of the Methodological Review

Grounded on the foregoing literature review this study has decided that the self-administrative questionnaires and cross sectional survey are appropriate methods for data collection for this study. However, this critical review also provides some disadvantages of the self-administrative survey namely non-response biases. Extensive literature reviews could not uncover a precise acceptable rate for non-response bias. But it is understandable that above 20% response rate is acceptable.

Lovelock et al. (1976) suggested that the lightly trained survey tracker may help in minimize the non-response biases. However, most of the consumer studies highly depend on ToDM for minimizing non-response biases and ignore lightly trained survey tracker that originally suggested by Lovelock et al. (1976). In this aspect, this study

found a methodological gap (Table 3.2 present a methodological gap summary). In order to bridge the gap, this study postulates that employing university students as survey tracker as well as following ToDM would minimize the non-response method gap.

Table 3.2: Non-Response Method Gap Summary

Self-Administrated survey	Lovelock et al. (1976) suggested that drop-off/pick-up by **lightly trained survey takers** could be expected to minimise the non-response biases
Non-response bias	ToDM is extensively using to improve non-response biases. The procedures include communicating with potential respondents over four or five key stages. The process starts with sending a personalized advance-notice letter, before sending the survey package, which includes a questionnaire, a covering letter, clear instructions on how to fill out the survey, and a stamped return envelope, followed by a postcard reminding those who have not responded and thanking those who have followed, if necessary, by another survey wave targeting those who have not yet responded, followed by a final reminder.
Non-response Method Gap	A combination of the lightly trained survey tracker as well as ToDM for sampling and collecting data is largely absent in the traditional consumer behaviour researches. This study believes that such methodological gap can increase non-response biases.
Strategies used in closing the gap	In closing the preceding methodological gap (non-response biases), this study believes that two strategies simultaneously following are highly important. First, employing a survey tracker that suggested by Lovelock et al. (1976) (accordingly this study used university students as survey tracker). Secondly, Surveys also need to follow procedures those ToDM suggested (this study also followed ToDM).

3.6 Sampling Techniques

There are two kinds of sampling techniques namely, probability and non-probability (Lim & Ting, 2012; N. K. Malhotra et al., 2013). The probability sampling means that each element in the population has the chance to be selected, whereas, the non-probability sampling means that probability of selecting an element could not be estimated (T. J. Brown et al., 2013). The probability sample covers four sub-categories of samples namely, simple random sample, systematic sample, stratified random sampling, and cluster sampling. On the other hand, the non-probability covers the convenience sampling, quota sample and snowball sample (Guest et al., 2014). For this investigation, by considering non-response method gap multi-stage cluster sampling

techniques have been chosen that under probability technique (Roster et al., 2007). The detail of multistage cluster sampling is discussed in the sub section.

3.6.1 Multistage Cluster Sampling Approach

In cluster sampling, clusters are selected based on a probability sampling technique such as simple random sampling. For an individual selected cluster, either all the elements are covered in the sample, or a sample of elements is drawn probabilistically (Moradi et al., 2014). In the case of all the elements in each selected cluster included, the procedure is called one-stage cluster sampling. Alternately, if a sample of elements is drawn probabilistically from each selected cluster; the procedure is two-stage cluster sampling. Apart from this, a cluster sample could have multiple (more than two) stages, as in multistage cluster sampling. The purpose of cluster sampling is to increase sampling efficiency (genaralizability) by decreasing costs. Table 3.3 provides a summary of the multistage cluster sampling criteria and rationality. In Table 3.3 homogeneity and heterogeneity criteria are mentioned. It emphasized that elements inside a cluster should be as heterogeneous as possible, but clusters themselves should be as homogeneous as feasible. Preferably, the individual cluster should be a small-scale representation of the population (Nance, 2013). In cluster sampling, a sampling frame is needed only for those clusters selected for the sample.

Table 3.3: Basis of Multistage Cluster Sampling

Cluster sampling criteria	Rationale
Probability sampling	A probability sampling method is any method of sampling that utilizes some form of random selection.
Subpopulation	Six villages inside UTP is considered as clusters
Heterogeneity	Sample units in each cluster are heterogeneous in age, geographic belongings, and ethnicity.
Homogeneity	All six clusters consist residents who belong different parts of Malaysia; it is assumed that these residents have same perception/feelings as other people poses from where these residents belong.
Sampling frame	Made available the systematic random sampling rooms according to floor wise mapping.
Selecting sampling units	A sampling unit from each cluster drowns through systematic randomization procedure.

3.7 Data Collection Procedure

The cross-sectional survey of this study require three point in time data collections from the same participant (before-during-post retail encounters). Most importantly, episode one data collection involves the presence of the survey tracker in participants home. Many participants have shown discomfort in entertaining a strange survey tracker in their home just for survey purpose. Moreover, this study considers the non-response method gap. In minimizing cross sectional survey challenge and the method gap, this study believe that students living in a university campus could appoint as a light trained survey trackers and support researcher by administrating questionnaire to their family members (household) living in different part of the country. The benefit of a multi-stage cluster sampling process in identifying survey trackers is twofold. First, it could minimize non-response biases method gap. Secondly, multistage cluster sampling is a probability sampling method. Therefore, this process would ensure that all the "survey trackers" (for this study they are a sampling unit as well) and their family members (sampling element) have an equal chance to be selected. Furthermore, the result generated from the sampling procedure would also be generalizable to the population.

This study involves Universiti Teknologi PETRONAS (UTP) students as the light trained survey trackers. The light trained survey trackers (UTP students) are selected through multi-stage cluster sampling approach from the six villages inside UTP campus.

The village residents (students) came from different parts of Malaysia for given period. One particular trend observed is that each village residents are highly heterogeneous among themselves in age, ethnicity, religion, and hometown. Although these residents are living far from their household (family) but quite often, they visit their families. In a nutshell, all these village residents family are the small scale representations of whole household of Malaysia.

One of the crucial criteria for choosing cluster sampling method is the clusters should be mutually exclusive and collectively exhaustive. The population inside a cluster should be as heterogeneous as possible, but there should be homogeneity among

clusters and the population. More precisely, each cluster should be a small-scale representation of the total population. As UTP's all six village residents (students) are highly heterogeneous among themselves (in terms of home town, family income, social status and so on) simultaneously highly homogeneous in representing Malaysian population (in terms of ethnic group, culture, religion), therefore, sample population from these village clusters could be generalizable to Malaysian population and in this perspective cluster sampling methods is an appropriate method.

However, in this case, it is not feasible to find out sampling units and elements through single stage cluster sampling. Therefore, a multistage cluster sampling method should be applied, which could be explained as a complex form of cluster sampling (see Figure 3.1 for a whole view). It involves three stages. The first stage is dividing the sample population into clusters (UTP's all six village residents). In the second stage, selection of sampling units in each cluster through systematic random process. For this process, this study obtained the layout of all the floors of buildings in each village (cluster) and identified all room of resident (sample random allocation process included in the Appendix A). Then this study undertakes systematic random sampling techniques to select the rooms to which survey tracker (samples) could be selected. One noticeable drawback is the availability of few rooms, many were occupied by residents who were not Malaysian. Therefore, systematic sampling techniques was used. The third and final stage was to determine sampling elements from sampling units. This would mean that students are merely survey tracker and they are not the person in charge for their whole household shopping, therefore selected students (survey trackers) were instructed to send the questionnaire to the person in charge for household shopping (in their hometown). A period of four week has been given to the survey trackers (student) to send the questionnaire to sampling element (person in charge for household shopping).

Population: Malaysia households.

Stage 1 (UTP Villages)

Involved in considering UTP six villages as the clusters from which sample could select.

The benefit of a multi-stage cluster sampling process is twofold. First, it could minimize non-response biases method gap. Secondly, multistage cluster sampling is a probability-based sampling method. Therefore, this process would ensure that all the "survey trackers" (for this study they are a sampling unit as well) and their family members (sampling element) have an equal chance to be selected. Furthermore, the result generated from the sampling procedure would also be generalizable to the population.

Stage 2 (Sampling units)

Finding 150 survey trackers (sampling units) in each village, through systemetic random sampling techniques by utilizing the floor wise room layouts.

Stage 3 (Sampling elements)

Finding sampling elements (students family members) from sampling units by statemet: "person in charge of household shopping"

Target sample size 384

Figure 3.1: Multistage Cluster Sampling Procedure

3.7.1 Sampling Frame

The sampling frame criteria for multistage cluster sampling is the lists of the population of each cluster from which sampling units of that cluster are sampled. For this study, the researcher uses floor wise room layouts of all the buildings in six villages inside UTP campus. Questionnaires distributed to each room through systematic randomization procedure (Börsch-Supan et al., 2013; Handcock, 2013; Hibberts et al., 2012) (A copy of floor wise room layout is available in appendix A).

3.7.2 Sample Size

Determining the sample size is very complex as it depends on several factors, such as the margin of error, the degree of certainty, the size of the population, and the statistical techniques. Researchers identified four key criteria require consideration before identifying sample size (Bryman & Bell, 2015; Desu, 2012). Firstly, there is the law of diminishing returns about size and accuracy, (the implication for the researcher is that a small increase in accuracy may be uneconomic). Secondly, the nature of the sample (heterogeneous samples require a larger sample to ensure representativeness of the population). Thirdly, anticipated statistical analysis and finally, anticipated response rate. Past researchers also admit that although large samples are representative of the population. However, they are costly, tough to obtain and certainly bias results (Akobeng, 2016; Hinkle et al., 2014).

Several methods are available for determining the sample size. Some researchers regard ten respondents per variable considered as the lowest limit (10:1 sample-variable) ratio (Austin & Steyerberg, 2015; Garson, 2008; Schreiber et al., 2006; Streiner, 2013). In another view, Roscoe (1975) proposed the rules of thumb as cited in (Sekaran & Bougie, 2010) such as that sample size larger than 30 and less than 500 be appropriate. Kline (2005) mentioned that for the complex model a sample size of minimum 200 is considered acceptable. Later, Joseph F Hair (2010) increased the minimum requirement to 300 and reduces the acceptable commonality level to 0.45 and for under-identified constructs. Based on the preceding suggestions, this study desired

sample size was 384. This number also meets all the requirement of the Structural Equation Modelling analysis.

The study carefully noted non-response bias (methodological review) issues in the data collection procedure. Although, there is no acceptable rate for non-response biases, this study has assumed that the non-response bias might be up to 60% for this study. By considering such non-response bias this study consider that the questionnaire should be sent out to 900 respondents in order to get back targeted 384. Therefore, 900 survey trackers were selected and the questionnaires were sent to these survey trackers.

At the end of the data collection process, the investigation received 378 responses of which 369 responses were usable and used. Moreover, this sample size draws by the size of the total population that is household across Malaysia which is 6.35 million (Characteristics of Household 2010, Updated: 29/1/2014 by the Department of Statistics, Malaysia). On the size of the total population, a sample size of 384 was deemed to be appropriate. In support of this 384 sample size, this study find Figure 3.2 which shows that for population over 100k a sample of 384 is sufficient enough (Krejcie & Morgan, 1970).
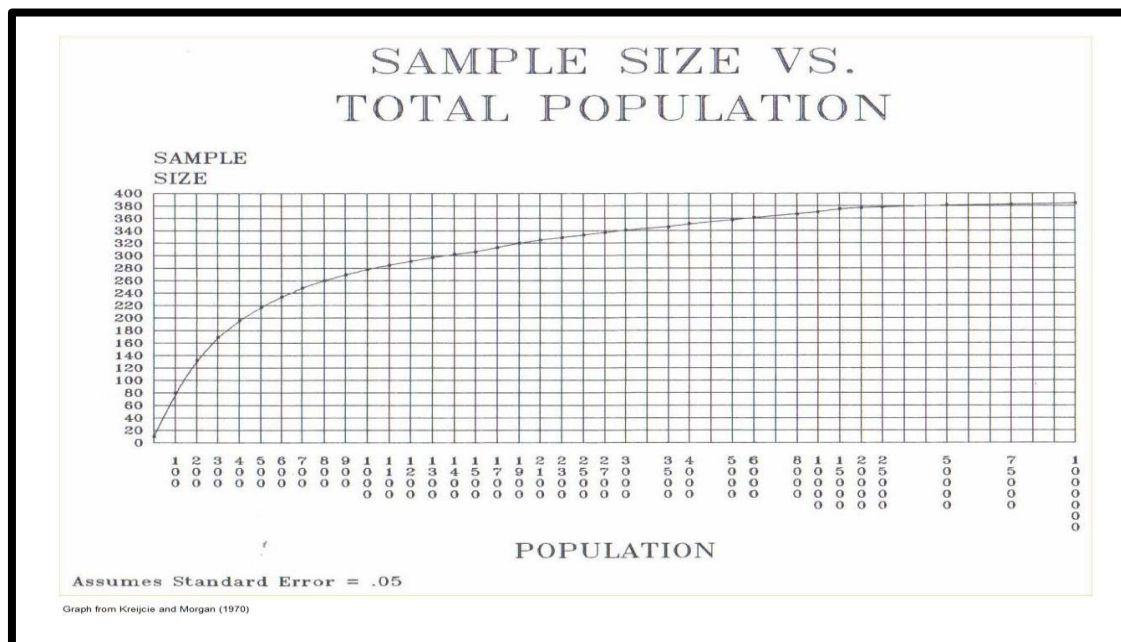
Figure 3.2: Sample Size Determination (Krejcie & Morgan, 1970)

3.8 Questionnaire Development

Past researchers mentioned few stages to be considered to obtain true answers (Gillham, 2008; Webb, 2000). Firstly, the questionnaire developer requires determining the type of information essential to be addressed by the questionnaire. The research hypotheses lead the questionnaire and identify the variables that specify the addressed relationship, the kind of questions and the respondents (Trochim & Donnelly, 2001). Secondly, the structure of the questions should be formulated using simple language and familiar words specifically related to the investigated theme, short sentence, and should not place a burden on recalls of respondents. The pure the design of the questionnaire, the more willing respondents would be to answer it (Kothari, 2004).

This study follows the rigorous steps and stringent process mentioned in the (Appendix B) for developing a questionnaire. The questionnaire developing process is seconded by past studies, some of which used as example (Churchill Jr, 1979; Diem, 2004; Dillman, 1978; Gilliam & Voss, 2013; Sudman & Bradburn, 1982; Thorndike & Hagen, 1961).

3.9 Operationalization

This study questionnaire adopts better measures, tapping each construct and dimensions of multidimensional constructs develop by revising the literature thoroughly. Care was especially taken to manage the psychological issues related to questionnaire design that identified by Rattray and Jones (2007).

This study adopts and adapts (Penney, 2007) most of the constructs from the EDME model (Bagozzi et al., 2003). This model provides a summary of the prior conceptualizations of most of the constructs except shopping list, focused attention, attentional shift, shopping interference and positive and negative affect. By considering underpinning the EDME model, BR theory and existing literature, all the conceptual constructs operationally defines for this study presented in Table 3.4. This table presents an operational definition of all the constructs followed by short identification

of each question side by side. Also, the sources of the questions are acknowledged on the end rows of the table.

This study is reliant on the traditional means of pen and paper based questionnaires and rated on five-point Likert scale to measure constructs (Boone & Boone, 2012). The measurement items were adopted and adapted from various sources (R. W. Armstrong et al., 2013; Hohenberg & Homburg, 2016; Z. Y. Wong et al., 2014).

A copy of the original questionnaire used in this survey included in Appendix C.

3.9.1 Rationale of Five Point Likert Scale

Many contemporary consumer studies are using a five point Likert scale for PLS-SEM centred studies for example (J. Singh et al., 2014; Taghizadeh et al., 2016). Furthermore, Dawes (2008) investigated how using Likert-type scales with either five points, seven points or ten points format influence the resultant data in terms of mean scores, and measures of dispersion and shape. The study found that the five and seven points scale produced the same mean score as each other, once they were rescaled. However, the ten point format tended to produce slightly lower relative means than either the five or seven point scale. Based on the foregoing understanding this study decided to use five point Likert scale.

3.9.2 Content Validity

According to Churchill Jr (1979) content validity ensure the comprehensiveness of measuring instrument. This study performed content validity by asking a group of experts to judge the representativeness of questions to desired constructs. Also, this idea of content validity is supported by Payne (2014). This study invites a panel of academics in marketing and English language to judge the representativeness of questions to constructs, structure and the wording of the questions. The comments received are revised, and the proper corrections made.

Table 3.4: A Summary of Operationalization of the Constructs

Construct	Operational Definition	Item wise Name	Measurement	Adopted/ Adapted	Reference
Shopping List	A perception of shopper towards a purposive shopping behavior before the retail encounter.	SL1	Prior to shopping, I know both the product and brand of product to be shopped for.	Adapted	(Kollat & Willett, 1967)
		SL2	Prior to shopping, I know which product I want but have not decided on the brand.		
		SL3	Prior to shopping, I know the class of product that I intend to shop for but have not decided on the products in that class.		
		SL4	Prior to shopping, I can recognize the existence of a problem or need but have not decided which product class, product or brand that I intend to shop for.		
		SL5	Prior to shopping, I have a specific need.		
Shopping Desire	The motivational state of mind of a shopper towards a purposive shopping.	SLFD1	My desire to follow the shopping list that I have chosen can be described as:	Adapted	(Bagozzi et al., 2003)
		SLFD2	I feel an urge or need to follow the shopping list that I have planned.		
		SLFD3	I want my shopping list to be followed.		
		SLFD4	I prefer to follow the shopping list in the upcoming shopping trip.	Adapted	(Atkins, 2008)
		SLFD5	My overall wish to follow the shopping list that I have chosen could be summarized as:		
Importance of Shopping list	The level of interest or drive aroused by the process of purpose making itself, which was shown to transfer to post-shopping volitional processes.	ImpSL1	To ensure that I have the need to shop.	Adapted	(Thomas & Garland, 2004a)
		ImpSL2	To monitor the shopping for necessity products.		
		ImpSL3	To control expenditure.		
		ImpSL4	To reduce extra shopping.		
		ImpSL5	To be rational		
		SEI1	I cannot go to a shop if I do not have a shopping list.	Adapted	

		SEI2	I follow a shopping list.		(Bagozzi et al., 2003)
	The investment of resources in the shopping process, and musters motivation through enabling a more comprehensive process of selection, and by signaling that the chosen purpose or shopping listed items are significant and valuable to purchase.	SEI3	When making a shopping list, I give the different alternatives a great deal of thought.		
Shopping Effort Investment		SEI4	I spend a good part of my time in making a shopping list.	Adapted	(Babin et al., 1994)
		SEI5	I always add products to my shopping list; but, at least I start off with a shopping list.		
		SEI6	For me, shopping from a prepared list is a guide to remember important items.		
		SEI7	Shopping lists help me to control my spending.	Adapted	(Baumeister, 2002)
		SEI8	If I do not have a shopping list, I will miss some necessity products that I wanted.		
Readiness to change the shopping list	The decision maker perception about enacting shopping list through a sequential process of self-persuasion, as well as through the onset of positive emotional states.	R2C1	As far as I am concerned, I do not have any problems to modify/change items that I plan to shop for.	Adapted	(Rollnick et al., 1992)
		R2C2	There is no need for me to think about a change of my shopping lists.		
		R2C3	I do not think that I should shop for anything beyond my shopping list.		
		R2C4	It is a waste of time thinking about unnecessary shopping possibilities.		
		R2C5	Shopping for items beyond the prepared list will be pointless.		
Positive Anticipated Emotion	Emotional reactions to the prospect of successful shopping list enactment.	PAE1	Excited	Adopted	(Bagozzi et al., 2003)
		PAE2	Delighted		
		PAE3	Happy		
		PAE4	Glad		
		PAE5	Satisfied		
		PAE6	Proud		
		PAE7	Self-assured		

		NAE1	Angry	Adopted	(Bagozzi et al., 2003)
Negative Anticipated Emotion	Emotional reactions to the prospect of failing to enact the shopping list.	NAE2	Frustrated		
		NAE3	Guilty		
		NAE4	Ashamed		
		NAE5	Sad		
		NAE6	Disappointed		
		NAE7	Depressed		
		NAE8	Worried		
		NAE9	Uncomfortable		
		NAE10	Anxious		
Attitude	Focus on what a purposive shopper does or could do.	Attitude 1	Good	Adopted	(Bagozzi et al., 2003)
		Attitude 2	Right		
		Attitude 3	Wise		
		Attitude 4	Useful		
		Attitude 5	Beneficial		
		Attitude 6	Advantageous		
Perceived Behavioral Control	A governing principle in controlling the purposive actions of shopper directly throughout the execution of the shopping list. Especially when shopping list enactment involvement variables multiple and temporally dispersed instrumental acts.	PBC1	It is easy for me to follow a shopping list.	Adopted	(Kraft et al., 2005)
		PBC2	I do not have any problem to comply with my prepared shopping list.		
		PBC3	I have full control over following a shopping list.		
		PBC4	It is completely up to me whether I follow a shopping list or not.		
		PBC5	I am capable of shopping for items according to my shopping list.		
Subjective Norms	The impact of directly felt expectations from other people who are important to the shopper.	SNOR1	Most people who are important to me would wish that I should follow a shopping list.	Adopted	(Bagozzi et al., 2003)
		SNOR2	Most people who are important to me think that I should absolutely follow a shopping list.		

		SNOR3	Most people who are important to me would like very much that I should follow a shopping list.	Adapted	(Bearden et al., 1989)
		SNOR4	While preparing a shopping list, I know the product that makes good impressions on other people who are important to me.		
		SNOR5	While preparing a shopping list, I gather information from people who are important to me.		
Shopping Feasibility	The ease or difficulty of enacting the chosen shopping list includes the consideration of both personal characteristics as well as environmental contingencies	SF1	To shop according to the shopping list that I have made earlier is: Highly Infeasible, Slightly Infeasible, Neither Infeasible Nor Feasible, Feasible, Highly Feasible	Adapted	(Bagozzi et al., 2003)
		SF2	For me to shop according to the shopping list that I made is: Very Difficult, Somewhat Difficult, Neither Difficult Nor Easy, Somewhat Easy, Very Easy		
		SF3	Certainly, I would be able to complete the shopping according to the shopping list successfully.		
		SF4	I am likely to face difficulties in following the shopping list.		
		SF5	I am confident that I will be successful in avoiding if there are any difficulties in following the shopping list.		
Shopping Intention	A shopper perception of a purposive shopping	Inten1	Certainly, I would be able to shop just for what I need.	Adapted	(Bagozzi et al., 2003)
		Inten2	I feel certain that I could shop for what I really need.		
		Inten3	I feel certain that this shopping trip would be successful.		
		Inten4	I am determined to follow the shopping list.	Adapted	(J. S. Armstrong & Overton, 1971)
		Inten5	I have an idea on how to successfully shop.		
Implementat ion Desire	Transform reasons and motives for choosing a shopping list and shopper's shopping list following intention into an implementation intention.	BDSR1	My desire to follow the shopping list could be expressed as Definitely Disagree, Mostly Disagree, Neither Agree Nor Disagree, Mostly Agree, Definitely Agree	Adapted	(Bagozzi et al., 2003)
		BDSR2	I want to follow the shopping list.		
		BDSR3	It is very important for me to continue shopping according to the shopping list that I have made.	Adapted	
		BDSR4	I feel an urge or need to follow the shopping list.		

		BDSR5	My overall wish to follow the shopping list can be summarized as No Wish At All, Slight Wish, Moderate Wish, Strong Wish, Very Strong Wish		
Implementat ion Intention	Accept shopping listed purchasing options as satisfactory.	IMINT1	The strength of my actual intention to follow the shopping list can be described as Very Weak Intention, Weak Intention, Moderately Strong Intention, Strong Intention, Very Strong Intention	Adapted	(Bagozzi et al., 2003)
		IMINT2	My intention to follow the shopping list can best be described as Very Weak Intention, Weak Intention, Moderately Strong Intention, Strong Intention, Very Strong Intention		
		IMINT3	I know exactly at which point in time from now I may face difficulties in following a shopping list.		
		IMINT4	I have committed to myself where I should go to fulfill the shopping list that I have made.	Adapted	(Sheeran et al., 2005)
		IMINT5	I have committed myself on how to avoid the situation when I may come across persuasive shopping influences.		
Focusing Attention	Focused thinking that guide in shopping list following behavior.	AC1	It is very hard for me to concentrate on a shopping list as there are noises around.	Adapted	(Judah et al., 2014)
		AC2	I have trouble in focusing on my shopping list.		
		AC3	I am getting distracted by events around me.		
		AC4	My concentration on the shopping list is good even if there is noise around me.		
		AC5	I could fully concentrate on my shopping list without distraction.		
		AC6	I am easily distracted from the shopping list as there are people talking around me.		
		AC7	I have difficulty to block out distracting thoughts.		
		AC8	I have a hard time to concentrate on my shopping list as I am excited about something else.		

		AC9	I could ignore feelings of hunger or thirst.			
		AC10	I could quickly switch from existing shopping list to a new one.			
		AC11	It takes me some times to get really involved in a new shopping list.			
		AC12	It is difficult for me to coordinate my attention between listening to something else and following a shopping list.			
		AC13	During shopping, I could easily change an existing shopping list			
		AC14	It is easy for me to follow a shopping list no matter what is happening around me.			
Shifting Attention	A shopper felt that their attention is shifting from shopping list to store stimuli	AShift1	I am unable to multi task.	Adapted	(Judah et al., 2014)
		AShift2	It is difficult for me to make changes on my existing shopping list.		
		AShift3	I can easily shift my attention back to follow a shopping list when I am being interrupted or distracted.		
		AShift4	As a distracting thought comes to mind, it is easy for me to shift my attention away from it.		
		AShift5	It is easy for me to alternate between two different tasks.		
Interior	The general atmosphere of a retail outlet and the effect that it has on shoppers.	Int1	Convenience	Adopted	(Carrington et al., 2010)
		Int2	Visibility		
		Int3	Availability		
		Int4	Ambience		
		Int5	Information		
		Int6	Comfortable		
		Int7	Exciting		
		Int9	Sophisticated		
		Int10	Relaxed		
		Int11	Cool		

Location	The action of retailer or process of placing product or services in a particular position.	Lo1	Convenience	Adopted	(Carrington et al., 2010)
		Lo2	Visibility		
		Lo3	Availability		
		Lo4	Ambience		
		Lo5	Information		
		Lo6	Comfortable		
		Lo7	Exciting		
		Lo8	Sophisticated		
		Lo9	Relaxed		
		Lo10	Cool		
In-Store Information	What is conveyed or represented by a retail arrangement or settings	Info1	Convenience	Adopted	(Carrington et al., 2010)
		Info2	Visibility		
		Info3	Availability		
		Info4	Ambience		
		Info5	Information		
		Info6	Comfortable		
		Info7	Exciting		
		Info8	Sophisticated		
		Info9	Relaxed		
		Info10	Cool		
Price display	The prominent exhibition of product and service prices in a place where it could be easily seen.	PD1	Convenience	Adopted	(Carrington et al., 2010)
		PD2	Visibility		
		PD3	Availability		
		PD4	Ambience		
		PD5	Information		
		PD6	Comfortable		
		PD7	Exciting		
		PD8	Sophisticated		
		PD9	Relaxed		
		PD10	Cool		

Promotional offer	The act of offering a lower price temporarily to enhance the effectiveness of product sales efforts.	Promo1	Convenience	Adopted	(Carrington et al., 2010)
		Promo2	Visibility		
		Promo3	Availability		
		Promo4	Ambient		
		Promo5	Information		
		Promo6	Comfortable		
		Promo7	Exciting		
		Promo8	Sophisticated		
		Promo9	Relaxed		
		Promo10	Cool		
Social Surrounding	The processes by which shoppers act and react to those around them.	Social1	Good interaction	Adopted	(Carrington et al., 2010)
		Social2	Knowledge transfer		
		Social3	Valued		
		Social4	Avoidance		
		Social5	Interesting		
		Social6	Inconvenient		
Crowding	A large number of shoppers gathered closely together inside a shop.	Crowd1	Good interaction	Adopted	(Carrington et al., 2010)
		Crowd2	Knowledge transfer		
		Crowd3	Valued		
		Crowd4	Avoidance		
		Crowd5	Interesting		
		Crowd6	Inconvenient		
Time Constraints	A limitation or restriction on shopping because something else should happen or be done.	TC1	Rushed	Adopted	(Carrington et al., 2010)
		TC2	Hurried		
		TC3	Behind Scheduled		
		TC4	Distracted		
		TC5	Relaxed		
Mood	A quality or state of feeling while shopping.	Mood1	Financially distressed	Adopted	(Carrington et al., 2010)
		Mood2	Happy		
		Mood3	Antagonistic		
		Mood4	Distracted		

		Mood5	Suspicious		
Negative Affect	The experience of negative emotions and poor self-concept.	Affect1	Anger (frustrated, angry, and irritated)	Adopted	(Richins, 1997)
		Affect2	Discontent (unfulfilled)		
		Affect3	Worry (nervous, worried and tense)		
		Affect4	Sadness (depressed, sad, and miserable)		
		Affect5	Fear (scared, afraid, and panicky)		
		Affect6	Shame (embarrassed, ashamed, humiliated)		
		Affect7	Envy (envious and jealous)		
		Affect8	Loneliness (lonely and homesick)		
Positive Affect	The extent to which a shopper subjectively experiences positive moods.	Affect9	Romantic (Passionate)	Adopted	(Richins, 1997)
		Affect10	Love (Sentimental and warm hearted)		
		Affect11	Peacefulness (calm and peaceful)		
		Affect12	Contentment (content and fulfilled)		
		Affect13	Joy (happy, pleased and joyful)		
		Affect14	Excitement (excited, thrilled, enthusiastic)		
		Affect15	Surprise (surprised, amazed and astonished)		
Shopping list Enactment	The performance of shopping listed purchase where, when, and as planned, by the shopper.	SLE1	I was able to purchase exactly as I had planned to achieve completion of my shopping list.	Adopted	(Bagozzi et al., 2003)
		SLE3	I have achieved completion of my shopping list exactly as I had planned.		
		SLE4	I have achieved completion of my shopping list exactly as how I had planned.		
Incongruent Shopping	The attainment of the shopping beyond the list	IS2	I have achieved completion of my shopping goal exactly as I had planned.	Adopted	(Bagozzi et al., 2003)
		IS5	I am still able to purchase what I had planned.		

3.10 Pilot Test

The purpose of the pilot study is a refinement of the questionnaire; check the clearness of its directions, vague inquiries, design, and time span to answer it (Van Teijlingen & Hundley, 2002). Cleaning of the measurement items alludes to the evaluation of the substance legitimacy and unwavering quality (Johanson & Brooks, 2009). This investigation utilized the pilot study to guarantee that the survey questions work well and the respondents could take after the directions clearly; they have no issues in noting or comprehend the language of the questions.

A pilot data collection conducted in June 2015 by household survey at target cluster. The sample size was 86 respondents. This number meets the guidelines of the pilot study sample size. As the minimum number of responses for the pilot test is 10 whereas range of 100-200 is applicable for large surveys (Saunders & Lewis, 2014).

After collecting the pilot data, the items cleaned by assessing their reliability according to the instructions that given by Churchill Jr (1979). The reliability is evaluated by measuring Cronbach's alpha, Composite Reliability, Average Variance Extracted and Discriminant Validity. Cronbach's alpha assesses the consistency of the whole scale (Joseph F Hair, 2010). The pilot study analysis follows standard guideline which suggests that the items are considered reliable with inter-item correlation and item to total correlation more than 0.3, and value of Cronbach's alpha exceeding 0.7 (Joseph F Hair, 2010). However, in some cases, the Cronbach's alpha value of 0.5 or 0.6 is still acceptable (Churchill Jr, 1979). Based on the mentioned guideline, items cleaned and questionnaire prepared for final data collection.

3.11 Final Survey Procedure

The questionnaire was altered because of the remarks and recommendations from the pilot study are as follows:

- A unique direction on the cover page was somewhat long, and it was altered to be shorter.

- Several questions were removed. Notwithstanding, the questionnaire was checked to guarantee that at least five questions measured each construct.

- In the pilot study, page numbers were excluded, and in the final survey, page numbers were included.

- Some of the estimation explanation were rewritten to make them shorter and more exact, without losing meaning.

The final survey was administered between September 2015 and June 2016 (10 months). A letter of formal invitation together with the questionnaire distributed to the household across Malaysia. To minimize the non-response biases, the researcher adopted several precautions as follows:

- Printed questionnaires were distributed to the UTP village residents who were willing to be a light trained survey tracker of the survey. Only adult Malaysians were eligible for the survey tracker post, so the eligibility of candidates were screened stringently. This process involved selection of the survey tracker who have Malaysian identity card. Survey trackers were responsible for distributing the questionnaire to the person in charge of shopping for their family.

- The researcher kept in touch with all the survey trackers between the questionnaires drop off and pick up period. The questionnaires were collected back within four weeks after the first distribution.

- Before approaching the village resident to become survey tracker, approval was obtained from a member of Student Support Service Department in UTP. Once the permission was obtained, village residents were sampled as survey trackers and invited to distribute the questionnaire to their families.

3.12 Data Analysis Method

SPSS version 22 was utilized to examine the descriptive statistics and the Partial Least Square method to Structural Equation Modeling (PLS-SEM) was utilized to test the hypothesized model.

3.13 Descriptive Statistics

SPSS version 22 software used to analyze descriptive statistics (Gaur & Gaur, 2006). Also, this software was used to obtain the frequency distributions. These results provide information about the sample population.

3.14 Structural Equation Modeling

There are different techniques accessible to break down the relationship between a set of variables (Vogt et al., 2014) mentioned few such as:

- Discriminant Analysis (DA)

- Path Analysis (PA)

- Factor Analysis (FA)

- Multiple Regression Analysis (MRA)

- Structural Equation Modeling (SEM)

This investigation adopted Structural equation modeling (SEM). SEM is a moment era (most recent) system which could be utilized to clarify the connections between multiple variables (Hair Jr et al., 2016). Contrasted with first-generation techniques. For example, factor analysis, discriminant analysis. This technique look at just single connections, SEM could test and gauge causal connections among different independent and dependent constructs simultaneously at a time (Lowry & Gaskin, 2014).

SEM permits the analyst to develop unobservable latent variables which could not be directly measured. Latent variables, in any case, are in charge of deciding the relationship among the manifest variables. Detectable and observationally quantifiable variables known as manifest variables were utilized to evaluate latent variables in the proposed demonstration. Indicators could be classified into two groups: (a) reflective indicators which depend on the construct and (b) formative which causes the formation of or changes in an unobservable variable (Hair Jr et al., 2016). All the indicators of this study are reflective. Many studies have employed the SEM method to examine hypothesized models. Some reference of recently used SEM studies are included (F. Hair Jr et al., 2014; Henseler et al., 2015; Ringle et al., 2012).

According to Anderson et al. (1987) SEM gives an exhaustive means for surveying and altering hypothetical models. SEM is, ultimately, a confirmatory technique. Alternately, it could be utilized for exploratory purposes. Confirmatory factor analysis (CFA) obliges one to indicate which factors are related to each construct. It includes testing, and possibly affirming a theory. CFA is an apparatus which empowers the researcher to either "affirm" or "dismiss" biased hypothesis. As pointed out by Aibinu and Al-Lawati (2010) first generation techniques such as factor analysis (FA), multiple regression analysis (MRA) and path analysis (PA) are not suitable as a method of analysis based on the following reasons:

- MRA mainly handles the connections between dependent variables and many independent variables. MRA and PA deal only with manifest or observable variables and not with latent or unobservable variables.

- Despite the fact that FA could distinguish underlying latent variables from observed variables, it could not give additional data on the connections between latent variables.

Further, SEM could simultaneously assess the measurement model (connections amongst constructs and measures) and the structural model (the relationship between one construct with another) to test hypothetical connections.

There are two ways to deal with the parameters of a SEM, in particular, the covariance based approach (CB-SEM) and variance based approach (VB-SEM) (or component based approach) (Meng & Rubin, 1991; Reinartz et al., 2009). Covariance-based SEM tries to minimize the dissimilarities in the sample covariance and those predicted by the theoretical model whereby the parameter estimation process try to reproduce the covariance matrix of the observed measures. On the other hand, the variance based approach emphases on maximizing the variance of the dependent variables explained by the independent ones (Ringle et al., 2009). This study used a variance based SEM namely Partial Least Squares PLS-SEM approach.

3.15 Partial Least Square PLS-SEM Approach

Partial Least Squares (PLS) is a variance-based approach also known as component based approach utilized for testing Structural Equation Modeling (SEM) (W. W. Chin, 1998b). It has also been called a soft modeling strategy, one which does not require a normal distribution supposition (Joe F Hair et al., 2012). PLS-SEM was initially presented by H. Wold in 1975 under the name NIPALS (nonlinear iterative Partial Least Squares) which concentrates on boosting the variance of the dependent variable explained by the independent ones (Haenlein & Kaplan, 2004; Mateos-Aparicio, 2011). PLS-SEM is initiated by computing case values, unlike covariance based SEM which assesses first model parameters and after that case values. In this manner, with PLS-SEM, the unobservable variables which are latent variables are measured as particular linear combinations of their empirical indicators (Hair Jr et al., 2016). Similar to covariance SEM, PLS-SEM models additionally comprise of two sections. This includes a structural part, which demonstrates the connections between the latent variables, and a measurement part which shows the relationship between latent variables and their indicators. An extra element of PLS-SEM is weight relations, utilized to gauge case values for the latent variables (Hair Jr et al., 2016). Many researchers mentioned that PLS-SEM could be utilized either for theory confirmation (confirmatory factor analysis) or theory development (exploratory factor analysis) (Joe F Hair et al., 2011; Joseph F Hair et al., 2012; Reinartz et al., 2009). Urbach and

Ahlemann (2010) provided a detailed comparison between variance based (PLS-SEM) and Covariance-based (CB-SEM) as shown in Table 3.5.

Table 3.5: Comparison between PLS-SEM and CB-SEM Approaches

Criteria	PLS-SEM	CB-SEM
Objective	Prediction-oriented	Parameter-oriented
Approach	Variance-based	Covariance-based
Assumption	Predictor specification (non-parametric)	Typically multivariate normal distribution and independent observation (parametric)
Parameter estimates	Consistent as indicators and sample size increase	Consistent
Latent variable scores	Explicitly estimated	Indeterminate
Epistemic relationship between a latent variable and its measures	Could be modeled in either formative and reflective mode	Typically only with reflective indicators. However, the formative mode is also supported.
Implications	Optimal for prediction accuracy	Optimal for parameter accuracy
Model complexity	Significant complexity	Small to moderate complexity
Sample Size	Power analysis based on the portion of the Model with the largest number of the predictor. Minimal recommendation range from 30-100 cases.	Ideally based on power analysis of specific model minimal recommendation range from 200 to 800
Type of Optimization	Locally iterative	Globally iterative
Significance tests	Only using simulations: restricted validity	Available
Availability of global Goodness of Fit (GoF)	Are currently being developed and discussed	Established GoF metric available

Source: (Urbach & Ahlemann, 2010)

The summarized key features of PLS-SEM shows in Table 3.5 are for example:

- PLS-SEM makes no distributional supposition. PLS-SEM keep away from the suspicions that perceptions take after a particular distributional example and that they should independently distribute.

- PLS-SEM useable little sample size examines. W. W. Chin et al. (2003) executed a Monte Carlo simulation and found that PLS-SEM could be done with an example estimate as low as 50 samples.

- Unlike covariance based (CB-SEM), variance based (PLS-SEM) yields powerful outcomes even within the sight of little samples and multivariate deviations from normality (Ringle et al., 2012).

3.16 Rationale of Using PLS-SEM

PLS-SEM is a complimentary approach to component based SEM (CB-SEM) (Roldán & Sánchez-Franco, 2012); Wilson & Henseler, 2007). This investigation considered PLS-SEM method for the following reasoning:

- PLS-SEM is useable when the phenomenon to be investigated is relatively new, and measurement models need to be newly developed. This investigation phenomenon of purposive shopping sequential behavioural analysis is new in the research which justifies the usability of PLS-SEM. Moreover, this postulation included four new constructs in the proposed model. Newly included constructs are a shopping list, attentional shift, focused attention and situational interferences. These added constructs require measurement models development thus PLS-SEM is an appropriate method for this study.

- PLS-SEM is appropriate when the structural model is unpredictable with a substantial number of latent variables and indicator variables. In this study model, the estimated demonstrate delegated a perplexing model with 18 latent variables which need to measure with 205 indicator variables.

- PLS-SEM path demonstrating is more reasonable for studies in which the goal is a prediction, the marvel under review is new or evolving i.e. the hypothetical framework is not yet completely solidified (Wetzels et al., 2009). This study integrated two existing theories including EDME model and BR theory propositions. Therefore the hypothesized model is known as a predictive model, in which latent variables not previously tested in a single model.

112

The preceding rationales inspire this study that PLS-SEM is a better method to analyze the empirical data. Nonetheless, PLS-SEM method has been using in the contemporary marketing or consumer behavior studies for example, (Bicen & Madhavaram, 2013; W. W. Chin et al., 2008; Joe F Hair et al., 2011; Joseph F Hair et al., 2012).

3.17 Two Stage PLS-SEM

The PLS-SEM follows a two-stage approach (Hair Jr et al., 2016). In the first stage, the latent scores of the constructs are estimated using a four step process. The second stage concerns the calculations of the final estimates of structural models or path model (Vinzi et al., 2010). According to Urbach and Ahlemann (2010) model validation is a process of "systematically evaluating whether the data support the hypotheses expressed by the structural model or not." Model validation is a procedure to find out whether the measurement models and the structural model would satisfy the quality criteria of the empirical work or not. This investigation embraced the two-stage techniques to deal with doing model approval process (Hair Jr et al., 2016).

a. Stage One: Focus on reliability and validity of item were measured. These are the two main criteria used for testing the goodness of measures. Reliability of measurement items tests how consistent the concepts are measured; it is measuring (W. W. Chin, 2010; Sarstedt et al., 2014). On the other hand, the validity of the measurement items is tested on ground of how well measurement of the particular construct it is intended to calculate (Henseler et al., 2015; Roldán & Sánchez-Franco, 2012).

a) Stage Two: Model assessment or structural model is evaluated to test proposed research hypotheses. Predictive power is calculated by R^2 values of the endogenous constructs.

According to Hair Jr et al. (2016), by leading two stages exploration, a researcher could ensure the reliability of the measurement items of each construct and avoid any interaction between the measurement and structural model. Two-stage model posits that

measurement model needs to be analyzed first on items reliability and validity before evaluating the relationships projected in the structural model. Once the conditions of measurement model are satisfied, the second stage could be performed. The two-stage method is applied in this investigation. Using the Warp PLS 5.0 software, both the measurement model and structural model are tested simultaneously. Furthermore, as it is different CB-SEM which requires testing the uni-dimensionality property of the measurement items, using PLS-SEM, the loading of the measurement items (stage one) would be checked to determine whether any measurement items need to be deleted. Measurement items that load poorly on the hypothesized constructs could be eliminated from the analysis. Several published studies that have adopted the two-stage approach were reviewed (Lončarić et al., 2015; Nitzl et al., 2016; Rasoolimanesh, Dahalan, et al., 2016).

3.18 Stage One Assessing the Measurement Model

This study follows Hair Jr et al. (2016) PLS-SEM measurement model validation guideline. The sufficiency of the estimation model are assessed utilizing the accompanying criteria:

- Individual item reliability analysis.

- Convergent validity of the measurement instrument (construct validity).

- Discriminant validity of the measurement instrument (construct validity).

Evaluating individual item reliability alone is not adequate for an instrument to be sufficient (Cook & Beckman, 2006). Validation of the considerable number of constructs characterized in the proposed model is likewise required. Construct validity is concerned about what the estimation instrument is measuring (Peter, 1981). It alludes to creating right and satisfactory measures for the construct, e.g., the concept test (Kimberlin & Winterstein, 2008). In this investigation, individual item reliability examinations and construct validity are inspected by breaking down both convergent validity and discriminant validity.

114

3.18.1 Individual Item Reliability

Evaluation of reliability led to reflective latent variables. Reliability implies that explanations of each question related to each latent variable comprehended similarly by various respondents (Kock, 2013). Reliability could be assured when a scale produces consistent results every time a repeated measurements are made on the variables of concern. Aibinu and Al-Lawati (2010) describes individual item reliability as "the extent to which measurement of the latent variable measured with multiple-item scale reflects mostly the true scores of the latent variable about the error." In other words, individual item reliability could be assessed by looking at the standardized loadings of the measurement items on their latent construct (W. W. Chin, 1998b). Hair Jr et al. (2016) suggests 0.50 be utilized as a cutoff point for scales adjusted from different settings and new scales. Since scales from different sources were embraced, this study took after the suggestion proposed by Hair Jr et al. (2016) and accepted 0.50 as a cutoff value.

3.18.2 Convergent Validity

Convergent validity is the measure of the inner consistency of which, various measurement items that measure a similar construct (ideas) are in agreement (Churchill Jr, 1979). Convergent validity named as how many individual items reflecting a construct meet in contrast with items measuring distinctive constructs (Moore & Benbasat, 1991). It is utilized to guarantee that the measurement items expected really to quantify each latent variable and not another latent variable. In PLS-SEM, the convergent validity of the measured constructs is assessed by measuring (Hair Jr et al., 2016):

- Cronbach's alpha

- Composite reliability scores (CR)

- Average variance extracted (AVE)

- Full Collinearity

Composite reliability assesses the inner consistency of the constructs. According to Urbach and Ahlemann (2010), Cronbach's alpha expects that all indicators are similarly dependable and this tends to think little of the internal consistency dependability of latent variable. In PLS-SEM, composite reliability score is said to be better than Cronbach's alpha measure of inner consistency since it utilizes the item loadings acquired inside the hypothetical model (Griffin, 2005). Nevertheless, as pointed by Aibinu and Al-Lawati (2010), the explanation of both composite reliability score and Cronbach's alpha is the same. Hair Jr et al. (2016) suggested 0.70 as a cut-off point for composite reliability.

AVE is, the average variance extracted. The recommended value for AVE ought to be more noteworthy than 0.50, and this value utilized as a marker for supporting convergent validity. This estimation of 0.50 implies that the latent variable catches no less than half of estimation change. In this study, the value of loading, Cronbach's alpha, composite reliability, and AVE are altogether ascertained by WarpPLS 5.0 programming (Kock, 2015). The accompanying standard tenets utilized as cut-off values:

- Factor loading larger than 0.50 (W. W. Chin, 2010; Hair Jr et al., 2016)

- Composite Reliability (C.R) greater than 0.70 (W. W. Chin, 2010; Hair Jr et al., 2016)

- Cronbach Alpha – 0.60 (W. W. Chin, 1998a; Hair Jr et al., 2016)

- Average Variance Extracted greater than 0.50 (Hair Jr et al., 2016; K. K.-K. Wong, 2013)

- Full collinearity less than 3.3 (Kock, 2015)

3.18.3 Discriminant Validity

Discriminant validity is defined as the number of times the measurement items are not an impression of different variables (Churchill Jr, 1979; Fornell & Larcker, 1981b;

Hair Jr et al., 2016). According to Kock (2013) "a measurement instrument has good discriminant validity if the question-statements associated with each latent variable are not confused by the respondents to the questionnaire with the question-statements related to another latent variable, particularly regarding the meaning of the question-statements."

This study's discriminant validity was inspected by comparing the correlations between latent variables and the square root of AVE for a latent variable. The diagonal of the matrix comprises the square roots of the AVEs which must be larger than off-diagonal elements in the corresponding row and columns (for example, correlation of two latent variables) to check with discriminant validity (Fornell & Larcker, 1981b; Hair Jr et al., 2016).

3.19 Stage Two Assessing Structural Model

After stage one was set up, the following stage involves analyzing the structural model. PLS-SEM examination accentuation is on the variance explained. Furthermore, the importance of all path estimates. The structural model is known as an arrangement of at least one reliance connections connecting the hypothesized constructs of the model; representing to the interrelationships of variables between constructs (Joe F Hair et al., 2011; Hair Jr et al., 2016). The structural model is expected to indicate which construct straightforwardly or in a roundabout way impact the estimations of another construct in the model (W. W. Chin, 2010). The structural model in PLS-SEM was evaluated by observing the explanatory power of the structural model and the path coefficient. Consequently, at this stage, a few properties were assessed to aid the proposed hypothetical model (Sarstedt et al., 2014). The following sub-sections provide standard properties in assessing structural model.

3.19.1.1 Coefficient of Determination R^2

The main basis for evaluation of the PLS-SEM, where each endogenous latent variable coefficient is measured, is by looking at the coefficient of determination

(Nagelkerke, 1991). The criterion, R^2 is critical in assessing a structural model. It measures the amount of variation of each endogenous construct accounted by the exogenous construct (Medsker et al., 1994). W. W. Chin (2010) considers estimations of around 0.670 as substantial, values around 0.333 as moderate and estimations of 0.190 and lower as low R^2. R^2 is calculated by one minus the S sum of squares of residuals (SSerror) divided by the total sum of squares (SStotal):

$$R^2 = 1 - (SS_{error} / SS_{total})$$

3.19.1.2 Effect Size f^2

Effect size measures if an independent latent variable has a substantial impact on a dependent latent variable (W. W. Chin, 1998b). It is computed as the increments in R^2 of the latent variable to which the path is associated, about the extent of the unexplained variance of latent variable. Estimations of in the vicinity of 0.020 and 0.150, in the vicinity of 0.150 and 0.350 and surpassing 0.350 demonstrate whether an indicator variable (exogenous latent variable) has a little, medium and high impact on an endogenous variable respectively (Cohen, 1988, 1992a, 1992b; Cohen et al., 2013).

The effect size was calculated using Cohen's f^2 formula as follows:

$$f^2 = \frac{R2\ included - R2\ excluded}{1 - R2 included}$$

3.19.1.3 Path Coefficient

The extent of path coefficients demonstrates the quality of the connections between two latent variables. PLS-SEM is firm with any distributional suspicions. In this manner, data on the changeability of the parameter estimates as well its significance must be created utilizing resampling technique. In the assurance of the significance between latent variables, three known re-examining procedures are usable which are bootstrap, blindfolding, and jackknife (W. W. Chin, 1998b; Temme et al., 2006). Jackknife investigated how a model is impacted by subsets of perceptions when outliers are available (Yu, 2003). The bootstrap resampling strategy imagined in 1979 is

accepted to have the capacity to draw more sub-samples contrasted with jackknife technique (Hall, 2003). Notwithstanding, contrasted with jackknife strategy, the bootstrap technique takes longer time in assessing standard mistake values on the grounds that alongside typical estimation, it additionally makes confidence interval procedure (Boos & Osborne, 2015).

Any of the resampling techniques could be utilized to decide the significance of the latent variables. In this study, all resampling methods were utilized to appraise the *p* values. As pointed out by Kock (2015), since warping algorithms are sensitive to the presence of outliers, it is suggested to examine the p-value of the latent variables using both bootstrapping and jackknifing method. The method that produces the most stable coefficient *p* values is recommended to be used to determine the significance of the latent variables. The current study finds jackknifing approach is more stable than bootstrapping approach. Therefore, the jackknifing approach has used. Table 3.6 demonstrates the outline of various criteria for measuring the PLS-SEM model on the structural level (Kock, 2015). This study has utilized every one of these measures to assess the proposed structural model.

Table 3.6: Criteria for assessing PLS-SEM structural model

Criteria	Description	Reference
Coefficient of Determinant, R^2	Estimations of roughly 0.670 as substantial, values around 0.333 as average and estimations of 0.190 and lower as weak	(W. W. Chin, 2010)
Effect Size, f^2	Estimations in the vicinity of 0.020 and 0.150, in the vicinity of 0.150 and 0.350 and surpassing 0.350, show whether a latent predictor variable has a small, medium or substantial impact on an endogenous latent variable, repectively	(Cohen, 1988)
Path Coefficient	Path coefficient between the latent variable ought to be dissected with respect to algebraic sign, magnitude, and significance	(W. W. Chin, 1998b).

3.20 Software Used for the PLS-SEM Analysis

The WarpPLS 5.0 is a PLS-SEM software developed by Kock (2015). The main variant of the software was discharged on 2009; a moment adaptation was discharged

in 2011, trailed by a third form which discharged in 2012. This study utilised the latest version WarpPLS 5.0 to analyse statistical relationships among the measurement model (SL1. SL2) and between the structural model that is factors of independent and dependent variables (Shopping list – Shopping Desire). Works of many researchers are used as reference of some current studies that used WarpPLS software for reference (Rasoolimanesh, Jaafar, Kock, et al., 2016; Rasoolimanesh, Jaafar, Marzuki, et al., 2016; Rasoolimanesh et al., 2015; Rasoolimanesh, Roldán, et al., 2016).

The Warp PLS 5.0 software default settings are the nonlinear approach. According to Kock (2015) most of the connections between variables, in examinations of both natural and behavioural marvels, are nonlinear and usually take the form of U-shaped and S-formed. SEM tools, for example, LISREL, EQS, and AMOS do not normally consider nonlinear connections between latent variables. However, WarpPLS 5.0 software contemplates nonlinear connections when performing statistical examination (W. W. Chin, 1998b; Kock, 2010).

Furthermore, the WarpPLS 5.0 offers some additional features, which are largely absent from most, if not all, PLS-SEM software packages available today. These features are included but not limited to the following:

- It estimates P values for path coefficients automatically, instead of providing only standard errors or T values, and leaving the user to figure out what the corresponding P values are.

- It estimates several model fit indices, which have been designed to be meaningful in the context of PLS-SEM analyses.

- It automatically builds the product structure of indicators underlying moderating relationships and goes a little further.

- It shows those moderating relationships, related path coefficients, and related P values in a model graph as they should be shown that is, as links between latent variables and direct links. The latter connect pairs of latent variables, whereas, the former connects latent variables and direct links between pairs of latent variables.

120

- It allows users to view scatter plots of each of the relationships among latent variables (when they are connected through arrows in the model), together with the curves that best approximate those relationships, and save those plots as .jpg files for inclusion in research reports. It provides a variety of graphs from which users could choose, including zoomed 2D graphs and 3D graphs; the latter for moderating effects. Both multivariate and bivariate relationship graphs are provided, for linear and nonlinear relationships, using standardized and unstandardized scales.

- It allows users to segment curves based on increments in the first derivative of the predictor latent variables on each of their criteria latent variables. This provides an alternative to data segmentation approaches such as FIMIX-PLS, without any reduction in the sample. It calculates variance inflation factor (VIF) coefficients for latent variable predictors associated with each latent variable criterion. This allows users to check whether some predictors should be removed due to multicollinearity (this feature is particularly useful with latent variables that are measured based on only 1 or a few indicators).

- It calculates effect size coefficients analogous to Cohen's f-squared coefficients for all paths. These are calculated as the absolute values of the individual contributions of the corresponding predictor latent variables to the R^2 coefficients of the criterion latent variable in each latent variable block.

- It calculates indirect effects for paths with 2, 3 and so on segments; as well as total effects. The corresponding P values, standard errors, and effect sizes are also calculated. Indirect and total effects can be critical in the evaluation of downstream effects of latent variables that are mediated by other latent variables, especially in complex models with multiple mediating effects along concurrent paths.

- It calculates a variety of causality assessment coefficients, all of which are reported. These could be used in the assessment of the plausibility and direction of hypothesized cause-effect relationships.

Nowadays, several doctoral studies have been conducted via PLS-SEM, especially the Warp PLS software. There are some researchers who utilized the WarpPLS as reference in their dissertation (Alhayyan, 2012; Gaskins, 2013; Koh, 2011; Owen, 2016; Roni & Saiyidi, 2015; Taskin, 2011; Van Reijsen, 2014).

Grounded on the additional features of WarpPLS (model fit indices, advantages in calculating the moderating and mediating effects, effect size and so on), this study considers the default settings of the WarpPLS 5.0 software for analysing the data. It is understandable that by default WarpPLS 5.0 attempted to identify a relationship defined by a function whose first derivative was a U-shaped curve (Kock, 2015). The empirical data tested against the hypothesized model for estimating path coefficient, calculating p-values, model fit indices and multicollinearity (Hair Jr et al., 2016).

3.21 Data Preparation

According to Cooper et al. (2003), data preparation involves editing, coding, and information passage. It is a practice that guarantees the exactness of the data and their interpretation from crude shape to sorted out and characterized frames that are more appropriate for investigation. Gathered data might be coded into a framework utilizing either a postcode or response free technique (Cooper et al., 2003). In this study, the data was coded utilizing a postcode strategy. When data was coded, the several stages was to alter the data to guarantee that data are right, steady and to check if any missing data was evident. These steps explain in the following sub-sections.

3.21.1.1 Data Coding

The early step in accompanying data preparation is to edit the raw data. Cooper et al. (2003) mentioned the reason for editing is to ensure that data are right, concordant with the purpose of the question and other information in the survey. Likewise, editing is expected to check for nearness of missing data. Missing data viewed as missing values (Little, 1988).

The coding procedure includes appointing numbers or symbols to responses of respondents to amass the appropriate responses into a set of number classifications (Groves et al., 2009). In this study, the coding was performed to relegate variable names to every estimation proclamation in the questionnaire. Each question speaks to an estimation of object for its delegate's latent variable. Once the source file are assigned with variable names, they were transferred into WarpPLS 5.0 software to generate the measurement model and perform an examination on the data. In this study, the coding procedure adopted was post-coding (Seale, 2011) and it has been done as follows:

- The crude data file recorded the data based on the questions number, in numerical values, for instance, SL1, SL2, SL3.

- These question numbers are coordinated with the estimation items of the constructs. For example question 001.2 was measuring shopping list and estimation item no 2, for example, SL2.

- The new .xlsl Excel record are made with every estimation name of items rather than question numbers, for example, SL1, PBC3, Enact1, Enact2.

3.21.1.2 Data Screening

In this stage, the data gathered from the survey analyzed before running any analysis. This procedure checks the blunders made by missing data and outliers. Careful handling of the subsections give detail data screening methodology that has been embraced.

3.21.1.3 Missing Data

Data was collected in three point in time from the same respondents. Only three respondents did not respond more than half of the questionnaires, so all these three huge missing data questionnaires were dropped. About 14 respondents have left minimum of one and maximum five questions without marks. This indicates that the data were

missing at random rather than the existence of a particular question where the respondents had trouble answering.

Due to the relatively small number of total responses, this investigation imputes the partial missing values (those have less than five answer missing, in total 14 responses) as suggested by Little and Rubin (2014). The imputation is done by replacing the missing values with medians of nearby points using SPSS version 22.

3.21.1.4 Outliers

The second level of data cleaning is conducted to examine the outliers; the different score from the rest of the data. Dasu and Johnson (2003) suggested cleaning the outliers before data analysis. However, this study questionnaire uses one to five points Likert Scales, therefore; outliers is not an issue for this investigation. Responding at the extreme one to five is not typical outlier behavior. Moreover, for demographics all scales of this study were categorical. Therefore, for this investigation there were no options to answer beyond the range or outliers.

3.21.1.5 Unengaged Response

The dataset checked for unengaged responses. Unengaged response measure does respond engaged with the responses or not. The unengaged response measured through checking standard deviation of each responses of respondent from beginning to the end of a questionnaire. It assumed that if the standard deviation is below 0.05, then all the responses are parallel (Little & Rubin, 2014). In other words, respondents did not engage with the questions. After calculating the standard deviations of all the questions of each respondent, five questionnaires were deleted. These five questionnaires were below the threshold value of 0.05.

3.22 Summary

This chapter draws the research methodology utilized as a part of this investigation. The requirement for Sequential Behavioral Approach (SBA) and quantitative techniques and utilizing self-administered questionnaire is defended.

A multistage cluster sampling approach was used to select probability samples from shoppers. A drop off/collection procedure was used in administrating questionnaires. The measurement items for each of the proposed latent variables have been produced utilizing established and approved scales, and where latent variables were presented, the measurement items were created from pertinent literature. The sampling decision was procured after improvement and assessment of measurement instrument. The investigation administered the questionnaires to 900 respondents based on systematic random sampling method, and a total of 378 questionnaires were received from the respondents. 369 completed questionnaire were analyzed. The statistical techniques, PLS-SEM was used to analyze the proposed research hypotheses have been explained. Apart from this, two stage of PLS-SEM model validation was tended to in this present study.

CHAPTER 4

DATA ANALYSIS AND DISCUSSION

4.1 Chapter Overview

This chapter presents the analysis and testing of the proposed hypotheses. Section 4.2 presents the descriptive statistics of the respondents. Section 4.3 provides a complete analysis of measurement model followed by Section 4.4. Section 4.5 introduces structural model analysis. Sections 4.6 to Section 4.13 provides hypotheses testing results in accordance to the research questions as well as discussions of results derived from the hypothesis testing. Section 4.14 provides a brief summary of the structural model and discuss the overall model fit. Section 4.15 presents an overview of the data analysis and discussion.

4.2 Descriptive Statistics

The respondents in the present study are household shoppers crosswise over Malaysia. Data gathering commenced on September 2015 and was completed in July 2016. An aggregate of 900 questionnaires distributed, and 378 copies were returned. After deducting the unengaged responses and exceptional missing values, 369 questionnaires were found to be usable. Numerous variables were joined inside the instrument to portray the sample characteristics. These were gender, age, income, marital status, shopping frequency, shopping with whom and state. Table 4.1 presents the descriptive statistics of the sample respondents.

Table 4.1 displays that among the total respondents 61% respondents were male and 39% respondents were female. Total 58.8% respondents were Malays, 28.7% Chinese, 9.2% Indians and rest 0.8% others. Respondents' age range varies between 18

and 60 above. The study found that 35.5% the highest percentage of the respondents aged between 18 and 24 whereas second highest 17.3% respondents' age range were 39 to 45. 48.8% respondents hold bachelor degrees whereas 17.6% respondents hold master degree. Income range of variation was high. The highest percentage 14.9% for families of respondents with reported income range of RM3000 to RM3999 per month. The second highest is 14.6% for families of respondents with incomes varying from RM2000 to RM2999. Interestingly 46.1% respondents were single. 39.5% respondents reported that they have three kids along with a spouse. 28% respondents have between 3 and 4 family members. A total of 33.3% respondents were from Perak. The second highest state reported Kuala Lumpur and Selangor 19.2%. 26.8% respondents reported that they came for shopping with their partner. 48.5% respondents remarked that they were satisfied with the shopping. 35.2% respondents go for shopping around 2 to 3 times per months whereas 22.2% respondents go for shopping 2 to 3 times per week.

Table 4.1: Descriptive Statistics

	Percent	Cumulative Percent
Gender		
Male	39	39
Female	61	100
Ethnic Group		
Malay	58.8	58.8
Chinese	28.7	87.5
Indians	9.2	96.7
Others	3.3	100
Age		
18-24	35.5	35.5
25-31	14.9	50.4
32-38	12.5	62.9
39-45	17.3	80.2
46-52	13.8	94
53-59	5.1	99.2
60+	0.8	100
Education		
High School	10.3	10.3
Diploma	13.3	23.6
Bachelor	48.8	72.4
Masters	17.6	90
Others	10	100

Income		
Less than 999	12.5	12.5
RM1000 to RM1999	8.7	21.1
RM2000 to RM2999	14.6	35.8
RM3000 to RM3999	14.9	50.7
RM4000 to RM4999	11.7	62.3
RM5000 to RM5999	11.7	74
RM6000 to RM6999	6.8	80.8
RM7000 to RM7999	6.2	87
RM8000 to RM8999	2.2	89.2
RM9000 or more	10.8	100
Marital status		
Single	46.1	46.1
Married with no kid	6.2	52.3
Married with 1-2 Kid(s)	17.3	69.6
Married with 3+ kids	29.5	99.2
Widow	0.8	100
Family size		
2-3	11.1	11.1
4-5	28.7	39.8
6-7	42	81.8
8-9	12.2	94
9+	6	100
State		
Johor	6.5	6.5
Kedah	7	13.6
Kelantan	5.1	18.7
Melacca	4.6	23.3
Penang	5.1	28.5
Pahang	4.6	33.1
Perak	33.3	66.4
Perlis	2.4	68.8
Sabah & Sarawak	2.7	71.5
Selangor & KL	19.2	90.8
Terengganu	4.6	95.4
Negeri Sembilan	4.6	100
Shop with whom		
Alone	22.5	22.5
Spouse/Partner	26.8	49.3
Children	20.9	70.2
Other/Relatives	13.3	83.5
Friends	16.5	100

Shopping satisfaction		
Completely Dissatisfied	1.1	1.1
Dissatisfied	1.6	2.7
Neutral	35.2	37.9
Satisfied	48.5	86.4
Completely satisfied	13.6	100
Shopping frequency		
Daily	1.9	1.9
2-3 Times per week	22.2	24.1
1 Time per weak	32	56.1
2-3 times per month	35.2	91.3
One time per month	6.2	97.6
Rarely	2.4	
Total	100	100

4.3 Stage One Measurement Model Assessment

The measurement model is known as an SEM model, that: (a) determines the indicators for each construct and (b) empower an evaluation of construct validity (Anderson & Gerbing, 1988). The reason a measurement model is applied is to indicate which estimation items are identified with each latent variable. Each of the constructs under thought; is evaluated for purposes below:

- Factor Loading.
- Composite Reliability (CR)
- Cronbach's Alpha
- Average Variance Extracted (AVE)
- Full Collinearity
- Discriminant Validity

4.3.1 Measurement Model Assessment

The results in Table 4.2 elaborates on individual item reliability assessment using factor loading. All items loadings are more than 0.50 on the grounds that, loading of the estimation item surpassed the suggested estimation of 0.50 showing the good level of individual item reliability (Hair Jr et al., 2016). In Table 4.2, the convergent validity

was measured using Cronbach's alpha, Composite Reliability (CR) and Average Variance Extracted (AVE). The outcomes demonstrate that all of the values is over the suggested levels required for the present investigation which is 0.60 for Cronbach's alpha, 0.70 for CR and 0.50 for AVE (Hair Jr et al., 2016). Besides that, a couple of items were erased on account of either having low loading or failed to satisfy AVE criteria. The estimation display comes before/after erase item are accessible in the (Appendix D).

Table 4.2: Measurement Model

Items	Loading	CR	Cronbach's Alpha	AVE	Full Collinearity VIFs
Shopping List					
SL2	0.715	0.811	0.651	0.590	1.354
SL3	0.787				
SL4	0.799				
Shopping List Following Desire					
SLFD1	0.679	0.899	0.859	0.643	2.170
SLFD2	0.881				
SLFD3	0.848				
SLFD4	0.819				
SLFD5	0.766				
Importance of Shopping List					
ImpSL1	0.720	0.902	0.864	0.649	2.223
ImpSL2	0.812				
ImpSL3	0.878				
ImpSL4	0.828				
ImpSL5	0.785				
Shopping Effort Investment					
SEI2	0.714	0.875	0.828	0.539	2.314
SEI3	0.722				
SEI5	0.687				
SEI6	0.772				
SEI7	0.774				
SEI8	0.731				

Note: Loading represent factor loading and cutoff value (Loading ≥0.50), Composite Reliability (CR) ≥0.70, Cronbach's Alpha value ≥0.60, Average Variance Extracted (AVE) ≥5.0, Full collinearity <5.

Items	Loading	CR	Cronbach's Alpha	AVE	Full Collinearity VIFs
Readiness to Change the Shopping List					
R2C2	0.583	0.843	0.750	0.578	1.498
R2C3	0.798				
R2C4	0.784				
R2C5	0.85				
Positive Anticipated Emotion					
PAE1	0.814	0.924	0.903	0.635	2.239
PAE2	0.860				
PAE3	0.844				
PAE4	0.834				
PAE5	0.743				
PAE6	0.754				
PAE7	0.717				
Negative Anticipated Emption					
NAE1	0.805	0.940	0.929	0.610	1.797
NAE2	0.736				
NAE3	0.775				
NAE4	0.827				
NAE5	0.782				
NAE6	0.706				
NAE7	0.792				
NAE8	0.796				
NAE9	0.762				
NAE10	0.822				
Attitude					
Attitud 1	0.796	0.936	0.918	0.710	2.398
Attitud 2	0.828				
Attitud 3	0.855				
Attitud 4	0.847				
Attitud 5	0.894				
Attitud 6	0.832				
Perceived Behavioral Control					
PBC1	0.842	0.885	0.833	0.612	2.774
PBC2	0.843				
PBC3	0.838				
PBC4	0.506				
PBC5	0.827				

Note: Loading represent factor loading and cutoff value (Loading ≥0.50), Composite Reliability (CR) ≥0.70, Cronbach's Alpha value ≥0.60, Average Variance Extracted (AVE) ≥5.0, Full collinearity <5.

Items	Loading	CR	Cronbach's Alpha	AVE	Full Collinearity VIFs
Subjective Norms					
SNOR1	0.838	0.897	0.855	0.636	1.437
SNOR2	0.858				
SNOR3	0.850				
SNOR4	0.698				
SNOR5	0.730				
Shopping Feasibility					
SF1	0.794	0.876	0.809	0.639	2.760
SF2	0.849				
SF3	0.850				
SF5	0.696				
Intention					
Inten1	0.832	0.891	0.847	0.622	2.121
Inten2	0.819				
Inten3	0.822				
Inten4	0.747				
Inten5	0.716				
Behavioral Desire					
BDSR1	0.812	0.926	0.900	0.715	3.345
BDSR2	0.869				
BDSR3	0.848				
BDSR4	0.847				
BDSR5	0.853				
Implementation Intention					
IMINT1	0.822	0.885	0.836	0.610	3.080
IMINT2	0.831				
IMINT3	0.595				
IMINT4	0.844				
IMINT5	0.785				

Note: Loading represent factor loading and cutoff value (Loading ≥0.50), Composite Reliability (CR) ≥0.70, Cronbach's Alpha value ≥0.60, Average Variance Extracted (AVE) ≥5.0, Full collinearity <5.

Items	Loading	CR	Cronbach's Alpha	AVE	Full Collinearity VIFs
Attentional Control					
AC1	0.791	0.908	0.885	0.528	1.733
AC2	0.808				
AC3	0.770				
AC6	0.762				
AC7	0.823				
AC8	0.678				
AC10	0.583				
AC11	0.68				
AC13	0.599				
Attentional Shift					
AShift3	0.796	0.849	0.733	0.652	1.367
AShift4	0.839				
AShift5	0.787				
Shop Interior					
Interio	0.721	0.919	0.902	0.532	3.171
Interio	0.759				
Interio	0.718				
Interio	0.741				
Interio	0.784				
Interio	0.750				
Interio	0.682				
Interio	0.657				
Interio	0.761				
Interio	0.711				
Shop Location					
Locatio	0.738	0.915	0.897	0.519	3.237
Locatio	0.755				
Locatio	0.756				
Locatio	0.746				
Locatio	0.711				
Locatio	0.757				
Locatio	0.743				
Locatio	0.614				
Locatio	0.682				
Locatio	0.691				

Note: Loading represent factor loading and cutoff value (Loading ≥0.50), Composite Reliability (CR) ≥0.70, Cronbach's Alpha value ≥0.60, Average Variance Extracted (AVE) ≥5.0, Full collinearity <5.

Items	Loading	CR	Cronbach's Alpha	AVE	Full Collinearity VIFs
Information Inside store					
Info1	0.789	0.936	0.924	0.594	3.356
Info2	0.815				
Info3	0.759				
Info4	0.779				
Info5	0.830				
Info6	0.756				
Info7	0.764				
Info8	0.725				
Info9	0.713				
Info10	0.768				
Price Display					
PD1	0.805	0.930	0.916	0.571	2.458
PD2	0.814				
PD3	0.764				
PD4	0.739				
PD5	0.772				
PD6	0.783				
PD7	0.720				
PD8	0.685				
PD9	0.768				
PD10	0.699				
Promotion					
Promo1	0.796	0.939	0.927	0.607	2.593
Promo2	0.840				
Promo3	0.823				
Promo4	0.806				
Promo5	0.805				
Promo6	0.781				
Promo7	0.806				
Promo8	0.722				
Promo9	0.694				
Promo10	0.702				

Note: Loading represent factor loading and cutoff value (Loading ≥0.50), Composite Reliability (CR) ≥0.70, Cronbach's Alpha value ≥0.60, Average Variance Extracted (AVE) ≥5.0, Full collinearity <5.

Items	Loading	CR	Cronbach's Alpha	AVE	Full Collinearity VIFs
Social Influence					
Social1	0.868	0.893	0.840	0.676	2.164
Social2	0.833				
Social3	0.793				
Social5	0.794				
Crowding					
Crowd1	0.772	0.860	0.803	0.510	2.266
Crowd2	0.768				
Crowd3	0.791				
Crowd4	0.578				
Crowd5	0.779				
Crowd6	0.555				
Time Constraints					
TC1	0.872	0.914	0.874	0.727	1.551
TC2	0.907				
TC3	0.824				
TC4	0.804				
Mood					
Mood1	0.706	0.889	0.831	0.668	2.187
Mood3	0.819				
Mood4	0.882				
Mood5	0.85				
Negative Affect					
Affect1	0.876	0.964	0.957	0.770	2.783
Affect2	0.839				
Affect3	0.871				
Affect4	0.895				
Affect5	0.911				
Affect6	0.900				
Affect7	0.889				
Affect8	0.837				

Note: Loading represent factor loading and cutoff value (Loading ≥0.50), Composite Reliability (CR) ≥0.70, Cronbach's Alpha value ≥0.60, Average Variance Extracted (AVE) ≥5.0, Full collinearity <5.

Items	Loading	CR	Cronbach's Alpha	AVE	Full Collinearity VIFs
Positive Affect					
Affect9	0.528	0.882	0.843	0.520	1.829
Affect10	0.665				
Affect11	0.755				
Affect12	0.747				
Affect13	0.787				
Affect14	0.782				
Affect15	0.748				
Shopping List Enactment					
SLE1	0.851	0.897	0.828	0.744	3.107
SLE3	0.881				
SLE4	0.857				
Modified Shopping Realization					
MR2	0.839	0.826	0.580	0.704	2.780
MR5	0.839				

Note: Loading represent factor loading and cutoff value (<0.50), Composite Reliability (CR) value (<0.70), Cronbach's Alpha value (<0.60), Average Variance Extracted (AVE) (<5.0), Full collinearity >5

4.4 Higher Order Construct

4.4.1 Shopping Desire

The EDME model displays the relationship between two motivational variables (goal importance and goal commitment) with the desired goal. By considering the underpinning model the present study uses the combinations (latent variable scores) of three variables. The shopping list are in accordance to desire, importance of shopping list and readiness to change as a second-order construct. Table 4.3 shows shopping desire higher order constructs validity and reliability scores.

Table 4.3: Shopping Desire

Construct	Loading	CR	Cronbach's Alpha	AVE	Full Collinearity VIFs
Shopping Desire					
latent variable _SLFD	0.788	0.789	0.598	0.555	2.412
latent variable _ImpS	0.744				
latent variable _R2C	0.700				

Note: Loading represent factor loading and cutoff value (<0.50), Composite Reliability (CR) value (<0.70), Cronbach's Alpha value (<0.60), Average Variance Extracted (AVE) (<5.0), Full collinearity >5

4.4.2 Behavioral Desire

The EDME model shows the relationship between effort investment and implementation desire. By considering the underpinning model, the present study uses the combinations (latent variable scores) of two variables, Implementation Desire, and Shopping Effort Investment as a second-order construct. Table 4.4 shows the behavioral desire higher order construct reliability and validity scores.

Table 4.4: Behavioral Desire

Construct	Loading	CR	Cronbach's Alpha	AVE	Full Collinearity VIFs
Behavioral Desire					
latent variable _BDsr	0.869	0.861	0.676	0.755	3.647
latent variable _SEI	0.869				

Note: Loading represent factor loading and cutoff value (<0.50), Composite Reliability (CR) value (<0.70), Cronbach's Alpha value (<0.60), Average Variance Extracted (AVE) (<5.0), Full collinearity >5

4.4.3 Shopping Interference

Belk (1975) provided five dimensions of the situational cues. These five dimensions are Physical surrounding, social surrounding, temporal perspective (Time constraints), Task definition and temporal perspective (Mood). Task definition was explained as a

situation that involves an intent to select, shop for, or obtain information about a general or specific purchase. In the present study, perspective task definition have already been captured as a purpose in the before the retail encounter. Regardless, all task definition of respondents are captured, other four situational cues that need to be constructed. According to Carrington et al. (2010), a physical cue has five dimensions. They are the interior, location, information, price display, and promotion. The aforementioned study also mentioned that a social cue has two dimensions, crowding and social influence. As a first order construct, the present study first construct physical cue can be observed in Table 4.5 and the social cue evident in Table 4.6 by combining the dimensions proposed by Carrington et al. (2010). In the second phase, as a second order construct of the present study combined all four situational cues originally proposed by Belk (1975) and was named the shopping interference. It can be observed in Table 4.7.

Table 4.5: Physical Cue

Construct	Loading	CR	Cronbach's Alpha	AVE	Full Collinearity VIFs
Physical Cue					
latent variable _Inte	0.865				
latent variable _Loca	0.875				
latent variable _Info	0.888	0.93	0.905	0.726	1.818
latent variable _PD	0.804				
latent variable _Prom	0.825				

Note: Loading represent factor loading and cutoff value (<0.50), Composite Reliability (CR) value (<0.70), Cronbach's Alpha value (<0.60), Average Variance Extracted (AVE) (<5.0), Full collinearity >5

Table 4.6: Social Cue

Construct	Loading	CR	Cronbach's Alpha	AVE	Full Collinearity VIFs
Social Cue					
latent variable _Crow	0.896	0.89	0.753	0.802	1.852
latent variable _Soci	0.896				

Note: Loading represent factor loading and cutoff value (<0.50), Composite Reliability (CR) value (<0.70), Cronbach's Alpha value (<0.60), Average Variance Extracted (AVE) (<5.0), Full collinearity >5

Table 4.7 shows the 2nd higher order shopping interference construct validity and reliability scores.

Table 4.7: Shopping Interference

Construct	Loading	CR	Cronbach's Alpha	AVE	Full Collinearity VIFs
Interference					
latent variable _Mood	0.705				
latent variable _PhyC	0.630	0.796	0.658	0.496	1.655
latent variable _SocC	0.794				
latent variable _Temp	0.679				

Note: Loading represent factor loading and cutoff value (<0.50), Composite Reliability (CR) value (<0.70), Cronbach's Alpha value (<0.60), Average Variance Extracted (AVE) (<5.0)

4.4.4 Discriminant Validity

According to Kock (2013), "a measurement instrument has good discriminant validity if the question-statements associated with each latent variable are not confused by the respondents to the questionnaire with the question-statements associated with another latent variable, particularly regarding the meaning of the question-statements."

The property of discriminant validity could be analyzed by contrasting the connections between latent variables and the square root of average variance extracted (AVE) for a latent variable. The slanting of the table contains the square roots of the AVEs which must be more prominent than the off-corner to corner components in the comparing line and sections (e.g., relationship of two latent variables). To affirm the discriminant validity criteria, the present investigation checks the correlation among all the latent variables with square roots of AVEs as recommend by Fornell and Larcker (1981a). The diagonal of the Table 4.8 covers the square roots of the AVEs (**bold** font values). In Table 4.8, it is evident that all the square roots of the AVEs (**bold** font values) are greater than off-diagonal elements (non-bold font values) in the corresponding row and columns that mean that all the construct have successfully passed the discriminant validity criteria.

Table 4.8: Discriminant Validity

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
1. SL	**0.768**																	
2. PAE	0.258	**0.797**																
3. NAE	0.018	0.290	**0.781**															
4. Attid	0.243	0.558	0.238	**0.842**														
5. PBC	0.151	0.468	0.063	0.539	**0.783**													
6. SNor	0.260	0.255	0.220	0.332	0.216	**0.798**												
7. Intent	0.084	0.342	0.178	0.421	0.566	0.153	**0.788**											
8. ImInt	0.193	0.479	0.273	0.470	0.535	0.278	0.545	**0.781**										
9. SLE	0.107	0.290	0.031	0.357	0.517	0.051	0.404	0.366	**0.863**									
10. IS	0.116	0.350	0.035	0.331	0.459	0.131	0.333	0.348	0.748	**0.839**								
11. NAft	0.030	-0.082	0.430	-0.115	-0.222	-0.042	-0.073	-0.028	-0.200	-0.223	**0.878**							
12. PAft	0.155	0.366	0.270	0.275	0.090	0.110	0.096	0.174	0.101	0.111	0.397	**0.721**						
13. SF	0.134	0.341	0.088	0.448	0.656	0.246	0.598	0.575	0.542	0.433	-0.182	0.062	**0.800**					
14 FA	0.254	0.030	0.356	-0.001	-0.19	0.223	-0.102	-0.004	-0.282	-0.208	0.465	0.153	-0.15	**0.726**				
15. ASft	0.027	0.261	0.052	0.214	0.382	0.126	0.283	0.340	0.306	0.326	-0.149	0.012	0.335	-0.078	**0.808**			
16. SDsr	0.237	0.507	0.211	0.534	0.615	0.256	0.550	0.572	0.407	0.299	-0.074	0.183	0.513	-0.050	0.315	**0.745**		
17. BDsr	0.243	0.560	0.215	0.605	0.661	0.361	0.569	0.724	0.451	0.405	-0.123	0.162	0.593	-0.048	0.374	0.697	**0.869**	
18. IntF	0.089	0.235	0.405	0.219	0.017	0.100	0.136	0.151	0.086	0.120	0.456	0.453	0.034	0.320	0.02	0.144	0.095	**0.700**

4.5 Stage Two Structural Model Assessment

Given the outcomes acquired in Section 4.3 to Section 4.4, the measurement model appears to have absolute individual item reliability, convergent validity, and discriminant validity. Considering all of the value inside the adequate standard range, the measurement model in the present investigation shows sufficient robustness expected to test the relationship between the exogenous variable and the endogenous variables. Thus, the following stage is to evaluate the structural model with the goal to decide the explanatory force of the model and to test the proposed research hypotheses.

The target of this stage is to test all the proposed hypotheses in the present investigation to answer the research questions. The causal structure of the model was measured to look at the impacts among the constructs characterized in the proposed models complete the assessment of:

- Path coefficient (β),

- *P* Value

- Effect size (f^2)

- Coefficient of determination (R^2)

4.5.1 Path coefficient (β) Significance

Path coefficient β sign (for example, negative versus positive) and P value significance specifies the degree of the quality of the data in backing the hypothesized model (W. W. Chin, 2010). In the proposed hypothetical model, all the hypothesis must have P value less than 0.05 and positive path coefficient sign to be pass in hypothesis testing.

4.5.2 Assessment of Effect Size (f^2)

The effect size measures of an independent latent variable substantively affect a dependent latent variable (Cohen, 1988; Hair Jr et al., 2016). As stated by Urbach and Ahlemann (2010), "the effect size is computed as the expansion in R^2 of the latent variable to which the path is associated, about the latent variable's extent of the unexplained variance." Values of effect size in the vicinity of 0.020 and 0.150, in the vicinity of 0.150 and 0.350 and surpassing 0.350 show whether a latent predictor variable has a small, medium or large effect on an endogenous latent variable individually (Cohen, 1988).

4.6 Hypothesis Testing RQ1

Table 4.9: Hypothesis testing RQ1

Hypothesis	Path Coefficients	P Value	Effect Size	Effects	Supported
H1: Shopping list positively influences shopping desire	0.125	0.007**	0.032	Small	Yes
H2: Shopping desire positively influences shopping intention	0.324	<0.001**	0.179	Moderate	Yes
H3 Positive anticipated emotion has a positive effect on shopping desire	0.447	<0.001**	0.230	Moderate	Yes
H4: Negative anticipated emotion has a positive effect on shopping desire	0.102	0.010*	0.027	Small	Yes
H5: Shopping intention positively influences behavioral desire	0.386	<0.001**	0.222	Moderate	Yes
H6 Behavioral desire positively influence implementation intention	0.730	<0.001**	0.534	Large	Yes
H7: Shopping attitude has a positive effect on behavioral desire	0.388	<0.001**	0.236	Moderate	Yes
H8: Subjective norms has a positive effect on behavioral desire	0.174	<0.001**	0.063	Small	Yes
H9: Shopping feasibility has a positive effect on shopping intention	0.433	<0.001**	0.262	Moderate	Yes
H10 Shopping feasibility influence perceives behavioral control	0.659	<0.001**	0.435	Large	Yes
H11: Perceive behavioral control has a positive effect on shopping list enactment	0.462	<0.001**	0.246	Moderate	Yes

Note: Path coefficient indicates standardized beta (β) value. Effect size: 0.020 Small Effects, 0.150 Medium Effects, 0.150 to 0.350 Large Effects. Star indicates * p<.05; ** p<.01

4.7 Discussion RQ 1

In Table 4.9, the PLS-SEM structural model results is presented. These eleven hypotheses are based on RQ1. The understanding derives from the analysis are discuss as follows:

H1: Shopping list positively influences shopping desire

A significant positive relationship between shopping list and shopping desire indicates that perception of shoppers towards a purposive shopping behavior positively influences the motivational state of mind of the shopper towards a purposive shopping.

The result from the hypothesis testing further informs that:

- Shopping lists increases the level of interest or drives to purposive behavior.

- Shopping list followers hold a positive perception about enacting shopping lists through a sequential process of self-persuasion.

H2: Shopping desire positively influences shopping intention

The significant positive relationship between shopping desire and shopping intention indicates that the motivational state of mind of a shopper towards a purposive shopping positively influence perception towards a purposive shopping behavior.

H3: Positive anticipated emotion has a positive effect on shopping desire

A significant positive relationship between positive anticipated emotion and shopping desire informs that emotional reaction to the prospect of successful shopping list enactment positively influence motivational state of mind of shopper towards a purposive shopping behavior.

H4: Negative anticipated emotion has a positive effect on shopping desire

The positive relationship between negative effects and shopping desire describes negative emotional reaction to the prospect of failing to enact the shopping list

positively influence the motivational state of mind of the shopper towards a purposive shopping behavior .

H5: Shopping intention positively influences behavioral desire

A significant positive relationship between shopping intention and behavioral desire informs that a shopper perception of a purposive shopping behavior leads to transforming reasons and motives for embracing a shopping list. Furthermore, it also informs that a purposive shopper boosts motivation through enabling a more comprehensive process of alternatives purpose selection, and by signaling that the chosen purpose or shopping listed items are significant and valuable to purchase.

H6: Behavioral desire positively influence implementation intention

A significant positive relationship between behavioral desire and implementation intention shows that optimistic reasons and motives of a purpose (shopping listed items) positively influence in accepting that purpose (shopping list) enacting options as satisfactory.

H7: Shopping attitude has a positive effect on behavioral desire

A significant positive relationship between attitude and behavioral desire revealed that strength and ability to pursue a purpose (shopping list) influence transforming reasons and motives for choosing that purpose (shopping list).

H8: Subjective norms has a positive effect on behavioral desire

The significant positive relationship between subjective norms and behavioral desire indicate the impact of directly felt expectations from other people who are important to a purposive shopper influence in setting shopping purposes of that shopper.

H9: Shopping feasibility has a positive effect on shopping intention

The significant positive effects of shopping feasibility on shopping intention confirms that the ease or difficulty enactment of the selected purpose (shopping list) includes the consideration of both personal characteristics as well as environmental

contingencies and have a substantial influence on a shopper perception of a purposive shopping behavior.

H10: Shopping feasibility influence perceives behavioral control

A significant positive influence has resulted in the relationship between shopping feasibility and perceives behavioral control. This relationship shows that the acceptance of enacting the selected purpose (shopping list) includes the consideration of both personal characteristics as well as environmental contingencies control the purposive actions of shopper directly throughout the execution of the purpose (shopping list).

H11: Perceive behavioral control has a positive effect on shopping list enactment

Significant positive effects between perceiving behavioral control and shopping list enactment is evident. This effect shows that a governing principle in controlling the purposive actions of shopper influences the purpose (shopping list) enactment.

4.8 Hypothesis Testing RQ2

Table 4.10: Mediation Analysis RQ2

Hypothesis	Indirect Effects	P Value	Sign	Comment
H12: Attentional shift mediate positive relationship between implementation intention and shopping list enactment.	0.03	0.017*	Positive	Mediation Exist

Note: Mediation effects measured based on indirect effect's significance level (Preacher & Hayes, 2008). Star indicates * p<.05

Table 4.11: Moderation Analysis RQ2

Hypothesis	Interaction Effects	P Value	Sign	Comment
H13: Significant differences exist between high and low focused attention concerning the positive relationship between attentional shift and shopping list enactment	0.174	0.001**	Positive	Moderation Exist

Note: Interaction moderation effects' significant based on P value. ; Starts indicates ** p<.01. That mean high focused attention strengthens the positive relationship between attentional shift and shopping list enactment.

4.9 Discussion RQ2

Following two hypotheses has been tested to understand this research question. The understanding derives from the analysis has been discussed as follows:

H12: Attentional shift mediate positive relationship between implementation intention and shopping list enactment.

Table 4.10 presents the PLS-SEM mediation analysis results. The understanding derived from this mediation result could be spelt as attentional shift that significantly mediates the positive relationship between implementation intention and shopping list enactment. However, these findings suggest that shoppers felt their attention is shifting from a shopping list towards shopping interference. Nonetheless, they have been successful in enacting the shopping list that has been made before the retail encounter.

H13: Significant differences exist between high and low focused attention concerning the positive relationship between attentional shifts and shopping list enactment

Table 4.11 presents the PLS-SEM moderation analysis results. The understanding derived from this mediation result could describe as a significant positive moderation effect that is observed between attentional shift and shopping list enactment. This finding has informed that higher focused attention on purposive shopping would provide attentional controlling power to the shopper. Thus, this power will help purposive shoppers to ignore the shopping interference and closing the gap between purpose-enactment.

Moderation effects are difficult to interpret without a graph. Graphs assist in evaluating the effect of the independent value at different values of the moderator. Figure 4.1 illustrates the existence of differences between high and low focused attention concerning the positive relationship between attentional shifts and shopping list enactment.
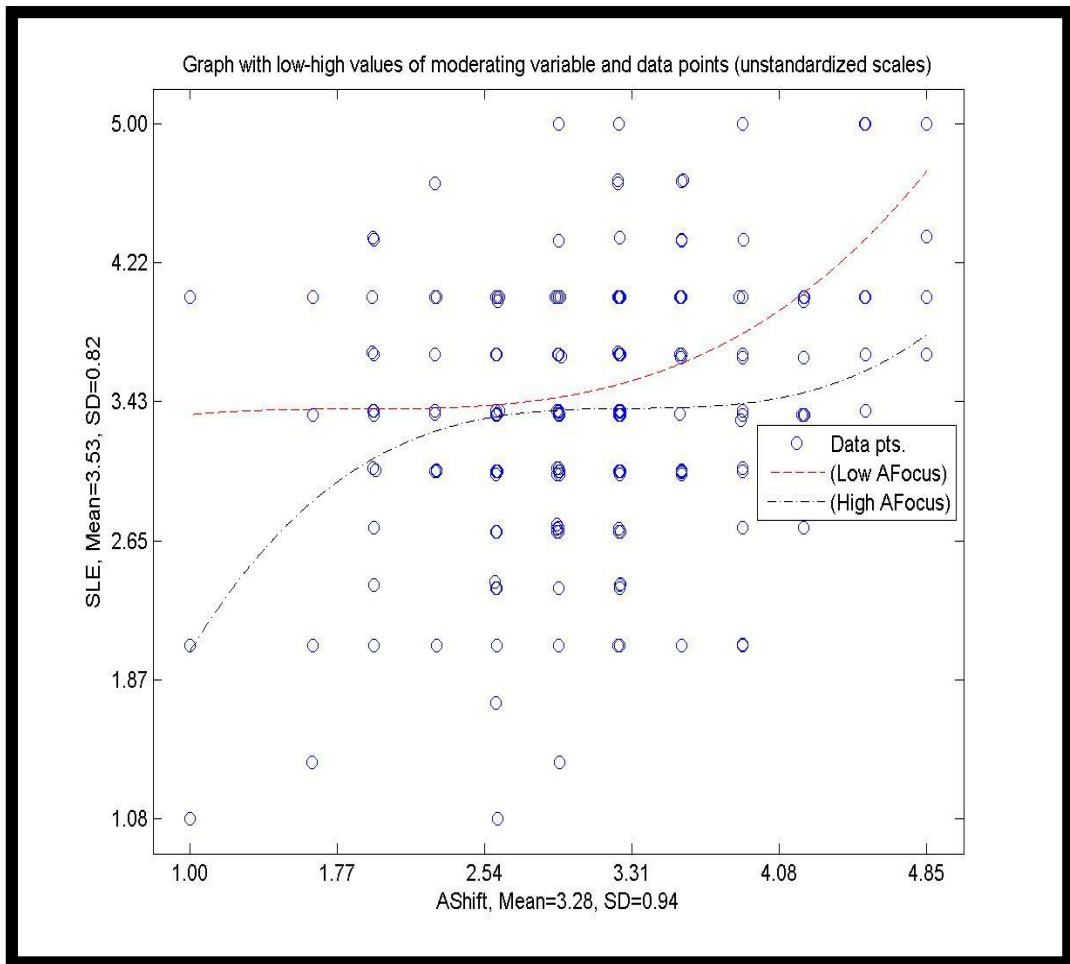
Figure 4.1: Moderating effects

The moderating effect of attentional shift and shopping list enactment has a value of (0.174) at $p < 0.01$. This is due its nature as a positive path coefficient of an effect that moderates a positive direct relationship. Therefore, the causal power of shopping list enactment would rise in value as the influence of focused attention increases.

4.10 Hypothesis Testing RQ3

Table 4.12: Path Analysis RQ3

Hypothesis	Path Coefficients	P Value	Effect Size	Effects	Supported
H14: Shopping list enactment positively influences incongruent shopping	0.717	<0.001**	0.541	Large	Yes

Note: Path coefficient indicates standardized beta (β) value. Effect size: 0.020 Small Effects, 0.150 Medium Effects, 0.150 to 0.350 Large Effects. Star indicates * p<.05; ** p<.01

Table 4.13: Mediation Analysis RQ3

Hypothesis	Indirect Effects	P Value	Sign	Comment
H15: Attentional shift mediate positive relationship between implementation intention and incongruent shopping.	0.024	0.013*	Positive	Mediation Exist

Note: Mediation effects measured based on indirect effect significance level (Preacher & Hayes, 2008). Star indicates * p<.05

4.11 Discussion RQ3

This research question measures purposive shoppers at the post retail encounter episode of their behavioral sequence. This episode is determined through two relationships, the first relationship measures the direct relationship between shopping list enactment and incongruent shopping behavior. The second relationship measures attentional shift mediation that exist between implementation intention and incongruent shopping behavior. The following two hypotheses were tested to understand this research question. This understanding derives from the analysis has been discussed as follows:

H14: Shopping list enactment positively influences incongruent shopping

Table 4.12 presents the PLS-SEM path analysis results. The understanding derives from this path analysis could be described as significant positive relationship being evident between shopping list enactment and incongruent shopping behavior. These findings suggest that the enactment of shopping list also influence attainment of the shopping beyond the purpose thus, the purpose-enactment gap evident.

H15: Attentional shift mediate positive relationship between implementation intention and incongruent shopping.

Table 4.13 presents the PLS-SEM mediation analysis results. The understanding derived from this mediation analysis could be defined as having a significant attentional shift mediation on the positive relationship between implementation intention and incongruent shopping behavior. The results reveal that purposive shoppers purchase beyond their purpose. Interestingly these shoppers recognized that purpose-enactment gap is due to the shopping interferences.

4.12 Hypothesis Testing RQ4

Table 4.14: Path Analysis RQ4

Hypothesis	Path Coefficients	P Value	Effect Size	Effects	Supported
H16: Interference positively influence attentional shifting	0.115	0.008**	0.024	Small	Yes
H18: Positive affect positively influence attentional shifting	-0.102	0.193	0.006	No	No
H19: Negative affect positively influence attentional shifting	-0.207	<0.001**	0.052	Small	No (-)

Note: Path coefficient indicates standardized beta (β) value. Effect size: 0.020 Small Effects, 0.150 Medium Effects, 0.150 to 0.350 Large Effects. Star indicates ** $p<.01$.

Table 4.15: Moderation Analysis RQ4

Hypothesis	Interaction Effects	P Value	Sign	Comments
H17: Significant differences exist between high and low shopping interference concerning the positive relationship between attentional shifts and shopping list enactment	-0.098	0.027*	Negative	Moderation Exist

Note: Interaction moderation effects significant based on P value and negative effects. Starts indicate * $p<.05$. That mean high interferences weaken the positive relationship between attentional shift and shopping list enactment.

4.13 Discussion RQ4

The following four hypotheses are tested to understand this research question. The understanding is derived from the analysis discussed as follow:

H16: Interference positively influence attentional shifting

Table 4.14 presents the PLS-SEM path analysis results. The understanding derived from this path analysis could be termed as having a significant direct positive relationship between shopping interference and attentional shift. Attentional shift denotes that a shopper felt their attention is shifting from a shopping list towards shopping interference. Therefore this direct relationship means that the shopping interferences back shoppers' feeling towards shifting attention. Also, the hypothesis findings inform that shopping interference contains:

a) Physical cues

- The effect of the general atmosphere of a retail outlet.

- The effect of action of retailer or process of placing product or services in a particular position.

- Information that is transmitted in a retail arrangement or settings.

- The effect of a prominent exhibition of product and service prices in a place where it can be easily seen.

- The act of offering a lower price temporarily to enhance the effectiveness of product sales efforts.

b) Social cues

- The processes by which shoppers act and react to other shoppers.

- A large number of shoppers gathering closely together inside a shop.

c) Time constraints

• A limitation or restriction on shopping because something else should happen or be done.

d) Mood

• A state or quality of feeling during shopping

H17: Significant differences exist between high and low shopping interference concerning the positive relationship between attentional shifts and shopping list enactment

Table 4.15 presents the PLS-SEM moderation analysis results. The understanding derived from this moderation analysis could be described as a significant negative moderation that exists between the positive relationship of attentional shift and shopping list enactment. This moderation effect is interpreted with the aid of graph in Figure 4.2.
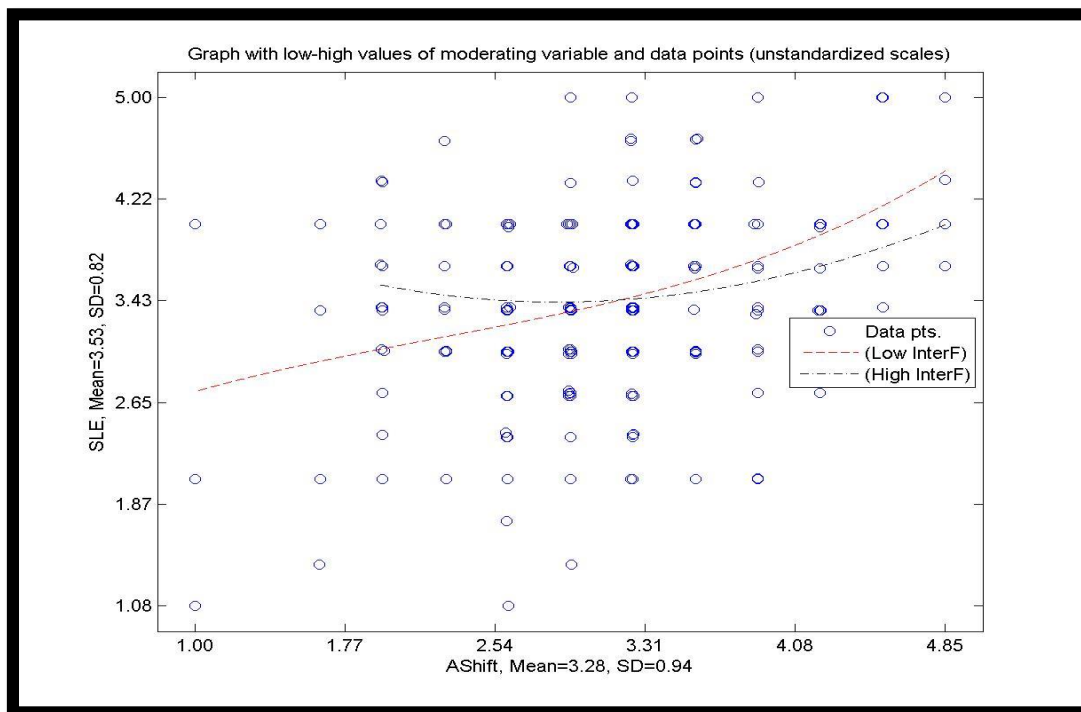
Figure 4.2: Moderating Effects

The moderating effect of attentional shift and shopping list enactment has a value of (-0.098) at $p < 0.027$. Since it is a negative interaction path of an effect that moderates a positive direct relationship, the causal power of shopping list enactment would reduce in value as the influence of shopping interference increases.

The findings potentially suggest that the shopper may have had their attention shifted towards shopping interference. However, the shopper is somewhat successful in enacting their shopping list. Nonetheless, if shopping interference is high, then the shopper may not be able to control their attention towards shopping list enactment. The findings inform that purposive shoppers have a certain limit of attentional control.

H18: Positive affect positively influence attentional shifting

Table 4.14 presents the PLS-SEM path analysis results. The understanding derived from this path analysis could be described as having an insignificant relationship between positive affect and attentional shift. However, the findings suggests that the shopper felt their attention shifting from a shopping list towards shopping interference, but not because of the positive affect (love, happiness, joyfulness). From another angle, these unexpected findings more strongly suggest that the retail context (not shopper internal affect system) is responsible for the shift in attention.

H19: Negative affect positively influence attentional shifting

Table 4.14 presents the PLS-SEM path analysis results. The understanding derived from this path analysis could be designated as the relationship between negative affect and attentional shift found is significant but the different sign (negative direction) therefore this hypothesis is rejected. However, this is surprising as a different sign with eye-opening information, indicating that negative affect decreases attentional shift of shopper from a shopping list towards shopping interference. Alternatively, high negative affect decreased shopping interference acceptance of shopper.

155

4.14 Summary of the Structural Model

The coefficient of determinants (R^2) and model fit indices have been assessed to see the predicting ability of the structural model. R^2 determines the prediction power of the model (Hair Jr et al., 2016). WarpPLS 5.0 software provided the R^2 for the dependent variables in the model. R^2 measures the relationship of latent variables explained variances to its total variance (Kock, 2010). Table 4.16 shows the R^2 summary for each of the endogenous variables defined in the proposed theoretical model. Among eight dependent variables five scored moderate R^2 and rest there scored weak R^2. This result is satisfactory because the final dependent variable incongruent shopping score 0.59 is sufficient for consumer behavior studies (Wooldridge, 2015).

Table 4.16: Summary of the R^2

Dependent Variable	R^2	Degree
PBC	0.435	Moderate
Intention	0.440	Moderate
Implementation Intention	0.534	Moderate
Shopping List Enactment	0.274	Weak
Incongruent Shopping	0.579	Moderate
Attentional Shift	0.238	Weak
Shopping Desire	0.288	Weak
Behavioral Desire	0.521	Moderate

Note: 0.670 Substantial, 0.333 Moderate and 0.190 Weak.

To elaborate, this study analyzes an adjusted R^2. The difference between R^2 and the "Adjusted R^2" is that R^2 presumes every independent variable in a model explains the variation in the dependent variable. It provides the percentage of explained variation as if all independent variables in the model affect the dependent variable. However, the adjusted R^2 provides the percentage of variation explained by only those independent variables that in "reality" affect the dependent variable. R^2 cannot confirm whether the coefficient and its predictions are prejudiced. Also, it does not show an indication if a regression model predicting ability is adequate; it could demonstrate a R^2 figure for a good model, or a high R^2 figure for a model that does not fit (L. D. Brown et al., 1987).

The adjusted R^2 equates the descriptive power of regression models that contain various numbers of predictors (Bearden et al., 2001). Although, every predictor added

to a model increases R^2 and never decreases it. However, the adjusted R^2 compensates for the addition of variables and adjusted R^2 only increases if the new variables enhance the model upstairs what would be obtained by probability. Adjusted R^2 decreases when a predictor enhances the model less than what is predicted by chance. Model with many variables could provide a high value of R^2, however, it leads to the bias validity of the model, but this is not the case with the adjusted R^2.

This investigation model contains many variables. Therefore, a question may arise that high R^2 ($R^2 = 0.57$ in this final variable) obtained due to many variables and the overall model fit is not significant. In minimizing above mentioned biases, the present study further analyzes the adjusted R^2. Table 4.17 shows that the present study model has adjusted R^2 value 0.409, P<0.001. Based on adjusted R^2 moderate value at 1% statistically significance level, the present study claims that the tested model is robust and statistically significant.

In addition to the R^2 and adjusted R^2, the following Table 4.17 shows a summary of the other model fit results that derived from WarpPLS 5.0 software. All the model fit results are statistically satisfactory and significant.

Table 4.17: Model Fit Results

Criteria	Value	Threshold	Result
Average path coefficient (APC)	0.301, P<0.001	* p<.05; ** p<.01	Significant **
Average R-squared (ARS)	0.414, P<0.001	* p<.05; ** p<.01	Significant **
Average adjusted R-squared (AARS)	0.409, P<0.001	* p<.05; ** p<.01	Significant **
Average block VIF (AVIF)	1.215	Acceptable if <= 5, ideally <= 3.3	Acceptable
Average full collinearity VIF (AFVIF)	2.034	Acceptable if <= 5, ideally <= 3.3	Acceptable
Tenenhaus GoF (GoF)	0.502	Small >= 0.1, medium >= 0.25, large >= 0.36	Large
Sympson's paradox ratio (SPR)	0.905	Acceptable if >= 0.7, ideally = 1	Acceptable
R-squared contribution ratio (RSCR)	0.986	Acceptable if >= 0.9, ideally = 1	Acceptable

The following Table 4.18 shows a summary of the tested model. In this table, it has been shown that in a total of eleven hypotheses/variables tested for before retail encounter. Five hypotheses/variables for during retail encounter and rest two hypotheses/variables for post retail encounter analyses. Also, theoretical supports for each variable (BR and EDME model integrations) and statistical support for each variable/hypothesis are illustrated in the table below.

Table 4.18: A Summary of the Tested Model

Data Collection Point	Hypothesis	Variables	Theoretical support	Statistical Support
Before retail encounter	H1	Shopping list	BR Theory	Supported
	H3	Positive Anticipated Emotion	EDME Model	Supported
	H4	Negative Anticipated Emotion	EDME Model	Supported
	H7	Attitude	EDME Model	Supported
	H8	Subjective Norms	EDME Model	Supported
	H9, H10	Shopping Feasibility	EDME Model	Supported
	H1, H2	Shopping Desire	EDME Model	Supported
	H5	Shopping Intention	EDME Model	Supported
	H6	Behavioral Desire	EDME Model	Supported
	H12, H15	Implementation Intention	EDME Model / Satisficing (BR Theory)	Supported
	H11	Perceive behavioral Control	EDME Model	Supported
During Retail Encounter	H18	Positive Affect	BR Theory	Not Supported
	H19	Negative Affect	BR Theory	Not Supported
	H12, H15	Attentional Shift	BR Theory / EDME Model	Supported
	H16, H17	Shopping Interference	BR Theory	Supported
	H13	Focused Attention	BR Theory	Supported
Post Retail Encounter	H14	Shopping List Enactment	EDME Model	Supported
	H15	Incongruent Shopping Behavior	EDME Model	Supported

Figure 4.3 shows the structural model. It involves two broken partitions clearly demarcating that this model is based on a total of three episodes (before, during and post retail encounters). In the model, β shows the path coefficient value. Star indicates * $p<.05$; ** $p<.01$.

a) In the before retail encounter episode, hypothesis one to hypothesis eleven were tested. A total of eleven variables have been analyzed in which six independent variables and five dependent variables. The independent variables are shopping list, anticipated positive and negative emotion, shopping feasibility, attitude and subjective norms. The dependent variables are shopping desire, intention, behavioral desire, implementation intention and perceive behavioral control. H1 to H3 and H5 to H11 statistically significant at 1% significance level. H4 is significant at 5% significance level. This episode based on the research question one.

b) During the retail encounter episode, a total of five variables has been analyzed. Three independent variables in this episodes are positive affect, negative affect, and shopping interference. The attentional shift is conceptualized as a mediating variable. Also, two moderation variable that are conceptualized are shopping interference and focused attention. This episode is based on RQ2 and RQ4. The results of the PLS-SEM analysis indicates that mediations H12 and H15 are statistically significant based on Preacher and Hayes (2008) indirect mediation analysis at 5% significance level. Only one directly effects H16 among three direct effects statistically significant at 5% significance level. H18 is statistically insignificant (P=0.193) while H19 shows a negative sign and is postulated to be unsupported. Nonetheless, two moderations are also tested in this episode. H13 is significant at 1% significance level, whereas H17 is significant at 5% significance level alongside H17 that shows a negative moderation towards interaction effects.

c) In the post retail encounter episode, a total of two dependent variables shopping list enactment and incongruent shopping behavior have been analyzed. H14 is statistically significant at 5% significance level. Overall the R^2 of the final dependent variable is incongruent shopping value $R^2=0.57$. This R^2 value is much greater than R^2 average cut-off point 0.333 but slightly short of substantial value 0.670. This episode is based on RQ3.

159
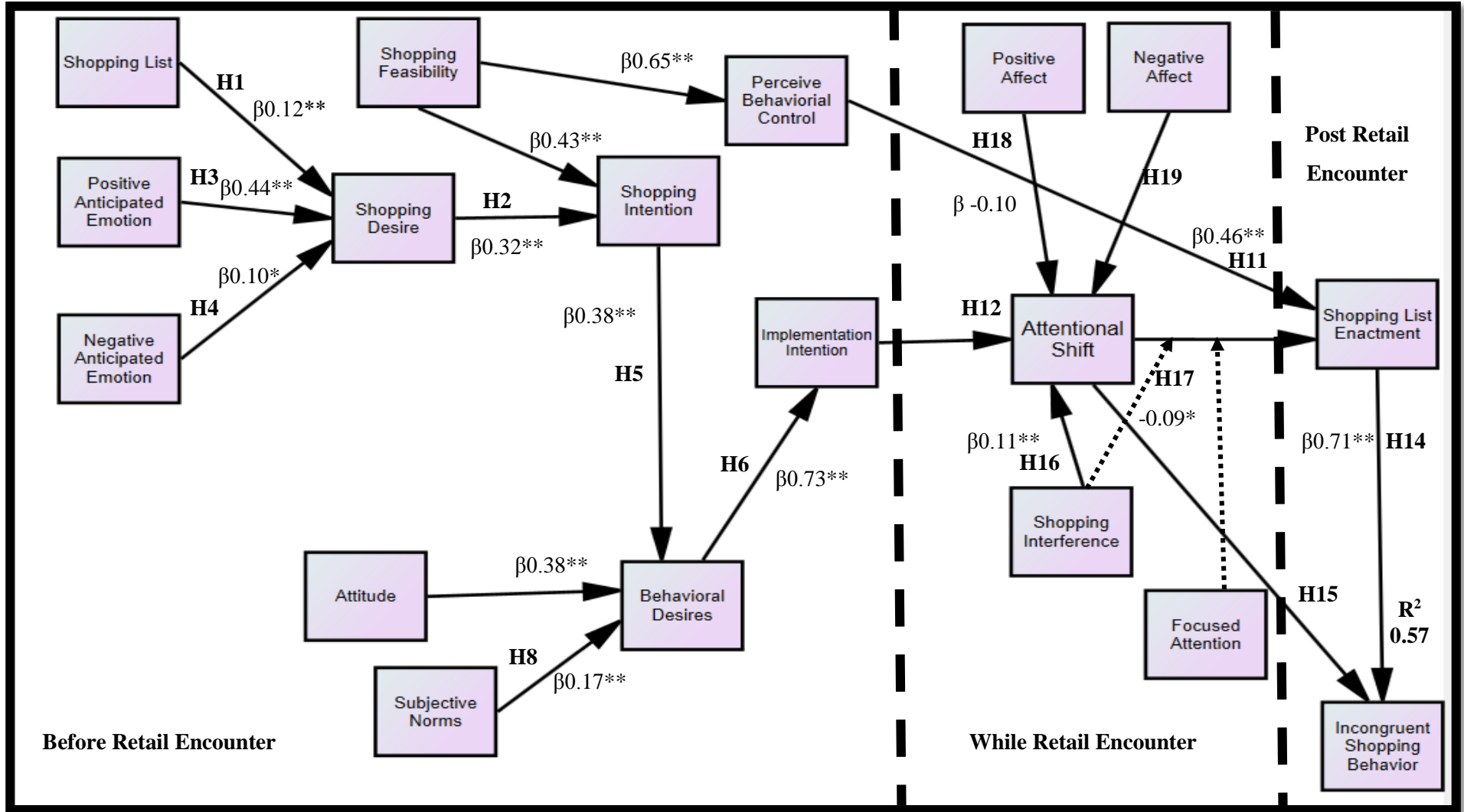
Figure 4.3: Structural Model

4.15 Summary

This chapter first exhibits the results of the descriptive statistics adapted from the measurement and structural model. Discussion of the information spans across every hypothesis tested. This is followed by the presentation of the structural model.

In the measurement model, the individual item reliability was measured from utilizing factor loading. As evident in Table 4.2, the loading of the item surpassed the prescribed least estimation of 0.50. This demonstrates the positive level of item reliability accomplished (Hair Jr et al., 2016). Convergent validity was measured utilizing Cronbach's alpha, CR and AVE. The outcomes is noted in Table 4.2. It demonstrates that convergent validity values are over the base levels required for instance 0.60 for Cronbach's alpha, 0.70 for CR and 0.50 for AVE (Hair Jr et al., 2016). The third property, discriminant validity was inspected through square root of AVE. The outcome can be observed in Table 4.8. It demonstrates that each variable in the measurement model was exactly discernable with other variables. Based on the acceptable results for reliability and validities, this chapter moved further to assess the investigation of the structural model. This is to decide the explanatory force of the proposed model and to test the proposed hypotheses.

Table 4.18 provides a summary of the structural model assessed in the present chapter. Graphical portrayals of the structural model is presented in Figure 4.3. This figure demonstrates two of the nineteen paths that are insignificant in the light of irrelevance P value and negative sign. These two insignificant paths are H18 and H19. All other paths apart from of this two insignificant paths are deemed otherwise. Therefore, the general model discovered sound is compatible in light of fit indices including R^2, APC, ARS, and AVIF.

CHAPTER 5

CONCLUSION, LIMITATIONS, AND RECOMMEDATION

5.1 Chapter Overview

This final chapter discusses the conclusions derived from testing of hypotheses and the contribution of the findings of the present study. The conclusions of the study are presented in the following pages. Also, this chapter considered the theoretical and practical contributions of the present research. The chapter is designed in accordance to the following sections: Section 5.2 presents a summary of the study. Section 5.3 discusses the theoretical contribution of the current study. Also, consideration has been given to the nature of new relationships that uncovered the knowledge on purposive shopping behavior. Section 5.4 provides methodological contributions. This study focuses not only on the reconciliation of the purpose-enactment gap of the purposive behavior, but also on the implications on customer loyalty are also investigated. Moreover, practical implications including implications to Malaysian shoppers and retail managers are discussed alongside practical implications on shoppers through guiding principles are presented in Section 5.5. The Following Section 5.6 outlines limitations of the study. Finally, Section 5.7 provides recommendations for future research.

5.2 Summary of the Thesis

In the introduction chapter, this study presents that the purposive shopping is decreasing. Situational cues could adversely influence shoppers to go for impulsive shopping. However, how situational cues influence purposive shoppers is still being researched. Rationality is one of the benefits of purposive shopping; hence, there are an abundance of interest to understand purpose-enactment gap of the purposive shopping

behavior. Studying the EDME model may inform the sequential behavior of purposive shopping. However, there may exist many underlying factors that could be considered a purchase behavior. Hence, there is a need to reconcile the purpose-enactment gap and understand shopping interference of the purposive shopping behavior.

Furthermore, this study is aimed to investigate the strength of purposive shoppers to follow a shopping list (purpose made before retail encounter) during their in-store behavior and the consequences of the retail situational exposure. Therefore, current studies have attempted to obtain an answer on how purposive shoppers could use the guidance of sequential integrated model for reconcile purpose-enactment gap. In this regard, five research questions are presented in the following terms:

a) What is the implementation intention of shopper before reaching the retail outlet?

b) How strong are shoppers in maintaining their attentional control during encountering retail period?

c) To what extent shoppers are able to maintain their purposive shopping behavior after the retail encounter?

d) To what extent situational cues interfere with purposive shopper behavior during retailing?

e) Can sequential integrated model work as a guiding principle to integrate and reconciles the purposive shopping purpose-enactment gap?

In the second chapter, this study reviews variables that are important in purposive shopping behavior research. In this review, it was suggested that the BR theory that provides the procedural limitation to understanding the reconciliation of an inconsistent rationality. In this context, the outcome of the different paths of literature reviewed justifies developing a model by integrating EDME and BR theories in order to reconcile the purpose-enactment gap and understand the shopping interferences.

Chapter three presents methodological approaches that are followed in the course of this present investigation. This chapter justifies that there is a need to collect the

behavioral responses by using a SBA. This chapter also justifies that SBA should be operated by inviting respondents to complete three parts of a questionnaire; in the first part, shopping behavior of the respondents (implementation intention) before leaving their home to shop should be recorded. In the second part, the behaviors of respondent during shopping should be captured, and in the final part, the behavioral output of respondents should be captured at the post shopping episode.

Chapter four provides descriptive statistics of the respondents. Detail results of measurement and structural model that derives from PLS-SEM analysis are discussed.

Finally, this last chapter provides the conclusion, limitations, and recommendations of this present investigation. The conclusions derived from the five research questions are in the following terms:

a) Before retail encounter episode, the majority of shoppers have a shopping list implementation intention. Thus the majority of shoppers have a specific purpose (goal) that they are going to pursue.

b) During retail encounter episode, most of the purposive shoppers are successful in pursuing the purpose that they made before the retail encounter. However, the significant difference has been found between having high and low focused attention. Low focused attention on purpose could lead to the unsuccessful enactment of the purpose.

c) Post retail encounter episode, the significant positive relationship between shopping list enactment and incongruence shopping behavior is evident. This includes significant attentional shift mediation between implementation intention and incongruence shopping behavior thus purpose-enactment gap evident. It has also been revealed that purposive shopper perceives they are switching purposive shopping to incongruent shopping behavior due to interference.

d) It has been discovered that the majority of purposive shoppers feel that their attention is shifts towards shopping interference. Regardless, they are somewhat successful in purposive shopping. However, if the level of shopping interference

164

is high, then shoppers could not control their attention towards purposive shopping.

e) A stringent application of the guiding principles that has been derived from this study integrated sequential shopping behavior model could reconcile the purpose-enactment gap of the purposive shopping behavior.

One of the main implications of the study on shoppers is, a stringent application of the guiding principles and the use of an integrated model (of three sequential episodes) could be helpful in closing the purpose-enactment gap of the purposive shopping behavior. Strategies of retail managers based on the current shopper behavior integrated model could produce a positive shopping experience, and that will also increase customer loyalty. Nonetheless, this knowledge is vital for retail managers because Buskirk and Rothe (1970) said: "It is this sense of frustration and bitterness on the part of shoppers who have been promised much and have realized less." Therefore, this study implicates practially that retail managers need to study current study model in evaluating the purpose-enactment gap of the shoppers and understand shopping interference.

5.3 Theoretical Contribution

This study provides a comprehensive overview of purposive shopping behavior from retail settings perspective. Two existing theories are joined to develop an integrated model. The basis of the study model is based on the EDME and BR theory. The purpose-enactment gap and the reason behind such gap of existing theories are namely the TRA, TPB, EDME that have taken into consideration, and to reconcile the gap, both the EDME and BR theory are integrated.

The BR theory states that an individual behavior is goal directed and changeable due to situational cues. This study believes that the incongruent shopping behavior transformation mechanism (through the knowledge of situational interference and focused attention) of the BR theory is highly desirable in reconciling purpose-enactment gap. This study suggests that through the BR theory, attentional shift and

situational interference could explain the underpinning motive behind purposive shoppers' purpose-enactment gap and focused attention concept can be used in the reconciliation of the purpose-enactment gap. Hence the integration of the EDME and BR theory in the study.

5.3.1 Factors that Influence Purpose-Enactment Gap

A retail encounter involves different timeframes to reflect reality. The investigation places interest on the significance of attentional control. In the past, attentional control literature explores relatively motionless attentional control, such as advertisements or web pages; this study contributes to the purposive shopping behavior by extending the BR theory attention control concepts and investigates how attentional shift and focused attention influences the purpose-enactment relationship (during shopping episode) of a purposive shopping behavior (Wedel & Pieters, 2012).

The capacity to delay gratification is one of the important roots of purpose-enactment positive relationship. A successful delay of gratification requires the purposive shoppers to forego immediately available rewards (situational interference) during shopping and controlling oneself from thinking about the situational interference (Duckworth et al., 2016). Karniol and Miller (1983) mentioned that failure of such controlling (the failure to stick on shopping list for a purposive shopping context) is termed as the attentional shift to the immediate reward (situational interference).

This investigation finds that attentional shift (during shopping) significantly mediates positive relationship between implementation intention (before retail encounter) and shopping list enactment (post retail encounter). Furthermore, attentional shift significantly mediates positive relationship between implementation intention (before retail encounter) and incongruent shopping behavior (post retail encounter). These findings suggest that purposive shoppers are somewhat successful in enacting purpose and purchasing something other than their purposes. This attentional shift capturing mechanism (mediation between implementation intention and incongruent shopping behavior) offers a valuable sequential mechanism for studying purpose-

enactment gap and especially how purposive shopper pursues their behavior in a real shopping context.

The situational interference has a significant direct positive relationship on attentional shift as well as negative moderating effects on attentional shift and shopping list enactment relationship. These findings suggest that purposive shoppers are highly influenced by the in store situational interference. Hence, situational interference could be responsible for influencing planned shoppers' plan pursuit (intention-behavior variance). This focus on situational interference influences purposive shopping provides knowledge of antecedents that are responsible for causing irrelevant shopping or shoppers' irrationality (more precisely it is evident that situational interference is contributing to expenditure overflow). Since there is evidence that the direct effects of situational interference increase attentional shift, moderating effect of situational interference over attentional shift and shopping list enactment has an adverse effect, it is understandable that attentional shift provides mediated experiences to the purposive shoppers. Mediated experiences influence purposive shoppers to look upon impulsive opportunities (situational interference), and that ultimately causes incongruent shopping as well as purpose-enactment gap. Partially, in line with the existing literature, this study finds that shoppers who lack focused attention will exhibit large amounts of incongruent shopping inclinations.

5.3.2 Reconciling Purpose-Enactment Gap

This study finds that at the end of the shopping, although most of the purposive shoppers are successful in pursuing their shopping purpose that they made before the retail encounter, there is a significant direct relationship found between shopping list enactment and incongruence shopping. Enactment means shoppers pursue their shopping purpose as exactly as planned, on the other hand; incongruent shopping means shoppers change their purpose because of the situational contact. Such direct relation results suggests that purposive shopper also goes for non-purposive shopping between purpose-enactment, and that creates a purpose-enactment gap. Interestingly, this study has found attentional shift significantly mediate positive relationship between

implementation intention (before retail encounter) and incongruent shopping behaviour (post retail encounter). This mediation relationship helps in measuring, the shopper thoughtfulness on the purpose-enactment gap.

To reconcile this purpose-enactment gap, this study conceptualizes focused attention concept that was originally derived from the BR theory and is used as a moderating variable in the positive relationship between attentional shift and shopping list enactment. The assumption of including focused attention variable was to promote purpose-enactment processes as a strategy of active mastery. The argument was that focused attention could aid shoppers in monitoring their purpose with optimism, and to reconcile purpose-enactment gap. Interestingly there is a significant focused attention positive moderation effect that exists between attentional shift and shopping list enactment. This positive moderation effect suggests that although shoppers have the purposive mindset, they could still be influenced by the situational interference while shopping and that usually creates the purpose-enactment gap. However, if shoppers embrace the higher focused attention on their initial purpose (shopping list) while pursuing their shopping, then chances of being influenced by the situational interference will be lower, and that would help in reconciling purpose-enactment gap. In a nutshell, the purpose or intention is considered as the most proximal volitional predictor of behavior in the past studies. However, this study extends the dependence only on the purpose or intention and emphasise that the purpose-enactment gap is real and mostly such gap happen because of the situational interference negative influence while shopping. Finally, this study has found evidence that higher focused attention on a purposive shopping trip (before-during-post retail encounter) is critical in reconciling the purpose-enactment gap.

5.3.3 An Integrated Purposive Shopping Behavior Model

This study investigates the BR theory suggesting that bounded rational individuals should have attentional control on their plan and be aware of situational interference after they have prepared their plan. From the BR theory, this study integrates situational interference, attentional shift and focused attention variables on the EDME model

namely implementation intention, shopping list enactment, incongruence shopping. Ultimately the integrated theoretical model of this study theoretically contributes to future purposive shopping behavior studies by providing a comprehensive understanding of what influences purposive shopping behavior and how to reconcile purpose-enactment gap of the purposive shopping behavior. This integrated model also contributes to the attitude-behavior theories namely the TRA and the TPB by enlightening that attentional shift mediates intention-behavior relationship and focused attention can reconcile the intention-behavior gap.

Nonetheless, this study integrates the four relevant store-situational factors (physical cues, social cues, time constraints, and mood) into the shopping interference construct. This construct accounts for the influences of the in-store factors and further contributes to an understanding of what factors influences purposive shopping behavior—before-during-post shopping episodes.

The key contribution of the study's model is two-fold: firstly, it is integrated and comprehensive in bringing together the insights of the EDME model and BR theory. Such integration explained the purposive shopping behaviorial episodes (before-during and post) and factors that may influence purpose-enactment gap. Secondly, this model also contributes by providing knowledge of focused attention (BR theory concept) that can be a vital point in reconciling purpose-enactment gap.

5.3.4 Contribution to the EDME Model

The present study model is developed by underpinning the EDME model (Bagozzi et al., 2003). The EDME model theoretically recognizes decision making and purpose striving. This theory further suggests that a decision has two parts. The primary component purpose set, the self-commitment of the decision maker to accomplish a picked purpose. Concurring the EDME display, the purpose setting is framed of deliberative process wherein accessible options are each measured for their desirability and feasibility. Despite the fact that the decision of purpose, in the behavioral decision-making sense, happens at a setting point in the model, in any case; EDME model does

not consider the information processing instrument of the decision maker before a purpose setting rather concentrates on purpose-enactment gap.

On the other hand, purposive shopping process literature extensively searched for analytical strategies and information processing before purpose setting (Batra & Keller, 2016; Naylor & Ilgen, 1984; Shaikh & Karjaluoto, 2015). In the past, researchers elaborate on the information pre-screening process. Researchers additionally depict the methodology through which numerous decisions are limited down, and one chose (Chakravarti et al., 2006; Ge et al., 2012; Li et al., 2010; Mathew & Joseph, 2014; Munz & Raghubir). Svenson (1999) depicts how accessible information need to be arranged and diverse decision rules are utilized amid the information preparing stage in the differentiation and consolidation theory. Despite the fact that, the EDME model infers that through different decision-making forms, the actor has picked one purpose and focus on accomplishing it. However, how a shopper arrives at a particular purpose is not elaborated in the EDME model. This study includes shopping list as antecedents of the desire which is the starting point of EDME model. Also, upon analyzing the data, this study finds a positive relationship between shopping list and the desire. Therefore, this investigation contributes to the knowledge of purposive shopping behavior by including shopping list (purpose) on EDME model.

5.3.5 Compare to the TPB and MAP Models

This study compares the proposed model to two models that have behavior as the main dependent variable: the TPB (Ajzen, 1991), and the model of action phases (P. M. Gollwitzer, 1990). For this study, the PLS-SEM comparative analyses are compatible with both models to access data utilizing WarpPLS 5.0 software. The outcomes displayed in Figure 5.1. As presented, just around 26% of the R^2 in goal realization is clarified by the TPB, while the model of action phases Figure 5.2 explains around 14% of the variance R^2 in goal realization. In correlation, as noted in the earlier chapter, this study proposed model Figure 5.3 explained around 54% R^2 in goal realization. Besides, both the TPB and the model of action phases give fewer insights into the mental procedures going before goal realization.

After the theoretical, comparative analysis, this investigation suggestions for future studies are based on the TPB should include constructs namely feasibility, anticipated negative emotion, and desire and implementation intention.

This study's suggestions for future studies are based on the model of action phase should include anticipated emotion, attitude, and PBC. In a nutshell, this investigation has proposed model contain three-episode decision process mechanism.
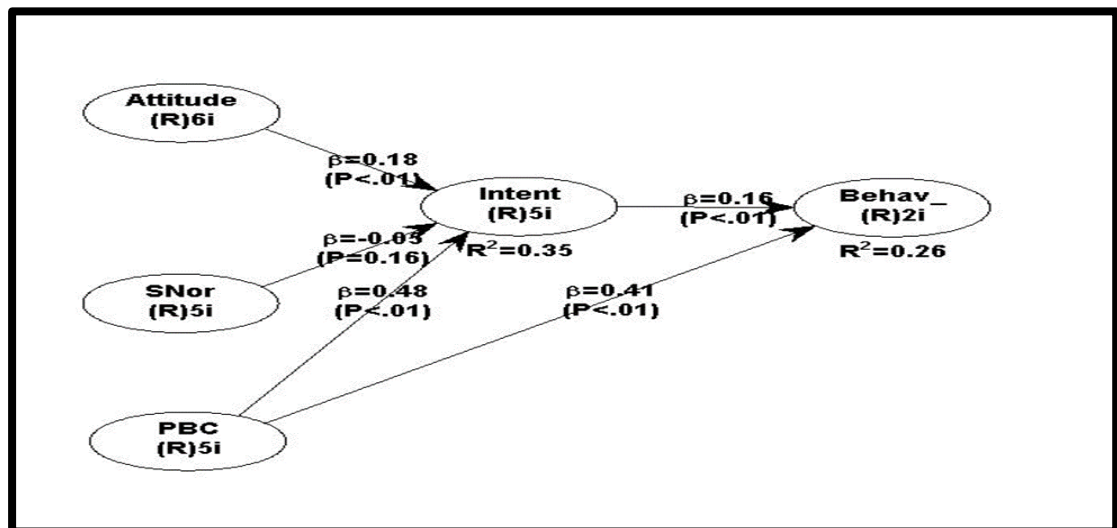
Figure 5.1: The Variance Explained in TPB
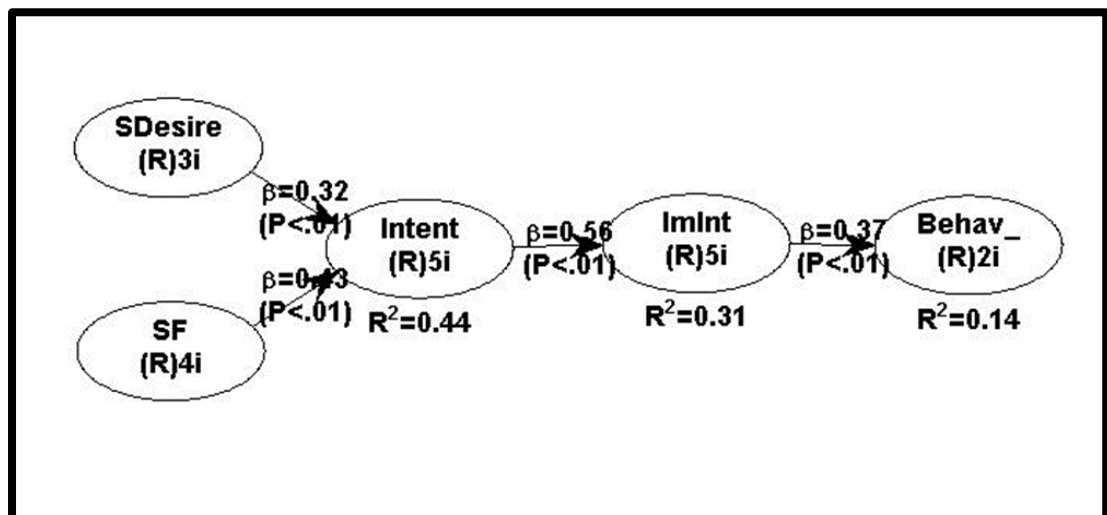
Figure 5.2: Model of Action Phases
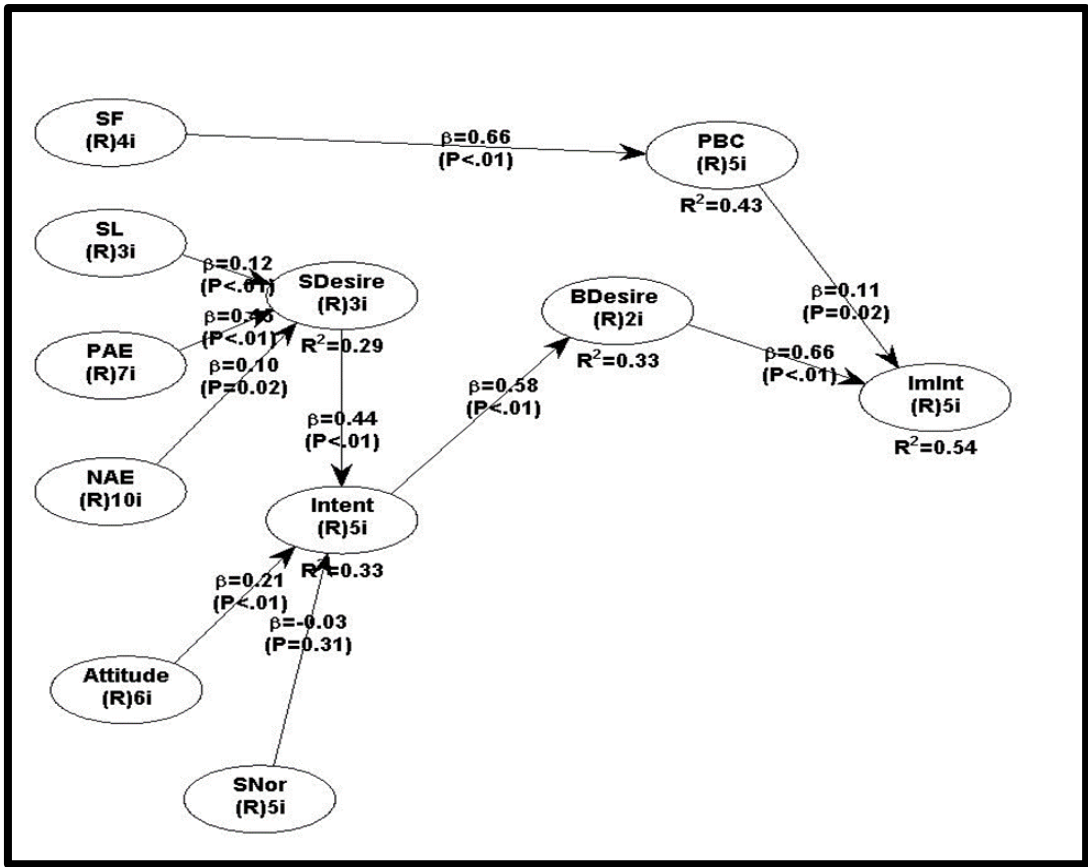
Figure 5.3: Study Model

5.4 Methodological Contribution

The present study contributes to existing approach of investigating consumer related research as stated as follows. Firstly, contemporary studies are concerned with the purpose-enactment gap (Rhodes & Bruijn, 2013) and have given much emphasis on investigating various variables with a hope to explain the purpose-enactment gap. For example, consumer prior knowledge (Sun et al., 2017), human values (Y. Zhou et al., 2013), and environmental involvement (Van Ittersum, 2012). In contrast, this study argues that only point of purchase (during shopping episode) or intention assessment in describing behavior means that behavioral prediction is built on a static data which is a truncated approach. This study also affirms that the truncated approach may not capture time-inconsistency of preference (Lee et al., 2015) or shopping interference (Jung Chang et al., 2014) that may emerge after intention is formed or during shopping. In minimizing biases of the traditional truncated approached this study have an intent to

172

provide an approach that could capture a comprehensive picture of the purposive shopping behavior, therefore, this study investigates the SBA.

The findings suggest that assessing intention or during shopping episode standalone to measure behavior provide falsified shopping prediction. It is evident that purposive shopping is a sequential behavioral progression and measuring such progression requires SBA. This idea of SBA (surveys in three different points in time) is moving beyond the traditional truncated shopping approach. SBA has significantly contributed to the measurement of purposive shopping behavior methodology.

Secondly, according to Schmidt (2012) the majority of household shoppers have a habit of preparing shopping list prior to shopping. However, a rare few studies are concerned with the purposive behavior and or importance of the shopping list. This negligence raised the question pondering why shopping lists received low attention from the researchers (Thomas & Garland, 2004a). One reason of the percieved poor attractiveness of the shopping list is that potentially requires primary data which is much complex than readily available retail audit database or household diary panels. Accepting readily available and accuracy of the secondary data, Schmidt (2012) further argues that, although shopping list reveals nothing about during shopping behavior but, it still provides rich insight about household purchase intention.

The before retail encounter episode of SBA contributes to the rare knowledge of the household shopping purpose. The implications of before retail encounter understandings are to help both researchers and retail managers in differentiating the purposive shopper from a non-purposive shopper. Moreover, before retail encounter episode likely to provide an underlying understanding of household shopping intention.

Thirdly, the following studies have been conducted to examine impulsive shopping behavior, and it has found that situational cues have the signalling capacity that influences shoppers to form impulsive shopping. For example, variety seeking (Kalla & Arora, 2011a), time and money availability (Beatty & Ferrell, 1998), promotion strategy (Verplanken & Sato, 2011), recreation (Kalla & Arora, 2011), visual packaging design (St Wang, 2013), in-store advertisements (L. Zhou & Wong, 2004), in-store signage (Peck & Childers, 2006), in-store slack (Stilley et al., 2010b), store atmosphere

and purchasing behavior (Donovan et al., 1994), atmospheric effects on shopping behavior (Turley & Milliman, 2000), and interpersonal influences (Luo, 2005). This study argues that it is inconclusive to generalise impulsive shopping findings (situational cues has signalling capacity) over purposive shopper. The present study further assumes that an investigation of the shopper behavior sequentially before retail encounter and during retail encounter episodes only could reveal, do situational cues have an influence over "purposive" shopping or not.

The before retail encounter and during retail encounter episode of the present SBA contributes to the knowledge of the purposive behavior in following ways; It offers underlying shopping interferences of purposive shopping which is different from knowledge generated through traditional truncated approaches. The shopping interference further put forward knowledge that are; (i) Shopping interference is the underlying causes of purposive shopping purpose-enactment gap. (ii) The BR theory suggests that attentional control activation in transforming irrational to rational behavior. However, scarce shopping studies examine attentional control link in before retail encounter and during retail encounter episode. The current SBA provides knowledge of how to activate an attentional control in before retail encounter to during retail encounter behavior.

Finally, concerning the EDME model, the plan enactment alludes to the level of fruitful enactment of the chosen plan that is the execution of purpose where, when, and as planned, by the shopper. On the other hand, goal realisation is the attainment of the non-purposive decision made by the purposive shopper. The assumption of the EDME model is that the positive relationship of shopping list enactment and goal realisation means that the purposive shoppers change the purpose after the implementation intention has been made. Change of this nature is in reaction to encountering difficulties in pursuit of purpose. However, this study argues that if the chosen shopping list is changed and thus enacted is not successfully, the purposive shopper could not be able to attain the rational or purposive benefits. An unsuccessful purposive shopping may create cognitive dissonance among the shopper towards retailers. In this aspect, the present study assumes that cognitive dissonance towards retailers could only develop if shopper really evaluates their purpose-enactment gap at post retail encounter. Thus to

174

understand the degree at which shopper evaluates purpose-enactment gap, the SBA used two variables (shopping list enactment positive relationship with incongruent shopping) at post shopping episode as well as attentional shift mediation between implementation intention (before retail encounter) and incongruence shopping (post retail encounter).

The before-during-post shopping episodes of current study SBA contributes to the knowledge of the purposive methodology in following ways. Purposive shopping behavior is a sequential behavioral progression. Shoppers usually prepare shopping list at before retail encounter. During retail encounter shopping list attention may be vulnerable from being purposive but influenced by the shopping interferences. The plan's vulnerability track mechanism (attentional control of the SBA) offers a valuable tool for studying why purpose-enactment gap emerges. If a shopper expects to follow a shopping list, but he later bought something other than a shopping list, then he would judge the impulsive items to be less pleasant. Thus, transforming purposive to impulsive shopping may create cognitive dissonance of the shopper towards retailers. Furthermore, this study suggests all future purposive shopping behavioral studies should be carried out through this three-episode sequential behavioral appraisal.

Nonetheless, the investigation uses WarpPLS 5.0 programing to analyze the data. WarpPLS is developed on the MATLAB Compiler Runtime platform. It has high accuracy of analyzing PLS-SEM model as well as some distant features (discussed in section). Contemporary studies use WarpPLS to analyze PLS-SEM. However, as per this study knowledge, this is the first purposive shopping behavioral study by using WarpPLS software.

5.5 Practical Implication

This study integrated two theories (EDME and BR) into a model of this critical and comprehensive understanding of purposive shopping behavior—the role of attentional control and situational interference (during retail encounter) on the relationship of implementation intentions (before retail encounter) and shopping list enactment (post retail encounter). This integrated model addresses significantly with regard to the

inconclusiveness within the purposive shopping literature, carrying the understanding of rational behavior into the picture. Further, the SBA of this model offers a potent approach and strategic direction for shoppers and retail managers attempting to reconcile the purpose-enactment gap. Understanding the role of attentional control in the purpose-enactment gap offers an effective strategy for purposive shoppers in reconciling purpose-enactment gap.

5.5.1 Implication on Shoppers

It is also evident that a higher focused attention has a positive moderation effects on attentional shift and shopping list enactment. This result suggests that focused attention could aid purposive shoppers to control the real situation and corresponding behavior that will allow them to activate their planned/rational purpose in the aisle (while pursuing purposive shopping). The question is, how shoppers could develop focused attention in minimizing the purpose-enactment gap. Some way of developing focused attention could be to strictly follow a pre-prepared shopping list. For example, focusing a written or mobile application based shopping list on reminding shoppers of their purposive intentions may assist purposive shoppers to minimize or halt their impulsive habits. Accordingly, this study suggests a guiding principle (Figure 5.4), which could help purposive shopper in activating focused attention and reconcile purpose-enactment gap. The guiding principle consists of three episodes:

a) Before retail encounter

In this stage, shoppers should have robust searching. The shopper should know that while shopping, they would surely face four kinds of shopping interferences namely physical, social, time constraints and mood. Therefore, the purposive shopper has two options stated below:

Firstly, shoppers could develop the self-instructions skill. Self-instruction could be explained as the capability of one to plan, organize, direct, reinforce cognitively, and evaluate independent behavior of a shopper (Hsieh et al., 2016). For example, shoppers could write down these four shopping interferences in the corner of a shopping list. The

176

inclusion of shopping interference in a shopping list would work as a self-instructions to the purposive shoppers during shopping (if shopper influenced by any of the shopping interference it will automatically tell to the shoppers that they are going to do non-purposive behavior). Ultimately, this self-instructions instigates purpose focused attention, and that enable shoppers in rejecting shopping interferences.

Alternately shoppers could embrace forward-planning. Forward-planning is planning or thoughts about future interference in advance. One could argue that implementation intention itself is a forward-planning so what is new. This study maintains that the implementation intentions guide a shopper how to implement a plan whereas forward-planning would aid in setting best shopping purposes by considering future four interferences. In developing a forward-planning skill, this study four shopping interferences could play a vital role.

b) During retail encounter

In this stage, shoppers enter into a retail outlet bearing in mind that they would come across four shopping interferences. The moment shopper enters into retail shop they need to strengthen their self-instructions (focused attention) on purpose (shopping list).

c) Post retail encounter

Once the shopper comes back home after shopping, they need to evaluate. If they purchase anything beyond their shopping list, they need to recall for what interference they bought that impulsive item. Once they able to identify the interference they should include that interference in their next shopping list.

Before retail encounter

Physical Cue

Social Cue

Purpose (Shopping list)

Self-Instructions / Forward planning

Temporal Cue

Mood

During retail encounter

Pursuit of purpose

Focused

Attention

Post retail encounter

Congruent Purposive Shopping

Behavior
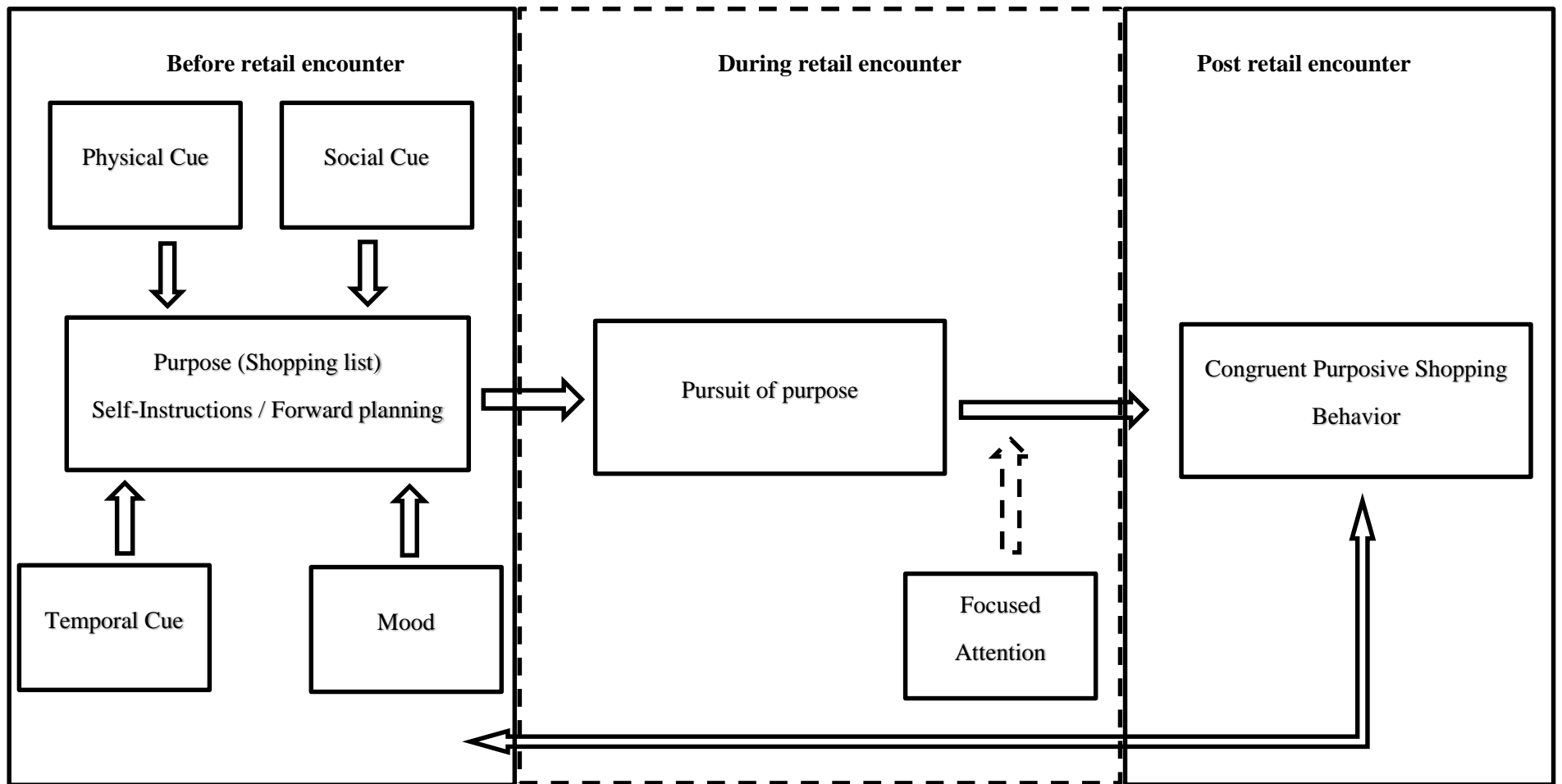
Figure 5.4: A Guiding Principles to Integration of Incongruent Purposive Shopping

5.5.2 Implication on Malaysian Shoppers

The introduction of the Goods and Services Tax (GST) in Malaysia starting from April 1, 2015 has become a new concern to the majority of Malaysian shoppers. The middle 40% of the household income group as the major contributor to the Malaysian economy is widely believed to be influenced by extra pricing due to the new taxation policy. On the other hand, Malaysia has been ranked third in the 2017 Global Retail Development Index (GRDI) for the second consecutive year. Management consulting firm A.T. Kearney attributed the high ranking to the influx of tourists, higher disposable income and government investments in infrastructure, all of which had boosted the retail industry. "Malaysia's retail market continued to grow despite a slight dip in overall GDP growth and short-term pressures of currency fluctuation and inflation. "The long-term prospects of the sector continue to remain strong. Retail sales in Malaysia grew 3.8% in 2016, driven in large part by a 6.1% increase in private consumption. "This was despite the headwinds of a depreciating currency and the 2015 rollout of a new goods and services tax (GST)". In this aspect, this study has integrated two theories (EDME and BR) into a model of this critical and comprehensive understanding of purposive shopping behaviour in the Malaysian context.

This integrated model addresses significantly with regard to the inconclusiveness within the purposive shopping literature, carrying the understanding rational behaviour of Malaysian purposive shopper into the picture. Further, the SBA of this model offers a potent approach and strategic direction for Malaysian shoppers and Malaysian retail managers attempting to reconcile the purpose-enactment gap. Understanding the role of attentional control in the purpose-enactment gap of purposive shoppers offers an effective strategy for Malaysian purposive shoppers in reconciling purpose-enactment gap.

5.5.3 Implications for Retail Managers

Understanding the impact of attentional control (attentional shift and focused attention) and shopping interference on the purpose-enactment gap of the purposive

shoppers provides fertile ground for marketing implications. Some of the practical marketing implications could include: influencing purposive shoppers to ensure cooperation in the impulsive shopping and providing these shoppers with promotional information and the knowledge to make impulsive decisions in-store. For example, to stimulate purposive shoppers to form accurate in-store promotion favorability, communication could include the message: 'yes, bearing in mind that shopping according to your budget is important, we are offering something on a promotion that is really important to you.' Finally, considering the role of the shopping interference in the purpose-enactment gap may enable retail managers to control this influence to stimulate the realization of impulsive offerings while shopping. From an alternate viewpoint, transforming purposive to impulsive shopping may create some cognitive dissonance among shoppers. This study also suggests that retailers should formulate some strategies to minimize this dissonance, For example, the retailer can allow shoppers to return any purchased goods within a certain time. Here, return means exchange items with any new items. In this way, shoppers can get second chances to minimize dissonance. This process also helps retailers to retain the money that originally earned through shopping interference.

5.5.4 A Summary of Implications

a) Before retail encounter episode of this study provides relationships among perceiving (why, what and when) and implementing (where, who, and how) process. Framing the knowledge of perceiving and implementing process could minimize the cognitive overload before the retail encounter.

b) This study accepts the benefits of the shopping list in the purposive shopping process and disagrees with the researchers that are against the two-stage screening process in the first episode of a behavioral sequence.

c) This study recommends that because of the shopping interferences, purposive shoppers may meet purpose-enactment gap at the end. Therefore, to reconcile the gap, this study suggests purposive shoppers follow the heuristic strategy

(image theory principles) in the first episode of their behavioral sequence (before the retail encounter).

d) This study contributes to the knowledge of the goal theories by suggesting that, through extensive searching (purpose searching) a shopper (actor) arrives at a particular goal. Therefore this investigation urges goal theories to include an extensive searching (shopping list) mechanism in goal theories.

e) This study contributes to the knowledge by comparing purposive behavior predictive ability of the two alternative theories, the TPB and MAP. After the comparison, this study model showed much greater predictive ability when compared to the TPB or MAP.

f) During the shopping episode, it was revealed that shoppers' implementation intention to follow a shopping list at the first episode of the behavioral sequence (before retail encounter) positively influence the shopper attentional shift during shopping.

g) This study has revealed that during shopping shoppers' attention could shift from purpose to the shopping interference. This purpose shifting mechanism (attentional shift mediate between implementation intention and shopping list enactment) offers a valuable tool for studying how purpose-enactment gap emerges.

h) This study extended attentional control of the BR Theory on EDME model and offerings how attentional shift mediate purpose-enactment relationship.

i) The study highlights the advantages of focused attention (shopping list following thinking) in reconciling purpose-enactment gap.

j) This study contributes purpose-enactment gap by suggesting that, higher focused attention activation during shopping episode could aid in minimizing the purpose-enactment gap.

k) The result reveals that shoppers experience purpose-enactment gap. Relating purpose-enactment gap with the idea of cognitive dissonance theory (Festinger,

1962); these shoppers would try to reduce the psychological tension concerning purpose-enactment gap. Therefore, the shopping interference may substantially lead shopper expectations lower to obtain the lowest shopper evaluation or perception of the environment of a retailer.

l) Purposive shoppers may be influenced by negative cues and purchase impulsively. Transforming purposive to impulsive shopping may create some cognitive dissonance among the shopper (Festinger, 1962). This study suggests retailers formulate some strategies to minimize this dissonance, For example, a retailer could allow shoppers to return any purchased goods within a certain time. Here, "return" alludes to the exchange items with any new items. This way, shoppers can get second options to minimize dissonance. This process also helps retailers to retain the money that originally earned through negative cues.

m) This study suggests that instead of learning from purpose-enactment gap, incongruent shoppers would make more incongruence shopping repeatedly through their efforts to reduce post shopping dissonance and rationalization of their incongruent behavior. These practices would disturb shoppers' rationality to a great extent. Therefore this study suggests purposive shoppers immediately stop rationalizing the incongruence purposive shopping behavior. If a shopper expects to follow a shopping list, but later they bought something other than a shopping list, then they would judge the impulsive items to be less pleasant.

n) This study suggests that retailers should communicate with the shoppers and convince them how they could get maximum benefits from the item that they bought impulsively or through negative cues.

o) This investigation finds evidence that at the end of shopping purposive shoppers surely magnify the difference between purpose-enactment (the items purchased and the shopping list that they made at the first episode of behavioral sequence). If the shopper bought some items that do not appear in the original shopping list, the shopper would evaluate the product less favorably and vice versa (Carlsmith & Aronson, 1963). Less favorable purchases could create negative customer loyalty.

p) This study suggests that if a shopper purchases any item additional to the shopping list but that are not significantly contradicting to their original shopping listed items then that impulsive purchase would not affect customer loyalty negatively (Sherif et al., 1958). These findings suggest retailers need to understand each customers' differences of purpose (shopping list) and incongruences of shopping behavior. This difference would give a cutoff value, and retailers could provide negative cues until that cutoff value. Therefore this study model can play a substantial role in measuring purpose-enactment gap of shopper.

q) This study integrates four relevant store-situational factors (Physical cues, Social cues, Time constraints, and Mood) into a shopping interference construct (Belk, 1975). This construct accounts for the influences of the in-store factors and contributes to an understanding of how shopping interference influence shopper purposive behavior.

r) This study suggests that as long as shopping interference increase purpose-enactment gap of purposive shopper also increases.

s) This study suggests that learning the power of these four shopping interferences would enable shopper in developing self-instruction skills.

t) Past studies measure shopper behavior at a single point in time, however, this research investigates purposive shoppers in three different time frame. Therefore, it confirms that purposive shoppers also experience purpose-enactment gap in response to shopping interference.

u) One interesting part of shopping interference is among the four cues; retailers do not have full control over social, time constraints and mood. In other words, the shopper could not blame retailers for these cues. Therefore, the shopping interference constructs itself is an eye opening knowledge for retail managers. Retail managers could develop strategies on how to increase social, time constraints and mood shopping interferences. For example, if retail managers increase crowding then that would interfere purposive shopping at the same time

purposive shopper could not blame retailers regarding reason behind increase in crowding.

v) This study suggests that retailers may stress the non-economic rewards of items that they are offering through physical cue. Additionally, retail managers could use basic marketing strategies such as creating a customer centric shopping environment where shoppers would feel comfortable in pursuing purposes.

w) This study provides evidence that purposive shopping is a sequential behavior and quantitatively it could measure through surveys that collect data in three different time frames (before, during and post retail encounters). Traditionally, all the available quantitative research and model made through a survey that collects data at a single point in time. This investigation disagrees with the single time frame data collection and states that purposive behavior could interrupt through a shopping interference. Therefore, a single point in time data collection provides a truncated picture of a purposive shopping behavior. This idea of sequential behavioral appraisal (surveys in three different point in times) is a methodologically significant contribution to the measurement of purposive shopping behavior.

x) This investigation finds the willingness of the shopper to have purposive shopping is high, but they face purpose-enactment gap. A purposive shopper could use the suggestions mentioned in the guiding principles to the reconciliation of the purpose-enactment gap.

5.6 Limitations of the Study

Although this study makes a substantial contribution to the body of consumer behavior research particularly in the purposive shopping, it has limitations that identified as discussed below.

One of the primary limitations of this study is related to the complex data collection procedure. This study required the survey responses of three different times (before the retail encounter, while retail encounter and post retail encounter) from the same

respondents. This is especially important during the first stage of the data collection process from home condition of respondent. However, the respondents were not comfortable in entertaining unknown researcher in their home for survey purpose. The researcher combats this challenge by involving students who lived in university premises village (hostel) to become a light trained survey tracker of the investigator. The survey trackers were responsible for delivering a questionnaire to their family member (the person who responsible for family shopping) who are living in various states of Malaysia. Although this process assists in minimizing complex data collection challenge, one possible limitation of this process is researcher could not meet the final respondents personally. One possible way of minimizing this limitation could be, future research may use students as a representative of the researcher, but the task of representative could be limited to the introduction of the researcher for smooth access to the final respondents. Once the researcher was introduced, the final respondents would allow researchers in their home to collect the data.

Another potential limitation is related to the measurement scale for a shopping list and shopping interferences constructs. Shopping list constructs measures adopted from past literature, but these measures empirically not validated before this study. Using conceptually validated measures because of lack of empirically validated measures is a limitation of this investigation. Shopping interference construct adapted from situational cues that suggested by Belk (1975). However, cues that are not included in the Belk paradigm are skipped in the formation of shopping interference construct. Skipping these cues is a limitation of this present investigation. One way of minimizing this limitation could be through a qualitative grounded theory approach. That could produce a shopping interference theory.

By concentrating on this research objectives and due to time constraints, this study does not analyze any multi-group difference of age, income, ethnic group differences in the structural model. This investigation collects data from Malaysia where vibrant culture exist. Multi-group differences could provide a much more exciting result. Therefore, multi-group analysis is a limitation of this study. Future research could investigate multi-group differences.

5.7 Recommendations for Future Research

Given the limitation of this study and the ideas advance thinking in the discussion developed earlier in this chapter, a variety of future research recommendations are made as follows:

This study finds four shopping interference dimensions, and suggest purposive shoppers implement self-instructions skill by these four interferences. Future empirical research could be carried out to investigate how strong a purposive shopper able to maintain a self-instruction skills.

This study suggests shoppers able to maintain focused attentions during shopping. The future neuromarketing experimental studies (MRI or EEG-based studies) could be carried out to find how a shopper could do a balance between attentional shift and focused attention and how these shopper could maintain these balance throughout purposive shopping behavior.

This investigation only considers Belk (1975) situational cues. There might be some other underlying reason that instigates purposive shoppers in changing purpose during shopping. The future qualitative ethnographic approach could apply to understand shoppers purposive shopping behavior (before, during and post retail encounters sequentially). The ethnographic approach could provide an underlying reason to support purposive shoppers changing their purpose between home and retail encounter.

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PUBLICATION LIST

Book Chapter

- Ahmed, S., Ting, D. H., Johl, (Forthcoming). Consumer Purchase: A Journey of Intention Formation, Implemented Intention and Point of Purchase: UPM Press, Malaysia.

Journal Publication

- Ahmed, S., Kaur Johl, S., Jamak, B. A., Sedek, A. B., Noor, M., & Binti, A. (2015). Mind the Purchasers' Disturbance: Exploring Planned Purchasers' Influences. Advanced Science Letters, 21(5), 1381-1384. (ISI and Scopus Index).

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APPENDIX A

SAMPLE RANDOM ALLOCATION PROCESS

Sample random allocation process: Floor layout

V1A

TOILET	002	003	004	005	006	007	008		010	011	012	013	014	015	016	TOILET

| | 037 | 036 | 035 | 034 | EXIT | 032 | 031 | 030 | | 028 | 027 | 026 | EXIT | 024 | 023 | 022 | 021 | |

ENTRANCE

V1B

TOILET	002	003	004	005	006	007	008		010	011	012	013	014	015	016	TOILET

| | 037 | 036 | 035 | 034 | EXIT | 032 | 031 | 030 | | 028 | 027 | 026 | EXIT | 024 | 023 | 022 | 021 | |

ENTRANCE

V1C

TO FUTSAL COURT

TOILET	2	3	4	5	6	7	8		10	11	12		13	14	15	16	TOILET

| | 37 | 36 | 35 | 34 | EXIT | 32 | 31 | 30 | | 28 | 27 | 26 | EXIT | 24 | 23 | 22 | 21 | |

ENTRANCE

MAM - MESIN AIR MASAK
WM - WASHING MACHINE
VM - VENDING

229

V1D

| TOILET | 21 | 22 | 23 | 24 | EXIT | 26 | 27 | 28 | TO FUTSAL COURT | 30 | 31 | 32 | EXIT | 34 | 35 | 36 | 37 | |

| TOILET | 16 | 15 | 14 | 13 | | 12 | 11 | 10 | | 8 | 7 | 6 | | 5 | 4 | 3 | TOILET |

ENTRANCE

WAM - MESIN AIR WASAK
WM - WASHING MACHINE
VM - VENDING

V2A

| TOILET | 2 | 3 | 4 | 5 | X | 6 | 7 | 8 | X | 10 | 11 | 12 | X | 13 | 14 | 15 | 16 | TOILET |

| X | 37 | 36 | 35 | 34 | X | 32 | 31 | 30 | X | 28 | 27 | 26 | X | 24 | 23 | 22 | 21 | X |

V2B

| TOILET | 2 | 3 | 4 | 5 | X | 6 | 7 | 8 | X | 10 | 11 | 12 | X | 13 | 14 | 15 | 16 | TOILET |

| X | 37 | 36 | 35 | 34 | X | 32 | 31 | 30 | X | 28 | 27 | 26 | X | 24 | 23 | 22 | 21 | X |

230

V2C

TOILET	⊠	38	36	34	32	30	28	26	24	WM		18	16	14	12	10	8	6	4	⊠	TOILET

(V.1 WASHING MACHINE(S))
(V.1 WASHING MACHINE(S))

LAUNDRY		33	31	29	27	25	23	21	19		17	15	13	11	9	7	5	3		LAUNDRY

V2D

001	003	005	007	009	⊠	011	013	015	017	019	

TOILET	STORE	004	006	008	⊠	010	012	014	016	018	

V2E

TOILET	STORE	014	012	010	008	006	004	⊠	002	

⊠	015	013	011	009	007	005	003	001	⊠	

\

231

V3A

R3	R4	R5	PANTRY		PANTRY	R5	R4	R3
	H2		R6		R6		H3	
R2	R1	TOILET		AMPAIAN		TOILET	R1	R2

R2	R1	TOILET				TOILET	R1	R2
	H1		PANTRY	FROM WALKWAY SUSUR GAJAH	PANTRY		H4	
R3	R4	R5	R6		R6	R5	R4	R3

V3B

R3	R4	R5	PANTRY		PANTRY	R5	R4	R3
	H2		R6		R6		H3	
R2	R1	TOILET		AMPAIAN		TOILET	R1	R2

R2	R1	TOILET				TOILET	R1	R2
	H1		PANTRY	FROM WALKWAY SUSUR GAJAH	PANTRY		H4	
R3	R4	R5	R6		R6	R5	R4	R3

V3C

R3	R4	R5	PANTRY		PANTRY	R5	R4	R3
	H2		R6		R6		H3	
R2	R1	TOILET		AMPAIAN		TOILET	R1	R2

R2	R1	TOILET				TOILET	R1	R2
	H1		PANTRY	FROM WALKWAY SUSUR GAJAH	PANTRY		H4	
R3	R4	R5	R6		R6	R5	R4	R3

V3D

R3	R4	R5	PANTRY		PANTRY	R5	R4	R3

H2 · R6 · R6 · H3

| R2 | R1 | TOILET | | AMPAIAN | | TOILET | R1 | R2 |

| R2 | R1 | TOILET | | | | TOILET | R1 | R2 |

H1 · PANTRY · FROM WALKWAY SUSUR GAJAH · PANTRY · H4

| R3 | R4 | R5 | R6 | | | R6 | R5 | R4 | R3 |

V3E

| R3 | R4 | R5 | PANTRY | | PANTRY | R5 | R4 | R3 |

H2 · R6 · R6 · H3

| R2 | R1 | TOILET | | AMPAIAN | | TOILET | R1 | R2 |

| R2 | R1 | TOILET | | | | TOILET | R1 | R2 |

H1 · PANTRY · FROM WALKWAY SUSUR GAJAH · PANTRY · H4

| R3 | R4 | R5 | R6 | | | R6 | R5 | R4 | R3 |

V4A

| R3 | R4 | R5 | PANTRY | | PANTRY | R5 | R4 | R3 |

H2 · R6 · R6 · H3

| R2 | R1 | TOILET | | AMPAIAN | | TOILET | R1 | R2 |

| R2 | R1 | TOILET | | | | TOILET | R1 | R2 |

H1 · PANTRY · FROM WALKWAY SUSUR GAJAH · PANTRY · H4

| R3 | R4 | R5 | R6 | | | R6 | R5 | R4 | R3 |

233

R3 R4 R5 PANTRY PANTRY R5 R4 R3

H2 R6 R6 H3

R2 R.I TOILET AMPAIAN TOILET R.I R2

V4B

R2 R.I TOILET TOILET R.I R2

H1 PANTRY PANTRY H4

R3 R4 R5 R6 FROM WALKWAY SUSUR GAJAH R6 R5 R4 R3

R3 R4 R5 PANTRY PANTRY R5 R4 R3

H2 R6 R6 H3

R2 R.I TOILET AMPAIAN TOILET R.I R2

V4C

R2 R.I TOILET TOILET R.I R2

H1 PANTRY PANTRY H4

R3 R4 R5 R6 FROM WALKWAY SUSUR GAJAH R6 R5 R4 R3

R3 R4 R5 PANTRY PANTRY R5 R4 R3

H2 R6 R6 H3

R2 R.I TOILET AMPAIAN TOILET R.I R2

V4D

R2 R.I TOILET TOILET R.I R2

H1 PANTRY PANTRY H4

R3 R4 R5 R6 FROM WALKWAY SUSUR GAJAH R6 R5 R4 R3

V4E

V5B-1

R5 · R6 · AMPAIAN · R4 · R3 · R2 · R1 · PANTRY · TOILET · WASHING MACHINE

PANTRY · TOILET OKU · TOILET · R1 · R2 · R3 · R4 · R5 · AMPAIAN

FELLOW HOUSE

GUEST HOUSE

V5B-2

R5 · R6 · AMPAIAN · R6 · R5 · R4 · R3 · R2 · R1 · PANTRY · TOILET · TOILET · PANTRY · R1 · R4 · R3 · R2

R2 · R3 · R4 · R1 · PANTRY · TOILET · TOILET · PANTRY · R1 · R2 · R3 · R4 · AMPAIAN · R5 · R6 · R6 · R5

V5C

V5D

V5E

V5E-2

238

V5F

R5	R4	R3	R2		R2	R3	R4	R5

R6 | | | R1 | R1 | | | R6

PANTRY | PANTRY

AMPAIAN | TOILET | TOILET | AMPAIAN

AMPAIAN | TOILET | TOILET | AMPAIAN

PANTRY | PANTRY

R6 | R1 | R1 | R6

WASHING MACHINE

R4 | R3 | R2 | R2 | R3 | R4

R5 | R5

V5G

R4 | R3 | R2 | R1 | R1 | R2 | R3 | R4

H1 | PANTRY | **H3**

R5 | TOILET | R6 | R6 | TOILET | R5

WASHING MACHINE | PANTRY

WASHING MACHINE

R5 | TOILET | R6 | R6 | TOILET | R5

H2 | PANTRY | PANTRY | **H4**

R4 | R3 | R2 | R1 | WALKWAY FROM FIELD | R1 | R2 | R3 | R4

239

V5H

| R5 | R4 | R3 | R2 | | R2 | R3 | R4 | R5 |

H1

| R6 | TOILET | PANTRY | | R1 | | R1 | | PANTRY | TOILET | | R6 |

H4

| R6 | TOILET | PANTRY | | R1 | | R1 | | PANTRY | TOILET | | R6 |

H2

H3

WALKWAY FROM FIELD

| R5 | R4 | R3 | R2 | | R2 | R3 | R4 | R5 |

V5J

| R4 | R3 | R2 | R1 | | R1 | R2 | R3 | R4 |

H1

PANTRY

H3

PANTRY

| R5 | TOILET | R6 | | R6 | TOILET | R5 |

| R5 | TOILET | R6 | | R6 | TOILET | R5 |

H2

PANTRY

PANTRY

H4

WALKWAY FROM FIELD

| R4 | R3 | R2 | R1 | | R1 | R2 | R3 | R4 |

240

V5K

R5	R4	R3	R2		R2	R3	R4	R5
	H1					**H4**		
R6	TOILET	PANTRY	R1		R1	PANTRY	TOILET	R6
R6	TOILET	PANTRY	R1		R1	PANTRY	TOILET	R6
	H2					**H3**		
R5	R4	R3	R2	WALKWAY FROM FIELD	R2	R3	R4	R5

DUYONG

toilet	31 / 11	32 / 12	33 / 13	34 / 14	35 / 15	common room	36 / 16	37 / 17	38 / 18	39 / 19	40 / 20	toilet

store

10 / 30	9 / 29	8 / 28	7 / 27	6 / 26	stairs		5 / 25	4 / 24	3 / 23	2 / 22	1 / 21

*2nd floor

ETHANA & METHANA

1	2	3	4	5	6	7	common room	8	9	10	11	12	13	14

15	16	17	18	19	20	21	22	23	24	25	26	27	28

toilet · toilet · fellow house · toilet · toilet

15	16	17	18	19	20	21	22	23	24	25	26	27	28

1	2	3	4	5	6	7	common room	8	9	10	11	12	13	14

241

PROPANA

| 1 | 2 | 3 | 4 | 5 | common room | 6 | 7 | 8 | 9 | 10 | 11 |

toilet (left) · toilet (right)

| 12 | 13 | 14 | 15 | 16 | | 17 | 18 | 19 | 20 | 21 | 22 |

TEMBUNGO & RUBY

| toilet | 40 / 10 | 39 / 9 | 38 / 8 | 37 / 7 | 36 / 6 | common room | 35 / 5 | 34 / 4 | 33 / 3 | 32 / 2 | 31 / 1 | toilet |

store (left) · store (right)

*2nd floor

| 20 / 30 | 19 / 29 | 18 / 28 | 17 / 27 | 16 / 26 | | 15 / 25 | 14 / 24 | 13 / 23 | 12 / 22 | 11 / 21 |

store / office

fellow house

| 40 / 20 | 39 / 19 | 38 / 18 | 37 / 17 | 36 / 16 | | 35 / 15 | 34 / 14 | 33 / 13 | 32 / 12 | 31 / 11 |

store (left) · store (right)

| toilet | 10 / 30 | 9 / 29 | 8 / 28 | 7 / 27 | 6 / 26 | common room | 5 / 25 | 4 / 24 | 3 / 23 | 2 / 22 | 1 / 21 | toilet |

242

APPENDIX B

QUESTIONNAIRE DEVELOPMENT PROCESS

In order to minimize biases in questionnaire development process, following questionnaire development process followed.

Questionnaire development process (compile from literature)	**This study stringent questionnaire development process**
Consider the audience	This study conducts content validity procedure and a pilot test to ensure that the survey instrument is appropriate for Malaysian respondents. In content validity, stage experts reviewed the questionnaire. Pilot test's respondents were similar to the final respondents. Both content validity and pilot test allow this study to improve unclear questions or procedures and detect errors beforehand.
Choose a collection procedure: anonymous vs. confidential	All questionnaires were anonymous means name is not asked of respondents. It helps respondents to personal response matter freely.
Choose measurement scale	A five-point Likert scale has used.
Title the questionnaire	This study questionnaire contains a title: Explaining Shopping Behavior: Shopping Process and Influences. This title let the respondent know about this research. The questionnaire also contains a brief purpose of the study.
Start with non-threatening questions	The first questions of this study questionnaire relevant to the title and easy to answer. This makes sure the respondent is not intimidated.
Include simple instructions	This study questionnaire includes an instruction regarding how to complete three different part of the questionnaires (Before, while and after retail encounters) and how to mark answers. These instructions assist respondents in recording responses.
Use plain language	All the questions were direct. Choose familiar language. Avoided jargon and acronyms and for some variables questionnaires have definitions.
Be brief	This study questionnaire tries to keep as short as possible (without jeopardizing reliability).

Put most important questions up front	This study understands that respondents may get fatigued or hurried on the end part of the questionnaire. Therefore, important questions asked at the beginning and questions about demographic information put at the end. This process helps in focusing on the topic at hand.
Make sure questions match the measurement scale selected, and answer categories are precise	Following steps followed to minimize measurement scale biases: ■ Make sure answer choices correspond to the questions, both in content and grammar. ■ Be consistent in arranging the answers. While it is conventional to read English from left to right and go from "low" to "high," the most important rule is to explain the "rule" being used with clear instructions and to apply the rule consistently throughout the questionnaire. ■ Use exact numbers when possible (instead of Frequently, (1 to 2 times per week) ■ Define time frames. Instead of "future," ask "before retail encounter" or "after the retail encounter." ■ Make sure answer categories do not overlap. ■ Balance the "negative" or "low" answer choices (both in number and degree) with "positive" or "high" choices on the scale. For example, don't give only positive answer choices or five degrees of "positive" (i.e. great, excellent, super, fantastic, and awesome) and only one, extreme "negative" response choice (i.e. terrible).
Ask only one question at a time	This study questionnaire avoids "double-barreled" questions that confuse the respondent into not knowing how to answer.

Avoid "loaded" questions	This study questionnaire avoids all the loaded questions. An examples of "loaded" or biased questions: Do you shop according to your shopping list like a rational shopper should? Instead, this study asked, "I can follow my shopping list."
Arrange in a logical order	Group similar questions together such as all shopping list questions under shopping list construct.
Minimize open-ended questions	This study questionnaire completely ignores open-ended questions. Open-ended questions give the impression the form is much work. It is also difficult to score and summarize open-ended questions in purely quantitative research.
Make sure it looks professional	A professional proofreader checks this study questionnaire language. The format of the questionnaire was a "booklet," so it stands out from just "paper." The quality of printing has checked before distribution.
Use a cover letter	This study questionnaire contains a cover letter on the top of the questionnaire. The cover letter contains below information: ■ Sponsor of study (Universiti Teknologi PETRONAS) ■ Why response is important ■ Promise of confidentiality and explanation of anonymousness. ■ Explanation of the sequential behavioral episodes (Before, While and After retail encounters) ■ Informed Consent. This lets the respondents know they are participating in a study, plans for the use of the information, how their information will be treated (confidentially). Passive consent is assumed if the respondent completes and returns the questionnaire. ■ What to do if questionnaire arise. ■ Thanks respondents for participating in the study. ■ Original signature of the researcher.

APPENDIX C

A COPY OF QUESTIONNAIRE

APPENDIX D

ADDITIONAL ANALYSIS

This study PLS-SEM measurement model purified based on the guideline that has given by Hair Jr et al., (2016). The following tables show the measurement model purifying results (before-after item deletion).

Shopping List (before delete)

Items	Loading	CR	Cronbach's alpha	AVE	Full Collinearity VIFs
Shopping List					
SL1	0.564				
SL2	0.700				
SL3	0.732	0.788	0.663	*0.428*	1.418
SL4	0.675				
SL5	0.584				

The results indicate the reliability of five items measuring shopping list. All values meet the threshold defined Table 1. However, AVE is just short of desired value 0.5. Therefore, items comparatively low loading SL1 and SL5 were dropped, and thus AVE increased significantly from 0.428 to 0.590 final values are shown in Table 2.

Shopping list (After delete)

Items	Loading	CR	Cronbach's alpha	AVE	Full Collinearity VIFs
SL2	0.715				
SL3	0.787	0.811	0.651	0.590	1.354
SL4	0.799				

The results show that the reliability of five items measuring Shopping List Following Desire in Table 3. All values meet the threshold nicely.

Shopping List Following Desire

Construct: Shopping List Following Desire	Loading	CR	Cronbach's Alpha	AVE	Full Collinearity VIFs
SLFD1	0.679				
SLFD2	0.881				
SLFD3	0.848	0.899	0.859	0.643	2.175
SLFD4	0.819				
SLFD5	0.766				

The results show that the reliability of five items measuring the importance of Shopping List in Table 4. All values meet the threshold.

Importance of Shopping List

Importance of Shopping list	Loading	CR	Cronbach's Alpha	AVE	Full Collinearity VIFs
ImpSL1	0.720	0.902	0.864	0.649	2.208
ImpSL2	0.812				
ImpSL3	0.878				
ImpSL4	0.828				
ImpSL5	0.785				

The results show that the reliability of five items measuring the importance of Shopping Effort Investment in Table 5. All values meet the threshold.

Shopping Effort Investment

Shopping Effort Investment	Loading	CR	Cronbach's Alpha	AVE	Full Collinearity VIFs
SEI1	0.589	0.876	0.838	0.471	2.443
SEI2	0.760				
SEI3	0.743				
SEI4	0.611				
SEI5	0.689				
SEI6	0.690				
SEI7	0.721				
SEI8	0.669				

The results in Table 6 indicate the reliability of five items measuring Readiness to change the Shopping List. Despite R2C1, all other values meet the threshold defined. Moreover, AVE is just short of desired value 0.5. Therefore, items comparatively low loading R2C1 was dropped Table 7 and thus AVE increased significantly from 0.488 to 0.578 and which is acceptable now.

Readiness to change (before delete)

Readiness to change the Shopping List	Loading	CR	Cronbach's alpha	AVE	Full Collinearity VIFs
R2C1	**0.445**				
R2C2	0.625				
R2C3	0.773	0.821	0.726	**0.488**	1.557
R2C4	0.760				
R2C5	0.820				

Readiness to change (After delete)

Readiness to change the Shopping List	Loading	CR	Cronbach's alpha	AVE	Full Collinearity VIFs
R2C2	0.583				
R2C3	0.798	0.843	0.750	0.578	1.498
R2C4	0.784				
R2C5	0.850				

The results in Table 8 shows that the reliability of five items measuring Positive Anticipated Emotion. All values meet the threshold.

Positive Anticipated Emotion

Positive Anticipated Emotion	Loading	CR	Cronbach's alpha	AVE	Full Collinearity VIFs
PAE1	0.814				
PAE2	0.860				
PAE3	0.844				
PAE4	0.834	0.924	0.903	0.635	2.243
PAE5	0.743				
PAE6	0.754				
PAE7	0.717				

The results in Table 9 shows that the reliability of five items measuring Negative Anticipated Emotion. All values meet the threshold.

Negative Anticipated Emotion

Negative Anticipated Emption	Loading	CR	Cronbach's alpha	AVE	Full Collinearity VIFs
NAE1	0.805				
NAE2	0.736				
NAE3	0.775				
NAE4	0.827	0.940	0.929	0.610	1.803
NAE5	0.782				
NAE6	0.706				
NAE7	0.792				
NAE8	0.796				
NAE9	0.762				
NAE10	0.822				

The results in Table 10 shows that the reliability of five items measuring Attitude. All values meet the threshold.

Attitude

Attitude	Loading	CR	Cronbach's Alpha	AVE	Full Collinearity VIFs
Attitude 1	0.796	0.936	0.918	0.710	2.387
Attitude 2	0.828				
Attitude 3	0.855				
Attitude 4	0.847				
Attitude 5	0.894				
Attitude 6	0.832				

The results in Table 11 shows that the reliability of five items measuring Perceived Behavioral Control. All values meet the threshold.

Perceived Behavioral Control

Perceived Behavioral Control	Loading	CR	Cronbach's Alpha	AVE	Full Collinearity VIFs
PBC1	0.842				
PBC2	0.843				
PBC3	0.838	0.885	0.833	0.612	2.830
PBC4	0.506				
PBC5	0.827				

The results in Table 12 shows that the reliability of five items measuring Subjective Norms. All values meet the threshold.

Subjective Norms

Subjective Norms	Loading	CR	Cronbach's alpha	AVE	Full Collinearity VIFs
SNOR1	0.838				
SNOR2	0.858				
SNOR3	0.850	0.897	0.855	0.636	1.422
SNOR4	0.698				
SNOR5	0.730				

The results in Table 13 shows that the reliability of five items measuring Shopping Feasibility. All values meet the threshold except SF4. Therefore, items in negative loading SF4 was dropped new measurement model shown in Table 14.

Shopping Feasibility (Before delete)

Shopping Feasibility	Loading	CR	Cronbach's Alpha	AVE	Full Collinearity VIFs
SF1	0.798				
SF2	0.854				
SF3	0.850	0.796	0.675	0.513	2.739
SF4	**-0.101**				
SF5	0.683				

Shopping Feasibility (After delete)

Shopping Feasibility	Loading	CR	Cronbach's Alpha	AVE	Full Collinearity VIFs
SF1	0.794	0.876	0.809	0.639	2.760
SF2	0.849				
SF3	0.850				
SF5	0.696				

The results in Table 15 shows that the reliability of five items measuring Intention. All values meet the threshold.

Intention

Intention	Loading	CR	Cronbach's Alpha	AVE	Full Collinearity VIFs
Inten1	0.832	0.891	0.847	0.622	2.122
Inten2	0.819				
Inten3	0.822				
Inten4	0.747				
Inten5	0.716				

The results Table 16 shows that the reliability of five items measuring Behavioral Desire. All values meet the threshold.

Behavioral Desire

Behavioral Desire	Loading	CR	Cronbach's Alpha	AVE	Full Collinearity VIFs
BDSR1	0.812	0.926	0.900	0.715	3.359
BDSR2	0.869				
BDSR3	0.848				
BDSR4	0.847				
BDSR5	0.853				

The results in Table 17 shows that the reliability of five items measuring Implementation Intention. All values meet the threshold.

Implementation Intention

Implementation Intention	Loading	CR	Cronbach's Alpha	AVE	Full Collinearity VIFs
IMINT1	0.822				
IMINT2	0.831				
IMINT3	0.595	0.885	0.836	0.610	3.067
IMINT4	0.844				
IMINT5	0.785				

The results in Table 18 indicate the reliability of five items measuring Attentional Control. Four items AC4, AC5, AC9, AC12, AC14, have low loading, but all other values meet the threshold defined. Moreover, AVE is less than desired value 0.5. Therefore, items comparatively low loading AC4, AC5, AC9, AC12, AC14 were dropped. Table 19 shows the measurement model after delete. In this model, AVE increased significantly from 0.368 to 0.528 and which is acceptable now.

Focused Attention (Before delete)

Focused attention	Loading	CR	Cronbach's Alpha	AVE	Full Collinearity VIFs
AC1	0.790				
AC2	0.800				
AC3	0.753				
AC4	*-0.343*				
AC5	*-0.293*				
AC6	0.764				
AC7	0.833	0.809	0.773	*0.368*	1.792
AC8	0.664				
AC9	*0.243*				
AC10	0.558				
AC11	0.661				
AC12	*-0.285*				
AC13	0.598				
AC14	*0.385*				

Focused Attention (After delete)

Focused attention	Loading	CR	Cronbach's alpha	AVE	Full Collinearity VIFs
AC1	0.791	0.908	0.885	0.528	1.733
AC2	0.808				
AC3	0.77				
AC6	0.762				
AC7	0.823				
AC8	0.678				
AC10	0.583				
AC11	0.68				
AC13	0.599				

The results in Table 20 indicate the reliability of five items measuring Attentional Shift. Two items AShift1 and AShift2 have low loading, but all other values meet the threshold defined. Moreover, AVE is less than desired value 0.5. Therefore, items comparatively low loading AShift1 and AShift2 were dropped in Table 21 and thus AVE increased significantly from 0.406 to 0.652 and which is acceptable now.

Attentional Shift (Before delete)

Attentional Shift	Loading	CR	Cronbach's Alpha	AVE	Full Collinearity VIFs
AShift1	*0.209*				
AShift2	*0.397*				
AShift3	0.787	0.745	0.602	*0.406*	1.294
AShift4	0.789				
AShift5	0.766				

Attentional Shift (After delete)

Attentional Shift	Loading	CR	Cronbach's Alpha	AVE	Full Collinearity VIFs
AShift3	0.796				
AShift4	0.839	0.849	0.733	*0.652*	1.367
AShift5	0.787				

The results in Table 22 shows that the reliability of five items measuring Shop Interior. All values meet the threshold.

Shop Interior

Shop Interior	Loading	CR	Cronbach's alpha	AVE	Full Collinearity VIFs
Int1	0.721				
Int2	0.759				
Int3	0.718				
Int4	0.741				
Int5	0.784	0.919	0.902	0.532	3.195
Int6	0.750				
Int7	0.682				
Int9	0.657				
Int10	0.761				
Int11	0.711				

The results in Table 23 shows that the reliability of five items measuring Shop Location. All values meet the threshold.

Shop location

Shop Location	Loading	CR	Cronbach's alpha	AVE	Full Collinearity VIFs
Lo1	0.738				
Lo2	0.755				
Lo3	0.756				
Lo4	0.746				
Lo5	0.711	0.915	0.897	0.519	3.231
Lo6	0.757				
Lo7	0.743				
Lo8	0.614				
Lo9	0.682				
Lo10	0.691				

The results in Table 24 shows that the reliability of five items measuring Information Inside store. All values meet the threshold.

Information Inside store

Information Inside store	Loading	CR	Cronbach's Alpha	AVE	Full Collinearity VIFs
Info1	0.789				
Info2	0.815				
Info3	0.759				
Info4	0.779	0.936	0.924	0.594	3.349
Info5	0.830				
Info6	0.756				
Info7	0.764				
Info8	0.725				
Info9	0.713				

The results in Table 25 shows that the reliability of five items measuring Information Price Display. All values meet the threshold.

Price Display

Price Display	Loading	CR	Cronbach's alpha	AVE	Full Collinearity VIFs
PD1	0.805				
PD2	0.814				
PD3	0.764				
PD4	0.739				
PD5	0.772	0.930	0.916	0.571	2.446
PD6	0.783				
PD7	0.720				
PD8	0.685				
PD9	0.768				
PD10	0.699				

The results in Table 26 shows that the reliability of five items measuring Promotion. All values meet the threshold.

Promotion					
Promotion	Loading	CR	Cronbach's alpha	AVE	Full Collinearity VIFs
Promo1	0.796				
Promo2	0.840				
Promo3	0.823				
Promo4	0.806				
Promo5	0.805	0.939	0.927	0.607	2.577
Promo6	0.781				
Promo7	0.806				
Promo8	0.722				
Promo9	0.694				
Promo10	0.702				

The results in Table 27 shows that the reliability of five items measuring Social influence. All values meet the threshold except two items Social4 and Social6. Moreover, AVE also short than the desired threshold. Thus comparatively low loading item here Social4 and Social6 were deleted. After delectation of the low loaded items, Table 28 shows AVE increased dramatically from 0.473 to 0.676 and which is satisfactory.

Social influence (Before delete)					
Social influence	Loading	CR	Cronbach's alpha	AVE	Full Collinearity VIFs
Social1	0.829				
Social2	0.820				
Social3	0.764	0.831	0.759	*0.473*	2.276
Social4	*0.339*				
Social5	0.782				
Social6	*0.410*				

Social influence (After delete)

Social influence	Loading	CR	Cronbach's alpha	AVE	Full Collinearity VIFs
Social1	0.868				
Social2	0.833	0.893	0.840	*0.676*	2.164
Social3	0.793				
Social5	0.794				

The Table 29 show that results of Crowding. All values meet the threshold.

Crowding

Crowding	Loading	CR	Cronbach's alpha	AVE	Full Collinearity VIFs
Crowd1	0.772				
Crowd2	0.768				
Crowd3	0.791	0.860	0.803	0.510	2.345
Crowd4	0.578				
Crowd5	0.779				
Crowd6	0.555				

The results in Table 30 shows that the reliability of five items measuring Time constraints. All values meet the threshold except only one items TC5. The negatively loaded item here TC5 were deleted. After delectation of the low loaded items, Table 0.31 shows AVE increased intensely from 0.586 to 0.727.

Time constraints (Before delete)

Time constraints	Loading	CR	Cronbach's alpha	AVE	Full Collinearity VIFs
TC1	0.876				
TC2	0.906				
TC3	0.823	0.833	0.719	0.586	1.541
TC4	0.794				
TC5	*-0.189*				

Time constraints (After delete)

Time constraints	Loading	CR	Cronbach's alpha	AVE	Full Collinearity VIFs
TC1	0.872	0.914	0.874	0.727	1.551
TC2	0.907				
TC3	0.824				
TC4	0.804				

The Table 32 show results of five items measuring Mood. All values meet the threshold except only one item Mood2. The low-loaded item here Mood2 were deleted in Table 33.

Mood (Before delete)

Mood	Loading	CR	Cronbach's Alpha	AVE	Full Collinearity VIFs
Mood1	0.712				
Mood2	*0.253*				
Mood3	0.816	0.842	0.758	0.542	2.188
Mood4	0.876				
Mood5	0.841				

Mood (After delete)

Mood	Loading	CR	Cronbach's Alpha	AVE	Full Collinearity VIFs
Mood1	0.706				
Mood3	0.819	0.889	0.831	0.668	2.187
Mood4	0.882				
Mood5	0.850				

The results in Table 34 shows that the reliability of five items measuring Negative Affect. All values meet the threshold well.

Negative Affect					
Negative Affect	Loading	CR	Cronbach's alpha	AVE	Full Collinearity VIFs
Affect1	0.876				
Affect2	0.839				
Affect3	0.871				
Affect4	0.895	0.964	0.957	0.770	2.756
Affect5	0.911				
Affect6	0.900				
Affect7	0.889				
Affect8	0.837				

The results in Table 35 shows that the reliability of five items measuring Positive Affect. All values meet the threshold well.

Positive Affect					
Positive Affect	Loading	CR	Cronbach's Alpha	AVE	Full Collinearity VIFs
Affect9	0.528				
Affect10	0.665				
Affect11	0.755				
Affect12	0.747	0.882	0.843	0.520	1.835
Affect13	0.787				
Affect14	0.782				
Affect15	0.748				

The results in Table 36 shows that the reliability of five items measuring Shopping List Enactment. All values meet the threshold well.

Shopping List Enactment					
Shopping List Enactment	Loading	CR	Cronbach's Alpha	AVE	Full Collinearity VIFs
SLE1	0.851				
SLE3	0.881	0.897	0.828	0.744	3.087
SLE4	0.857				

The results in Table 37 shows that the reliability of five items measuring Incongruent Shopping Behavior. All values meet the threshold well.

Incongruent Shopping Behavior

Incongruent shopping	Loading	CR	Cronbach's Alpha	AVE	Full Collinearity VIFs
IS2	0.839	0.826	0.580	0.704	2.768
IS5	0.839				

In addition to the necessary analysis for structural model. This study also performed Q^2 analysis for all the dependent variables mentioned in the study . A summary of Q^2 analysis present in below:

The Q^2 coefficient is a nonparametric Stone-Geisser test which was traditionally calculated using blindfolding (this study uses jackknife, and the analyses produced the same answers for Q^2 values). Q^2 used to assess the predictive validity (or relevance) associated with each latent variable in the proposed theoretical model. Which is estimated by systematically assuming that some number of cases are missing from the responses whereby the model parameters are then estimated and used to predict the missing values. A Q^2 coefficient suggests acceptable predictive validity for endogenous latent variables is > 0. Table 38 shows the predictive relevance of each of the endogenous variables defined in this study . All Q^2 passed.

Summary of the Q^2 Assessment

Dependent Variable	Q^2	Decision
PBC	0.436	Passed
Intention	0.341	Passed
Implementation Intention	0.534	Passed
Shopping List Enactment	0.156	Passed
Modified Realization	0.580	Passed
Attentional Shift	0.197	Passed
Shopping Desire	0.291	Passed
Behavioral Desire	0.331	Passed

This study performed additional analysis of mediation for all possible mediated paths to obtain the greatest validity of the model. The results appear in Table 39 fulfill all the necessary conditions for the assessment of mediator using the WarpPLS5.0 software jackknifing procedure. This study conducted a total of 49 mediation analysis. Of the 49 mediation indirect effects, only seven mediation were rejected. This analysis is providing further evidence for the robustness of the tested model.

Additional Mediation Analysis

Hypothesis	Indirect Effect	Effect Size	P Value	Mediation Criteria
SL → Shopping Desire → Intention	0.055	0.005	0.006	Mediation
PAE → Shopping Desire → Intention	0.195	0.067	<0.001	Mediation
NAE → Shopping Desire → Intention	0.045	0.008	0.013	Mediation
Attitud → Intention → Bdesire	0.123	0.074	<0.001	Mediation
PBC → A Shift → SLE	0.073	0.038	0.004	Mediation
Snorms →Intention → Bdesire	-0.015	0.005	0.330	No Mediation
Intention → Behav desire →ImpliIntention Intent	0.420	0.229	<0.001	Mediation
ImInt → A Shift → SLE	0.052	0.019	0.015	Mediation
SF → PBC → A Shift	0.170	0.057	<0.001	Mediation
A shift → SLE → MR	0.207	0.067	<0.001	Mediation
Sdesire → Intention → Bdesire	0.252	0.175	<0.001	Mediation
Bdesire → ImInt → A Shift	0.134	0.050	0.005	Mediation
AC*ImInt → A Shift → SLE	-0.029	0.002	0.014	Mediation
Paffect → SLE → MR	-0.030	0.001	0.405	No Mediation
Naffect → SLE → MR	0.017	0.002	0.403	No Mediation
InterF* → SLE → MR	-0.151	0.023	0.005	Mediation
SL → Shopping Desire → Intention → B Desire	0.031	0.008	0.007	Mediation
PAE → Shopping Desire → Intention → B Desire	0.112	0.063	<0.001	Mediation
NAE → Shopping Desire → Intention → B Desire	0.026	0.005	0.017	Mediation
Attitud → Intention → Bdesire → ImInt	0.090	0.042	<0.001	Mediation
PBC → A Shift → SLE → MR	0.053	0.024	0.005	Mediation
SNorms →Intention → Bdesire → ImInt	-0.011	0.003	0.329	No Mediation
Intention → Behav desire →ImpliIntention Intent → A Shift	0.077	0.022	0.006	Mediation
ImInt → A Shift → SLE → MR	0.038	0.013	0.016	Mediation
SF → PBC → A Shift → SLE	0.048	0.026	0.004	Mediation
Sdesire → Intention → Bdesire → ImInt	0.184	0.105	<0.001	Mediation
Bdesire → ImInt → A Shift → SLE	0.038	0.017	0.015	Mediation
AC*ImInt → A Shift → SLE → MR	-0.021	0.001	0.015	Mediation
SL → Shopping Desire → Intention → B Desire → ImInt	0.023	0.004	0.007	Mediation
PAE → Shopping Desire → Intention → B Desire → ImInt	0.082	0.039	<0.001	Mediation

Path				
NAE → Shopping Desire → Intention → B Desire → ImInt	0.019	0.005	0.019	Mediation
Attitud → Intention → Bdesire → ImInt → A Shift	0.016	0.004	0.019	Mediation
SNorms →Intention → Bdesire → ImInt → A Shift	-0.002	0.000	0.330	No Mediation
Intention → Behav desire →ImpliIntention Intent → A Shift → SLE	0.022	0.009	0.017	Mediation
SF → PBC → A Shift → SLE → MR	0.035	0.015	0.006	Mediation
Sdesire → Intention → Bdesire → ImInt → A Shift	0.034	0.011	0.012	Mediation
Bdesire → ImInt → A Shift → SLE → MR	0.028	0.011	0.016	Mediation
SL → Shopping Desire → Intention → B Desire → ImInt → A Shift	0.004	0.000	0.044	Mediation
PAE → Shopping Desire → Intention → B Desire → ImInt → A Shift	0.015	0.004	0.020	Mediation
NAE → Shopping Desire → Intention → B Desire → ImInt → A Shift	0.003	0.000	0.043	Mediation
Attitud → Intention → Bdesire → ImInt → A Shift → SLE	0.005	0.002	0.032	Mediation
SNorms →Intention → Bdesire → ImInt → A Shift → SLE	-0.001	0.000	0.333	No Mediation
Intention → Behav desire →ImpliIntention Intent → A Shift → SLE → MR	0.016	0.005	0.018	Mediation
Sdesire → Intention → Bdesire → ImInt → A Shift → SLE	0.010	0.004	0.027	Mediation
SL → Shopping Desire → Intention → B Desire → ImInt → A Shift → SLE	0.001	0.000	0.054	Mediation
PAE → Shopping Desire → Intention → B Desire → ImInt → A Shift → SLE	0.004	0.001	0.035	Mediation
NAE → Shopping Desire → Intention → B Desire → ImInt → A Shift → SLE	0.001	0.000	0.059	Mediation
Attitud → Intention → Bdesire → ImInt → A Shift → SLE → MR	0.003	0.001	0.034	Mediation
SNorms →Intention → Bdesire → ImInt → A Shift → SLE → MR	0.000	0.000	0.333	No Mediation
Sdesire → Intention → Bdesire → ImInt → A Shift → SLE → MR	0.007	0.002	0.028	Mediation