

*Full Length Research Paper*

# An examination of the effects of some factors on behavioral intentions (A new model)

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The purpose of this paper is to construct a new model for factors that affect consumer behavioral intentions in a shopping center context in Shiraz (Iran). Data were gathered at three large shopping centers in Shiraz (Refah, Fajr and Zeitoun shopping centers). The data were collected over a two-week period in these shopping centers. From the 647 returned questionnaires, 592 usable responses were analyzed. The measures were subjected to confirmatory factor analysis to examine the reliability and validity of the hypothesized model. The results revealed that: customer satisfaction most influenced by perceived value; customer satisfaction positively influenced positive attitude, trust and adjusted expectations; trust and adjusted expectations positively affected positive attitude. Finally the findings indicate that behavioral intentions most influenced by positive attitude.

**Keywords:** Perceived value, Customer satisfaction, Trust, Adjusted Expectations, Positive attitude, Behavioral intentions.

## INTRODUCTION

Behavioral intention refers to “a person’s subjective probability that he will perform some behavior” (Fishbein and Ajzen, 1975). Several theories which describe the factors influencing consumer behavior exist in marketing, psychology and information systems literature; for example, theories of innovation diffusion (Rogers, 2003), the TAM (Davis et al., 1989) the technology acceptance model and technology readiness (TR) (Ajzen and Fishbein, 1980; Davis et al., 1989). Of these, TAM appears to be the most widely used model (Agarwal and Prasad, 1999). Moreover, in general psychology, many theories have attempted to elucidate the relationship between attitude and behavioral intentions, such as the theory of reasoned action (TRA) proposed by Fishbein and Ajzen (1975). According to the TRA, behavioral intentions is modeled as the weighted sum of the attitude and subjective norms. In order to predict attitude in TRA,

attitude is referred to as the evaluative effect of positive or negative feeling of individuals in performing a particular behavior (Fishbein and Ajzen, 1975). Ajzen and Fishbein (1980) defined attitude as an index of the degree to which a person likes or dislikes an object. The more recent definition of attitude is the degree of favorableness and unfavorableness of an individual’s feeling towards a psychological object (Ajzen and Fishbein, 2000).

As mentioned before, there exists a strong relationship between attitude and behavioral intentions. Attitude has long been identified as a construct that guides future behavior or the cause of intention that ultimately leads to a particular behavior. Attitude can be described as “a learned pre-disposition to respond in a consistently favorable or unfavorable manner with respect to a given object” (Fishbein and Ajzen, 1975; Lee et al., 2006). The more favorable an individual’s attitude toward shopping, the more likely he or she will intend to shop. Although intention to shop is currently treated as a dependent variable in the research model, several researchers suggested that understanding behavioral intention is necessary for predicting attitudes. Past research (chen

et al, 2000) found that consumers' attitude is an important factor determining consumers' shopping behavior( Lee et al, 2006).

Many studies have shown the significant effect of attitude towards behavioral intentions (Davis et al., 1989; Mathieson, 1991; Taylor and Todd, 1995; Lu et al., 2003; Shih and Fang, 2004; Rhodes and Courneya, 2003; Ramayah et al., 2003, 2004, 2005; Teo and Pok, 2003; Yuliharsi, 2004; Ing-Long and Jian-Liang, 2005; May, 2005; Ramayah et al., 2006 ).

Bearing these considerations in mind, the paper is structured as follows: firstly, we carry out an in-depth review of the relevant literature. Secondly, we formalize the hypotheses. Thirdly, we explain the process of data collection and measures validation and afterwards, we present the main results. Lastly, we show the main conclusions of the study.

## Literature Review

Perceived value refers to the perceived level of product and service quality relative to the price paid (Fornell et al., 1996). This mainly involves the 'value-for-money' aspect. Anderson and Fornell (2000) suggested that adding perceived value into the model increases the comparability of the results across service providers, industries and sectors because price information is added into the model. When customers perceive high value in products and services, they tend to have a high customer satisfaction level. Thus, perceived value is expected to have a positive impact on the customer satisfaction level( Hsu et al., 2006).

Satisfaction can be defined as the "consumer's fulfillment response" (Oliver, 1997). Customer satisfaction refers to customers' assessment of the service provider's overall performance in previous encounters. A favorable service evaluation supports the customer's belief that the service provider is competent and benevolent and hence can be trusted and relied upon ( Walsh et al., 2010).

Trust is logically and experientially a critical variable in relationships, as has been hypothesized and borne out in the marketing literature (Moorman et al., 1993; Morgan and Hunt, 1994). According to Moorman et al. (1993), trust is "a willingness to rely on an exchange partner in whom it has confidence." Trust, in a broad sense, is the confidence a person has in his/her favorable expectations of what other service providers will do, based, in many cases, on previous experiences (Gefen, 2000).

Those who are not willing to trust a service provider are unlikely to be satisfied.

To trust a service provider, customers should not only perceive positive outcomes but also believe that these positive outcomes will continue in the future (Anderson and Narus, 1990). However, it is known that positive output from the service provider will bring about satisfaction. Consequently, consumer satisfaction based

on prior experiences directly links to trust( Ha and Perks, 2005)

Expectations are the results of prior experience with the company's products. This construct evaluates customer expectations for overall quality, for product and service quality, and for fulfillment of personal needs. Customer expectations construct is expected to have a direct and positive relationship with customer satisfaction (Anderson et al., 1994).

Consumer expectations are largely rational in nature and adaptive to changing market conditions (Anderson et al., 1994; Johnson et al., 1995; Rust et al., 1999), representing a product's anticipated performance (Churchill and Surprenant, 1982) or most likely performance (Tse and Wilton, 1988). Studies have also shown that expectations and satisfaction are positively related to each other, (Anderson et al., 1994; Fornell 1992; Fornell et al., 1996).

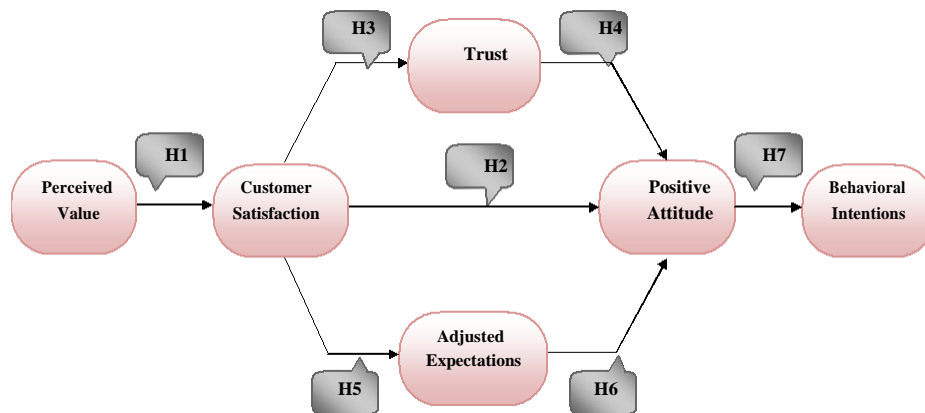
Yi and La (2004) proposed that adjusted expectations are related to consumer's behavioral attitudes. Therefore, it is acceptable that positive attitude is mediated by the relationship between customer satisfaction and adjusted expectations. Because adjusted expectations are evaluated by post-satisfaction they may be linked to positive attitude, which is presumed to have the underlying confidence of adjusted expectations( Ha et al., 2010).

Attitude can be considered one of the most important concepts in the study of consumer behavior as, according to the literature, it is the direct determinant of this behavior. This functional view of attitude suggests that people hold attitudes to determine how to respond to their environment (Shavitt, 1989). Similarly, Campbell (1963) defined attitude as an acquired behavioral disposition (Castañeda et al., 2009). Lin (2008) found that there is a positive and significant relationship between attitude and behavioral intentions. Finally Gopi and Ramayah (2007) found that attitude had a direct positive impact on behavioral intentions.

This section briefly discusses the hypothesized relationships between the variables. The proposed behavioral intentions model illustrating the hypothesized relationships is shown in Figure 1.

## Perceived value and customer satisfaction

Perceived value of a service has been defined by McDougall and Levesque (2000) as the benefits customers believe they receive relative to the costs associated with its consumption. Zeithaml and Bitner (2000) have suggested that it is an overall evaluation of a service's utility, based on customers' perceptions of what is received at what cost. Drawing from the vast literature on value, the definition employed in this study is from the marketing perspective whereby Bolton and Drew (1991) define perceived value as a "richer measure of



**Figure1.** Proposed behavioral intentions model.

customers' overall evaluation of a service .Luarn and Lin (2003)define perceived value from economic perspective which is the customers' perceived service utility relative to its monetary and non-monetary costs.

Satisfaction is a response that occurs when consumers experience a pleasurable level ofconsumption-related fulfilment when evaluating a product or service (Oliver, 1997). Satisfaction ratings are themeans to strategic ends, such as customer retention, and directly affect profits (Jones and Sasser, 1995; Reichheld, 1996). Satisfaction (or dissatisfaction) has been defined as the perceived match or mismatch between, on the one hand, prior expectations of performance and perceptions of the value of an exchange or transaction experience and, on the other,post-consumption evaluation of performance and value (McGuire, 1999; Oliver, 1997; Tse, 2001).

Customer satisfaction is an important element in service delivery because understanding and satisfying customers' needs and wants can generate increased market share from repeat custom and referrals (Barsky, 1992).A decrease invalue will result in customers being more receptive to competitors' marketing communications (Grönroos, 2000). When customers perceive high value in products and services, they tend to have a high customer satisfaction level. Thus, perceived value is expected to have a positive impact on the customer satisfaction level(Chitty et al., 2007).

**H1.Perceived value will have a positive influence on customer satisfaction.**

### Positive attitude

Positive attitude plays an important role in the intention formation process of consumer behavior (Kraft et al., 2005). In this study we define positive attitude as "a consumer's positive motivational tendency to deal with a satisfactory experience" (Ha, 2006). Social science

research has been recently proposed for the purpose of elucidating and predicting consumer behavior. Despite this move forward, Elliot and Fowell (2000) go even further by strongly recommending thatfurther research is urgently required to explore the nature of shopping behavior. Eagly and Chaiken(1993) have demonstrated that "theories of behavior should consider how people conceptualize and then execute the set of actions required to engage in a consequential behavior".

Typical studies in this area have shown that the attitudes of people who have had direct experience with an attitude object (with the target or final behavior) correlate immediately with subsequent attitude-relevant behaviors (Eagly and Chaiken, 1993). In Oliver's (1981) words, "satisfaction soon decays into one's overall attitude". Oliver (1997) also suggests that "the resulting level of satisfaction is a major influence on the consumer's revised attitude, which is influenced by the prior attitude". The central feature of a satisfaction-attitude hierarchy is that satisfaction represents the basis for an attitude toward engaging in a repeated behavior. Evidence is supported by Roest and Pieters (1997). Further, once a customer has been satisfied from a particular company or service provider, the customer will be more likely to generate positive attitude. Thus, attitudes based on direct experience or satisfaction have clarity and are held with confidence (Fazio and Zanna, 1981). In line with this observation, Ha et al. (2010) have found that customer satisfaction based on direct experience is linked to positive attitude.

**H2.Customer satisfaction will have a positive influence on positive attitude.**

### Trust

The literature on marketing channels has provided numerous definitions of trust. Most definitions involve a

belief that the exchange partner will act in the best interest of the other partner. For example, Anderson and Weitz (1992) define trust as “one party’s belief that its needs will be fulfilled in the future by actions taken by the other party.” Finally, Morgan and Hunt (1994) conceptualize trust as existing “when one party has confidence in an exchange partner’s reliability and integrity.” In an industrial buying context, Doney and Cannon (1997) define trust as the perceived credibility and benevolence of a target of trust. The first dimension of trust focuses on the objective credibility of an exchange partner, an expectancy that the partner’s word or written statement can be relied on (Lindsfold, 1978). The second dimension of trust, benevolence, represents the extent to which one partner is genuinely interested in the other partner’s welfare and motivated to seek joint gains. This definition of trust is relevant in an industrial buying context (Ulaga and Eggert, 2006).

From the relationship marketing perspective, Yoon (2002) addressed that the level of trust has been conceptualized to be contingent upon the consumers’ perceived level of interaction between company which provides information and consumers who receive it. The buyer’s overall satisfaction with the buying experience is proposed to have a positive impact on his/her trust of the manufacturer. Prior research has shown that constructs of trust and satisfaction are positively correlated (Crosby et al., 1990; Yoon, 2002), but the causal ordering of the two has not been assessed. However, evidence outlined by Kennedy et al. (2001) shows that customer satisfaction is an antecedent of trust of the manufacturer.

Trust has been linked to a variety of outcomes. Hennig-Thurau and Klee (1997) theorize that trust will play important roles in behavioral intention. Such arguments are supported by the empirical findings of Bart et al. (2005) who find a strong relationship between trust and behavioral intent. Behavioral intent may include willingness to navigate further activities, such as engaging in interactivity with the company, and purchasing from the company. Although trust mediates the relationship between two parties, we expect that trust based on prior affective experience play a crucial role in facilitating consumers’ further behavioral intentions. Furthermore, trust affects the consumer’s positive attitude (Järvenpää et al., 2000).

**H3. Customer satisfaction will have a positive influence on trust.**

**H4. Trust will have a positive Influence on positive attitude.**

#### **Adjusted expectations**

Although the satisfaction literature recognizes the importance of consumer expectations, there is no general

agreement on how the concept should be defined (Yi, 1990). For example, Oliver (1980) conceptualized expectations as belief probabilities of what the consequences of an event will be, whereas Parasuraman et al. (1988) has defined expectations in terms of “what they feel service firms should offer with their perceptions of the performance of firms providing the services”. It indicates that expectations can range from being subjective desires to more objective predictions. This lack of consensus implies that expectations may not have similar connotations to everyone.

The formation and revision of expectations is a central theoretical issue for consumer research (Oliver and Winer, 1987). Scholars’ knowledge on the expectancy-disconfirmation theory is that expectations are understood as an antecedent of customer satisfaction. Prior expectations play a role of standards in evaluating satisfaction on consumption experience (Oliver, 1980, 1981; Yi, 1993), whereas (Yi and La, 2004) advocate a new paradigm of post-satisfaction judgments, adjusted expectations, which are defined as “expectations updated through accumulated or current consumption experiences”. Evidence is supported by Johnson et al. (1995): consumer expectations adjust over time in an adaptive manner.

If a consumer experiences good feelings at lesser-known companies, the consumer will be willing to revisit these companies. More specifically, the more consumers positively experience, the higher their expectations are adjusted. This is consistent with previous research showing that customer expectations for higher satisfaction adjust based on experience over time (Ganesh et al., 2000).

Congruent with the proposition that adjusted expectations are related to consumer’s behavioral attitudes (Yi and La, 2004), it is acceptable that positive attitude is also mediated by the relationship between customer satisfaction and adjusted expectations. Because adjusted expectations are evaluated by post-satisfaction they may be linked to positive attitude, which is presumed to have the underlying confidence of adjusted expectations (Ha et al., 2010).

**H5. Customer satisfaction will have a positive influence on adjusted expectations.**

**H6. Adjusted expectation will have a positive influence on positive attitude.**

#### **Behavioral intentions**

Behavioral intention refers to “a person’s subjective probability that he will perform some behavior” (Fishbein and Ajzen, 1975). Harrison et al. (1997) find that the willingness to use small enterprises has an effect on their use behavior intentions. Bhattacharjee (2000) finds in his

**Table 1.** Frequency and percentage of subjects in Fajr, Zeitoon and Refah shopping centers.

	Shopping centers			Percent		
	Fajr	Zeitoon	Refah	Fajr	Zeitoon	Refah
<b>Feature of population</b>						
<b>Sex</b>						
Male	85	115	100	46.19	58.97	46.94
Female	99	80	113	53.81	41.03	53.06
<b>Total</b>	<b>184</b>	<b>195</b>	<b>213</b>			
<b>Age</b>						
Under 30	72	51	82	35.46	13.04	40.79
31-40	53	83	66	26.10	21.22	32.83
41-60	41	32	30	20.19	8.18	14.92
61 and over	37	22	23	18.25	5.62	11.44
<b>Total</b>	<b>203</b>	<b>391</b>	<b>201</b>			
<b>Education</b>						
Junior high school or below	32	29	33	15.45	16.38	15.86
Senior high school	25	44	41	12.07	24.85	19.71
Junior college	54	47	59	26.08	26.55	28.36
Bachelor	60	35	45	28.98	19.77	21.63
Master or above	36	22	30	17.39	12.42	14.42
<b>Total</b>	<b>207</b>	<b>177</b>	<b>208</b>			
N=592						

research on effect of e-brokerage systems of the behavior intention of users that variable such as “attitude” has an effect on the behavior intention of users to use e-brokerage systems. Chau and Hu (2001) researched the effect of the telemedicine technology application on the willingness to use medical devices and found that attitude has a positive effect on behavior intentions. Moon and Kim (2001) researched effect of user’s perception of the world wide web based on the TAM and found that there is a positive and significant relationship among the perception, attitude, and behavior intentions of users (Lin, 2008 ).In line with this observation Ha et al. (2010)found that positive attitude based on direct experience is linked to behavior intentions.

**H7.Positive attitude will have a positive influence on behavior intentions.**

## METHODOLOGY

### Survey instrument

The research instrument was translated from English to Persian using a back-translation procedure. Four graduate business students whose native language is Persian first translated the English version to Persian , and slight adjustments were made to the initial translation to the mutual satisfaction of the two translators.

After this, a professional translator performed the back-translation of the Persian instrument into English. The

original and back-translated English versions were compared and adjusted, and the final Persian version was agreed upon by all translators. The instrument was reviewed by three professional managements in Iran, and minor changes were made to improve clarity-based on the feedback received from these reviews.

### Sampling

Data were gathered at three large shopping centers in Shiraz (Iran). The data were collected over a two-week period in Refah, Fajr and Zeitoon shopping centers.A total of 700 questionnaire were distributed to randomly selected customers. From the 647 returned questionnaires, 592 usable responses were analyzed. Most respondents had completed college .This appears to be comparable to the characteristics of the typical mall shoppers in Iran. Table 1. shows the demographics of the respondents.

### Variable measurement

All the focal constructs of the model were measured using multiple items based on validated scales obtained from the literature, and the items were assessed via a seven-point Likert-scale ranging from not at all to completely or strongly disagree to strongly agree. The six constructs measured were the following: customer

**Table 2.** Standardized loading, AVE, composite reliability and Cronbach's  $\alpha$ .

Parameter	standardized loading estimates	Composite reliability	Average variance extracted	Cronbach's $\alpha$
Customer satisfaction				0.85
1)How satisfied are you with your shopping from XYZ?	0.82	0.71	0.82	
2)How well does these shopping centers match your expectations?	0.74	0.83	0.68	
3)My decision to purchase from these shopping centers was a wise one	0.62	0.87	0.89	
Trust				0.81
1)My overall trust in these shopping centers are good	0.76	0.80	0.73	
2)I believe that I can trust that these shopping centers will not try to cheat me	0.60	0.77	0.75	
3)These shopping centers appear to be more trustworthy than other stores I have visited	0.83	0.82	0.86	
Behavioral intention				0.86
1) I have a strong desire to visit or shop at XYZ	0.88	0.78	0.75	
2) I would recommend XYZ to friends	0.76	0.84	0.78	
3) I will come back to XYZ	0.73	0.88	0.79	
Positive attitude				0.78
1) Shopping from XYZ would be beneficial	0.87	0.83	0.85	
2)All things considered, my shopping from XYZ is a good idea	0.63	0.72	0.69	
3)I like the idea of shopping from XYZ	0.75	0.78	0.79	
4)In general, my opinion about shopping from XYZ is good	0.70	0.86	0.71	
Perceived value				0.79
1) These shopping centers offer good value for money	0.81	0.76	0.78	
2)I believe these shopping centers offer good quality accommodation	0.70	0.85	0.80	
3)I will enjoy shopping from XYZ	0.79	0.70	0.79	
4)I believe these shopping centers provide good accommodation for the price	0.82	0.84	0.77	
Adjusted expectations				0.82
1) After shopping from XYZ, now I expect these shopping centers willprovide quality service that I want to be offered	0.65	0.73	0.85	
2) After shopping from XYZ, now I expect these shopping centers willprovide benefits corresponding to their price	0.76	0.84	0.67	
3)After shopping from XYZ, how good do you expect nowthese shopping centers to be overall?	0.74	0.78	0.78	
4)Are your current expectations higher than your priorexpectations?	0.80	0.82	0.70	

satisfaction, with three items adapted from Mägi (2003); adjusted expectations, with four items adapted from Yi and La (2004); trust, with three items adapted from Bart et al. (2005);scale items for positive attitude (four items) were developed based on the guidelines suggested by Churchill (1979);behavioral intention, with three items adapted from Gefen et al. ( 2000);and perceived

value, with four items adapted from Sweeney and Soutar (2001).

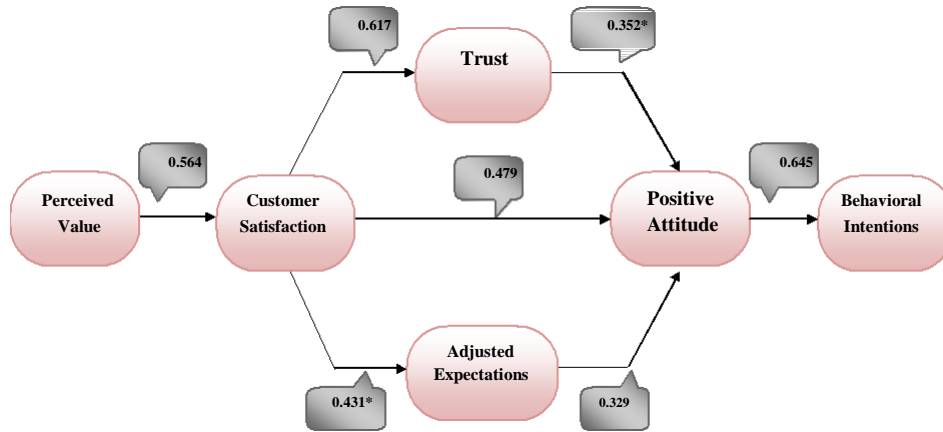
### Measurement model

The measures were subjected to confirmatory factor

**Table 3.** Correlation matrix for measurement model.

Variable	1	2	3	4	5	6
Customer satisfaction	<i>0.85</i>	<b>0.32</b>	<b>0.28</b>	<b>0.23</b>	<b>0.57</b>	<b>0.25</b>
Perceived value	<i>0.74</i>	<i>0.79</i>	<b>0.43</b>	<b>0.54</b>	<b>0.29</b>	<b>0.48</b>
Trust	0.53	<i>0.76</i>	<i>0.81</i>	<b>0.39</b>	<b>0.37</b>	<b>0.31</b>
Positive attitude	0.61	0.69	<i>0.66</i>	<i>0.78</i>	<b>0.44</b>	<b>0.55</b>
Behavioral intentions	0.80	0.63	0.71	<i>0.62</i>	<i>0.86</i>	<b>0.40</b>
Adjusted expectations	0.65	0.70	0.75	0.59	<i>0.73</i>	<i>0.82</i>

Note: Intercorrelations are included in the lower triangle of the matrix. Shared variances are included in the upper triangle of the matrix. The Cronbach's  $\alpha$  are italic and positioned on the diagonal.



Note: Apart from H4 and H5 (\* $P < 0.05$ ), all parts are significant at  $p < 0.01$

Figure 2. Path relations.

analysis. We formed composite measures for each construct in the model by averaging scores across items representing that measure. All items loaded significantly on their underlying constructs. The magnitudes of the standardized loading estimates ranged from 0.60 to 0.88, and all loadings were significant ( $p < 0.01$ ). The average variance extracted scores (AVE) were also above the minimum threshold of 0.5 (Hair et al., 2006) and ranged from 0.67 for adjusted expectations to 0.89 for customer satisfaction. Composite reliabilities ranged from 0.70 for perceived value to 0.88 for behavioral intentions. The results indicated a reasonable fit of the six-factor model to the data on the basis of a number of fit statistics ( $\chi^2 = 658.165$ ,  $df = 310$ ,  $RMSEA = 0.053$ ,  $GFI = 0.71$ ,  $NFI = 0.93$ ,  $NNFI = 0.97$ ,  $CFI = 0.93$ ). Table 2 presents the standardized loading estimates, average variance extracted and composite reliabilities of the model.

Table 3 shows inter correlations and share variances among constructs. The cells on the diagonal are constructs' Cronbach's  $\alpha$  (in italic). The cells on the bottom left corner are inter correlations while the cells on the upper right corner (in bold) are shared variances. As evidence of discriminant validity, all the inter correlations are smaller than reliability Cronbach's  $\alpha$  (Campbell and Fiske, 1959).

Discriminant validity of measures was also assessed by examining the confidence interval around correlation ( $\pm$ two standard errors) of two constructs. The confidence interval should not include 1.0, indicating the two constructs are not the same (Anderson and Gerbing, 1988). In our study results of the three tests support the discriminant validity of the model.

## RESULTS

The seven hypotheses shown in Figure 1 were examined using path analysis. The sample covariance matrix of the composite measures of the model constructs, interaction term and the control variable was used as input to LISREL 8.53 (Joreskog and Sorbom, 1993). Model fit statistics indicate that the proposed model fits the data relatively well ( $\chi^2 = 37.82$ ,  $df = 12$ ,  $p = 0.013$ ,  $SRMR = 0.047$ ,  $GFI = 0.96$ ,  $NFI = 0.93$ ,  $NNFI = 0.89$ ,  $CFI = 0.94$ ).

### Path relations

The path coefficients are shown in Figure 2. All hypothesized paths were significantly supported. An

Examination of the parameter estimates in Figure 2 reveals that the construct of perceived value is significantly related to the customer satisfaction ( $P < 0.01$ ,  $\beta = 0.564$ ), providing support for hypothesis H1. The construct of customer satisfaction has a significant direct effect on both trust ( $P < 0.01$ ,  $\beta = 0.617$ ) and adjusted expectations ( $P < 0.05$ ,  $\beta = 0.431$ ), which provide strong support for H3 and H5. Similarly, H2, H4 and H6 investigate the effects of customer satisfaction ( $P < 0.01$ ,  $\beta = 0.479$ ), trust ( $P < 0.05$ ,  $\beta = 0.352$ ) and adjusted expectations ( $P < 0.01$ ,  $\beta = 0.329$ ) on positive attitude. These findings provide strong support for H2, H4 and H6. Positive attitude also had an effect on behavioral intentions ( $P < 0.01$ ,  $\beta = 0.645$ ). Therefore H7 is supported. Note: Apart from H4 and H5 ( $*P < 0.05$ ), all parts are significant at  $p < 0.01$  Figure 2. Path relations.

## DISCUSSION AND CONCLUSIONS

We believe this study extends the existing literature on the link of perceived value, customer satisfaction, trust, adjusted expectations, positive attitude and behavioral intentions.

Customer satisfaction is the most relevant variable in the study of customer behavioral intention. Customer satisfaction determines attitude. Oliver (1999) theoretically defended the view that customer satisfaction with a brand leads to an improvement in attitude towards it. Carrying this idea over to the shopping center context, one could argue that as the satisfaction with a shopping center improves, so does the positive attitude towards it. We demonstrated that customer satisfaction with a shopping center is not only related to the positive attitude towards the shopping center, but also exerts a direct influence on customer behavioral intentions.

Achieving customer satisfaction is the primary goal for most firms today (Jones and Sasser, 1995), because customer satisfaction is a necessary precondition for customer behavioral intentions, which is in turn a key driver of profit growth and performance (Reichheld, 1993). In order to increase customer satisfaction, shopping center's managers may need to design strategies to enhance customer's perceived value at the point of need. Hence, perceived value does play an important role in affecting the level of satisfaction and future behavioral intentions of customers. By better understanding how customers value their shopping, shopping center managers could be able to devise more effective marketing strategies to meet customers' actual needs. Once customers perceive their shopping valuable, the higher satisfaction would occur and furthermore the benefits of positive behaviors could be brought out. The issues allowing better understanding of customer's value perception and the role of perceived value in the relationship between behavioral intention and customer

satisfaction.

This study extends current knowledge related to the interrelationship between satisfaction and trust in shopping center context. B2C marketing literature indicates that increasing satisfaction between two parties might strengthen their partnership, increase competitiveness and information exchanges, and improve trust (Abdul-Muhmin, 2005; Geyskens et al., 1999). Our results thus indicate that trust in post-satisfaction situations can play a significant role in bridging a gap between consumer judgment and behavioral intention.

Attitude is the most significant variable that influence behavioral intentions herein. Attitude is equated with the attitudinal belief that performing a behavior will lead to a particular outcome (Taylor and Todd, 1995). Our study shows that more positive attitude will have higher behavioral intentions.

Finally, this study suggests that psychological variables should be considered when the process of behavioral intention model is developed. Consistent with our propositions that consumer's cognitive (for example, adjusted expectation), affective (for example, trust), behavioral state (for example, positive attitude) and satisfaction may play a crucial role in making consumer's behavioral intentions, this study reveals that adjusted expectation, trust, customer satisfaction and positive attitude provide a much more comprehensive understanding of behavioral intentions in shopping center context.

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