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**THE USERS' PERSPECTIVES ON THE
ENVIRONMENT-FRIENDLY SHOPPING
MALL IN MALAYSIA**

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ABSTRACT

Before the pandemic COVID-19 occurs, the number of shopping malls in Malaysia is increasing rapidly. Many malls have been constructed or under construction. In 2015, there is ~~five completion of new malls which is in the region of Kuala Lumpur and Selangor. However,~~ only the least shopping malls implement environment- friendly concept. Most of the malls still stick with the conventional type of shopping mall instead of moving to be environment- friendly shopping mall. Other than causing harm to the environment through their operation, conventional shopping malls are also unable to attract more people especially the ones who practising green in their daily life. This is because nowadays, people are aware of the environment. They tend to buy green products and choose to shop at places that implement green concept. This research aims to determine the users' perspectives on the environment- friendly mall. Their perspectives are significant to be determined as it can show the satisfaction of users towards environment- friendly mall. Besides, from the developers' side, it is vital to reach mall users' expectations to attract more people to the mall. The data was collected from mall users through questionnaire survey and has been analysed in the form of mean and standard deviation. Based on the findings of this research, most mall users agreed that the air inside the mall which surround by lush and greenery landscape is fresh while least of them agreed that the installation of double-glazed windows and door panels to the mall bring comfort to the occupant as it can reduce the heat transfer from inside and outside of the building.

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CHAPTER 1

INTRODUCTION

1.1 BACKGROUND OF STUDY

Shopping mall is a place where most people spend time purchasing products. Various of retail stores inside the shopping mall offer many types of products and the business transaction occurs there. Other than function for a business transactions, it also provides additional attraction to the mall users. Ahmed, Ghingold & Dahari (2007), mentioned the separation area of purchasing products in the shopping mall with other areas of recreation, amusement, and also social features. From there, it can be seen that instead of offering common services toward mall users, it also concerns about the intention of them to calm their mind when visiting the shopping mall. This is because not all mall users visit malls to buy stuff. Some of them only want to spend their time with family, friends, or partners.

In line with the economic development, shopping mall construction also facing rapid growth. Each part of the country in Malaysia has ongoing projects of construction malls or already- built malls. It is an agreeable fact that malls do help people to fulfil their basic needs in daily life. However, most of the malls in Malaysia still applying the same concept in their design of the mall and offer nothing interesting to mall users. In this case, it will create a risk of boredom for them. According to Singh and Sahay (2012) as cited in Anushree, Ashish, Vibhuti (2016), issues such as similarity in tenant mix, resemblance in terms of size, amenities, facilities, and aesthetic, resulting from the increasing number of the shopping mall are diluting the individual malls' brand and causing an identity crisis which risks boredom for shoppers. Mall users are much more