

UNIVERSITI TEKNOLOGI MARA

**THE EFFECTS OF EMOTIONAL
VALUE, SOCIAL VALUE AND
SENSORY APPEAL VALUE TO
MALL REPATRONAGE INTENTION
IN KOTA KINABALU, SABAH
CONTEXT**

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ABSTRACT

This study examines the effects of experiential values on mall repatronage intention in Kota Kinabalu, Sabah context. Emotional value, social value, and sensory appeal value are classified as the experiential value effects, identified as the dimensions of perceived values. This study is a quantitative study with a sample size of 250 patrons from the four major shopping malls with different characteristics in this city involving 1Borneo Hypermall, Suria Sabah, Karamunsing Complex, and Imago in Kota Kinabalu, Sabah. Smart Partial Least Squared (PLS) version 3.0 software, a structural equation modelling technique and Statistical Package for the Social Science (SPSS) version 24.0 were used to analyse data and frequencies. Results of this study found that emotional value has a significant impact on mall repatronage intention. Additionally, sensory appeal value affects mall repatronage intention in Kota Kinabalu, Sabah context if it is moderated by income. These findings strengthen the three dimensions from perceived values theory which hold that emotional value, social value, and sensory appeal value are important factors affecting mall repatronage intention with income as a moderator. Lastly, this study deepens the understanding of the way contemporary Kota Kinabalu, Sabah patrons can be effectively segmented and targeted by retailers and marketers of existing shopping malls in the city.

Keywords: Shopping Mall, Experiential Values, Repatronage Intention, Kota Kinabalu, Sabah.

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TABLE OF CONTENTS

	Page
CONFIRMATION BY PANEL OF EXAMINERS	ii
AUTHOR'S DECLARATION	iii
ABSTRACT	iv
ACKNOWLEDGEMENT	v
TABLE OF CONTENTS	vi
LIST OF TABLES	xi
LIST OF FIGURES	xii
LIST OF SYMBOLS	xiii
LIST OF ABBREVIATIONS	xiv
CHAPTER ONE INTRODUCTION	1
1.1 Background of Study	1
1.1.1 Overview of Shopping Malls Development in Kota Kinabalu, Sabah	5
1.2 Problem Statement	6
1.3 Research Questions	9
1.4 Research Objectives	10
1.5 Significance of Study	11
1.6 Scope of Study	11
1.7 Definition of Terms	12
1.7.1 Perceived Value	12
1.7.2 Emotional Value	12
1.7.3 Social Value	12
1.7.4 Sensory Appeal Value	13
1.7.5 Mall Repatronage Intention	13
1.7.6 Income	13
1.8 Organization of this Thesis	14

CHAPTER TWO LITERATURE REVIEW	15
2.1 Theory of Planned Behavior (TPB) and Consumer Perceived Values Theory	15
2.1.1 Justification of Selected Theories	18
2.2 Conceptual Definition of Variables	20
2.2.1 Conceptual Definition of Emotional Value	20
2.2.2 Conceptual Definition of Social Value	22
2.2.3 Conceptual Definition of Sensory Appeal Value	24
2.2.4 Conceptual Definition of Mall Repatronage Intention	24
2.2.5 Conceptual Definition of Income	25
2.3 Effects of Independent Variables and Moderator on Dependent Variable	26
2.3.1 Effects of Emotional Value on Mall Repatronage Intention	26
2.3.2 Effects of Social Value on Mall Repatronage Intention	27
2.3.3 Effects of Sensory Appeal Value on Mall Repatronage Intention	28
2.3.4 Effects of Income on Emotional, Social and Sensory Appeal Value to Mall Repatronage Intention	30
2.4 Proposed Research Framework	32
2.5 Chapter Summary	33
CHAPTER THREE METHODOLOGY	34
3.1 Introduction	34
3.2 Research Design	34
3.2.1 Causal Research	34
3.2.2 Descriptive Research	34
3.3 Pre-Test Study	34
3.4 Target Population	35
3.5 Sampling Procedure	36
3.5.1 Purposive Sampling	36
3.5.2 Judgement-based Sampling	36
3.6 Sample Size	37
3.7 Research Instrument	37