A STUDY ON FACTORS INFLUENCING GENERATION Y'S INTENTION TO VISIT SHOPPING MALLS IN KLANG VALLEY, MALAYSIA.

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ABSTRACT

Malaysia's retail sector had experienced a significant and accelerating raise since the last decade mainly due to Generation Y strong spending power. This favourable trend had led to drastic booming in the establishment of shopping malls nationwide over the past few years, mainly in the country's most densely populated Klang Valley region. However, the rapid growth of e-commerce could have mitigated their needs to be physically present in stores. In order to improve patronage which may translate into more sales opportunities and improved performance, mall management and retailers need to examine the factors that drive patronage to the malls. Specifically, the aim of this study is to identify those factors that will influence Generation Y shoppers' intention to visit shopping malls in Klang Valley. Factors that were examined include (1) convenience and accessibility, (2) internal environment, (3) entertainment, and (4) tenant variety. A total of 300 respondents participated in the study. The findings reveal that all the four hypotheses were supported. Convenience and accessibility are the most significant independent variables; and the other three factors exhibit varying levels of significance. Thus, it is concluded that the shopping mall's management should make efforts to improve convenience and accessibility such as a one-stop shopping mall, ease of parking and opening hours.

Keywords: Mall patronage, retailing, mall management, retail shopper behaviour, Generation-Y.

INTRODUCTION

Retail sector in Malaysia has shown a positive growth rate since the last decade. According to the Department of Statistics Malaysia (2017), the service sector which is mainly led by wholesale and retail, had contributed 52.4% to the country's Gross Domestic Production (GDP) in the second quarter of 2017 with a growth rate of 6.3% since 2016. The market outlook in the past few years has attracted several international retailers such as Zara, H&M and Uniqlo to enter Malaysian market and establish their outlets in various shopping malls

in Malaysia. There were 255 malls in Klang Valley with total retail space of 68.2 million square feet and the reported average occupancy rate for these malls in 2016 was 79.9% (Begum, 2018). This boom had opened up precious opportunities to the country including foreign investments, job opportunities as well as development of the tourism industry. Besides, spending many hours of leisure time in shopping malls has become a trend among Malaysian shoppers. In order to improve patronage which may translate into more sales opportunities and improved performance, mall management and retailers are needed to explore and identify the factors that drive patronage to the malls. Hence, a good understanding of shoppers' behaviour is necessary for the retailers to formulate more efficient and effective mall management strategies in order to gain and improve mall patronage as well as to sustain in this highly competitive market nowadays.

Retail shopper behaviour is an area of study that has been attracting much research efforts lately. Some studies had been carried out to investigate mall patronage behaviour and the attractiveness factors that induce consumers' desire to shop in the mall (Ahmed et al., 2007; El-Adly, 2007; Ahmad, 2012; Makgopa, 2016; Calvo-Porral and Lévy-Mangín, 2018). While there may be some discrepancies in their findings, similar determinants such as convenience, entertainment, environment/aesthetics and retail tenants had been repeatedly highlighted, tested, and recognised to have certain effects on the mall patronage behaviour. Besides that, there were researches that focus on Generation Y's shopping mall patronage due to their strong spending power (Noble et al., 2009; Krueger, 2013; Sox, Kline and Crews, 2014). This has made them an attractive consumer group to be targeted by retail businesses. Typically, Generation Y are more likely to prefer shopping at brick-and-mortar stores despite e-commerce could have mitigated their needs to be physically present in stores (Lachman and Brett, 2013; Mirabella, 2013; Page, 2017; Jezerc, 2017). Nonetheless, there is very minimal research regarding mall patronage behaviour being performed in Malaysian context, and even lesser among these studies focus specifically on Generation Y. The Department of Statistics Malaysia (2017) indicated that Generation Y had made up about 37% of Malaysia's population which is estimated to be 11.7 million. Therefore, understanding the determinants that influence Generation Y mall patronage intention is an important issue for mall management and retailers to look into. Apart from that, most of the studies on Generation Y's shopping mall patronage topics were carried out in foreign settings, predominantly in the Western countries. On top of that, there is a lack of up-to-date study on related topics in Malaysian context as well. Thus, there is a need for the mall and retail industry to understand the factors that influence Generation Y shoppers.

The basic premise of this study is to examine the four independent variables that had been frequently adopted in the past researches (Ahmed et al., 2007; El-Adly, 2007; Ahmad, 2012; Makgopa, 2016; Calvo-Porral and Lévy-Mangín, 2018) influencing shopping mall patronage behaviour, namely convenience and accessibility, internal environment, entertainment, and tenant variety. Bolton et al. (2013) stated that Generation Y is often "more impatient relative to their predecessors", as they grew up in a technologies-dominated environment that provides instant gratification which consumes less time and effort. This resembles El-Adly and Eid (2015) definition of convenience as a means to reduce consumers' time and effort. Hence, convenience and accessibility factor is adopted to be tested on how it will affect their patronage intention. Prior studies had also indicated that shopping is perceived as an amusement activity among the Generation Y (Bakewell and

Mitchell, 2003; Lachman and Brett, 2013; Petra, 2015). Thus, entertainment factor is selected as another independent variable in this study. Since internal environment factor and tenant variety factor are widely adopted and tested in many past studies on related topics, this study will include them as another two determinants to be tested on Generation Y shoppers. The rationale behind this decision is because the relationship between these two factors and Generation Y's mall patronage intention still remains ambiguous. There is a lack of evidence from the past studies which heavily focus on studying general consumers as a whole.

LITERATURE REVIEW

Convenience and Accessibility

El-Adly and Eid (2015) defined convenience as anything that reduces customer time and effort. Based on this definition, convenience of shopping malls was defined in the same research as the utility derived from the mall's ability to provide customers with opportunity to perform a wide variety of shopping tasks with minimal time and effort. Similar definition was also mentioned in prior research by Pan and Zinkhan (2006) in which consumers perceive reduction in time and effort during the purchasing process as attributes of a convenience shopping experience. Another prior study performed by Loudon and Bitta (1993) also concluded that consumers are convenience-oriented in which they dislike spending a lot of time and effort searching for a parking space or walking from one end of a mall to another. Past researches had highlighted that convenience plays a positive role in attracting shoppers to the mall (Ahmed et al., 2007; El Hedhli et al., 2013). Clulow and Reimers (2009) suggested that time convenience could be provided through one-stop shopping, extended trading hours, an enclosed environment and locations that are close to where customers live or work. Kaufman (1996) also highlighted that convenience-oriented shoppers would select shopping areas based on operating hours and travel time. This is because shoppers prefer malls that offer one-stop shopping which enable shoppers to complete all shopping and related tasks at one concentrated location. Hence, convenience in shopping means effortless shopping as well as lesser time spent in search of location, store, product and information (Calvo-Porral and Lévy-Mangín, 2018).

Apart from convenience in terms of time and effort consumed, ease of access also plays a part in attracting shoppers to the mall. Accessibility to shopping malls is defined as the adequate location of the shopping mall and the distance that customers need to travel to shop there (Chebat et al., 2010). Prior research by Raajpoot et al. (2008) showed that easy access is positively related to the choice of shopping mall. Ahmad (2012) stated that accessibility could be subdivided into macro-accessibility and micro-accessibility. Similar concept was also mentioned by Anselmsson (2006) in which he divided accessibility into external or internal dimensions; external access factors are related to shopping mall area in broad sense such as public transport and parking facilities, while internal factors concern on access within the mall such as elevators, informative signage and wide walkways that makes shoppers easier to move around. According to Chebat et al. (2010) and Anselmsson (2016), the perception of mall convenience possessed by the shoppers such as convenient location and parking facilities will have a positive effect on their satisfaction level with the mall, thus

influencing their intention to visit and shop there. However, study carried out by Calvo-Porral and Lévy-Mangín (2018) discovered that convenience variables do not exert a significant influence over shoppers' visit intention as almost all of the malls today are capable of providing convenience access such as parking facilities at competitive rates and large opening hours.

Internal Environment

According to Chebat et al. (2010), the internal environment of a mall refers to the internal aesthetics, atmosphere and ambience as well as environmental elements such as the internal colour, music or crowding. Raajpoot et al. (2008) specified five major categories of mall environment, namely exterior, general interior, layout, interior display and human variables. These categories are known to affect time spent inside the mall, overall evaluation and patronage intention (Wakefield and Baker, 1998; Raajpoot et al., 2008). On the other hand, Ahmad (2012) pointed out that ambience, colour, decoration, music and layout are five common atmospheric items being examined in a mall. Since all of these features engage with the senses directly (Calvo-Porral and Lévy-Mangín, 2018), they are likely to play a role in shopper patronage intention. In fact, atmospherics play a crucial role as they act as environmental signals that affect how shoppers will determine the quality of a mall (Smith and Burns, 1996).

Prior research has supported that the shopping mall environment is an important element in mall evaluation and patronage (Ahmad, 2012; Calvo-Porral and Lévy-Mangín, 2018). Studies showed that interior features of shopping malls will affect shoppers' intention to stay (Wakefield and Baker, 1998) as well as their evaluations of the mall (Ahmed et al., 2007). Hence, the internal environment will create an emotional response and influence the overall evaluation of the mall (Correia-Loureiro and Roschk, 2014). Raajpoot et al. (2008) and El Hedhli et al. (2013) also found that conducive atmospherics or internal environment encourages shoppers to stay, take their time to do shopping and use the mall for leisure and hedonic experiences. El-Adly and Eid (2015) also mentioned in their findings that malls' neat and attractive atmospherics also create a pleasant environment for social activities. Shoppers are likely to exhibit avoidance responses by refraining themselves to shop there if the atmospherics of the mall is poorly maintained and unpleasant (El Hedhli et al., 2013). Hence, a pleasant and moderating arousing mall atmosphere is important as it is likely to increase shopping mall patronage if the shoppers possess positive perception towards the mall (Chebat et al., 2010). In this study, the mall environment will be conceptualised as referring to the overall ambiance and impressions of the shopping mall as perceived by shoppers.

Entertainment

Entertainment is one of the key components that draws crowd to a shopping mall as it induces fun and exciting shopping experiences among the shoppers (Sit et al., 2003) and proven to have positive effect on mall patronage intention as well as mall performance and its competitive position (Wakefield and Baker, 1998; Nisco and Napolitano, 2006; Calvo-

Porral and Lévy-Mangín, 2018). According to Rashmi et al. (2016), entertainment is a type of activity that serves as an attention and interest holder as well as provides pleasure and delight to relieve stress. Kesari and Atulkar (2016) considered the entertainment factor of hedonic shopping as the most important competitive tool for a shopping mall as it will influence shoppers' decision to choose which mall to visit and shop. Going for shopping has been greatly regarded as a leisure time enjoyment activity nowadays and it has gone beyond functional utility by providing hedonistic values and fulfilling experience for consumers (Kim and Kim, 2008). Likewise, shopping malls are also viewed as a venue for other entertainment activities (Bloch et al., 1994) and a place for social meeting when they do not plan to shop (Tsai, 2010; El Hedhli et al., 2013). Hence, instead of fulfilling utilitarian purposes, shopping also serves as a mean for shoppers to socialise (El Hedhli et al., 2013).

According to Ahmed et al. (2007), shopping malls today have evolved to include fast-food courts, restaurants, video arcades, movie theatres, beauty salons, dental offices or simply a meeting place for shoppers in order to fulfil their needs for social life and one-stop shopping. Shoppers receive enjoyment from just being in the marketplace, experiencing products and service or even simply through social interactions which is not related to the functional utility of shopping (Calvo-Porral and Lévy-Mangín, 2018). Hence, shopping is considered as an opportunity to meet with people and talk about things that are not related to products or stores available in the mall in this situation (El-Adly and Eid, 2015). Prior research had discovered that shopping mall environmental factors exhibit positive contribution towards enjoyable shopping experiences (Ahmad, 2012). Hedonic shopping values could be identified through environment facilities like music, events, food courts, recreational centres and gaming areas, as excitement and enjoyment are generated in the shopping process (Kesari and Atulkar, 2016). Hence, presence of adequate entertainment facilities not only enhance leisure and hedonic experience (Calvo-Porral and Lévy-Mangín, 2018), but also social interaction as shoppers could meet at the mall to socialise and enjoy entertainment services or engage in other activities such as having dinner or going for a movie (El Hedhli et al., 2013).

Tenant Variety

Calvo-Porral and Lévy-Mangín (2018) defines shopping mall as an agglomeration of various retail tenants, and it offers a wide assortment of merchandise within these stores (El-Adly and Eid, 2015). An appropriate tenant mix in a shopping mall is well recognised as one of the crucial success factors of a mall. Incorporating many types of stores in one location could attract shoppers with different shopping objectives to visit the mall (El-Adly and Eid, 2015) as they could find a variety of desired products or services in one building. Tandon et al. (2016) found that apart from atmospherics and entertainment potential, proper tenant management is also a factor which attracts shoppers to malls. Hence, it is important for a mall to establish a proper tenant variety as it deals with the core benefit regarding the shopping experience (Anselmsson, 2016) and this could potentially generate more patronage to the mall (Yiu and Xu, 2012; Calvo-Porral and Lévy-Mangín, 2018).

In fact, prior studies had found that proper tenant mix in malls could trigger favourable behavioural responses (Pan and Zinkhan, 2006; Hunter, 2006; Teller and Reutterer, 2008; Calvo-Porral and Lévy-Mangín, 2018). In addition, patronising a mall with wider and more complete retail tenant assortment is likely to fulfil shoppers' needs more than malls with lesser assortment, as mentioned by Chebat et al. (2010). As a result, malls with a broad variety of tenant mix are likely to be preferred by the shoppers than malls with less tenant variety and conversely, malls with less variety of retail tenants may not attract potential customers to visit (Chebat et al., 2010; El Hedhli et al., 2013; Calvo-Porral and Lévy-Mangín, 2018). Apart from retail tenant variety, Finn and Louviere (1996) and Damian et al. (2011) also specified the importance of anchor tenants as key component in determining attractiveness of a mall. In other words, the existence of anchor tenants will positively influence the sales and shopper drawing power of the mall (Damian et al., 2011).

Generation Y

Generation Y, also commonly known as the millennial, is a cohort of individuals born immediately after Generation X. Despite there are many debates and definitions on the age range of this cohort, many literatures have accepted that the birth year for Generation Y cohort ranges from 1978 to 1994 (Christine, 2000; Solomon et al., 2007, p.477). On the other hand, U.S. Chamber of Commerce Foundation (2012) defined generation Y as a group of individuals with the birth years of 1980 to 1999. Researchers performed in Malaysian context had also adopted the year range of 1980s-1999 to identify the Generation Y cohort (Pricewaterhouse Coopers, 2009; Lim, Omar and Thurasamy, 2015). Kuek, Choong and Tan (2015) also referred to the Malaysian Generation Y as people who are born between the early years of 1980s and 2000 in a published article.

One of the most significant characteristics of Generation Y is they are technology savvy (Kumar and Lim, 2008; Krueger, 2013; Kuek, Choong and Tan, 2015). Lester et al. (2005) stated that the generation Y cohort is hugely influenced by technology and the Internet, and it has progressed differently from predecessors, making it a challenging target group. High exposure to technological environments nowadays makes them a heavy Internet user which results in their relatively higher acceptance towards new technologies (Lim et al., 2015). Another noticeable characteristic of Generation Y is their strong spending power (Noble et al., 2009; Krueger, 2013; Sox, Kline and Crews, 2014). As the predecessor cohorts are growing older, there will be a shift in spending power to the Generation Y (Nielsen, 2015). Hence, Generation Y is believed to be the largest group of future buyers and have greater spending power than other consumers (Noble et al., 2009). Parment (2013) and Mandhlazi et al. (2013) also specified that generation Y are able to spend their money quickly. Aquino (2012) also found out that this generation cohort tends to be less worried about debts and they will just spend it when they have income. This is also held true in Malaysian context as Malaysian Generation Y's "Buy-now-pay-later" spending habits would dictate and shape the consumer market as they would soon make up the largest consumer demographic (Vijaindren, 2017). Generation Y also perceive shopping as a source of entertainment. According to Bakewell and Mitchell (2003), "Generation Y consumers have grown up in an era where shopping has become a form of entertainment with experiential aspects in a retail setting". Similar findings were also discovered by Petra

(2016) as Generation Y perceives shopping as a leisure activity as well as the source of fun or excitement apart from task-oriented shopping. Research conducted by Lachman and Brett (2013) found that more than a half of the Generation Y respondents, regardless of gender, view shopping as a form of entertainment to be shared with friends and family because this aspect of shopping could not easily be replaced by online social platforms where face-to-face interactions are limited.

Conceptual Framework

Based on the theoretical and empirical literature discussed above, a conceptual framework was developed (refer to Figure 1). The conceptual framework shows that Generation Y's intention to visit shopping malls in Klang Valley is potentially influenced by the variables of convenience and accessibility, internal environment, entertainment and tenant variety.
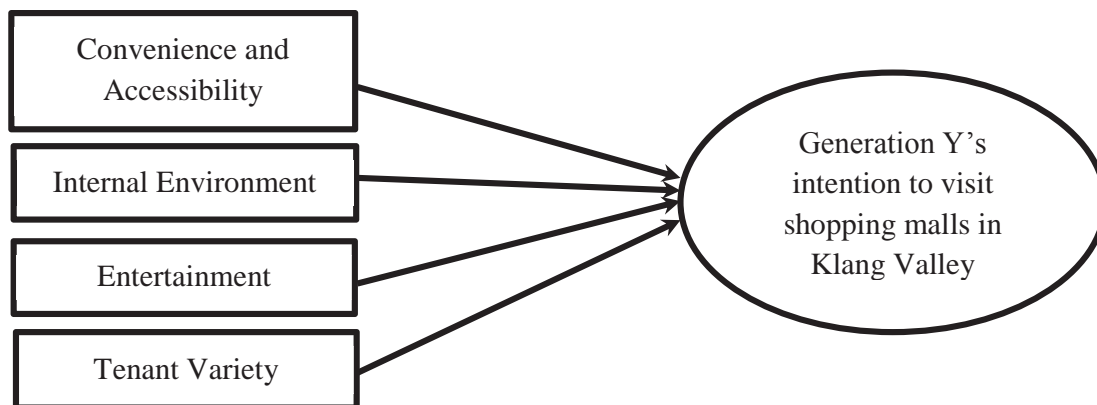

Figure 1: Proposed Conceptual Framework

Research Objectives

1. To investigate the effect of "convenience and accessibility" on Generation Y's intention to visit shopping malls in Klang Valley.

2. To investigate the effect of "internal environment" on Generation Y's intention to visit shopping malls in Klang Valley.

3. To investigate the effect of "entertainment" on Generation Y's intention to visit shopping malls in Klang Valley.

4. To investigate the effect of "tenant variety" on Generation Y's intention to visit shopping malls in Klang Valley.

Research Questions

1. What is the effect of "convenience and accessibility" on Generation Y's intention to visit shopping malls in Klang Valley?

2. What is the effect of "internal environment" on Generation Y's intention to visit shopping malls in Klang Valley?

3. What is the effect of "entertainment" on Generation Y's intention to visit shopping malls in Klang Valley?

4. What is the effect of "tenant variety" on Generation Y's intention to visit shopping malls in Klang Valley?

Hypotheses

Based on the conceptual framework outlined in Figure 1, the following hypotheses are provided:

H_1: Convenience and accessibility has a positive effect on Generation Y's intention to visit shopping malls in Klang Valley.

H_2: Internal environment has a positive effect on Generation Y's intention to visit shopping malls in Klang Valley.

H_3: Entertainment has a positive effect on Generation Y's intention to visit shopping malls in Klang Valley.

H_4: Tenant variety has a positive effect on Generation Y's intention to visit shopping malls in Klang Valley.

METHODOLOGY

Quantitative research was utilised in this study to develop a database that can be statistically analysed (Kumar, Salim and Ramyah, 2012). The target population for this study is Generation Y who has visited the shopping malls in Klang Valley. Hence, respondents who are aged from 19 to 38 years old who reside in Klang Valley will be coded as the target population to carry out the study. 300 surveys were collected through judgement sampling as a type of non-probability sample (Gravetter & Forzano, 2012).

The main instrument used in this study is close-ended questionnaires. The independent variables and dependent variables were measured on a five-point Likert Scale to identify how strongly the respondents agree or disagree with the statements (Sekaran and Bougie, 2009). Responses from the questionnaire employed were coded and tested using SPSS version. Cronbach's coefficient alpha was used to test on the validity and reliability of

the questionnaire (Sekaran and Bougie, 2009). Subsequently, descriptive statistics, correlation of the variables and multiple regressions were analysed according to the proposed conceptual framework.

FINDINGS AND DISCUSSION

With reference to Table 1, descriptive analysis reveals that the ages of respondents are mainly around 19 – 23 years old (56.3%) which is the typical age distribution of fresh graduates entering the workforce. On the gender aspects, 61.3% of the respondents are female while 38.7% are male. Among the 300 respondents who have completed the questionnaire, 259 (86.3%) of them are still single whereas 41 (13.7%) are married. The income group which the respondents predominantly belongs to are below the range of RM1,999.

Table 1: Distribution of Respondents

Demographic Variables	Frequency	Percentage
Gender		
Male	116	38.7
Female	184	61.3
Age		
19 - 23	169	56.3
24 – 28	84	28.0
29 – 33	31	10.3
34 - 38	16	5.3
Marital Status		
Single	259	86.3
Married	41	13.7
Income Level		
Below RM1,999	171	54.0
RM2,000 – RM2,999	67	22.3
RM3,000 and above	62	20.7

Cronbach's Alpha reliability test has been carried out for each of the independent variables and dependent variable. The results shown in Table 2 indicate that all variables are reliable and acceptable for this research, as all the Cronbach's Alpha values are above 0.7. Among all the variables, dependent variable has the highest Cronbach's Alpha result with excellent reliability level which is 0.938. Internal environment is the highest among the four independent variables with Cronbach's Alpha value of 0.812, followed by convenience and accessibility with the value of 0.774. The Cronbach's Alpha results for entertainment and tenant variety are 0.763 and 0.739 respectively. The result of the reliability test of all

variables is 0.925. With the result obtained, it shows that the level of internal consistency for all variables is excellent.

Table 2: Reliability Test

Variables	Cronbach's Alpha	No. of Items
Convenience and Accessibility	0.774	6
Internal Environment	0.812	5
Entertainment	0.763	6
Tenant Variety	0.739	4
Generation Y's intention to visit shopping malls	0.938	5
Overall	**0.925**	**26**

Table 3: Correlations

		Convenience & Accessibility	Internal Environment	Entertainment	Tenant Variety	Gen Y's Intention to Visit Shopping Malls
Convenience & Accessibility	Pearson Correlation	1	.457**	.486**	.609**	.614**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	300	300	300	300	300
Internal Environment	Pearson Correlation	.457**	1	.543**	.525**	.514**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	300	300	300	300	300
Entertainment	Pearson Correlation	.486**	.543**	1	.535**	.546**
	Sig. (2-tailed)	.000	.000	300	.000	.000
	N	300	300		300	300
Tenant Variety	Pearson Correlation	.609**	.525**	.535**	1	.608**
	Sig. (2-tailed)	.000	.000	.000	300	.000
	N	300	300	300		300
Gen Y's Intention to Visit Shopping Malls	Pearson Correlation	.614**	.514**	.546**	.608**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	300	300	300	300	300

Table 3 depicts the Pearson correlation values of each of the independent variables with the dependent variable which is the Generation Y's intention to visit shopping malls in Klang Valley. The correlation value of "Convenience and Accessibility" is 0.614, "Internal Environment" is 0.514, "Entertainment" is 0.546 and "Tenant Variety" is 0.608. All of the independent variables have a moderate positive linear relationship with Generation Y's intention to visit shopping malls in Klang Valley as the Pearson correlation values lie between +0.51 to +0.70 ranges.

Table 4: Regression Coefficients

	Coefficients	Standard Error	t	P-Value
Convenience and Accessibility	0.341	0.059	5.810	0.000
Internal Environment	0.158	0.057	2.768	0.006
Entertainment	0.266	0.063	3.567	0.000
Tenant Variety	0.285	0.066	4.355	0.000

Based on Table 4, the independent variables are significant in affecting Generation Y's intention to visit shopping malls in Klang Valley as all the p-values are less than 0.05 (<0.05). The p-value for "Convenience and Accessibility" is 0.000, p-value for "Internal Environment" is 0.006, p-value for "Entertainment" is 0.000 and p-value for "Tenant Variety" is 0.000. Therefore, it can be said that there is a strong relationship between the independent variables and the dependent variable in this research. Beta coefficient for convenience and accessibility is the highest with a value of 0.341, which indicates that "convenience and accessibility" exhibits the most significant effect on the dependent variables. On the other hand, internal environment shows the lowest beta coefficient of 0.158. This means "internal environment" has the least significant effect towards dependent variable among the four independent variables.

It is important for retail industry practitioners to acknowledge the significance factors that influence Generation Y's intention to visit shopping malls in Klang Valley in order to customise their business decisions and value delivery in leveraging the market of this consumer cohort. Prior studies concluded that Generation Y viewed brick-and-mortar shopping differently from the previous cohorts as a more leisure and entertainment oriented activity (Bakewell and Mitchell, 2003; Lachman and Bret,t 2013; Petra, 2016). Many other studies also acknowledged the importance of factors such as internal accessibility, atmospheric and tenant mix in enhancing shopping experience and influencing visiting intention among shoppers (Ahmad, 2012; Calvo-Porral & Lévy-Mangín, 2018).Through this study, it is recommended for the retailers and business decision makers in retail industry to look into the four independent variables (Convenience and accessibility, internal environment, entertainment, tenant variety) when constructing retail business strategies as these variables are proven to have positive and significant relationship with Generation Y's intention to visit shopping malls in Klang Valley. Nevertheless, retail business decision

makers should focus more on convenience and accessibility and tenant variety factors as these two are showing the most significant relationship that affect Generation Y's visiting intention according to the findings.

CONCLUSION

In conclusion, the results of this study has clearly demonstrated that all the four independent variables exhibit significant relationship and exert positive effects towards Generation Y's intention to visit shopping malls. The results also disclosed that convenience and accessibility factor has the most significant relationship with Generation Y's visiting intention, and this is followed tenant variety as the second most significant factor. The least significant factor in influencing Generation Y's mall visiting intention among the four factors is internal environment. Based on the results, all the hypotheses constructed in the beginning of this research have been fully accepted.

However, there are a few limitations and constraints encountered by researcher during the progress of this research. First of all, the sample size of 300 is not sufficiently generalizable to represent the whole population of Generation Y in Klang Valley. Besides, determination of Klang Valley Generation Y's population size was done based on the estimation provided by Department of Statistics Malaysia in 2017. Therefore, the results obtained may not be sufficiently representative of the real mall patronage behaviour of entire Generation Y population in Klang Valley. Meanwhile, only four independent variables (Convenience and accessibility, internal environment, entertainment, tenant variety) were selected to be tested in this research due to time constraint. Since only 51.4% of the variance of Generation Y's intention to visit shopping malls in Klang Valley can be explained by the variation of the four tested independent variables, there must be other predictor variables influencing Generation Y's mall visiting intention could be examined under the same research topic. The findings and discussion might be more accurate and better if more independent variables are determined and tested. As a result, this could have impeded the researcher from obtaining more substantial results.

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