

Integration of Recreational Spaces within Othaim Shopping Mall, Buraydah, Saudi Arabia

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Abstract In the past, shopping mall originated for the purpose of shopping, currently recreational function integrating day by day in shopping mall. While recreational demand is changing with users, time, culture & social environment. However shopping mall's components like; soft and hard landscape zones, open spaces, courtyards, corridors, galleries are demanding for the transformation and modification as per the national and international user's demand at this time. Recreational spaces cover lots of potential to full fill the recreational changing demands of users. In this study, we will study shopping malls; how they are integrating recreational activity for national and international users, additionally will categorize the user's behavior and satisfaction. At last, we will discover the recreational demand; accordingly will propose recreational activities to increase the recreational efficiency of Othaim Mall, Buraydah.

Keywords Shopping mall, Open spaces, Recreation and leisure, Courtyard, Entertainment, Food Court, Indoor outdoor activity

1. Introduction

Al Qassim region located almost in the center of Saudi Arabia, according Wikipedia its population is 1370727. Qassim is famous for its agricultural land and greenery. Qassim region is the one of the richest region of Saudi Arabia. Buraydah is the capital of Al Qassim region and it is approximately 400 km far from Riyadh region. Neighbor cities come here to get benefit of leisure and entertainment. Buraydah every year organized festivals, events and celebrations, masses of people attract here for this reason also. To enjoy short vacation various Saudi families come here. Buaydah recreation includes entire activities which makes people stress free. Buraydah culture, social circumstance, fast life and lots of pressure of the work have created the necessity of recreation in the individual life. Recreational activities time by time innovate by designer and assimilate with building to serve the users. Shopping mall is the paramount building choice to grant recreational movement in Buraydah. Here are the amenities of entertainment, eating, kids play area and other various entertainment sources. Shopping mall is the preferable entertainment place for families where most of the types of recreation stay alive which does not affect Islamic law. Unfortunately, today shopping mall is not serving various services to customers as national and international visitors

come here. Limited people visit mall for shopping, hangout, leisure, recreation, meeting with friends. Few visitors come to enjoy mall luxury and beautiful interior, apart from that number of visitors are not increasing.

2. Literature Review

Shopping mall, Its cultural significance is evidenced by the considerable time and energy consumers devote to the endeavor (Graham 1988; International Council of Shopping Centers 1990), it participate in a wide range of experiential activities in order to satisfy various personal and social motives (Bloch, Ridgway, and Dawson 1994; Morris 1987; Tauber 1972). shopping is a form of recreation and entertainment that may even be one of their favorite pastimes and a preferred activity of choice (Gonzales 1988; Hughes 1989). Consumers of all ages spend more time in shopping malls than anywhere else except home, work, and school (Kowinski 1985; Stoffel 1988), many consumers truly enjoy being in the marketplace to make a product purchase and/or engage in experiential consumption (Bloch et. al. 1994; Campbell 1997a; Prus and Dawson 1991; Solomon 1996). Customers attract towards shopping mall for shopping purposes and entertainment purposes also. Similarly, Customer satisfaction is defined as "the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services (ratings) exceeds specified satisfaction goals." (Ferris et al., 2010; Tse and Wilton, 1988; Oliver 1999). Secondly said by Kim, et al., (2004) customer satisfaction is customer's reaction to the state of satisfaction, and customer's judgment of satisfaction

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level. Various factors affect to make successful any shopping mall. Like , The factors which are affecting to customer to shopping in selecting the shopping place fall in five groups i.e. Features of price, accessibility, environment, mall image, regarding the consumer buying behavior, convenience and rewards (Wong et al., 2012; Dawar and Parker, 1994;). Apart from that, A research done by Wang & Ha, (2011), nine features of mall make significant the consumer to loyal towards shopping in mall that are mall atmosphere, after sale service, brochures and pamphlets, communication, convenience, quality and assortment of products promotions, expected behavior and rewards as discounts etc. Shopping mall requires cultural effect to attract people. Merchandise price, income of the consumers & culture also had some impact on the failure cause of malls Ambavale (2013). Consumers evaluate the malls on the basis of products and different features of mall e.g. location, employees and atmosphere, Manana, (2009). Customer demand and expectations are very important to understand, Each and every region people demands does not match. Obeja and Bedia (2012) said that customers are conscious about extra facilities & service provided by personal selling in shopping malls. Now a days, tourist also visit in shopping mall and enjoy there, designer should keep in mind that shopping mall should keep some tourist attraction features so that tourist stay in shopping mall as much as possible. Length of stay is one of the key elements in a tourist's decision-making process (Bull, A. 1995).Determined other dimensions of mall selection behavior e.g. decoration, atmosphere, exterior and cleanliness of mall (Newberry et al., 2003).Differed levels of product assortment affect consumer purchasing behavior more than prices (Fox et al., 2002).Shopping mall has a very significant value for social issues through open spaces, which allows people to socially interact. Play spaces should provide opportunities for social interaction, which develops an individuals' ability to work in groups, share, negotiate, cooperate, resolve conflicts and learn self-advocacy skills (Ginsburg, 2007; Hudson &Thompson, 2001). Similarly, Play can also stimulate emotional and social states, such as empathy and self-regulation, known as emotional intelligence, which is vital for successful future relationships (Goleman, 1996). Through the open spaces and play opportunities in the shopping mall, socially people integrate more and more and connect deeply. The play space design should enable socialization to occur, through allowing enough space for interaction when desired but also providing safe areas in which to retreat until confidence and self-assurances developed (Heseltine & Holborn, 1987). Landscape plays a very important role in the success full design of shopping mall. Landscape is "a way into a foundation for the exploration of all that there is—the social totality within which we live" (Mitchell, 2008, p. 47).

3. Objective

- Increase the spending hours of visitor^{rs} in Othaim mall,

Buraydah.

- Investigation of user's satisfaction level & recreational infrastructure of Othaim mall, Buraydah

4. Methodology

For the understanding of shopping mall relationship with users, conducted detail interviews. In this process, first of all interviewed the visitors of Select City Walk which has incorporated various recreational activities at urban level according local and international visitors, users are escalating day by day. Interview questions decided according objective of the study. Interview held on 22 November 2015, Sunday with all age group visitors. That analysis helped to find out the infrastructural, planning issues, social issues of mall due to which people are attracting as much as. Secondly, interviewed in Othaim Mall, which is the main focused area of this study. Accordingly, asked about user's profile, this interview held at 21th December 2015, Monday. Analyze the activity patterns of all age group, likes & dislikes and recreational demand through site visit also. Data also collected from research papers, journals, magazines, internet, site visit, discussion with visitors. Finally, compared both shopping mall and comprehend all differences. Additional recreational activities find out from analysis, while integrate in the existing Othaim mall will become the cause of increasing the number of national and international visitors. The image of Othaim mall will improve for visitors and will change the scenario of providing entertainment sources. All nationality visitors will be able to get relax according their expectations through integration of suggested recreational activities within the mall.

5. Case Study -1

5.1. Select City Walk

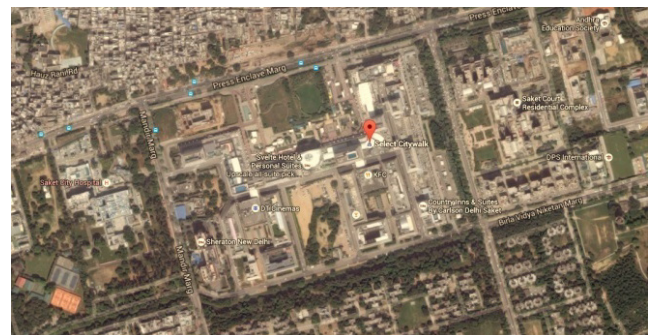


Figure 1. Location of Select City walk

Select city walk is located in the capital of India, New Delhi. It prides itself is being located within India's most affluent, high-end urban & cosmopolitan catchment area, South Delhi, as shown in Figure no 1. The locality being the prime residential hub of the city, offers a catchment population of over 1 million SEC A&B consumers (of a total

catchment population of over 1.7 million). An overwhelming majority of the Capital's high-net worth individuals and families live and shop in South Delhi, while almost all the city's key retail micro markets and high-streets are located in this part of Delhi. GK- M Block, Ansal Plaza, South Extension, Basant Lok & Khan Market, are all thriving on South Delhi's rich catchment population.

5.1.1. Design & Planning

Multiplex embodies the luxurious amenities of the modern day cinema, the multiple screen choices, state-of-the-art technology, ergonomic seating, eye-catching architecture, and top of the line concessions, restaurants, and food courts. Integrating shopping with cinema to generate better opportunities and making it lucrative. To compete with already existing cinema, the proposed cinema complex has to provide better facilities in terms of viewing, comfort, interiors and other facilities like parking, public convenience, etc. Building is creating an identity with special architectural interest, which would enhance the built fabric of the city. The entire cinema building is designed after studying the traffic patterns and keeping in mind the integrity with the mall building. The cinema building consists of six cinemas. Two of them are Gold Class cinemas catering to high net worth individuals and families. The other four cinemas start from first floor level and stacked over the Gold class cinemas. The main entry as given in control drawings is through a bridge which connects the cinema and the mall building at first floor level. In addition the ground floor entry is utilized to give the entries to Gold class cinemas and the cinemas above. The lot of attention has been paid in drawings the peoples from the cinema towards the main meal which would combine the joy of shopping and watching the movie in the same complex.



Figure 2. Views of Select City Walk

Recreation encompasses all the activities that enable people to unwind and relax themselves. Changing lifestyle and tremendous work pressure have transformed recreation into a primary need. Its parameters have got redefined in the urban setup. Various forms of recreation either active or passive have with them got associated with various buildings to provide entertainment, etc. The fast emerging mall culture has felt a strong impact of this integration of recreation activities. With the world movement of smart growth focus on entertainment, eating & recreating has increased. People go to malls not only for shopping but to hang out, for leisure or simply find it as a meeting place. People frequent malls

to see them and to enjoy the air-conditioned luxury. A common feature of shopping malls is a food court which is typically comprised of a number of fast food vendors of different types, surrounding a shared seating area. Figure no 2, parks offering various forms of entertainment, such as arcade games, carousels, roller coasters, and performers, as well as food, drink, and souvenirs. Some amusement parks or theme parks are designed with shopping mall to attract more people.

5.1.2. Visitor's Analysis

Table 1. Percentage of visitors

Male	41 %
Female	48 %
Kids	11 %
Total	100 %
Percentage of visitors on the basis of professional	
Government employ	5 %
Private companies employ	45 %
Businessman	29 %
Unemployed	21 %
Total	100 %

Table no 1: Interview held on 22nd November 2015, Sunday of 256 visitors. Percentage of visitors on the basis of gender was 41% of male, 48% of female and 11% of kid. On the other hand, on the basis of profession was 5% of government employ, 45% of private companies employ, 29% of businessman and 21% of unemployed. This shows that female percentage was more than man and private employ percentage is more than others.

Table 2. Percentage of age group

Age	%
5-15	5
16-20	8
21-25	15
26-30	27
31-40	25
41-above	20
	100

Table no 2: total interviewers also categorized on the basis of age group, 5% of 5 to 15 years old, 8% of 16 to 20 years old, 15% of 21 to 25 years old, 27% of 26 to 30 years old, 25% of 31 to 40 years old, 20% of above 41 years old.

5.1.3. Recreational Infrastructure Analysis

Table no 3: Level of infrastructure is very important as a result every type of people can come here for enjoyment. 22 november 2015, Sunday, interviewed of 256 visitors asked various questions. Infrastructure of recreational activities is excellent 83% agreed, resting area is excellent 72% agreed, toilet is excellent 45% agreed, drinking water is excellent

30% agreed but 45% visitors said it is good, street furniture is excellent 58% agreed, kiosks is excellent 82% agreed, soft landscape is excellent 82% agreed, hard landscape is excellent 52% agreed, signage is excellent 85% agreed, handicap access is excellent 80% agreed, lighting system is excellent 75% agreed, views are excellent 80% agreed. Shopping mall has very strong infrastructure system according the choices of visitors as a result visitors are approaching here for recreation and satisfied. Both Active and passive recreational infrastructure is very help full to develop a shopping mall towards one step ahead. Covered and open areas, both are very important to engage people in different activities. Apart from shopping activities, recreational activity is making lively to this shopping mall and people day by day is coming and enjoying here.

Table 3. Level of infrastructure

Component	Excellent	Good	Fair	Poor	Total %
Recreational Activities Provided	83	10	5	2	100
Resting area/Seats	72	15	7	6	100
Toilet	45	35	9	11	100
Drinking Water	30	45	10	15	100
Street furniture	58	21	12	9	100
Kiosks	70	10	8	12	100
Soft Landscape	82	8	8	2	100
Hard Landscape	52	23	15	10	100
Signage	85	5	7	3	100
Handicap access	80	10	5	5	100
Lights system	75	9	8	8	100
Views	80	10	6	4	100

Table 4. List of spaces and activities

S.no.	Spaces type	Activity
1	Shops	Shopping
2	Food court	Eating, family gathering, meeting place
3	Theatre	Watching movies
4	Restaurant	Food, corporate meeting and celebration
5	Corridors	Walking, Interaction with friends
6	Sitting area	Relax, seeing views
7	Lobby	Advertisement area, public gathering, festival celebration
8	Terrace	Sit out area, views, walking
9	Lawn	Family sit out area, gathering, with friends activity
10	Walkways	Relax and leisure
11	Kids play area	Kids games and activity

Table no 4: describe the space of the shopping mall and activity. Shops are for shopping purposes. Food courts are for eating, family gathering, meeting purposes. Theaters are for watching movies and leisure activities. Restaurants are for traditional food, corporate meeting and birthday & marriage celebration purposes. Corridors are for leisure, walking, discussion purposes. Sitting area for relaxation and enjoying views purposes. Lobby is for advertisement, public gathering and festival celebrations purposes. Terraces are for sit out, enjoying views and walking purposes. Lawns are for family sit out, gathering, passive recreation activities purposes. Walkways are for relaxation purposes. Kids play area for kid's activity purposes. Visitors would like to spend more and more time in the open area with friends and family. Water body is the most attractive elements for the visitors. As a result, almost each part of the shopping mall is utilizing for all age group recreational activity purposes.

5.1.4. Visitors Spending Hours

Table 5. Movement pattern and average total hour of one day

Age group	Movement inside shopping mall	Total hours
5-15	Food, kids games, walking	6
16-20	Food, shopping, movies, sit out	8
21-25	Food, shopping, movies	7
26-30	Food, shopping, with friends activity, leisure time, walking, sit out, festival celebration	7
31-40	Food, shopping, leisure time	5
41-above	Food shopping, leisure	4

Table no 5: Shows the visitors movement pattern and total spending time. 5 TO 15 years old age group prefers to enjoy food, kid games and walking with parents which takes total 6 hours. 16 to 20 years old age group prefers to enjoy food, shopping activity, and watching movies and sit out with friends which take total 8 hours. 21 to 25 years old age group prefers to enjoy food, shopping and watch movies which takes total 7 hours. 26 to 30 years old age group prefers to enjoy food, shopping, enjoy with friends, leisure time, walking, sit out and celebration which takes total 7 hours. 31 to 40 years old age group prefers to enjoy food, shopping and leisure time which takes total 5 hours. Above 41 years people prefers to enjoy food, shopping and leisure which takes total 4 hours.

6. Case Study – 2

6.1. Othaim Mall, Buraydah

Othaim mall is located in the center of Buraydah, Al Qassim as shown in figure no 3. In the surrounding of the mall is residential area as well as commercial area also. Mall keeps almost 320 retail stores, food chains, kids 'entertainment zone, hypermarket etc. Here is the wide variety of products like clothing brand, household items, jeweler and other also.

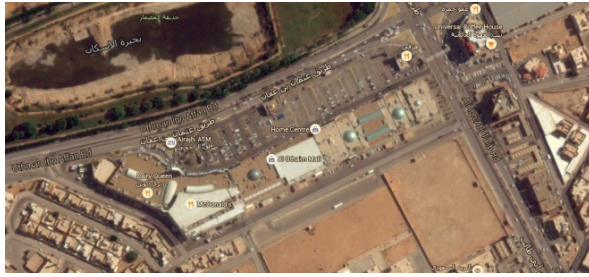


Figure 3. Location of Othaim Mall

6.1.1. Design & Planning

Here is not ticket price for any activity. It opens Saturday to Thursday from 9:30 am till 12 pm and after lunch from 4pm till 11pm in the night, Friday it opens from 4pm till 11pm. specially, it is completely family shopping mall, and most of the shop allows for families, single male does not allow in particular shop. Male and female are allow for prayer on the first floor separately of the mall. Kids play area is very near from prayer area so that kids can play alone also. On the both sides of the mall is a huge parking space and it also keeps parking in basement also shown in figure no 4.



Figure 4. Aerial view of Othaim Mall

Buraydah is the Islamic city; here all the laws apply according Islam. Islam says that women will come outside in hijab and the husband is the responsible person for each and every issue for family. Accordingly, inside mall also maintains this hijab system. Nowadays, technology is developing and people are getting knowledge day by day, accordingly their recreational activity also receiving change and visitors demonstrate that only shops and food court is not enough in the shopping mall . They require more and more advance activity within the mall culture which boosts their confidence and also entertainment.

6.1.2. Visitor's Analysis

Table 6. Percentage of visitors

Male	14
Female	68
Kids	18
Total	100
Percentage of visitors on the basis of professional	
Government employ	12
Private companies employ	54
Businessman	10
Unemployed	24
Total	100

Table no 6: Interview held on 21th December 2015, Monday of 195 visitors. Percentage of visitors on the basis of gender was 14% of male, 68% of female and 18% of kid. On the other hand, on the basis of profession was 12% of government employ, 54% of private companies employ, 10% of businessman and 24% of unemployed. Percentage indicating that female percentage is very high than man similarly private employ percentage is more than others also.

Table 7. Percentage of age group

Age	%
5-15	12
16-20	12
21-25	21
26-30	31
31-40	13
41- above	11
	100

Table no 7: Total interviewers also categorized on the basis of age group, 12% of 5 to 15 years old, 12% of 16 to 20 years old, 21% of 21to 25 years old, 31% of 26 to 30 years old, 13% of 31 to 40 years old, 11% of above 41 years old.

6.1.3. Recreational Infrastructure Analysis

Table 8. Level of infrastructure

Component	Excellent	Good	Fair	Poor	Total %
Recreational Activities Provided	0	20	35	45	100
Resting area/Seats	5	15	20	60	100
Toilet	60	15	16	9	100
Drinking Water	10	55	20	15	100
Street furniture	5	9	16	70	100
Kiosks	8	4	28	60	100
Soft Landscape	0	0	50	50	100
Hard Landscape	15	25	25	35	100
Signage	10	35	15	40	100
Handicap access	90	5	5	0	100
Lights system	87	13	0	0	100
Views	5	15	55	25	100

Table no 8: Level of infrastructure is very poor according visitors as a result people movement is very less. 21th December 2015, Monday, interviewed of 195 visitors asked various questions. Infrastructure of recreational activities is poor 45% agreed, resting area is poor 60% agreed, toilet is excellent 60% agreed, drinking water is good 55% agreed, street furniture is poor70% agreed, kiosks is poor60% agreed, soft landscape is poor50% agreed, hard landscape is poor 35% agreed, signage is poor40% agreed, handicap access is excellent 90% agreed, lighting system is excellent 87% agreed, views are fair 55% agreed. Shopping mall

infrastructure system very poor in most of the aspect according visitors as a result visitors are not coming here for recreation purposes. Active and passive recreational infrastructure is very weak as well as covered and open areas are not engaging people in leisure activities. Apart from shopping activities, recreational activities are dead so that shopping mall is not working well. As we observed, most of the facilities are proving to the female group or kids. There is not the full provision of entertainment for bachelors and men. This is the most negative aspect of the shopping mall. Due to this situation a major part of the society disappears from the shopping mall crowd. Secondly, we observe that mall does not allow open space for recreational activity as a result people can also breathe. It requires more and more infrastructure which will allow the new and advance recreational activity, So that people can attract here for their entertainment. Shopping mall street must be modified and redesign, which can be used to attract visitors and will be used for the presentation of the shopping mall. Soft landscape inside and outside of the shopping mall is negligible, this is also represent the negative aspect for recreational activity. Most the women and kids would like to enjoy open space while they are eating and they are playing.

Table 9. List of spaces and activities

S.no.	Spaces type	Activity
1	Shops	Shopping
2	Food court	Eating, family gathering, meeting
3	Corridors	Walking, Interaction with friends
4	Sitting area	Relax , seeing views
5	Lobby	Advertisement area, public gathering , festival celebration
6	Kids play area	Kids games and activity

Table no 9: Describe the space of the shopping mall and activity. Shops, food court, corridors, sitting area, lobby, and kids play area are the active part of the shopping mall which is very limited in terms of recreational activity. As a result, most of part of the shopping mall is dead or very limited for uses.

6.1.4. Visitors Spending Hours

Table 10. Movement pattern and average total hour of one day

Age group	Movement inside shopping mall	Total hours
5-15	Food, kids games	3
16-20	Food, shopping	2
21-25	Food, shopping	2
26-30	Food, shopping, leisure time	3
31-40	Food, shopping	2
41-above	Food shopping	1

Table no 10: Shows the visitors movement pattern and total spending time. 5 TO 15 years old age group prefers to enjoy food, kid games which take total 3 hours. 16 to 20 years old age group prefers to enjoy food, shopping activity

which takes total 2 hours. 21 to 25 years old age group prefers to enjoy food, shopping which takes total 2 hours. 26 to 30 years old age group prefers to enjoy food, shopping leisure time, which takes total 3 hours. 31 to 40 years old age group prefers to enjoy food, shopping which takes total 2 hours. Above 41 years people prefers to enjoy food, shopping which takes total 1 hour. As a result total spending hour of age groups are very less.

7. Infrastructural Analysis

Both shopping malls positioned in the heart of city, playing similar role for the users. Table no 11: in the comparison of Select city walk, Othaim mall infrastructure is very less. Theater, restaurants, terraces, lawn, walkways, landscape area, water bodies does not exist in Othaim mall. Visitors belongs from India, Pakistan , Egypt, Sudan, Yemen, Bangladesh, Sri lanka, Nepal, Philippine .So they presume similar recreational infrastructure in the shopping mall which does not exist. As a result, shopping mall fails to please every person. Select city walk recreational infrastructure is basically depends on the choices of the visitors, so that people are more comfortable as compare to Othaim mall. Othaim mall design is based on the cultural ethical rules. Currently, Buraydah is growing city, Here from many country's people are coming for employment purposes. They have own cultural system and recreational activities. Unfortunately, Othaim mall does not allow recreational activity as visitor's demands. As a result, people does not recognize to shopping mall as a recreational building. Parking occupied more then 50% area of the site. Landscape area does not exist as a result people not as much of magnetize during shopping mall visit.

Table 11. Recreational spaces

S.no	Recreational space	Select city walk, Delhi	Othaim mall, Buryadah
1	Shops	Yes	Yes
2	Food court	Yes	Yes
3	Theatre	Yes	No
4	Restaurant	Yes	No
5	Corridors	Yes	Yes
6	Sitting area	Yes	Yes
7	Lobby	Yes	Yes
8	Terrace	Yes	No
9	Lawn	Yes	No
10	Walkways	Yes	No
11	Kids play area	Yes	Yes

Shopping mall must maintain the traditional, educational, historical movies in theater which allow in Islam. Shopping mall can arrange a theater for families, where they can enjoy the traditional festivals. On the other hand, mall could provide a theatre only for female so that they will recreate and also learn lots of traditional things through watching

accepted movies in Islam. Art gallery and creative work has a very strong potential in this region. On the basis of it shopping mall is able to arrange a permanent art gallery and creative courtyard so that people can come here to enhance their creativity.

Different age group visitors would like to enjoy personally. Therefore landscape zone divides into two parts one for family and one for bachelors. Islamic system will be maintained during visit. Landscape incorporates water body, fountains and other innovative feature so that people will not be bored and that space will make it lively. Sometime kids demand for open and closed recreational activity. Othaim mall has sheltered recreational activity but it requires open recreational activity zone also. Development of women is very important part for society development. Shopping mall corridors play an important role to engage people, so designers can provide attractive theme for corridors also. Games for youngster could be provided in separate zone for both genders. Food court requires increasing the number of food varieties so that every regional visitor can enjoy his national food.

Finally, we understand from this study that if we will incorporate this entire infrastructure in the shopping mall, then number of visitors will increase and people will be more satisfied. Spending hours of visitors will increase, as spending hours will increase shopping mall business will increase. As a result, shopping mall will be able to establish a strong bonding in between buyers and sellers.

8. Results and Conclusions

Saudi Arabia has its own culture and social system which is the backbone of the society. Society is accepting new technology and advancement, Muslim society does not allow to overruling the Islamic rules. Accordingly, Shopping mall is the building which designed lavishly, where different nationality people are coming and sharing their cultural values to make it very special visit and surprised to stay inside the mall. Saudi Arabia offering jobs to other nationality people from last many years, they are the part of this social gathering. Shopping mall should incorporate more and more recreational spaces inside the building especially for women and kids where any man cannot enter. These spaces should redesign according new technology and advancement for better motivation and enjoyment. Open space must be provided in the shopping mall so that women and kids play and can enjoy the recreation activity with ambient leisure which designed according Islamic system. Separate open spaces should provide for bachelors and old people to making a balance of mind so that they can become the part of the shopping mall's crowd. Finally, Shopping mall requires a refine zoning with new technology and advancement, which fulfill the entire recreational demand of all age groups.

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