

Presentation of a Model of Situational Influencing Factors on Consumer Behavior in Shopping Centers

Ehsan. Salimpour¹, Darioush. Jamshidi^{2*}, Alireza. Roustae³

¹ PhD student in the Department of Business Management, Islamic Azad University, Kish International Branch, Kish Island, Iran

² Assistant Professor, Department of Business Management, Khanj Branch, Islamic Azad University, Fars, Iran

³ Department of Business Management, Shahr-e-Qods Branch, Islamic Azad University, Tehran, Iran

* Corresponding author email address: Da.Jamshidi@iau.ac.ir

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ABSTRACT

Objective: The primary aim of this article is to present a model of situational influencing factors on consumer behavior in shopping centers.

Methodology: The research method used is a mixed (qualitative-quantitative) approach. In addition to documentary study, the grounded theory method has been employed to identify effective situational factors influencing consumer behavior in shopping centers. The population for this study included all academic experts, faculty members, managers, and professionals familiar with situational influencing factors on consumer behavior in shopping centers until theoretical saturation was achieved with 15 interviews. All interviews lasted between 45 to 75 minutes. Semi-structured interviews with experts were conducted in 2022 using a questionnaire with 164 indicators, 27 components, and 8 dimensions, which were eventually placed in a paradigm model with 6 variables. To determine the current status of dimensions, a one-sample t-test was used, and for designing the model, the structural equation method was applied. In the current situation, the behavioral interactions dimension with a t-value of 3.61 is in a better state compared to other dimensions. Finally, for the model's validation, the Strauss and Corbin method with four dimensions (understanding, adaptation, generalization, control) was evaluated and endorsed by experts.

Findings: In the first phase of this research, semi-structured interviews were used to identify dimensions, components, and indicators of consumer behavior, resulting in 164 indicators for 8 dimensions and 27 components, and eventually for the cultural-social dimension 2 components, individual and psychological factors 5 components, behavioral interactions 3 components, decision to purchase 1 component, and for the marketing mix dimension 5 components, environmental factors 7 components, managerial capabilities 2 components, and for the purchasing behavior dimension 2 components were identified.

Conclusion: In this study, we accept scientific findings and models designed in the Western context, while respecting the findings of these researchers, solely

because the origin of these theories is consumer behavior in the cultural context of those countries, not based on education with Iranian and indigenous culture. Therefore, we have added elements that bring these theories closer to indigenous culture where applicable.

Keywords: *Situational influencing factors, consumer behavior, shopping centers, Kish.*

1 Introduction

Theories of consumer behavior are a sub-discipline of microeconomics closely linked to the theory of demand. These theories analyze how consumers allocate their limited income against various wants and needs and how they react to price changes and other relevant variables. The basis of consumer behavior is rational behavior. Under conditions of rational behavior, the economic man seeks to maximize his personal benefits (Armak et al., 2023). Organizations and companies, during periods known as the "Knowledge Era," "Post-Industrial Age," "Information Society Age," and "Globalization Era," must always strive to gain a competitive advantage by identifying and studying consumer behavior (Zarepour Nasirabadi et al., 2021). Since consumers are pivotal to all marketing activities, successful marketing must begin by understanding the why and how of consumer behavior (Eyvazpour et al., 2021). Therefore, a major challenge facing marketers is how to influence consumers' purchasing behavior with the product or service offered, knowing that buying is only a part of the consumer behavior process. Consumer behavior can be defined as the processes and activities involved in searching, selecting, purchasing, using, evaluating, and discarding a particular good or service that satisfies a need or desire (Yang et al., 2023). Consumer behavior refers to how and why individuals make purchasing decisions, which helps in designing formulas to encourage more purchases and brand loyalty (Safeer et al., 2023). Consumer behavior is a recent topic in the field of marketing, with the first books on the subject written in the 1960s, although the subject's origins date back further (Zaman et al., 2023).

Consumer behavior is a controversial and challenging topic that encompasses the activities and choices of individuals regarding their purchases. Wilkie and Salomon have defined consumer behavior as the physical, emotional, and cognitive activities that individuals engage in when choosing, purchasing, using, and discarding goods and services to satisfy their needs and desires. Alternatively, consumer behavior is described as a set of activities directly involved in acquiring, consuming, and discarding goods and services. These activities include the decision-making

processes that occur before and after these actions (Azizi & Azmayesh Fard, 2023; Dulam et al., 2021). Also, behavioral intention represents the intensity of an individual's intent and will to perform a target behavior. Therefore, behavior always follows behavioral intention and is connected to it (Chang et al., 2023; Sumarliah et al., 2022). For example, the intention to purchase a specific product has been identified as a good predictor of actual buying behavior (Cheuk Man, 2012). Thus, marketing experts' interest in purchase intention arises from its connection to buying behavior; as Fishbein and Ajzen claimed, the best predictor of individual behavior is an assessment of the individual's intent to perform a behavior (Abdolmanafi & Soleimani, 2022; Chang et al., 2023; Dulam et al., 2021). According to the theory of planned behavior by Fishbein and Ajzen (1987), which is centered around belief-based constructs, the intent to perform a behavior is predicted by three factors: attitude towards the behavior, subjective norms, and perceived behavioral control (Nguyen, 2020).

Attitude towards behavior is a positive or negative evaluation about performing a behavior, which is formed from two sub-constructs: behavioral beliefs and outcome evaluations, which lead to the formation of attitude towards behavior (Sumarliah et al., 2022). For example, some researchers have focused more on emotional variables regarding environmental attitudes, while others have focused on behavioral intentions (Joola et al., 2023). Subjective norms refer to the social pressure perceived by an individual to perform or not perform a target behavior. Previous research has found that subjective norms play a more important role than attitudes in predicting a consumer's behavioral intentions (Behboodi et al., 2023). If consumers believe that others think highly of a product, they are more likely to intend to purchase these products. Perceived behavioral control, which is the degree to which an individual feels that performing or not performing a behavior is under their control; behavior also always follows behavioral intention and is connected to it. This behavior theory is exclusively under the control of behavioral intention (Ghaedy et al., 2023). Therefore, consumer behavior includes not only how goods are purchased but also

involves the use of services, activities, and beliefs. As such, having a correct understanding of consumer behavior and the purchasing process offers multiple advantages, including aiding managers in decision-making, providing a knowledge base through the analysis of consumer behavior, assisting lawmakers in enacting relevant purchase and sale laws, and ultimately helping consumers make better decisions (Javaheri et al., 2022).

Given the above, studying the factors that influence consumer behavior and examining the extent of their impact on behavior leads to an understanding of consumer behavior that allows manufacturers, suppliers, and marketers to offer products that more closely match the needs and desires of consumers (Kazemi & Emami, 2022). Additionally, research in this area can assist managers in decision-making and better categorization of consumers by marketing researchers. Among the most important factors that influence consumer behavior are situational factors. Situational factors, along with cultural, social, and group factors, personal factors, and marketing mix factors, are influential in the decision-making process of purchasing (Abdolmanafi & Soleimani, 2022). Situational factors include a series of environmental stimuli that have a greater impact on attention to goods and services in the purchasing environment than stimuli from the product itself (such as advertising and packaging) and individual characteristics (Tan et al., 2023). For example, the crowdedness or sparseness of an environment are among these factors; responses of consumers to these characteristics are not the same in different societies and cultures. Therefore, in one culture, less purchasing might occur in crowded sales locations and decisions are made more quickly, and buyers may not have the opportunity to use mental purchase information, but in another society and culture, crowdedness might lead to perceptions of better product quality and buying competition among customers, encouraging new buyers (Dulam et al., 2021).

In light of the above, the study and examination of situational factors influencing consumer behavior in shopping centers lead to an understanding of consumer behavior that allows producers, suppliers, and marketers to meet the desires of consumers and achieve a competitive advantage. Despite the importance of this topic and the significant investments in the field of shopping centers in the country, no comprehensive research has been conducted on this subject to date. This issue is particularly important in the shopping centers of Kish Island. Kish Island, as the most important tourism hub in Iran, with a long history of civilization and culture, special climate conditions, and other

factors such as the presence of coral stones and white beaches, which rank highly globally, and being a free trade zone, holds a special place in terms of domestic and international tourism. In this context, the shopping centers of Kish Island are of special importance; such that these centers are considered major tourist attractions of Kish and play a significant role in the economic development of the island and the country. Additionally, these centers provide a wide range of services including research, consultancy, investment, planning, and various commercial opportunities, providing information on the latest economic indices and trends, organizing trade exhibitions, assisting importers and exporters in different phases of trade transactions, and ultimately aiding traders in introducing and identifying their products to target markets alongside enhancing and improving Iranian productions. Based on this, the shopping centers of Kish Island are considered an important aspect of market development and provide an opportunity for producers and importers to introduce their products and services and identify their potential customers. In addition to this, this research covers all aspects of consumer behavior such as behavioral, social, motivational, emotional, detailed analysis of the decision-making process of consumer purchases, presentation of environmental factors affecting consumer behavior, and examination of trends and innovative ideas in adopting a marketing strategy, making it unique and innovative in its own right. Moreover, among the most important shopping centers on Kish Island are the Pardis Shopping Center, Morvarid Market, Damon Shopping Center, Sarina Commercial Center, Kish Commercial Center, Pars Gulf Market, Venus Shopping Center, Safeen Market, Zeytoon Shopping Center, Paniiz Shopping Center, and Maryam Market. Therefore, situational factors can influence consumer behavior in the shopping centers of Kish Island by changing attitudes, subjective norms, and perceived behavioral control (Al Hamli & Sobaih, 2023). Based on this, the present research seeks to answer these questions: What are the situational factors affecting consumer behavior in the shopping centers of Kish Island? What is the share of each? What is the appropriate model of situational factors affecting consumer behavior in shopping centers? And finally, does this model have sufficient validity according to experts?

2 Methods and Materials

This study is a mixed-methods (quantitative and qualitative) research. In the qualitative phase, initial components were identified using semi-structured interviews and the Delphi technique (brainstorming). Criteria for inclusion in this study were experts with experience in higher education, academic and research history, interest in the research topic, and a field of study relevant to the research topic. Snowball sampling was used. In the qualitative part, 15 experts participated in this research. The grounded theory method was used to identify dimensions, components, and indicators. Data collection for gathering quantitative data used a researcher-developed questionnaire derived from the qualitative section. The quantitative study's population included five well-known and significant commercial units in Kish, resulting in 205 respondents based on Morgan's table. The sampling method in the quantitative section was stratified random.

The average duration of interviews was 45 minutes. After conducting the interviews, data analysis was performed using grounded theory concurrently with data collection. Initially, open codes or indicators were identified; in the

second step, axial and selective codes were identified, and finally, based on the paradigm model in grounded theory, six factors (causes, phenomena, strategies, contextual, intervening, and outcomes) were identified. In the quantitative part, a researcher-developed questionnaire derived from the qualitative section with two Likert scales (current and ideal) was used to determine the current situation and its difference from the ideal state. Ultimately, the final model was evaluated using structural equation modeling with Smart PLS3 software, and the model's validity was determined using SPSS25. In this research, obtaining informed consent, maintaining identity information, and adhering to ethical considerations in implementing the interview content were considered.

3 Findings and Results

Initially, after interviewing experts, primary (open) codes and finally axial and selective codes were identified, and in the last step, the six dimensions of grounded theory were identified.

Table 1

List of All Concepts Extracted from Semi-Structured Interview Technique

Dimension	Component	Indicator	Interviewee Code
Cultural-Social Factors	Culture	Values and beliefs	I6, I5, I1 I5
		Basic family behaviors	I1, I4, I15
		Local and social customs	I6, I12
		Religious cultures and laws	I2, I3, I5, I14
		National and regional cultures	I15
		Racial and linguistic beliefs	I3, I4, I5, I11
	Family and Group Influence	Family size	I4, I11, I12
		Family beliefs	I3, I4, I5, I11
		Family stability	I1, I2, I4, I5, I11
		Family culture	I5, I12, I13, I14
		Educational level of family and group	I1, I2, I3, I7
		Family decisions	I9, I10, I11, I15
		Reference groups	I3, I4, I8, I13
		Based on personal experiences	I3, I10, I11
Individual and Psychological Factors	Learning		
	Motivation	Learning from others' shopping experiences	I11, I15, I16
		Immediate and future motives	I9, I12, I13, I14
		Conscious and unconscious motives	I1, I5, I10
		Suppressed desires and needs	I12, I13, I14, I15
		Internal complexes	I1, I3, I8
	Personality	Personal interest in traveling	I3, I4, I11, I15
		Personal interest in shopping	I4, I11, I13, I15
		Interest in adventure	I1, I3, I15
	Self-concept	Personal identity match with brand	I1, I2, I5, I11
		Enjoyment from shopping	I1, I5, I13, I14
		Self-esteem	I1, I8, I11, I13
	Demographic Factors		
		Age	I1, I5, I11, I14
		Occupation	I1, I2, I5, I15

Marketing Mix	Product	Income	I1, I9, I10, I15
		Social and economic status	I9, I12, I13, I15
		Economic status of family and individual	I5, I11, I14
		Unemployment	I2, I6, I7, I9, I13
		Product design	I1, I5, I7, I10, I13
		Packaging type	I5, I13, I14
		Physical features of product	I1, I3, I9
		Product type	I1, I4, I10, I12
		Product appearance	I3, I12, I13, I15
		Product variety	I1, I10, I12, I13
		Product efficiency	I1, I9, I10, I14, I15
	Price	Product advantages	I1, I6, I13
		Final product price	I2, I6, I10, I14
		Price comparison of similar brands	I3, I8, I12
		Price flexibility	I4, I5, I10, I11, I14
		Appropriate price	I1, I3, I12, I14
		Price suitability for different economic levels	I1, I5, I6, I10
		Price-quality ratio	I1, I5
	Place	Location of shopping centers	I12, I15
		Accessibility of shopping centers	I1, I14, I15
		Proximity of shopping centers to each other	I12, I14
		Proximity of centers to hotels	I1, I4, I15
		Proximity of shopping centers to residential areas	I3, I7, I9, I10
		Proximity to public transport	I1
		Ability to reach shopping centers	I2, I3, I5, I12
	Promotion	Advertising in public media	I16
		Word of mouth advertising	I12, I14, I15, I3
		Social media advertising	I5, I8, I10
		Outdoor advertising	I3, I4, I5, I11
		Digital and print advertising	I4, I11, I12
		Online services for customers	I3, I4, I5, I11
		Online social interactions	I1, I2, I4, I5, I11
		Promotional gifts	I3, I10, I11
		Offering free samples to customers	I3, I4, I11, I15
		Offering coupons to customers	I1, I3, I8
	Processes	Holding raffles	I4, I11, I12
		Cash discounts	I3, I4, I5, I11
		Handling customer complaints	I2, I3, I5, I14
		Responding to criticisms and suggestions	I15
		Setting goals for salespeople	I3, I4, I5, I11
		Establishing and approving internal rules for the center	I11, I13, I14
		Aligning staff and salespeople skills with the profession	I2, I3, I5, I14
		Empowering staff	I4, I11, I12
	Money at hand	Money available at the time of purchase	I3, I4, I5, I11
		Individuals' savings for purchasing	I1, I2, I4, I5, I11
		Extra amount allocated for purchasing	I5, I12, I13, I14
Environmental Factors	Browsing in store	Time spent in store	I1, I2, I3, I7
		Time of physical proximity to store goods	I9, I10, I11, I15
	Social Environment	Anonymity in the store environment	I3, I10, I11
		Presence of companions during shopping	I11, I15, I16
		Shopping with friends	I3, I4, I11, I15
	Seller Interaction	Shopping alone	I1, I5, I10
		Well-behaved and patient sellers	I12, I13, I14, I15
		Expert sellers	I1, I3, I8
		Appropriate response from sellers	I4, I11, I13, I15
		Persuasive seller	I1, I3, I15

Physical Features of the Environment	Honesty of the seller	I3, I4, I5, I11
	Decoration	I10, I11, I13, I4
	Design and beauty of centers	I2, I10, I11, I14, I15
	Cleanliness and hygiene of the environment	I1, I2, I4, I11, I15
	Music	I10, I11, I13, I4
	Lighting	I2, I3, I4, I5, I11
	Ventilation conditions	I10, I11, I13, I4
	Placement of vendors	I2, I10, I11, I14, I15
	Attire and order of vendors	I4, I5, I11
	Heating and cooling	I1, I2, I5, I11
	Level of crowding in the environment	I11, I15, I16
	Parking	I3, I4, I11, I15
	Facilities for the disabled	I9, I12, I13, I14
	Facilities for the elderly	I1, I5, I10
	Medical and emergency center	I12, I13, I14, I15
	Escalators	I1, I3, I8
	Elevators	I6, I11, I15
	Presence of security	I3, I4, I11, I15
Security	Continuous security	I4, I11, I13, I15
	Physical security of centers	I1, I3, I15
	Financial security	I3, I4, I5, I11
	Social security	I10, I11, I13, I4
	Mandatory hijab laws	I2, I10, I11, I14, I15
	Order and discipline in the store	I1, I2, I4, I11, I15
	Vehicle security	I3, I4, I5, I11
	Children's amusement park	I10, I11, I13, I4
Leisure and Entertainment	Child and goods transport facilities	I2, I3, I4, I5, I11
	Entertainment booths	I10, I11, I13, I4
	Various recreational facilities	I2, I10, I11, I14, I15
	Restaurant	I4, I5, I11
	Fast food	I1, I2, I5, I11
	Coffee shop	I11, I15, I16
	Cinema	I3, I4, I11, I15
	Resting areas	I9, I12, I13, I14
	Live performances	I1, I5, I10
	Display equipment and LCDs	I12, I13, I14, I15
	Free internet	I1, I3, I8
Managerial Capabilities	Managerial factors	
	Efficient leadership	I6, I11, I15
	Personality of managers	I3, I4, I11, I15
	Management perspective on branding	I4, I11, I13, I15
	Management investment in branding	I1, I3, I15
	Customer relationship management	I3, I4, I5, I11
	Workgroup culture	I10, I11, I13, I4
	Human resources initiatives	I2, I10, I11, I14, I15
	Training of employees and salespeople in shopping centers	I1, I2, I4, I11, I15
	Responsibility for secondary consequences of products	I3, I4, I5, I11
Social Responsibility	Support for the environment	I10, I11, I13, I4
	Elimination of negative effects of products	I2, I3, I4, I5, I11
	Environmental concerns	I10, I11, I13, I4
	Environmentally friendly products	I2, I10, I11, I14, I15
	Attention to physical and mental health of customers	I4, I5, I11
	Focus on green products	I1, I2, I5, I11

Behavioral Interactions	Attitude	Evaluation of product purchase	I11, I15, I16
		Positive and negative evaluations	I3, I4, I11, I15
		Emotions and effective response to behavior	I9, I12, I13, I14
		Pre-purchase excitement	I1, I5, I10
		Evaluation of options	I12, I13, I14, I15
	Subjective Norms	Social pressure on customers to buy	I1, I3, I8
		Influence from social groups	I6, I11, I15
		Influence from family	I3, I4, I11, I15
		Awareness and confidence in purchase	I4, I11, I13, I15
		Emotional and behavioral motivation towards buying	I1, I3, I15
	Perceived Behavioral Control	Belief in buying	I3, I4, I5, I11
		Ease or difficulty of buying action	I10, I11, I13, I4
		Facilitating factors for buying	I2, I10, I11, I14, I15
		Individual will in buying	I1, I2, I4, I11, I15
		Access to resources for buying	I11, I15, I16
		Individual confidence in buying	I3, I4, I5, I11, I15
Purchase Decision	Intention to Buy	Customer's intention and will to buy	I9, I12, I13, I14
		Decision to buy	I1, I5, I10
		Strong desire to buy	I12, I13, I14, I15
		Final decision to buy	I1, I3, I8
Buying Behavior	Behavior during Purchase	Performing the purchase	I6, I11, I15
		Customer engagement with the buying act	I3, I4, I11, I15
		Confidence in purchase	I4, I11, I13, I15
		Satisfaction with Purchase	I1, I3, I15
	Post-Purchase Behavior	Confidence in guarantee	I3, I4, I5, I11
		Creating identity for the customer	I10, I11, I13, I4
		Inducing a sense of freshness to the customer	I2, I10, I11, I14, I15
	Inducing a sense of superiority and uniqueness to the customer		I1, I2, I4, I11, I15
		Customer loyalty	I3, I4, I5, I11

Table 2

Summary of One-Sample t-test Results for Research Variables

Research Variables	Mean	t-Value	Significance (p-value)	95% Confidence Interval Lower Bound	95% Confidence Interval Upper Bound
Cultural-Social Factors	3.6072	9.538	0.000	3.337	3.877
Individual and Psychological Factors	3.01	12.047	0.000	2.601	3.419
Behavioral Interactions	3.6125	11.031	0.000	3.257	3.968
Marketing Mix	3.18	14.151	0.000	2.726	3.634
Purchase Decision	3.17	8.084	0.000	2.691	3.649
Environmental Factors	3.5797	13.684	0.000	3.121	4.038
Managerial Capabilities	3.07	19.002	0.000	2.433	3.707
Behavior During Purchase	3.21	13.872	0.000	2.698	3.722
Post-Purchase Behavior	3.22	15.292	0.000	2.711	3.729

According to Table 2, differences exist between the current state means and the ideal state across dimensions. Behavioral Interactions, with a mean of 3.6125, is in a better current state, while Individual and Psychological Factors,

with a mean of 3.01, are in a worse state. An R^2 value of 0.691 confirms the model's fit, and the obtained Goodness-of-Fit (GOF) value is 0.635, indicating a good model fit.

Table 3

Validation of the Four-Dimensional Model of Situational Influencing Factors on Consumer Behavior in Shopping Centers as Perceived by Experts

Component	Mean Difference	Standard Deviation	t-Value	Df	Significance (p-value)
Adaptation	1.17	0.909	4.96	29	0.000
Comprehensibility	1.23	0.857	5.23	29	0.000
Generalization	1.13	0.784	4.00	29	0.000
Control	0.76	0.546	5.03	29	0.000

For the component of Adaptation, the calculated t-value of 4.96 is significant at the 0.01 level. The comparison of the mean for the Adaptation question ($M = 4.17$) with the community mean of 3 indicates high validity from the experts' perspective, confirmed with 99% confidence.

For Comprehensibility, the t-value of 5.23 is significant at the 0.01 level. The mean comparison of Comprehensibility ($M = 4.23$) with the community mean of 3 indicates high validity from the experts' perspective, confirmed with 99% confidence.

For Generalization, the t-value of 4.00 is significant at the 0.01 level. The mean comparison of Generalization ($M = 4.13$) with the community mean of 3 indicates high validity from the experts' perspective, confirmed with 99% confidence.

For Control, the t-value of 5.03 is significant at the 0.01 level. The mean comparison of Control ($M = 3.76$) with the community mean of 3 indicates high validity from the experts' perspective, confirmed with 99% confidence.

Figure 1

Model with Beta Coefficients

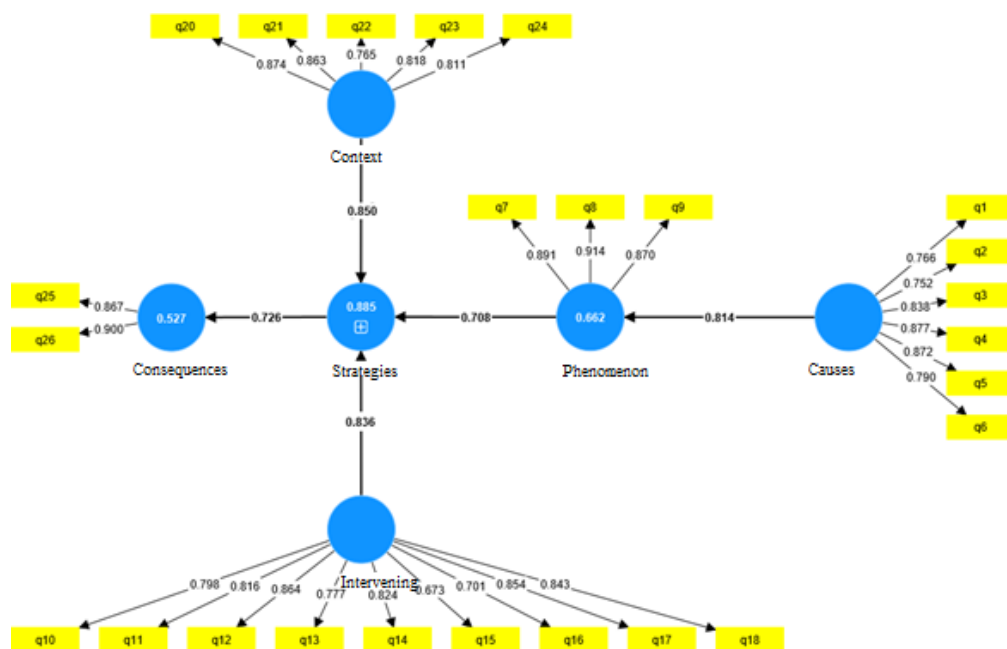
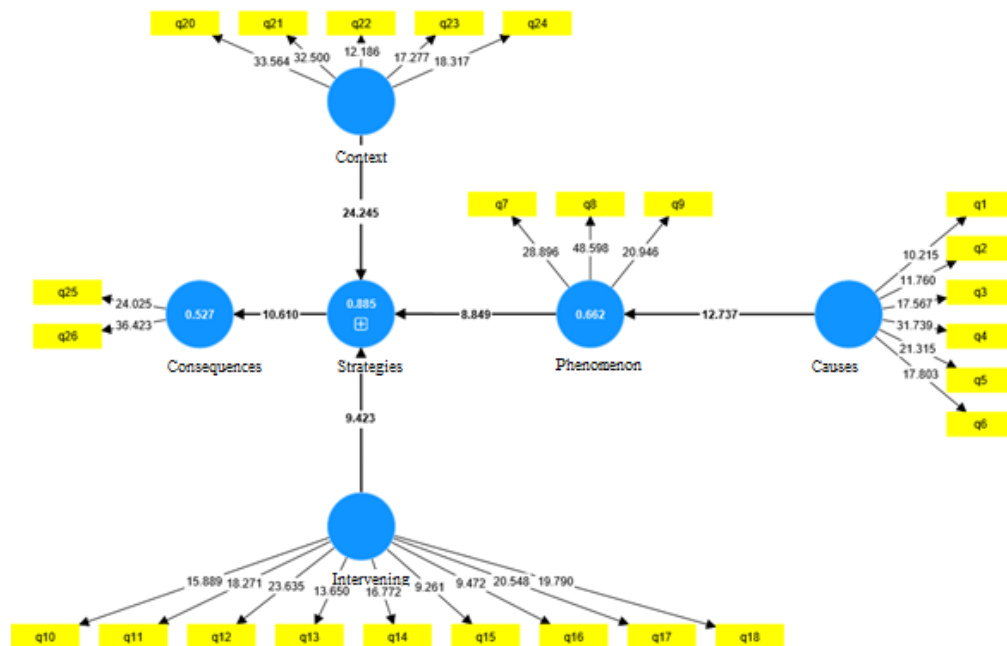


Figure 2

Model with *t*-values

4 Discussion and Conclusion

In the modern era of technological and informational advancements, as well as the turmoil in the domestic market due to political and economic reasons globally and nationally, attention to consumer behavior has become a necessity today because it is a bidirectional factor. On one hand, consumers, by being aware of the correct way to consume and make good purchases, can achieve satisfaction from their buying decisions. On the other hand, sellers, whose income is derived from sales, can increase their sales by understanding consumer behavior and the factors affecting it. Therefore, addressing the factors influencing consumer behavior can always be essential for society.

One of the challenges in the humanities in most non-Western societies, especially our country, is the lack of indigenous theories based on the educational system of the society. There are several reasons for the lack of access to indigenous theories, one of which is the research methodology employed. In our current society, most research is conducted quantitatively, which is meaningful within the positivist paradigm. We believe that if research is conducted qualitatively, which leads to a deep understanding of phenomena and individuals, it would provide the possibility to create theories for researchers and the scientific community in the country.

An innovative aspect of this research is the methodology used to identify components and indicators of consumer

behavior in shopping centers and also the division of these components, namely the qualitative method and grounded theory approach, since most previous research has moved away from qualitative approaches towards quantitative ones. The use of MAXQDA software can also be seen as the employment of cutting-edge technology in developing the theory of this research.

Since consumer behavior, or buyer behavior, has been identified as a significant topic in the field of tourism, various approaches and perspectives have been presented by scholars in this field, leading to the development of various models and definitions for consumer behavior, especially in urban shopping centers like Kish. The methods used to identify the components and dimensions of consumer behavior have included both quantitative and qualitative approaches, with most research moving towards quantitative methodologies.

In this study, we accept scientific findings and models designed in the Western context, while respecting the findings of these researchers, solely because the origin of these theories is consumer behavior in the cultural context of those countries, not based on education with Iranian and indigenous culture. Therefore, we have added elements that bring these theories closer to indigenous culture where applicable.

In the first phase of this research, semi-structured interviews were used to identify dimensions, components, and indicators of consumer behavior, resulting in 164

indicators for 8 dimensions and 27 components, and eventually for the cultural-social dimension 2 components, individual and psychological factors 5 components, behavioral interactions 3 components, decision to purchase 1 component, and for the marketing mix dimension 5 components, environmental factors 7 components, managerial capabilities 2 components, and for the purchasing behavior dimension 2 components were identified. This aspect of the dimensions and components of the factors influencing the behavior of consumers in shopping centers was in agreement with some experts, and due to the alignment of their research with the research conducted in this study, it is discussed below. Azizi and Azmayesh Fard (2022) also addressed consumer behavior components, showing alignment with this research (Azizi & Azmayesh Fard, 2023). However, they considered beliefs and values as a dimension, which is not aligned with this research. Askari and Ranjbar (2022) also focused on consumer behavior in chain stores, showing alignment with this research, although they prioritized green marketing, which differs from our results as green marketing in this research is part of the marketing mix (Askari & Ranjbar, 2023). In the second phase of the research, the current status of situational dimensions affecting consumer behavior in shopping centers was determined, ultimately showing that all situational dimensions affecting consumer behavior in shopping centers are in a relatively good current state but still distant from the ideal state. The individual and psychological factors dimension, which had the lowest mean, needs to be strengthened, which aligns with the research of Mohammadinasab et al. (2020) and Chang et al. (2023) but contrasts with the research of Febrilia and Warokka (2021), which saw the most significant weakness in current conditions in equipment (Chang et al., 2023;

Febrilia & Warokka, 2021; Mohammadinasab et al., 2019). In the third phase, for designing the model of situational factors affecting consumer behavior in shopping centers, a combination of structural equation methods and grounded theory approaches was used. The reviewed research did not directly or indirectly address this issue. In the fourth phase, for the validation of the model of situational factors affecting consumer behavior in shopping centers, an internal validation method was used where a 6-question questionnaire was distributed among 30 faculty members and managers of shopping centers, and ultimately, the results showed that the model of situational factors affecting consumer behavior in shopping centers is highly credible in terms of understanding, adaptation, generalization, and control dimensions. The reviewed research did not directly or indirectly address this issue.

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Declaration of Interest

The authors of this article declared no conflict of interest.

Authors Contributions

All authors have contributed significantly to the research process and the development of the manuscript.

Ethical Considerations

In this research, ethical standards including obtaining informed consent, ensuring privacy and confidentiality were observed.

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