Analysing and Prioritizing the Antecedents of Shopping Centre Grading Using Analytical Hierarchy Process (AHP) Modelling

Ihfasuziella Ibrahim, Abdul Talib Bon, Abdul Hadi Nawawi and Edie Ezwan Mohd Safian
Faculty of Architecture, Planning and Surveying, UiTM, 40450 Shah Alam, Malaysia
Faculty of Technology Management & Business, UTHM, 86400 Johor, Malaysia
ihfasuziella.ibrahim@yahoo.com, talib@uthm.edu.my, ,
abdul274@salam.uitm.edu.my,edie@uthm.edu.my

Ihfasuziella Ibrahim
Architecture, Planning and Surveying Department
UiTM, Shah Alam, Malaysia
ihfasuziella.ibrahim@yahoo.com

Abstract

Shopping malls are undeniably the main focal point in many Malaysian cities and shopping has become the Malaysian favourite pastime during weekends with families. Moreover, a series of mega sales and discount events have encouraged the act of consumption, turning shopping centers to become one of the vital elements in lifestyle. With rapid economic growth and urbanization in the Klang Valley, a wide range of social and economic factors have combined to influence the trends in shopping centre development. There seems to be no let-up in the number of new malls being built in the country. A survey by the Malaysia Shopping Malls Association (PPKM) in 2018 revealed that there were 671 malls operating across the country, with 39% located in the Klang Valley. However, the new launches are set against a backdrop of an uncertain economic situation and fierce competition from the more established and bigger players. The popularity of online shopping also has contributed to the turnover of many retailers. There is a concern as well that the growth of retail space supply has outpaced demand. Given this context, this paper brings the Malaysian shopping centres into focus by analysing the criteria and characteristics of the Kuala Lumpur shopping centre through the classification of shopping centre. The construct of classification of the shopping centre has been studied in several contexts with varied perspectives; however, the researchers seldom noticed any endeavour to prioritize the antecedents of the shopping experience from the experts' viewpoint. The present study endeavours to utilize Analytical Hierarchy Process (AHP) modelling to find the degree of importance that customer opinion to different criteria of the ten key criteria including size, anchor tenant, type of product, location, presentation, leisure/entertainment, customer facilities, management, sustainability and marketing with their underlying sub-criteria. There are involving two shopping centre which are super-regional and regional. This ranking is not just an ordinary exposition of placing one before another, but it expounds that the consumer is much concerned about the environment and type of shopping centre while making a buying decision. These results have interestingly explorable implications for both retailers as well as marketers and also the stakeholders in improving their investment and business decision of the shopping centre in Malaysia.

Keywords (12 font)
Shopping Centre, Criteria, Characteristic, Analytical Hierarchy Process, and Super Regional, Regional.