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International Journal of Business and Management

Dear Editor,

Please find enclosed our manuscript, entitled “The Modern Retail Habitats in the Gulf Region: The Experience of the Bahraini Shopper,” which we request you to consider for publication as an *Original Article* in the *International Journal of Business and Management*.

This paper explores the motives behind people’s decision to go shopping in the Gulf region. The target location for the study is the Kingdom of Bahrain. We test a major hypothesis: given the novelty of the modern retailing formats in the region, shoppers are more likely to stress on the hedonic and social aspects than the utilitarian facets of shopping. Data was collected from a sample of Bahraini shoppers via a questionnaire pertaining to their shopping experience. Principal component analysis was employed and Cronbach’s reliability coefficients were calculated to select and assess, respectively, the factors most relevant to the study’s hypotheses. Respondents’ perception of shopping appeared to be conditioned by two main factors: the novelty of the retail habitats and the harsh desert climate of the region. The results revealed that shoppers look to the modern air-conditioned and comfortable shopping malls as an escape from the harsh desert climate as well as an avenue to socialize, thus verifying the research hypotheses. This study provides an insight into the mind of the Bahraini shopper, aiding retailers and mall owners to come up with suitable strategies and activities to maintain customer footfall.

This manuscript has not been published elsewhere and is not under consideration by another journal. We have approved the manuscript and agree with submission to the *International Journal of Business and Management*. [There are no conflicts of interest to declare.]

We believe that the findings of this study are relevant to the scope of your journal and will be of interest to its readership. The manuscript has been carefully reviewed by an experienced editor whose first language is English and who specializes in editing papers written by researchers whose native language is not English.

We look forward to hearing from you at your earliest convenience.

Sincerely,

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