



Consumer Satisfaction in Shopping Mall: A Sociological Study in Context of Shopping Mall Attributes

Pawan Kumar Misra¹ & Aayushi Verma²

^{1,2}Department of Sociology, University of Lucknow, India

Corresponding Author: Aayushi Verma, **Email:** aayushivermajnu01@gmail.com

Received: 08th August 2023

Accepted: 10th September 2023

Published: 5th October 2023

ABSTRACT

The purpose of this study is to investigate the effect of mall attributes on tourist satisfaction and behavioral intentions. To see what types of people are most likely to visit shopping malls, we studied the different demographic profiles of society. Shopping is often the most important domestic income-generating leisure activity. Driven by an increase in tourism in the country, today's shopping activity is more than just spending money on souvenirs and merchandise purchases in exchange for travelers getting a unique experience. Therefore, in this study, further, we try to understand the different visiting purposes of different profiles of tourists. A better understanding of shopping mall attributes in predicting tourist shopping satisfaction is critical to the success and sustainability of the shopping tourism industry. Mall managers and retailers may find it helpful to encourage repurchase intention, loyalty, and desire to stay longer at the shopping malls by providing attractive and convenient shopping experiences.

Keywords: Shopping mall, purpose of visit, shopping mall attributes, consumer satisfaction

INTRODUCTION

In the present buyer situated world, sightseers and customers look for esteem in merchandise that are both novel and Extravagance or upscale travel contributions furnish sightseers with what they want (Bakker 2005; Correia, Kozak, and Reis 2016), permitting them to address their issue for self-completion, to make a more romanticized mental self-portrait (Danziger 2006), and to dazzle others (Mason 1981). Extravagance brings out restrictiveness,

furthermore, offers vacationers a high economic wellbeing, a customized insight, and elevated degrees of solace and comfort (Chen and Peng 2014; Kurtz 2004). Extravagance sightseers don't be guaranteed to look for the best cost, but instead the best-quality items and the most incredibly complete range of administrations. One of the hallmark of luxury is shopping center.

The shopping centers have turned into a sensation as far as changing the way of life of Indians- the manner in which they are shopping and mingling. With this progress occurring, the shopping conduct of clients is probably going to change as these organizations were not in presence in that frame of mind as of not long ago. Numerous large urban areas in India have gotten gigantic monetary and social development from these shopping centers making them quite possibly of the most significant city in India as well as around the world also.

The liberalization policy sought after by the Indian government in retail area has fuelled the development of shopping centers in various locales of the country. Privately owned businesses are putting away a lot of cash to plan and make shopping centers to give extraneous advantages of shopping and give purchasers' admittance to worldwide brands. (Khare, 2011)

Immersion in the development and number of shopping centers in the metropolitan urban communities has constrained shopping center administrators to investigate choices in Tier II and III urban communities. The more modest urban communities are appealing because of low rental and working expenses (KPMG, 2009). The lull experienced by Indian economy over the most recent couple of years has impacted the retail business. The shopping centers in greater urban areas experienced decline in purchaser footfall and lessening deals. This prompted a flood of shopping center venture action in the Tier II urban communities of the country. The less expensive land costs, low section expenses and accessibility of room in Tier II and III urban areas offer astounding speculation valuable open doors contrasted with greater urban communities (Dwivedi, 2010). Somewhat recently, the more modest urban communities have seen an adjustment of utilization inclinations of the shoppers (KPMG, 2009; Dwivedi, 2010). Ernst and Young express that over the most recent two years development in the quantity of

shopping centers in more modest urban areas has been 55% contrasted with 26% in the metropolitan urban communities (Sinha, 2010).

Shopping centers in Lucknow and the region are growing strongly. This development has led to shopping centers entering a highly competitive market to attract tourist destinations. Due to the competition between numerous commercial environments in shopping malls, the mall management invests more capital to create a pleasant shopping environment to improve and attract tourist shoppers (Sharma et al., 2018; Wong & Wan, 2013) and to attract tourists encourage revision intentions (Albayrak et al., 2016; S. Lee et al., 2019). Tourists who enjoy these moments tend to shop in a more unplanned way as they reap the psychological benefits of the shopping process itself (Hart et al., 2007; Tandon et al., 2016). Many tourists find shopping the most enjoyable recreational activity; therefore, shopping malls are an essential part of tourist shopping activities, enriching tourist experiences and destinations.

In an emerging nation like India, the concurrence of nearby/customary business sectors and it is normal to shop shopping centers. Nearby business sectors are social associations that highlight ethnic gatherings. Interestingly, shopping centers are to a great extent a metropolitan peculiarity on the grounds that metropolitan regions are better and more ready to cause higher shopping uses than non-metropolitan regions (Julian et al., 2016). Moreover, shopping centers are offering pictures of innovation drove business outlets and way of life focuses in metropolitan regions (Diallo et al., 2018).

In a competitive shopping industry, tourist shopping satisfaction and behavioral intentions play an important role in maintaining the long-term relationship between shoppers and shopping malls (Jin et al., 2020) and improve market share.

Further, it is apparent that, the appearance of shopping centers in more modest urban areas of India vows to change shopping and diversion in these urban areas. The collection of administrations and items, spatial feeling and entertainment offices focus on the 'shopper tourist'(Robertson 1995)

Shopping centers have turned into a piece of a contemporary purchaser shopping, culture (Van Eden, 2006) where the assorted shopping social requirements are tended to (Ahmed et al., 2007). Shopping centers foretell more than stores and selling and advance an alternate way of life and purchasing peculiarity. Shopping center clients visit shopping centers for looking for specific items, yet they likewise view these visits as an amusement movement that gives

tomfoolery and delight from the shopping experience (Kim et al., 2011). Shopping center guests will generally take part in different exercises during shopping centers visits.

In this way, it becomes essential to comprehend the guests' explanations behind visiting shopping centers and exercises they take part in during their shopping center visits. Profiling clients by their decision of limited time blend will give more significant ways of distinguishing and comprehend different client portions and to focus on each section with more engaged promoting systems. Understanding the buyers' purposes behind visiting shopping centers could aid the division of these purchasers, which will give important contribution to the improvement of advertising strategy to draw in additional clients to visit the shopping centers (Farrage et.al., 2010)

In this way, it becomes essential to comprehend the guests' explanations behind visiting shopping centers and exercises they take part in during their shopping center visits. Profiling clients by their decision of limited time blend will give more significant ways of distinguishing and comprehend different client portions and to focus on each section with more engaged promoting systems. Understanding the buyers' purposes behind visiting shopping centers could aid the division of these purchasers, which will give important contribution to the improvement of advertising strategy to draw in additional clients to visit the shopping centers.

THEORETICAL IMPLICATIONS

This research primarily deals with different approaches to the study of modernity, which is temporarily understood as a way of experiencing the 'new' in a 'modern' society. A preoccupation with the concept of modernity dominates the work of theoreticians such as Durkheim, Marx, Weber and even Simmel.

An examination of the writings of classical theorists such as Marx reveals that consumption is a social necessity driven by capitalism. Therefore, Marx described this consumerism as nothing less than "commodity fetishism."

He did not deny the human desire to dress up and eat well, but to him these activities were merely animal functions. Weber, one of the most important theorists of modernity, published a classical social theory of modernity that focused on the process of rationalization and its consequences.

Individual. His treatment of modernity is limited to capturing the significant changes arising from the experience of capitalism. Weber also, in his work Protestant Ethics and The Spirit of

Capitalism" (1958) described consumption as hedonism and placed it practically in service of the religious concept of salvation.

Even Durkheim was so pessimistic about this notion that most of the contemporary criticism can be traced to his philosophical contributions. But Simmel was the first classical theorist to speak of sensuality and novelty as determining consumer behavior when shopping. He also recognized new trends in unimportant consumer behavior visible among shoppers. Moreover, the work of eminent theorists such as Baudrillard (1998), Simmel (1971) and Benjamin (1973, cited in Clarke 1997) demonstrates the growing interest in new urban landscapes.

Baudrillard recognized the new importance of the cultural sphere and focused his research on the various cultural phenomena of social life (media, art, sexuality, fashion, technology) that have become themselves forms of commodities and consumption. . Thus, Baudrillard distinguished the emerging stage of capitalism from the early stages by the increasing importance of commodity culture in production and social reproduction. what Baudrillard believed that a deeper understanding of consumption was essential to understanding the fundamental dynamics of neo-capitalist society, and that it was only possible by developing a theory of consumption. On the other hand, Baudrillard's "sociocultural" An approach that emphasizes how society creates needs through socialization and conditioning.

Thus, according to Baudrillard:

"The truth about consumption is that it is a function of production and not a function of pleasure, and therefore .. .it is not an individual function but one that is directly and total(y collective)".

(Baudrillard cited in Clarke1997).

Baudrillard thus explains how consumption was a necessary activity, which was motivated for the capital production. This was because:

"it was a vital necessity for capital to have workers. and producers transformed into active consumers ... " (Baudrillard cited in Clarke 1997).

Baudrillard describes the increase of this new social order, as a 'new technical order', 'new environment', 'new field of everyday life', 'new modernity', and new variety of 'hypercivilization' (Kellner 1989). He uses the term 'modernity' and 'modem'

to describe this new environment and hence interprets the increase of the system of objects and consumer society under the sign of modernity.

Thus, this study is an endeavor to examining the effect of shopping center attributes in predicting tourist shopping satisfaction and behavioral intentions.

Shopping mall Attributes

Shopping being a social peculiarity as it includes elusive and substantial variables (Albayrak et al., 2016), and shopping centers have been a key the travel industry fascination as well as assume a huge part in buyers' lifestyle. Today, shopping centers have joined the conventional selling idea with current worth added administrations and diversion to draw in vacationer's goals. of the researchers have including components like a relaxation action (Choi et al., 2018), satisfaction and diversion (Mittal, 2016), social and sporting exercises, chance to invest individual energy (Gilboa and Vilnai-Yavetz, 2012), local area events and vacation spots.

Consequently, making a shopping center credit that are wonderful, alluring, and helpful has turned into a compelling system for expanding the benefits of travelers experience and vacationers fascination.

Accessibility alludes to the fundamental parts of shopping, like shopping center area, a distance of stopping region, and office for walker areas (Hart et al., 2007; Teller and Schnedlitz, 2012).

As indicated by focal spot hypothesis (Craig, 1984) recommended that variables, for example, distance or travel time and available to area of shopping center assumed a significant part for impacting shopping aims and conduct (Chebat et al., 2010).

Ambience depicts how the plan components of a space are controlled to make specific full of feeling reactions and make expectation clients to return. Ambience components like commotion, music, and variety will influence customers' impression of a shopping center (Shafiee and Es-Haghi, 2017). Environment implies the purchasers' reactions to the functional parts of retail plaza the board, for example, the tidiness of the retail plazas, opening times, and security (Hart et al., 2007; Rajagopal, 2011).

Hypothesis development

Demographic profile and tourist-shopping satisfaction

H1: Tourists experienced different levels of satisfaction based on the socio-demographics (gender, age, education level, income and occupation).

H2: The socio-demographics influence tourists' satisfaction significantly

In the shopping centers setting, Teller et al. (2008) propose the parts of simple openness incorporate association with street access, accessibility of vehicle leave offices with leaving charges, nearness to home and work, and key geological area will influence traveler shopping fulfillment (El Hedhli et al., 2013; Teller and Schnedlitz, 2012). openness is one of the critical variables that impact vacationer shopping fulfillment. Thus, the following hypothesis:

Hypothesis 1: There is a positive relationship between the accessibility and tourist shopping satisfaction.

Mall Attributes and security and tourist Satisfaction

Yildirim et al. (2015) contend that the store's flow region, lighting, climatic circumstances, surrounding aroma, and cleanliness fundamentally influence the span of customer visits to the stores.

Hypothesis 2: There is a positive relationship between the ambience and security and tourist shopping satisfaction.

METHODOLOGY

To collect the primary data the main research instrument used is the questionnaire. For the current study, a questionnaire was prepared on consumer buying behavior and on effect of shopping mall attribute on consumer's shopping satisfaction. Some questions were close ended while some needed opinions. It was distributed to the consumers to know their opinion, only after their consent to reply. Respondent made a choice, as questionnaire has options in each question.

An online panel survey was chosen for the following reasons. First, the survey can be completed in a quick duration. Second, the target sample can be selected through screening questions such as shopping region, suitability for luxury brand shopping, and expenditure on shopping.

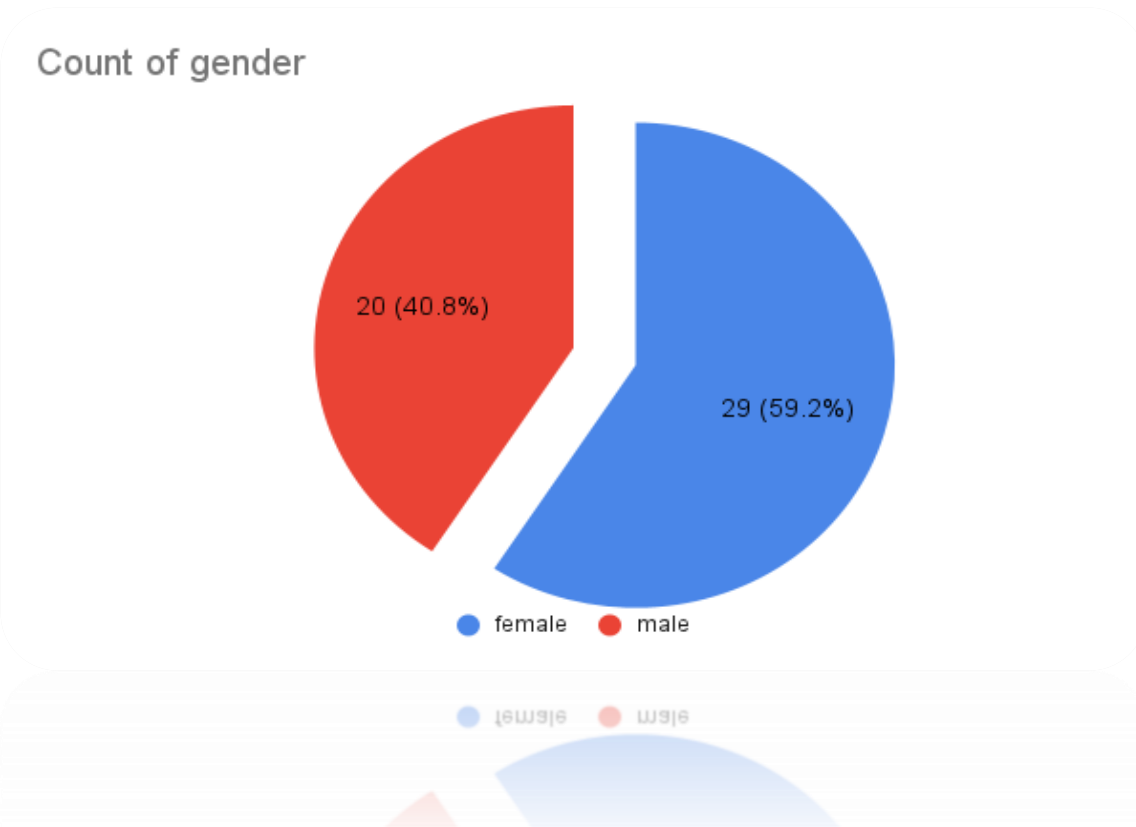
Nonprobability Convenience Sampling method was adopted i.e., random selection method of the consumers. A Personal Interview was carried out to know the response of consumers while

they were shopping. Under this method more questions can be asked, which helps in collecting additional information. This additional information may be useful for the study.

DATA ANALYSIS

Respondents profile: The respondents profile is listed as per the demographic classifications like gender, educational qualifications, age group, monthly income (in Indian Rupee), marital status, number of visits and average spending (purchases) in shopping mall during a month. The respondents who have come as family, the survey questionnaire was recorded with only one person and his or her details were considered as response.

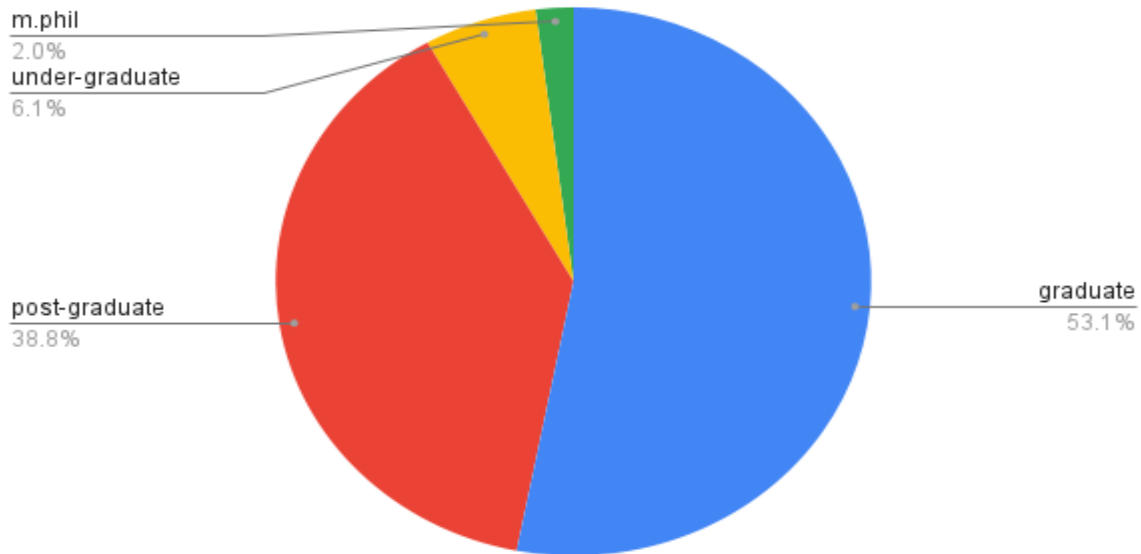
The data collected through the instrument Structured Questionnaire⁴. The questionnaires were filled up by individuals on an online mode. The responses were also considered as individuals' feedback than a collective response while doing the data analysis.



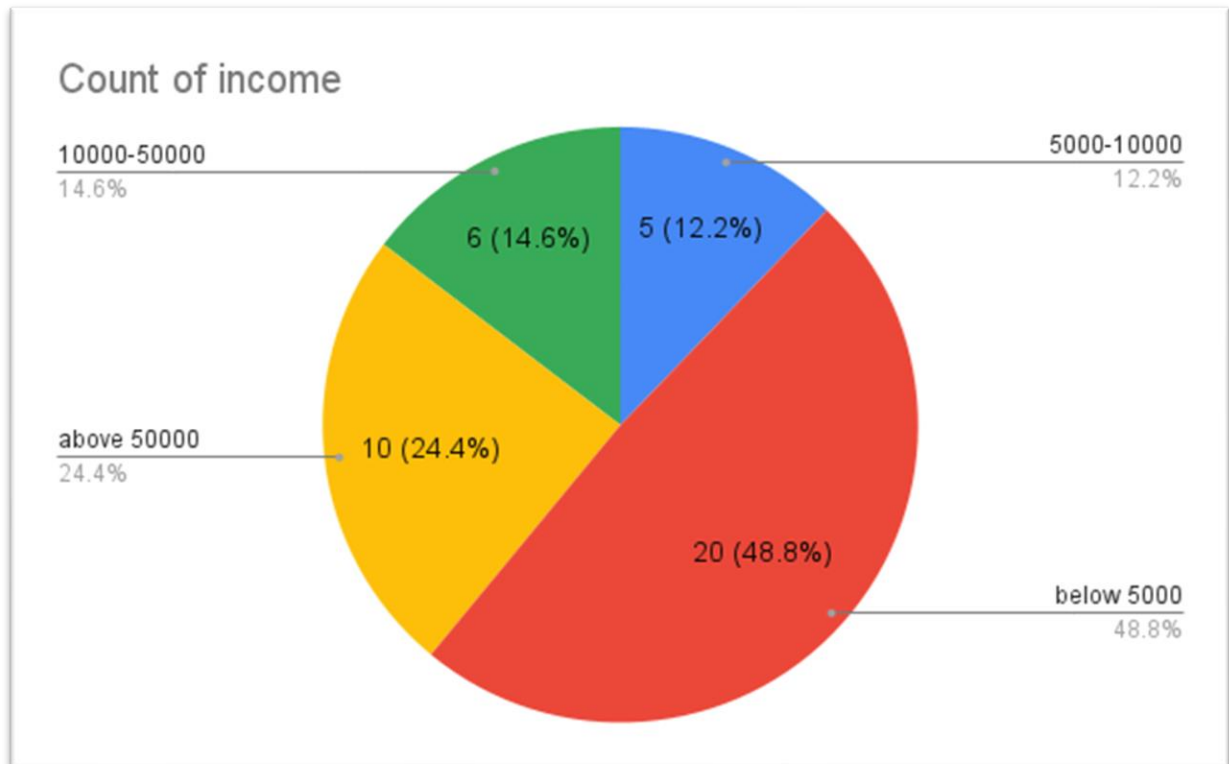
From the accepted questionnaire, it has been observed that 40.8% of the respondents were male which amount to 20 in numbers out of the total respondents of 50. The female respondents were 59.2 % and 29 in numbers.

Categorizing the respondents by educational qualification, 'Graduate' stand as a larger group with 53.1% which is far ahead of the other groups, next is post graduate 38.8%, third is the section which is still pursuing under graduation is 6.1%, fourth is metric and below which has no representative in our survey. Last option was of others which gained response of 2% who did their Mphil.

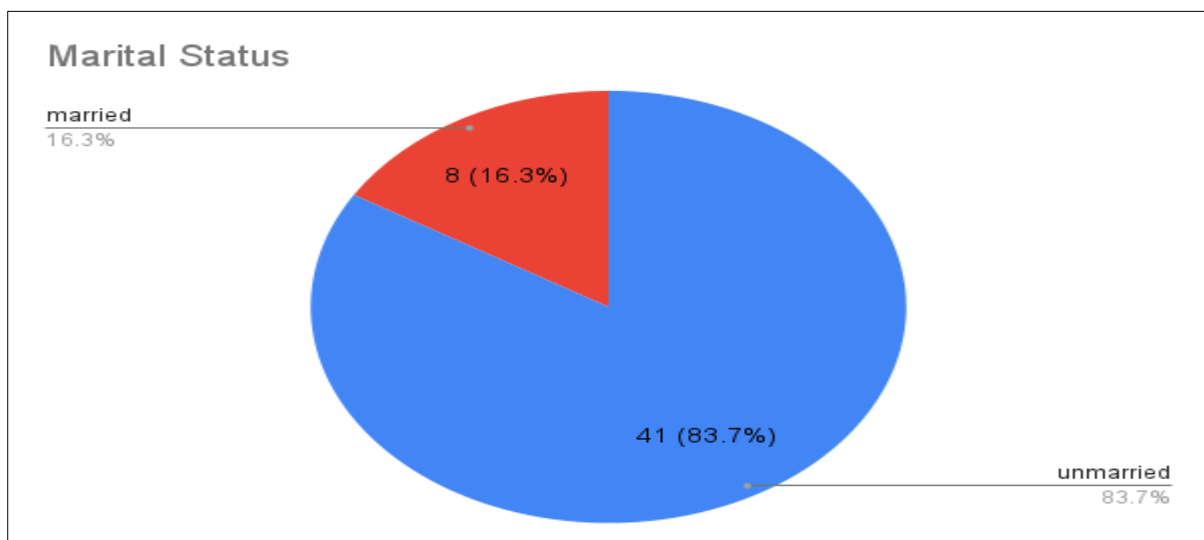
Count of education qualification



Profile of respondents on average monthly income is divided into 4 categories. The monthly income. Above Indian Rupee 50000 is 10 by numbers and 23.8 by percentage. This is followed by the monthly income group 'INR 10000 – 50000' by 10 numbers and 23.8%. The third group is with monthly income of 'INR 5000 – 10000' with 5 members and 11.9%. These three-group combined have approximately 25% of the respondents. The income group of below 50000 is consisting of 40% of the respondents and numbering around 17.

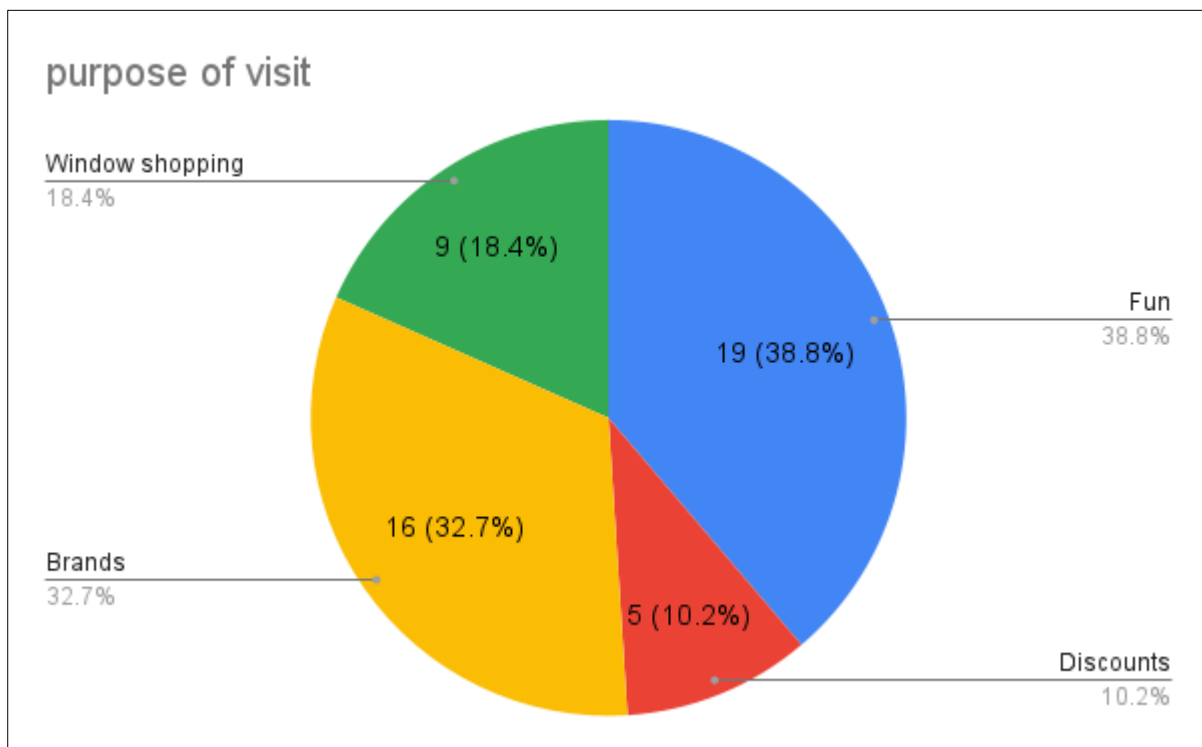
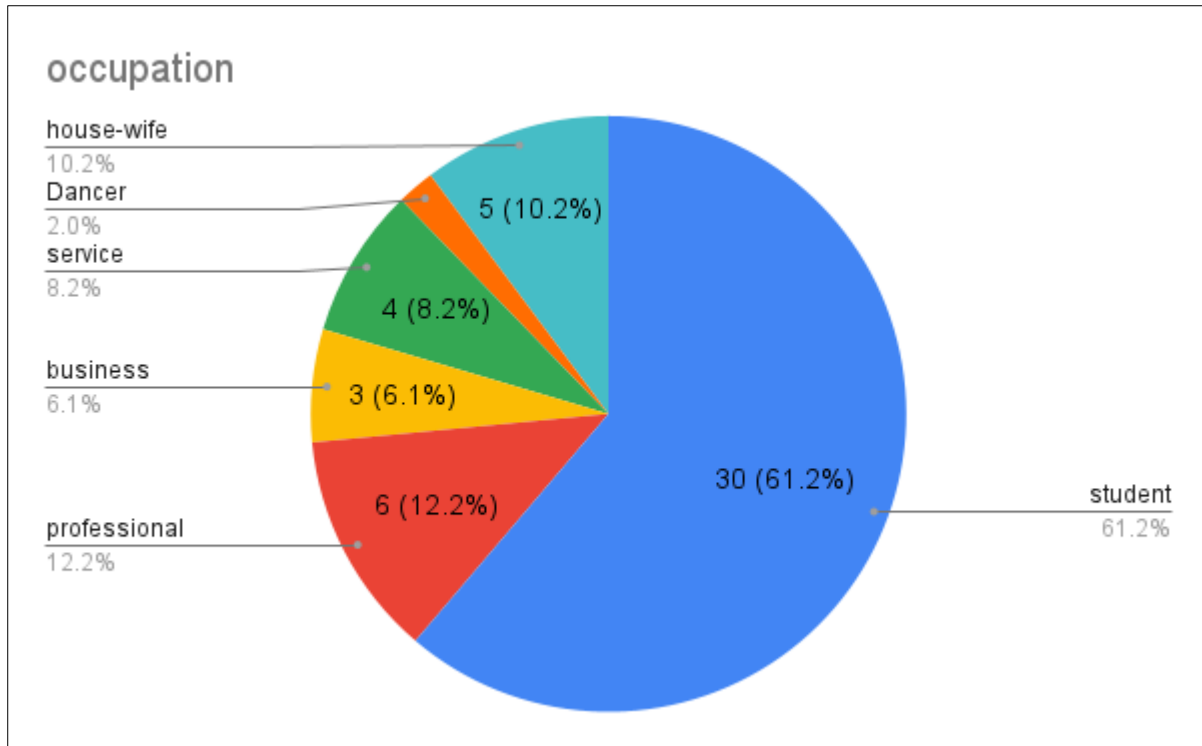


Customers were sorted by their marital status as ‘Married‘ and unmarried. The ‘Married‘ category was 8 respondents which of 16.3 % and the rest of the respondents 41 numbers and 83.7 % are of marital status unmarried.

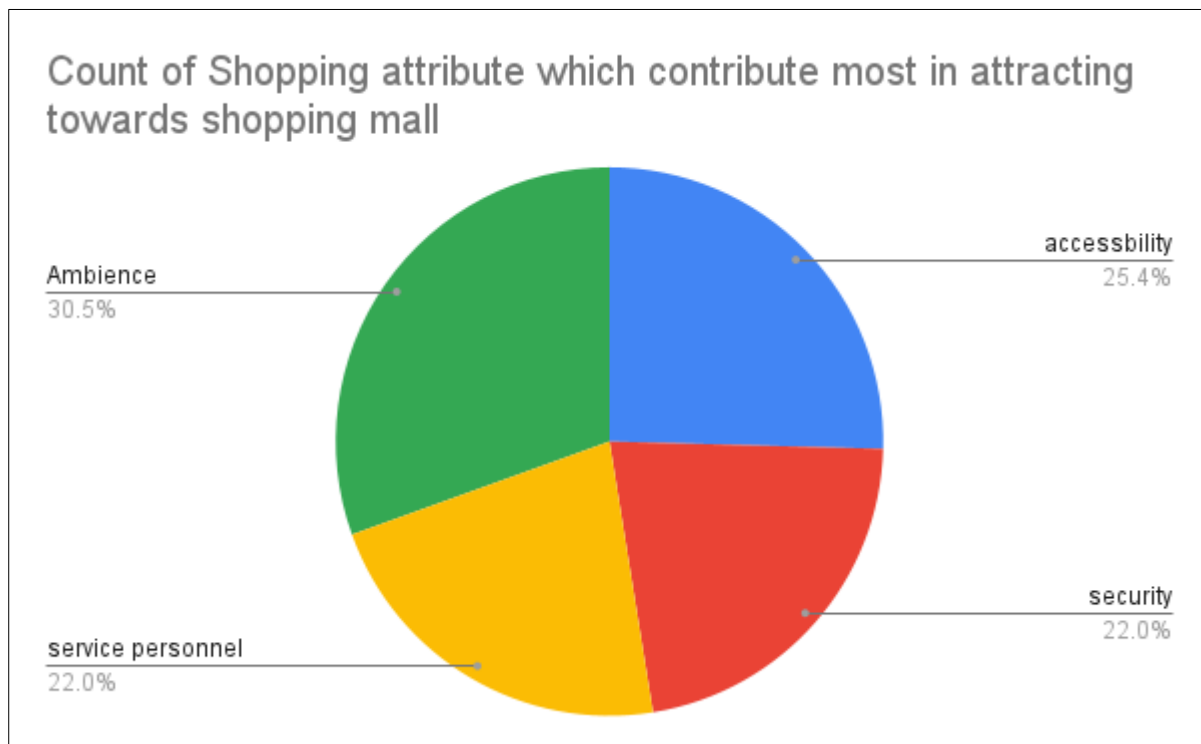


Respondents are further classified according to their occupation. Classification was into categories called students, professionals, housewife, service, business and others. In which respondents of students were 30 in number and 61.2% in percentage ; professionals are 6 in

number and 12.2% in percentage ; housewives are 5 in number and 10.2% in percentage ;service personnel are 4 in number and 8.2% in percentage; businessmen are 3 in number and 6.1 in percentage.



In this paper consumer's purpose of visit to shopping mall is studied under the category of "window Shopping", "fun", "Brands", "Discounts". It was found that out of 60 respondents 9 (18.4%) went for window shopping. Window shopping refers to the activity of looking at goods displayed in shop windows, especially without intending to buy anything, 19(38.8%) went for having fun. Fun includes movies, entertainment, funzones and food courts. Further it was that 16 (32.7%) people go to shopping mall in quest of brands. Since it is evident that, in shopping mall we get all brands under one roof and that too in competitive prices. Rest 5(10.2%) go for festive discounts and end of season sale in these shopping mall.



In this paper, shopping attributes which attract consumer to shopping mall and contribute most to the consumer satisfaction are studied. This paper tries to understand under four parameters of "Accessibility", "security", "service personnel", "Ambience".

DISCUSSION

The objective of this study is to examine the effect of shopping mall attributes and purpose of visit of consumers to these shopping malls.

Purpose 1 – Fun

People going for fun or for socializing in shopping mall constitute percentage of respondents. It has high mean values of motivations for role shopping and social shopping. It had the least values for gratification, idea, value and achievement shopping. Socializing shoppers composed 38.8% of total respondents. This group majority composes of male shoppers as compared to female shoppers. Majority of these shoppers were less than 20 years old and other were between 20-30 years. They had 12.2% students. They had an average salary is less than 5000 per month and spend less than an hour on an average on their community mall visit. This group mostly visited the malls provides demographic summary of the consumer clusters.

Purchasers who value shopping as an unwinding activity or interruption are known as "sporting clients" and are overall less leaned to know what definite thing it is they need to purchase as well as being less stressed over going out far distances to show up at a shopping objective (Belk et al., 1988). All the while, the environment of a particular store or mall will overall expect a huge part in their decision to return since for them shopping is over all of the a chance to live it up and participate in their time. Timothy (2005) sorted out a three-segment typology of the association among shopping and diversion.

Purpose 2- window shopping

Window shopping means looking at things in shop windows without intending to buy anything.

This section comprises 18.4% of our respondents. Female shoppers are more window shoppers than male shoppers. The 20-30 years are the major window shoppers (88.88%) followed by 11.11% respondents belonging to age group 31-40 years. shoppers spent 1-2 hours during their mall visits. The shoppers visited the malls mostly on weekends and either once a week or once a fortnight.

Purpose 3- brands

32.7% of respondents go to shopping mall for brands. The malls are hub of brands and variety. Different brands for same product give a lot of variety and competitive prices. It is found that loyalty works best for brands. It is also evident that this section of people visits those malls which have more number of brands. This result coincides with the following studies. By routinely invigorating and tuning stock mix to fulfill the evolving client, course of action can similarly go about as contraption for client responsibility (Puccinelli et. al., 2009).

Purpose 4 - discounts

Economic customers go for the utilitarian inspirations as they are the gathering which is delicate towards cost. These customers held the successful shopping inspiration and accomplishment shopping inspiration as the principal drivers for the shopping center visits. Advancements and limits can drive deals and effect retailers' net revenues (Backstrom, 2006). Kumar (2018) examine retailer evaluating methodologies and recommend that cost can 'catch' clients' apparent worth, influence deals of free items and have huge ramifications for class the executives' choices as well as combination arranging. He further presents that costs can by implication influence client experience and devotion, by influencing their fulfilment.

That's what the outcomes imply "accessibility, ambience, security, and service personnel" assume a vital part in upgrading tourist shopping fulfilment and conduct expectations. Strangely, the climate aspect is perceived as the most vital model for expanding purchaser fulfilment, followed by openness, security, and administration work force.

This finding uncovers that sightseers are more centered around excellence atmosphere, shopping environment. Characterized as a environment that satisfies, entertains or redirects the psyche (Pine and Gilmore, 1999); amusement furnishes clients with tangible excitement equipped for getting profound reactions like devotion, suggestion and appreciation. Clients' view of a shopping center's diversion potential is equipped for causing the shopping center to appear to be exceptional and appealing. The potential open doors for diversion offer clients an unobtrusive profit from speculation towards the time,effort and cash spent on the shopping center and is a sound wellspring of significant worth (Davis and Hodges, 2012).

It very well might be likewise conceivable since a large portion of the respondents are youthful in age with a low compensation base, so primary spotlight is on feel, fun zones and food court.

Accessibility when concentrated on it was found that in all age gatherings and among the two sexes, these elements contribute in the fascination towards shopping centre. Further to concentrate on the component of availability, poll had an inquiry that could go either way "does area of shopping center influence its inclination? An enormous no of respondents offered response as "yes".

Because of the monetary development of the country, numerous Indians have achieved the responsibility for/four wheeled vehicles. For such clients', stopping office is a significant miniature openness factor which adds to improving a shopping center's engaging quality

(Majumdar, 2005). A utilitarian advantage, stopping decidedly impacts clients' encounters and offers practical benefit to them (Pine and Gilmore, 1999; Carbone and Haeckel, 2005). The accessibility of satisfactory, as well as protected stopping locales, go about as a 'pull' factor and are an essential component of shopping center engaging quality . Its accessibility might influence clients' return to expectations, create positive word - of - mouth (Carbone and Haeckel, 2005) and go about as an outer air prompt (Puccinelli et. al., 2009); which are all characteristic of a profound reaction to fulfillment with the practical experience of visiting a shopping center.

Hui et. al (2013) recognized those components of offices the executives which had a huge and positive effect on customers including, the board of common offices (like lifts and lifts), supply of drinking water, tidiness of washroom, different offices gave in

washrooms, upkeep of ground surface and its neatness and the board of beautifications in like manner regions. Such offices may likewise incorporate washrooms, signage, lifts and elevators, public telephones and money machines and so on that influence customer's insight and legitimizes proprietor/developers' venture.

While for few respondents who are in their middle age, component of administration faculty is vital for their most extreme fulfillment. Mohd-Ramly and Omar (2017) feature that shopping center staff connection with clients in a cordial way has given the most elevated commitment to client experience and commitment.

Studies propose that representatives actuate three significant dedicational ways of behaving of relationship improvement, collaboration and promotion by upgrading client care, lessening grievances, upgrading apparent charm of involvement and inferred esteem. Studies (Joseph-Mathews et. al., 2009; Blocker et. al., 2011) recommend that workers' and their direction are basic to connect in laying out between the retailer and client. Workers who need characteristics like receptiveness, coherence, persistence and congeniality can't lay out compatibility with customers (Adufutse, 2010) which is significant for conveying an individualized encounter (Gunter, 2007). In this manner, giving excellent human-based communications helps shopping centers to improve vacationer shopping fulfillment and conduct aims (Sharma et al., 2018).

In such manner Wakefield and Cook (1998) make sense of that customers who are more keen on shopping will generally invest more energy shopping and eagerly return to the shopping center consistently than those customers who are less keen on shopping. Essentially, when

vacationers experience the happiness regarding shopping, they want to remain longer and disparage the retailer to rehash charming encounters.

CONCLUSION

The outcome shows that purchasers are happy with the shopping center attributes and will reinforce their visits, remain longer, and faithful to the shopping centers. As contest in shopping centers has expanded with the improvement of various kinds of retailing designs, supervisors need to move past an item center and stress the client experience to rival rivals. with the development of the shopping center industry and shopping centers becoming social and sporting focuses, giving incredible shopping center openness to clients is required, for example, network to street organizations, accessibility of vehicle leave offices with stopping charges, closeness to home and work, and key geological area. Furthermore, the organization of staff that are educated and show an uplifting outlook works on customers' connections and creates a positive impression of the shopping centers and hence essentially improves traveler shopping fulfillment (Bateson et al., 2014). Most researchers have perceived the significance of shopping in expanding recreation exercises and powers driving objective decision (Choi et al., 2018).

REFERENCES

- Adufutse, W. Y. (2010). Customer service experience: A quantitative analysis of frontline employees' and customers' perceptions in the fast-food industry. Walden University.
- Ahmed, Z.U., Ghingold, M., Dahari, Z., 2007. Malaysian shopping behaviour: an exploratory study. *Asia Pacific Journal of Marketing and Logistics*, 19(4),331–348.
- Albayrak, T., Caber, M., & Comen, N. (2016). Tourist shopping: The relationships among shopping attributes, shopping value, and behavioral intention. *Tourism Management Perspectives*, 18(4), 98–106. <https://doi.org/10.1016/j.tmp.2016.01.007>
- Bäckström, K. (2006). Understanding recreational shopping: A new approach. *International Review of Retail, Distribution and Consumer Research*, 16(02), 143-158.
- Bateson, J. E. G., Wirtz, J., Burke, E., & Vaughan, C. (2014). Psychometric sifting to efficiently select the right service employees. *Managing Service Quality: An International Journal*, 24(5), 418–433. <https://doi.org/10.1108/MSQ-04-2014-0091>
- Belk, R. W., Sherry Jr, J. F., & Wallendorf, M. (1988). A naturalistic inquiry into buyer and seller behavior at a swap meet. *Journal of Consumer Research*, 14(4), 449-470.
- Christiansen, T. &. (2002). Is it the mood or the mall that encourages tourists to shop? *Journal of Shopping Centre Research*, 9(1), 7-26.
- Blocker, C. P., Flint, D. J., Myers, M. B., & Slater, S. F. (2011). Proactive customer orientation and its role for creating customer value in global markets. *Journal of the Academy of Marketing Science*, 39(2), 216-233.
- Carbone, L. and Haeckel, S. (2005). Engineering Customer Experiences. Senseandrespond.com, available at: http://senseandrespond.com/downloads/Original_EE_Article_MM_1994.pdf
- Chebat, J.-C., Sirgy, M. J., & Grzeskowiak, S. (2010). How can shopping mall management best capture mall image? *Journal of Business Research*, 63(7), 735–740. <https://doi.org/10.1016/j.jbusres.2009.05.009>
- Choi, M., Law, R., & Heo, C. Y. (2018). An investigation of the perceived value of shoppingtourism. *Journal of Travel Research*, 57(7), 962–980. <https://doi.org/10.1177/0047287517726170>
- Clarke, David.B (1997), Consumption and the city, modem and postmodem. *International Journal of Research in Urban and Regional Research*, Vol: 21,Issue 2, pp: 218-237.
- Craig, C. S. (1984). Models of the retail location process: A review. *Journal of Retailing*, 60(1),5–36.
- Davis, L., & Hodges, N. (2012). Consumer shopping value: An investigation of shopping trip value, instore shopping value and retail format. *Journal of retailing and consumer services*, 19(2), 229- 239.

- Diallo, M. F., Diop-Sall, F., Djelassi, S., & Godefroit-Winkel, D. (2018). How shopping mall service quality affects customer loyalty across developing countries: The moderation of the JOURNAL OF QUALITY ASSURANCE IN HOSPITALITY & TOURISM 21cultural context. *Journal of International Marketing*, 26(4), 69–84. <https://doi.org/10.1177/1069031X18807473>
- El Hedhli, K., Chebat, J.-C., & Sirgy, M. J. (2013). Shopping well-being at the mall: Construct, antecedents, and consequences. *Journal of Business Research*, 66(7), 856–863. <https://doi.org/10.1016/j.jbusres.2011.06.011>
- Farrag, D. A., El Sayed, I. M., & Belk, R. W. (2010). Mall shopping motives and activities: a multimethod approach. *Journal of International Consumer Marketing*, 22 (2), 95-115
- Gilboa, S., & Vilnai-Yavetz, I. (2012). Segmenting multicultural mall visitors: The Israeli case. *Marketing Intelligence & Planning*, 30(6), 608–624. <https://doi.org/10.1108/02634501211262582>
- Gunter, H. (2007). Remodelling the school workforce in England: a study in tyranny. *Journal for Critical Education Policy Studies*, 5(1), 1-11.
- Hart, C., Farrell, A. M., Stachow, G., Reed, G., & Cadogan, J. W. (2007). Enjoyment of the shopping experience: Impact on customers' repatronage intentions and gender influence. *The Service Industries Journal*, 27(5), 583–604. <https://doi.org/10.1080/02642060701411757>
- Hui, E., Zhang, P. H., & Zheng, X. (2013). Facilities management service and customer satisfaction in shopping mall sector. *Facilities*, 31(5-6), 194-207.
- Jin, H., Moscardo, G., & Murphy, L. (2020). Exploring Chinese outbound tourist shopping: A social practice framework. *Journal of Travel Research*, 59(1), 156–172. <https://doi.org/10.1177/0047287519826303>
- Joseph-Mathews, S., Bonn, M. A., & Snepenger, D. (2009). Atmospheric and consumers' symbolic interpretations of hedonic services. *International Journal of Culture, Tourism and Hospitality Research*, 3(3), 193-210.
- Julian, C. C., Ahmed, Z. U., Binti Che Wel, C. A., & Bojei, J. (2016). Dynamics of loyalty programs in Malaysian retailing: A strategic marketing perspective. *Journal of Transnational Management*, 21(3), 101–114. <https://doi.org/10.1080/15475778.2016.1192914>
- Kang, J., & Hyun, S. S. (2012). Effective communication styles for the customer-oriented service employee: Inducing dedicational behaviors in luxury restaurant patrons. *International Journal of Hospitality Management*, 31(3), 772-785.
- Kim, Y. H., Lee, M. Y., & Kim, Y. K. (2011). A new shopper typology: Utilitarian and hedonic perspectives. *Journal of Global Academy of Marketing*, 21(2), 102-113.

- Kumar, S., & Purbey, S. (2018). Benchmarking model for factors influencing creation of negative electronic word of mouth. *Benchmarking: An International Journal*, 25(9), 3592-3606.
- Lee, S., Jeong, E., & Qu, K. (2019). Exploring theme park visitors' experience on satisfaction and revisit intention: A Utilization of experience economy model. *Journal of Quality Assurance in Hospitality & Tourism*, 21(4), 474–497. <https://doi.org/10.1080/1528008X.2019.1691702>
- Majumdar, A. (2005). A model for customer loyalty for retail stores inside shopping malls—an Indian perspective. *Journal of Services Research*, 27(1), 5-21.
- Mittal, B. (2016). Psychographics of comparison shoppers. *Journal of Consumer Marketing*, 33(1), 1. <https://doi.org/10.1108/JCM-12-2014-1268>
- Mohd-Ramly, S., & Omar, N. A. (2017). Exploring the influence of store attributes on customer experience and customer engagement. *International Journal of Retail & Distribution Management*, 45(11), 1138–1158. <https://doi.org/10.1108/IJRDM-04-2016-0049>
- Musa, Z. N., & Pitt, M. (2009). Defining facilities management service delivery in UK shopping centres. *Journal of Retail & Leisure Property*, 8(3), 193–205
- Muslim Amin , Kisang Ryu , Cihan Cobanoglu , Sajad Rezaei & Myrna Mawar Wulan (2020): Examining the Effect of Shopping Mall Attributes in Predicting Tourist Shopping Satisfaction and Behavioral Intentions: Variation across Generation X and Y, *Journal of Quality Assurance in Hospitality & Tourism* <https://doi.org/10.1080/1528008X.2020.1818667>
- Pine, B. J., & Gilmore, J. (1999). *The experience economy: work is theatre and every business a stage*, Harvard.
- Puccinelli, N. M., Goodstein, R. C., Grewal, D., Price, R., Raghurir, P., & Stewart, D. (2009). Customer experience management in retailing: understanding the buying process. *Journal of retailing*, 85(1), 15-30.
- Rajagopal. (2011). Determinants of shopping behavior of urban consumers. *Journal of International Consumer Marketing*, 23(2), 83–104. <https://doi.org/10.1080/08961530.2011.543051>
- Robertson, K.A., 1995. Downtown redevelopment strategies in the United States. *Journal of the American Planning Association*, 61(4), 428.
- Shafiee, M. M., & Es- Haghi, S. M. S. (2017). Mall image, shopping well-being and mall loyalty. *International Journal of Retail & Distribution Management*, 45(10), 1114–1134. <https://doi.org/10.1108/IJRDM-10-2016-0193>
- Sharma, P., Chen, I. S., & Luk, S. T. (2018). Tourist shoppers' evaluation of retail service: A study of cross-border versus international outshoppers. *Journal of Hospitality & Tourism Research*, 42(3), 392–419. <https://doi.org/10.1177/1096348015584439>

- Shaw, D., & Haynes, B. (2004). An evaluation of customer perception of FM service delivery. *Facilities*, 22(7/8), 170-177.
- Tandon, A., Gupta, A., & Tripathi, V. (2016). Managing shopping experience through mall attractiveness dimensions: An experience of Indian metro cities. *Asia Pacific Journal of Marketing and Logistics*, 28(4), 634–649. <https://doi.org/10.1108/APJML-08-2015-0127>
- Teller, C., & Schnedlitz, P. (2012). Drivers of agglomeration effects in retailing: The shoppingmall tenant's perspective. *Journal of Marketing Management*, 28(9–10), 1043–1061. <https://doi.org/10.1080/0267257X.2011.617708>
- Timothy, D. J. (2005). *Shopping Tourism, Retailing and Leisure* (Vol. 23). Channel View Publications
- Van Eeden, J. (2006). The gender of shopping malls: communication, cultural and media studies. *Communication: South African Journal of Communication Theory and Research*, 32 (1), 38-64.
- Wakefield, K., & Baker, J. (1998). Excitement at the Mall: Determinants and Effects on Shopping Response. *Journal of Retailing*, 74, 515-539. [https://doi.org/10.1016/S0022-4359\(99\)80106-7](https://doi.org/10.1016/S0022-4359(99)80106-7)
- Weber Max (1958), *Protestant Ethics and the Spirit of Capitalism*, translated by Talcott Parsons, New York: Charles Scribner
- Willems, K., Janssens, W., Swinnen, G., Brengman, M., Streukens, S., & Vancauteran, M. (2012). From Armani to Zara: Impression formation based on fashion store patronage. *Journal of Business Research*, 65(10), 1487-1494.
- Wong, I. A., & Wan, Y. K. P. (2013). A systematic approach to scale development in tourist shopping satisfaction: Linking destination attributes and shopping experience. *Journal of Travel Research*, 52(1), 29–41. <https://doi.org/10.1177/0047287512457263>