

Moderating effect of shopping value and entertainment event participation on the shopping satisfaction from mall attributes for generating Repatronage intention

Rijo Gratius¹, Muthulakshmi R²

¹ Research Scholar, School of Management Studies, Cochin University of Science and Technology, Kerala, India

² HOD and Assistant Professor Bharata Mata College Thrikkakara Research Scholar, SMS CUSAT, Kerala, India

Abstract

The purpose of the paper is to examine the moderating effect of Shopping Value and Entertainment Event Participation of Mall Shoppers on the Shopping Satisfaction to generate superior Mall Repatronage Intention. The improved knowledge of the Shopping Value and the Entertainment Event Participation of Mall Shoppers will help the Mall Management to design superior shopping experience and potentially drive the Mall Repatronage intention is presented. Given the important role that shopping intention plays in mediating the attitude-behaviour link, mall managers may want to try to help shoppers form their shopping intentions. From the review of relevant literatures, the path relationship among Mall Attributes, Shopping Value, Entertainment Event Participation, Shopping Satisfaction and Repatronage Intention was identified and a structural framework is proposed within S-O-R theory to test the hypothesized path relationship of Entertainment Event Participation and Shopping Value between Mall Attributes and Shopping Satisfaction. The cross sectional survey based primary data collection used Standard Questionnaire developed from Valid Scales. From the data collected among the Shoppers of Lulu International Shopping Mall of Kochi, the analysis was done using WarpPls 7.0 and IBM SPSS 23. Mall Attributes, Shopping Value and Mall Entertainment Events Participation were found significantly impacting the Repatronage Intention. And, the Entertainment Event seekers are passively motivated to relax and entertained than actively socialize and explore. The Mall Shopping Value in terms of Utilitarian Value are found significant than the hedonic value. The findings can only be transferred to similar Mall settings in Kerala and do not consider the expectations or preferences of the Entertainment Experience. The results shows that the shopping mall marketing managers need to more effectively design, execute, and promote the passive Aesthetics of Mall Events than the active hedonism in an Event. They should also focus on the optimum selection of retail tenants for delivering better utilitarian value and support or compliment the marketing endeavors of their tenants. The focus is on Lulu International Shopping Mall, Kochi and considers the moderating effect of Shopping Value and Entertainment Event Participation on the shopping satisfaction from Mall Attributes for generating better Repatronage Intention.

Keywords: mall attributes, mall atmosphere, service, product assortment, mall image, special events, refreshments, utilitarian value, hedonic value, entertainment event participation, shopping satisfaction, re-patronage intention

Introduction

Today, many companies simply wrap experiences around their traditional offerings to sell them better. Increasingly, marketers understand that consumers are living human beings with experiential needs: consumers want to be stimulated, entertained, educated and challenged. They are looking for brands that provide meaningful experiences and thus become part of their lives. (Antonella Carù 2003) [11]. Given the importance that shopping intention plays in mediating the attitude-behaviour link, mall managers may want to try to help shoppers form their shopping intentions. Within the store environment, customers are stimulated by atmospheric aspects such as music, lighting, space, colours and aromas (McGoldrick and Pieros, 1998 [30]; Wakefield and Baker, 1998) [51]. The attractiveness of storefronts and window displays, and the availability of cafes and restaurants, also contribute to atmospherics in a shopping location (Oppewal and Timmermans, 1999 [32]; Sit *et al.*, 2003; Warnaby and Medway, 2004) [46, 52]. Focusing on the mall environment, Wakefield and Baker (1998) [51] suggested that the overall architectural design and decor of the mall are the key environmental elements in generating excitement among customers. Characteristics of the physical shopping environment also influence

perceptions of that environment (Bitner, 1992) [7], and the retail environment also influences shopping enjoyment and returning behaviour (Donovan and Rossiter, 1982).

Consumer attitudes are often acknowledged to mediate the link between consumer values and behaviour (e.g. Homer and Kahle, 1988; Shim and Eastlick, 1998) [24, 42]. Value as experience outcomes aims to supplement and enrich the view of customers as logical decision makers by seeing humans as emotional sensation-seekers and is based on the seminal articles by Hirschman and Holbrook (Hirschman and Holbrook, 1982; Holbrook and Hirschman, 1982) [22, 23]. The importance of value is rooted in the influence that customer value perceptions have on customers' attitudinal loyalty and repurchase behaviour and thereby on paybacks for firms (Johnson *et al.*, 2006; Sirdeshmukh *et al.*, 2002) [26, 44].

Increasing Mall Entertainment Events encourages the shoppers to engage actively and passively for retailers to operationalize shopping value, and satisfy entertainment seekers. The consumers with varied entertainment participation preferences (passive versus active) behave differently after a retail experiential event and thus support a customized approach to the marketing and management of the event in order to deliver desired experiences.

Experiences, like goods and services, have to meet a customer need; they have to work; and they have to be deliverable (Pine & Gilmore, 98). Bolton (1998) ^[9] found that the duration of a relationship between a customer and a service provider is longer when the customer is satisfied. The consumer satisfaction can be understood as a cognitive-affective state resulting from cognitive evaluations and from the emotions evoked by such cognitive evaluations (Bigne' *et al.*, 2005).

From the marketers' perspective, the creation of a positive attitude is an important objective because patronage usually goes with positive attitude. Customers who have previous experiences that they perceive as highly valuable in terms of efficient and economical aspects will be more likely to have revisit intentions (Swinyard, 1993) ^[47]. Repeat patronage or re-patronage extends the notion of patronage to predicting of loyalty outcomes (East *et al.*, 2005). Dick and Basu (1994) ^[15] suggest that brand loyalty is more prominent under conditions of more positive emotional mood and affect. Brands that make consumers "happy" or "joyful" or "affectionate" elicit more purchase and attitudinal loyalty (Chaudhuri and Holbrook, 2001) ^[12].

The empirical paper identifies that the shoppers who have a favourable attitude towards the Mall are more likely to visit the mall frequently and spent more money during their mall visit. The researcher addresses how the Shopping Satisfaction from Mall Attributes impacts Repatronage Intention and in addition investigates the moderating role of Shopping Value and Entertainment Event Participation of Mall Shoppers on the Repatronage Intention. Within the Stimulus Organism Response (S-O-R) theory, the proposed structural relationship adapts valid scales in Mall Attributes, Shopping Value, Entertainment Event Participation, Shopping Satisfaction, and Repatronage Intention. From a sample of 572 shoppers of Lulu International Shopping Mall in Kochi, proposed structural model and hypotheses was tested using WarpPLS 7.0 and the path relationships were found significant. Declining patronage is attributed to lack of differentiation, escalating time pressures faced by consumers, and stiff competition from a range of leisure activities other than shopping.

Literature Review

The Notion of experience has become a key element in understanding consumer behaviour, and, in some views, a foundation for the economy and marketing of the future. The rise of and continued interest in experience marketing is in part due to the current challenges facing marketing practitioners. These challenges include the increasing difficulties of differentiating goods and services in the marketplace (Carbone and Haeckel 1994) ^[10], the recognition of the importance of customer experiences in the development of customer advocacy (Allen, Reichheld and Hamilton 2005) ^[1] and the drive to achieve competitive advantage (Gentile, Spiller and Noci 2007) ^[18] while simultaneously achieving a reduction in the costs of production interactions (Prahalad and Ramaswamy 2004) ^[37].

Within the store environment, shoppers find themselves in a states of pleasure, comfort and satisfaction from various store attributes like atmosphere, service, products, image, special events and refreshments. It is commonly argued that people shop for both hedonic and utilitarian reasons and that could evoke value either through successfully

accomplishing its intended goal or by providing enjoyment. Studies in environmental psychology have consistently shown that the perceived physical environment influences approach-avoidance behaviour (Donovan and Rossiter, 1982; Hui and Bateson, 1991).

Focusing on the mall environment, Wakefield and Baker (1998) ^[51] suggested that the overall architectural design and decor of the mall are the key environmental elements in generating excitement among customers. Characteristics of the physical shopping environment also influence perceptions of that environment [Bitner, 1992] ^[7], and the retail environment also influences shopping enjoyment and returning behaviour [Donovan and Rossiter, 1982]. Therefore, the attitudes towards shopping centre atmosphere, shopping value and entertainment event participation of Mall Shoppers resulting in a positive influence on shopping enjoyment, will have a positive impact upon repatronage intentions.

Mall Attributes

Malls try to gain loyalty of the shoppers' by appealing to their social motives and need for variety in the assortments (Solomon, 2002). The impression of the mall is based upon the types of stores and the entertainment facilities, 'a combination of tangible or functional factors and intangible or psychological factors' (Hook, 1989). The malls offering a range of stores like, department stores, apparel stores, and entertainment and leisure facilities (Abratt *et al.*, 1985; McGoldrick and Thomson, 1992; Prendergast *et al.*, 1998) ^[38] may have a lucrative business.

Shopping quickly become part of one's leisure experience because it often had pleasurable connotations. The enhancement of services and facilities in shopping centres may lead to increased convergence of foot traffic. In order to accommodate as wide a clientele as possible, shopkeepers often stayed open until late at night. Tangible and intangible attributes were both important as consumers are motivated unvaryingly by the variety and number of stores as by the design and parking facilities (Bearden, 1977; Castaldo and Botti, 2001; Yan and Eckman, 2009) ^[5, 53] Specific image dimensions can influence emotional responses and patronage decisions in particular shopping situations [Finn and Louviere, 1996 ^[17]; Tai and Fung, 1997] ^[48].

Malls are also often a central point for community interaction and entertainment, and to attract consumer traffic to the malls, retailers have to fulfill the social and hedonic shopping needs (Tauber, 1972; Holbrook and Hirschman, 1982) ^[49, 22, 23] The Refreshments provide a pleasant view for shoppers to rest in weary feet while kids enjoy the rides. Food services include more restaurants, serving diversified cuisines. In India, some malls are perceived to be offering novel and latest wares coupled with best facilities for parking and eateries.

Shopping Value

Generating superior customer value continues to be one of the primary goals in marketing and the means of attaining competitive edge. Value as experience outcomes aims to supplement and enrich the view of customers as logical decision makers by seeing humans as emotional sensation-seekers and is based on the seminal articles by Hirschman and Holbrook (Hirschman and Holbrook, 1982; Holbrook and Hirschman, 1982) ^[22, 23].

Babin *et al* (1994) ^[3] state that most consumption activities must combine both utilitarian and hedonic attributes and their absence may not reflect the totality of shopping experience (Bloch and Richins, 1983) ^[8]. In a retail context, extrinsic benefit is typically derived from shopping trips that are utilitarian in nature, often initiated as “an errand” or “work” (Batra & Ahtola, 1991; Holbrook & Hirschman, 1982) ^[4]. Intrinsic value, by contrast, derives from the “appreciation of an experience for its own sake, apart from any other consequence that may result” (Holbrook, 1994, p. 40). Babin, Darden and Griffin (1994, p. 646) ^[3] note the subjective and personal nature of intrinsic value perceptions that result from the “fun and playfulness (of an experience), rather than from task completion.”

Entertainment Events Participation

A shopping mall entertainment event frequently offers opportunities for both passive and active participation of shoppers. The shoppers do not participate in all entertainment events on offer; rather, they selectively partake in those entertainment events that offer desired experiences and are deemed worthy of their time and effort (Lotz *et al.*, 2010). A shopping mall entertainment event is consumed publicly and collectively with other participants or spectators (Ng *et al.*, 2007). Knowledge concerning the activities operationalizing passive versus active participation within the context of shopping mall entertainment events may prove insightful for segmenting and profiling entertainment event seekers (Sit, J. K., & Birch, D. 2014) ^[45].

Active and pleasure seeking consumers look for “fantasy, feelings and fun” through consumption (Holbrook and Hirschman 1982) ^[22, 23] which has served to popularize experience marketing as it has given rise to the need to entertain, stimulate and emotionally affect consumers through the consumption experience (Schmitt 1999a). Passive participation refers to a situation whereby the customer primarily behaves as a spectator or observer and does not seek to physically influence the experience delivery. Conversely, active participation relates to a situation where the customer opts to be a partaker or doer and is motivated to physically influence the experience delivery (Pine and Gilmore, 1998) ^[36].

The consumers with varied entertainment participation preferences (passive versus active) behave differently after a retail experiential event and thus support a customized approach to the marketing and management of the event in order to deliver desired experiences. In the retail literature, only a few studies have attempted to operationalize passive versus active participation (Sit, J. K., & Birch, D. 2014) ^[45]. Knowledge of what “passive” versus “active” participation represents operationally is valuable for the effective marketing and management of customer experiences with shopping mall entertainment events as well as other in-store themed events (Sands *et al.*, 2008) ^[41].

Shopping Satisfaction

The consumer satisfaction can be understood as a cognitive-affective state resulting from cognitive evaluations and from the emotions evoked by such cognitive evaluations (Bigne *et al.*, 2005). Satisfaction is a crucial issue for both customer and retail management. The financial benefits accruing from improvements in customer satisfaction are so significant that customer satisfaction measurement has become an

important business need. (Rao, *et al.* 2012) ^[20]. The hedonic values are related to gratification of the senses enhanced through experiences of pleasure, entertainment, fantasy and playfulness (Hirschman and Holbrook, 1982; Babin *et al.*, 1994) ^[22, 3].

In fact, satisfaction has been established as a key causal agent responsible for experience-based attitude change (Oliver 1980) ^[33]. When satisfaction is achieved, the consumer’s loyalty is strengthened and she is more likely to re-patronize the store (Law *et al.*, 2004; Hicks *et al.*, 2005) ^[28, 21].

Repatronage Intention

People are thought to form positive attitudes toward experiences which provide psychological rewards (Katz, 1960), such as those which may be found in a pleasant shopping experience. Customers who have previous experiences that they perceive as highly valuable in terms of efficient and economical aspects will be more likely to have revisit intentions (Swinyard, 1993) ^[47]. Consumer attitudes are often acknowledged to mediate the link between consumer values and behaviour (Shim and Eastlick, 1998) ^[42]. From the marketers’ perspective, the creation of a positive attitude is an important objective because patronage usually goes with positive attitude. Retail patronage describes whether or not respondents visit, spend money at, or shop at their main store (Chetthamrongchai and Davies, 2000). It also includes patronage intentions such as a willingness to recommend or buy, and shopping methods (Baker *et al.*, 2002).

Shim and Eastlick (1998) ^[42] defined mall shopping attitude as the shopper’s attitude towards a variety of dimensions including location, variety of stores, parking, mall employee behaviour, price, quality, customer service, promotional activities, ambiance, mall amenities, food and refreshments, and safety. Bellenger *et al.* (1977) ^[19] found that retail patronage behaviour could be studied along the dichotomy of recreational and economic shopping.

Repatronage intentions reflect the likelihood that a customer will shop at a retail store again, while loyalty is a deeply held commitment to a specific brand or a particular retailer (Oliver, 1999) ^[34]. Repeat patronage or re-patronage extends the notion of patronage to predicting of loyalty outcomes (East *et al.*, 2005). Brands that make consumers “happy” or “joyful” or “affectionate” elicit more purchase and attitudinal loyalty (Chaudhuri and Holbrook, 2001) ^[12].

Stimulus Organism Response Theory (S-O-R)

Donovan and Rossiter (1982) suggests the environmental stimuli affect the emotional states of consumers in ways of which they may not be fully aware, but which can affect approach or avoidance behavior. The proposed theoretical framework in the Shopping Mall context adapts exogenous and endogenous scales for testing within the Stimulus-Organism-Response (S-O-R) Model.

An account of both utilitarian and hedonic shopping value may help the Shopper predict whether a consumer perceives a particular shopping experience as work, fun, or work that can also be fun. And, Mall Entertainment Events encourages the shoppers to engage actively and passively for retailers to operationalize shopping value, and satisfy entertainment seekers. The expectancy-disconfirmation model has been quite successful in explaining satisfaction (Oliver, 1997) ^[35]. Therefore, the perception of value and shopping satisfaction

is considered Organism in the Model.

Approach or avoidance behaviour is the outcomes or responses in the SOR paradigm (Donovan & Rossiter, 1982). Approach behaviour refers to positive action towards environmental characteristics which include Re-Patronage Intention. Avoidance behavior is related to the opposite

actions, such as leaving or switching the Mall Setting. In summary, the theoretical framework explains the SOR model in the context of Shopping Mall linking the Mall Attributes, Shopping Value, Shopping Satisfaction, and Re-patronage Intention.

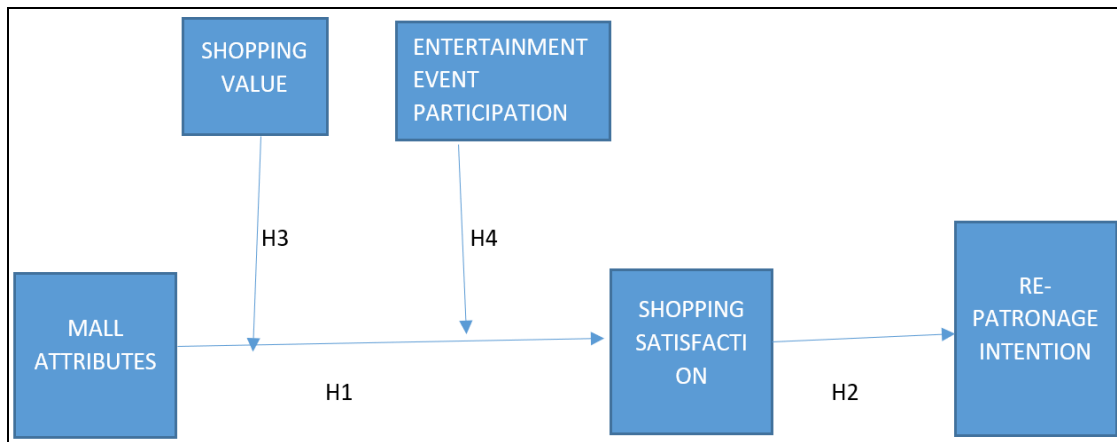


Fig 1: Proposed Structural Model

Research Method

The study is descriptive and analytical in nature. It is descriptive by doing extensive review of literature to address the declining Mall Patronage and associated challenges for Mall Managers to generate Mall repatronage intention. Further, the study tries to establish the moderating role of Shopping Value and Entertainment Event Participation in the Shopping Mall Context. The increasing investment by retailers on store-level expenditure warrants further attention with regard to its implication on customer shopping value. (Shukla et.al. 2013) [43].

The scope of the study is defined by discussing the time, place and sources of necessary information from which the data is collected and examined. The researcher investigated how the impact of Shopping Satisfaction from Mall Attributes on Repatronage Intention is moderated by Shopping Value and Entertainment Event Participation? From the review of relevant literature, the researcher identified and proposed path relationship and a measurement model within Stimulus Organism Response (S-O-R) theory. The valid scales of Mall Attributes, Shopping Value, Entertainment Event Participation, Shopping Satisfaction and Repatronage Intention from relevant literature were adapted. It includes Mall Attribute Scale (Tsai, 2010) [50], Shopping Value Scale (Babin et.al 1994) [3], Entertainment Event Participation (Sit, J. K., & Birch, D. 2014) [45], Shopping Satisfaction (Lloyd et.al 2014) [29] and Repatronage Intention (Wakefield et.al 1998) [51].

The cross sectional survey based primary study used Online Google Form of standardized questionnaire. It was conducted between Aug, 2020 and Nov, 2020 for conducting a pilot study among 50 samples and subsequent primary data collection among college students who are frequent visitors of Lulu International Shopping Mall, Kochi. From a total sample of 579 Mall Shoppers, the dataset was processed and tested using IBM SPSS 23 and WarpPLS 7.0. The descriptive and inferential statistics of the five variables under study: Mall Attributes (MA), Shopping Value (SV), Entertainment Event Participation

(EEP), Shopping Satisfaction (SS), and Repatronage Intention were conducted. The result proved significant structural relationship and path relationship.

Discussion

The article recognizes shopper as both intellectual and emotional who perceives value both in terms of utilitarian value and hedonic value. That is, an account of both utilitarian and hedonic shopping value may help predict whether a consumer perceives a particular shopping experience as work, fun, or work that can also be fun.

According to the design of primary data analysis, the analysis of mean and standard deviation for the all the variable under study reflects the descriptive statistics done. It is followed by the measurement model analysis and hypotheses testing. The Measurement Model analysis is done by estimating the model fit and quality indices. And, the hypotheses testing was done by estimating the p values and path coefficients. For the purpose of the analysis, two Statistical Software’s were used: IBM SPSS 23 and Warp PLS 7.0.

From the results of the Composite Reliability, it was found that the scores of all variables affirms the unidimensionality of the construct and lacks the redundancy. The scores of composite validity include: Mall Attributes (0.935), Shopping Value (0.925), Shopping Satisfaction (0.935), and Repatronage Intention (0.937). Also, the result of estimating the Cronbach Alpha found all the scales are reliable: Mall Attribute (0.927), Shopping Value (0.914), Shopping Satisfaction (0.896) and Repatronage Intention (0.91).

In addition, the multi collinearity of the data distribution was tested using Average Full Collinearity Variance Inflation Factor (AFVIF), and the found all the loadings lower than 3.30 which clearly reflects the absence of multicollinearity issue. The descriptive analysis results showed the mean score of all the variables are on the higher side and the standard deviation on the lower side which reflect the effective response of the respondents due to better understanding of the variables.

From the model fit and quality indices of the Structural Model, it is found that the APC, ARS and AARS values of the model are significant at 0.05 level. The presence of multi collinearity issue in the data distribution was tested using AFVIF. It is recommended that both AVIF and AFVIF be reported in studies and it should be equal to or lower than 3.3, particularly in models where most variables are measured with two or more indicators. The results of AVIF and AFVIF are found lower than 3.3.

The GOF value in the Model fit and Quality indices was found more than 0.36 which indicates a larger fit and suggests the larger explanatory power of the proposed model. The SSR index which is a measure of the extent to which a model is free from statistical suppression instances shows the result as acceptable value (0.7). The scores of SSR and NLBCDR are also found acceptable (≥ 0.7).

The Path Coefficient and P values of direct and indirect effect are estimated to be significant which clearly supports the proposition of the model. The p values of the moderating effect of Shopping value (0.03) and utilitarian value (0.02) in shopping value was found more significant than hedonic value in shopping value (0.08). And, in the case of Entertainment Event Participation of Mall Shoppers, it significantly moderated the impact of Mall Attributes (0.03).

Testing of Hypothesis

Bellenger *et al.* (1977) ^[19] found that retail patronage behaviour could be studied along the dichotomy of recreational and economic shopping. Utilitarian/economic styles usually pertain to the 'perfectionism' and 'value consciousness' traits, because they favour quality and/or price. They generally dislike shopping or are neutral towards it. In contrast, the 'recreational' trait is associated with the traits of novelty/fashion consciousness, impulsiveness and shopping as leisure.

For many events (e.g., sporting events, music concerts, and theatres), the extent of passive versus active participation is strictly prescribed and managed. As Malls began to offer variety of more goods and services with greater frequency, the fusion of entertainment and leisure become a key points in shopping. From the marketers' perspective, the creation of a positive attitude is an important objective because patronage usually goes with positive attitude. This had been demonstrated by a number of studies, which demonstrate that attitude is useful in predicting behaviour (Fishbein and Ajzen, 1975; Perugini and Bagozzi, 2001)

H1: There is a significant positive association between Mall Attributes and Shopping Satisfaction

The result shows that the Mall Attributes significantly and positively effect the Shopping Satisfaction at Lulu International Shopping Mall in Kochi. This findings is in accordance with the previous research that, Satisfaction, which is an emotive response to service attributes and service information (Spreng *et al.*, 1996), is perhaps the basis for customer retention.

H2: There is a significant effect of Shopping Satisfaction on Repatronage Intention

The result showed that the Shopping Satisfaction significantly and positively effect the Repatronage Intention. It validates the previous literature that, Characteristics of the physical shopping environment also influence perceptions of that environment [Bitner, 1992] ^[7], and the retail

environment also influences shopping enjoyment and returning behaviour [Donovan and Rossiter, 1982]. It may further be viewed as a summary psychological state resulting when a customer's surroundings exceed her expectations and dispel her preconceived negative feelings about the consumption experience (Alam and Khalifa, 2009). When satisfaction is achieved, the consumer's loyalty is strengthened and she is more likely to re-patronize the store (Law *et al.*, 2004; Hicks *et al.*, 2005) ^[28, 21].

H3: The significant effect of Mall Attributes on Shopping Satisfaction is moderated by Shopping Value.

The result proved the moderating influence of Shopping Value between Mall Attributes and Shopping Satisfaction are significant and shopper who attribute high Shopping Value will be more satisfied from Mall Shopping.

It supports the previous literature that, Customers who have previous experiences that they perceive as highly valuable in terms of efficient and economical aspects will be more likely to have revisit intentions (Swinyard, 1993) ^[47]. Hedonic value should be related to repatronage intentions as well because studies in environmental psychology have shown that affective experiences in the store can be important antecedents of approach or avoidance motivations, such as repatronage intentions (Donovan and Rossiter, 1982). Utilitarian value should also be related to both loyalty and repatronage intentions. Consumers perceiving utilitarian value from their shopping experience are likely to have accomplished the shopping "task" of product acquisition (Babin *et al.*, 1994) ^[3]. Hence, these consumers will perceive higher quality from various aspects of the experience and be more likely to exhibit stronger repatronage intentions (Babin and Babin, 2001; Swinyard, 1993; Zeithaml, 1988) ^[47] and loyalty attitudes (Cronin *et al.*, 2000; Dick and Basu, 1994) ^[15].

H4: The significant effect of Mall Attributes on Shopping Satisfaction is moderated by Entertainment Event Participation

The result proved the moderating effect of Entertainment Event Participation on the path relationship between Mall Attributes and Shopping Satisfaction are significant. This supports the previous literature that, Knowledge of what "passive" versus "active" participation represents operationally is valuable for the effective marketing and management of customer experiences with shopping mall entertainment events as well as other in-store themed events (Sands *et al.*, 2008) ^[41].

Shopping malls face intense competition from multiple sources including other shopping malls operating in the same catchment area, high-street stores, alternative shopping destinations and alternative retailing formats such as pure-play online retailers. If the marketers of the shopping mall are aimed at achieving sustainable competitiveness, making efforts for the creation of unique customer experience alongside the creation of superior shopping value, Entertainment Event Participation, Shopping Satisfaction and the Repatronage intention will yield high dividends in the long run.

Conclusion

The result of the study give clear theoretical and managerial implications. The repeat customer tends to be pleased with the value they receive, engagement through entertainment

event participation and their subsequent satisfaction. 'Value as experience outcomes' combines affect and cognition of a consumer and proposes the relationships to be explored. Another advantage of holding on to the firm's customer is that in most business relationships, customer spending tends to accelerate over time by up-selling and cross-selling. Thus proactive measures from the Mall Marketing Managers to create a superior shopping experience for the customers would yield high dividends in the long run.

Managers are interested in customer satisfaction because it is strongly associated with loyalty (e.g. Sambandam and Lord, 1995; Anderson and Sullivan, 1993; Cronin *et al.*, 2000) [40, 2, 14]. The paper recognizes shopper as both intellectual and emotional who perceives value both in terms of utilitarian value and hedonic value. That is, an account of both utilitarian and hedonic shopping value may help predict whether a consumer perceives a particular shopping experience as work, fun, or work that can also be fun.

Therefore, the Shopping Mall that provides superior Shopping Value and Shopper Engagement in Entertainment Event Participation through the design of Mall Attributes to be capable of differentiating from and performing better in comparison with the retailers who less oriented towards or less equipped for creating unique shopping experience. As the relationship strengthens over time, they are less susceptible to competitors' appeal, and since they are satisfied by what they are receiving from the enterprise, they are prepared to pay more.

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