

Role of experiential value on mall patronage intentions: An emerging economy perspective

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ABSTRACT

Shopping malls are part of the modern lifestyle as they provide a one-stop solution for consumers to buy a variety of products, as well as a significant channel for generating retail sales. Pakistan witnessed an accelerated growth of retail and malls in the last two decades. The question facing the mall developer and planners is whether the mall will be able to sustain the desired foot traffic as well as serving as a destination of choice for modern time-deficient customers? The purpose of this study is, therefore, to understand how consumers perceive the experiential value of malls, within the framework of experiential satisfaction, and its relationship to Mall Patronage Intentions. Data was collected from 363 mall intercepts at three different malls in Karachi at different times of the day. Structural Equation Modeling (SEM) was used as the empirical paradigm. Hypotheses were tested based on results generated from path analysis. Tenant variety emerged as one of the most reliable indicators of experiential satisfaction followed by Amenities, Shoppertainment, and Atmospheric. However, Perceived Similarity of Customer was negatively related to experiential satisfaction and appeared to be an insignificant variable. The practical outcome of this study is that mall developers need to concentrate on providing recreational activities, together with the usual retailing elements of a mall, supported by amenities and tenant variety to sustain and grow their clientele. This study uncovers and investigates the critical indicators of experiential satisfaction that influence mall patronage intentions. In the local context, it is a new conceptual model based on the consumer's perspective.

Keywords: experiential value, experiential satisfaction, mall patronage intention, tenant variety, amenities, shoppertainment, atmospheric

INTRODUCTION

Shopping malls in the world is a billion dollar industry since they provide a one-stop solution for consumers to buy a variety of products from a variety of retail stores. An emerging global phenomenon that is present in all format and sizes of malls is their relative decline with time (Bloomberg Business, 2015) notoriously termed as "dead malls." A website deadmalls.com reported 300 dying malls in the U.S alone (Deadmalls, 2017). In organised retailing, shopping malls provide an opportunity for investment and ideal experience through a variety of mix of retail, food, entertainment along with various services to make it convenient to spend as long as one shopper's wishes. Emerging economies are going through unprecedented retail revolution due to a growing middle-class young population with little attention to the dynamics of this business opportunity (Idoko, Ukenna & Obeta, 2019). Increased competition can make shopper confused on the distinctiveness of mall and segmentation approach can be used to influence mall selection (Prashar, Singh, Parsad & Vijay, 2019).

MALL RETAILING IN PAKISTAN

Planet retail and Deloitte included Pakistan in the hidden heroes and long-term growth potential of retail for 2022 (Kalish and Planner, 2013). 95% of retail business in Pakistan is dominated by the unorganized sector, such as traditional bazaars, flea markets, and plazas. Modern mall retailing made its footprints in metropolitan hubs of Pakistan (first in Karachi, then Lahore and later in Islamabad) in the past two decades (Farrukh, 2017). Planet retail valued Pakistan's retail sector at US\$152 billion, accounting for 18% of total GDP and second largest employer (Ziauddin, 2017). Expansion of malls has a reciprocal relationship with retail growth with not just the numbers, but shopping space too underwent a massive increase, changing street shopping to experience. A notable fact is the addition of new mega malls in Karachi and Lahore located away from the upscale areas, generating highest footfall from the middle-class consumer (Farrukh, 2017) which makes up 42% of households in Pakistan (Ghani, 2014).

Initially, there were few malls; however, as the mall's numbers, space, and services increased, existing malls felt threatened. Since mall shopping is a relatively new concept in the emerging economies perspective of Pakistan, developing an understanding of experiential value, its determinants towards mall patronage intentions can sustain the business for the long run.

Understanding the way consumers give meaning to each mall experiential value appears very crucial; how they evaluate their experiential value can affect experiential satisfaction and future patronage intention. New formats, as well as modern malls that are offering better experiential value, are increasingly threatening existing share of malls. Many studies have been conducted on the malls with different perspective such as Muslim shopper value (El-Adly et al., 2017), experiential branding (Merrilees et al., 2016), shopping motivations (Tauber, 1972, Bellenger & Korgaonkar, 1980), behaviors (Otnes & McGrath, 2001, Turley & Milliman, 2000) and experiences (Ainsworth & Foster, 2017). To the best of our knowledge, substantial studies so far have not been conducted that investigated the experiential value of mall, resulting in experiential satisfaction and its impact on patronage intentions of shoppers in Pakistan. Hence this study helps us to understand better the ways and means that can increase footfall as well as better marketing strategies (Chebat et al., 2009).

PURPOSE OF THE STUDY

This study aims to investigate factors that represent the all-encompassing experiential value of malls in Karachi, Pakistan, and examine the consequences of these factors within the structured framework of experiential satisfaction and mall patronage intentions. The objectives of the study are to identify the dimensions of experiential value which have the most significant impact in the local context, examine its relationship with experiential satisfaction and mall patronage intentions and investigate the least to the essential dimension of the experiential value of malls.

LITERATURE REVIEW AND PROPOSED HYPOTHESIS

Experiential Value

The unprecedented attention to experiential value is the result of a shift in consumers' demand pattern, changing competitive landscape whereby companies find lack of differentiation opportunities in their offering and blurred boundaries between product and services (Ponsonby & Boyle, 2004). Hence the experiential value is a holistic concept that deals with value in exchange as well as value in use (Kelly et al., 2017). Experiential value has evolved from customer and extended into relationship marketing, service marketing theories, customer life cycle, engineering, and management. Many notable scholars have expressed their interests in customer experiences (Pine & Gilmore, 1999, Pine & Gilmore, 1998, Schmitt, 2010, Schmitt, 1999, Meyer & Schwager, 2007) advocating its importance with their contributions. Experiential value has been studied in various context of retailing and many authors have attempted to measure experiential value in retailing (Mathwick et al., 2002, Varshneya & Das, 2017, Sanchez et al., 2006, Sweeney & Soutar, 2001) as well as mall context (El-Adly et al., 2017).

The competition landscape between firms is increasingly being explained through Resource-Based View theory. This theory takes the view of resources rather than product (Wernerfelt, 1984). There are four conditions namely

superior resources (heterogeneity within an industry), ex-post limits to competitions, imperfect resource mobility and ex-ante limits to competition, needs to be fulfilled by organizations to gain sustainable competitive advantage (Peteraf, 1993); (Wade & Hulland, 2004). Resources have also been defined as useful assets and capabilities which help an organization to detect & respond to market opportunities (Wade & Hulland, 2004).

Retail Atmospherics

Retail or store atmospherics are designing environments specifically designed to produce specific emotional effects for the consumers, hence enhancing the probability of purchase (Kotler, 1973). They are multidimensional and can be divided into three broad dimensions: physical design (layout & artifacts), ambient conditions (lightening, temperature, scents, etc.) and social aspect (employees & other shoppers), these dimensions affect customer assessment of a store influencing store patronage intentions (Baker et al., 2002). Another study hypothesized five factors which can be combined into two main categories, one related to human and other to store (Turley & Milliman, 2000). Atmospherics are considered communicating interface of mall instrumental in creating the perception (Yammiyavar & Roy, 2019). Hence, the following hypothesis is developed for empirical testing.

H₁: Atmospherics has a significant and positive effect on experiential satisfaction.

Tenants Variety in Mall Retailing

One of the ways to stay relevant to a broad mix of customers is to have a wide variety of tenant mix in the mall. A study examined the relationship between tenant variety, mall environment, and desire to stay longer and found differential influence which in turn impact patronage intentions (Wakefield & Baker, 1998, Ismail El-Adly, 2007). Another qualitative study in the U.S conducted on adolescent girls examined mall patronage behaviors, and motivations and tenant mix emerged as a significant influencer (Haytko & Baker, 2004). Based on the responses, the study defined retail mix as a combination of stores, food vendors, and entertainment venues hence providing convenience under one roof. Accordingly, the following hypothesis is developed for empirical testing.

H₂: Tenant variety has a significant and positive effect on experiential satisfaction.

Shoppertainment

Shoppertainment entered into retailing vernacular, first when Pine & Gilmore (1998) induce businesses to design memorable experiences for their customers. As a result, shopping malls, apart from selling goods and services, are engaged in providing entertainment during shopping trips (Ismail El-Adly, 2007) as a way of increasing footfall and patronage intentions. These based mall activities include holiday events, fashion shows, celebrity appearance, mini-concerts, (Sit et al., 2003) various contests, the launch of new products, cinemas, etc. These activities positive influence mall experiential satisfaction (Tsai et al., 2010) and a way of differentiation. Hence, the following hypothesis is developed for empirical testing.

H₃: Shoppertainment has a significant and positive effect on experiential satisfaction.

Perceived Similarity of Customers

Apart from atmospherics factors, human interaction and customer perception of other customers is scant in retailing literature (Kwon et al., 2016). Presence of social factors whether in an interactive or non-interactive situation can affect the way people behave in a store (Argo et al., 2005) and can influence approach and avoidance behavioral intentions (Brocato et al., 2012) leading to Patronage intentions. In the context of a shopping mall, it is established in the literature that shoppers associate stereotypical images with the particular shopping malls (Sirgy et al., 2000, Chebat et al., 2006, Chebat et al., 2010). Kwon et al. (2016) hypothesized effects of perceived similarity to others in a shopping mall and confirmed excitement, positive disconfirmation, and satisfaction. While deciding to patronize a store or mall, individuals are likely to match the store image with their self-concept. This concept is called self-image congruence. Based on this theory, researchers have found out the relationship between the self of shoppers as well

as extent of match/mismatch to the mall (Chebat et al., 2006, Chebat et al., 2009) and confirmed significant positive correlations between self-congruity and store image evaluations, retail patronage both theoretically and empirically. However, some literature reports inverse relationship, shoppers with low levels of self-congruity have a less favorable relationship both in stores (Sirgy et al., 2000) as well as mall context (Chebat et al., 2006; Selema & Makgosa, 2018). They further argue that self-congruity is a direct function of the mall image. Hence, the following hypothesis is developed for empirical testing.

H₄: Perceived similarity of customers has a significant and positive effect on experiential satisfaction.

Amenities

The interrelationship of malls with consumers was first studied by Bloch et al. (1994), who termed them as habitats (by borrowing the term from natural sciences). They discussed consumers' activities in various malls to separate them from shopping activities to mall habitats. Non-retail amenities such as swimming pools, novel restaurants along with space for apartments, offices, wellness service provider (doctor, nutritionist, etc.) have become one of the most crucial factors of experiential satisfaction and patronage in the future (O'Malley, 2017). The other examples include themes, parks, children's play area, beauty parlors, massage parlors, spa, and even mosques in Muslim countries. A study done on two different cultures (French and English-Canadians) found out strong covariance exist between mall activity and consumption of services. Furthermore, French consumers were less likely to indulge in in-mall activities other than shopping when comparing with their English counterparts signifying a difference in behavior varies with culture (Michon & Chebat, 2004). Hence, the following hypothesis is developed for empirical testing.

H₅: Amenities has a significant and positive effect on experiential satisfaction.

Experiential Satisfaction

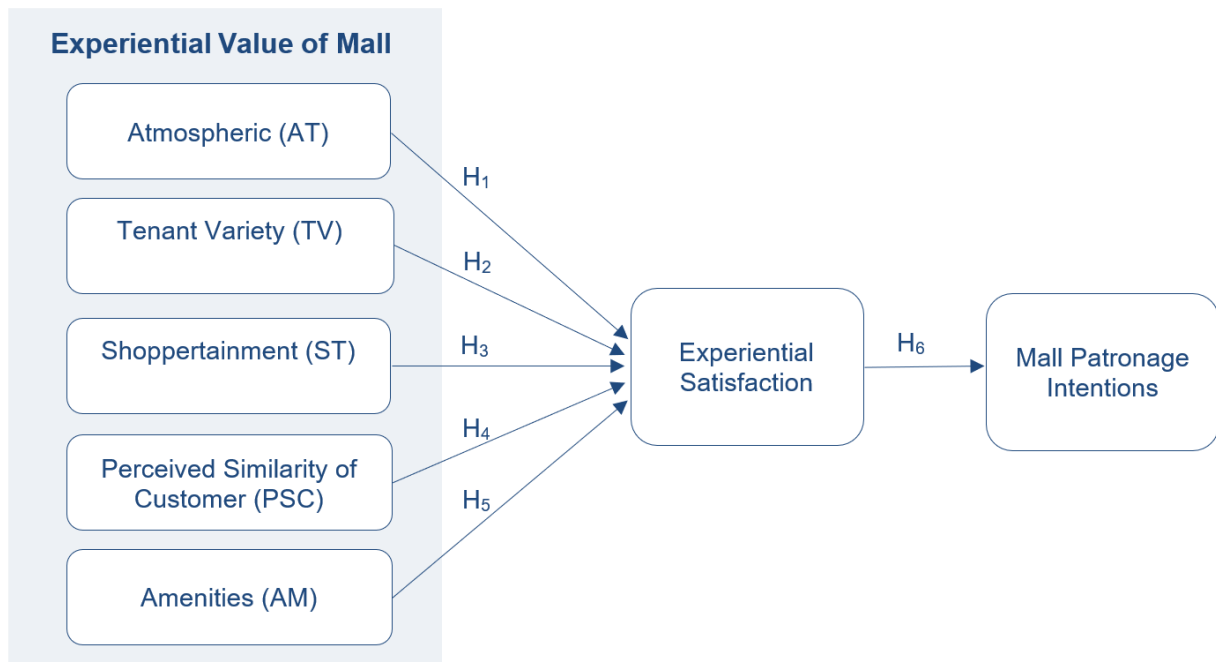
The effect of experiences on satisfaction was hypothesized (Wu & Liang, 2009) in the context of hotel restaurant service and it was confirmed that environmental factors and employees interactions positively and directly influence experiential value and satisfaction (Mathaba, Dhurup, & Mpinganjira, 2017). Moreover; interactions with other customers, positively but indirectly influence satisfaction. Social presence with other customers, whether it is interactive or non-interactive, can influence consumer experiential satisfaction. Kwon et al. (2016) asserted that the mere presence of perceived similarity between customers could influence mall satisfaction through effective and cognitive processes. Their investigation based on social impact theory and the similarity-attraction paradigm. Hence, the following hypothesis is developed for empirical testing.

H₆: Experiential satisfaction has a significant and positive effect on mall patronage intentions.

Patronage Intention

According to the American Marketing Association (AMA), patronage is the motivation that drives an individual towards a product, service, outlet, etc. In the context of retail, it has been defined as consumers selection of a particular outlet (Haynes et al., 1994) and all-encompassing behavior of a shopping phenomenon about store choice (Laaksonen, 1993). Other authors have conceptualized patronage along with different dimensions, such as store choice and frequency of store visit (Pan & Zinkhan, 2006), or with the level of selection behavior depending upon preference, judgment and behavior. Many types of research have been conducted to understand the relationship among experiential value, experiential satisfaction and resulting patronage intentions on shoppers (Cronin et al., 2000, Cottet et al., 2006, Wu & Liang, 2009, Mathwick et al., 2002, Keng et al., 2007,) in various contexts. This study suggests that experiential value encompasses several aspects of malls or a variety of factors that lead to experiential satisfaction and provides the basis to form shopper's mall patronage intentions. Figure 1 exhibits the proposed conceptual framework.

**FIGURE 1:
PROPOSED CONCEPTUAL FRAMEWORK**



RESEARCH METHODOLOGY

Research Design

This study follows post-positivist philosophy which believes that all evidence is fallible, has error and theories are revisable based on every individual is unique in their experiences and have their way of understanding and interpreting the world. As such as all observations gathered for this study are based on theory and then on the perception of respondents following this paradigm. It reports experiences of consumers through the survey (Mall intercept) and emphasizes deductive logic in supporting the theory (Dwivedi, 2009) with the help of quantitative explanatory design. This design is robust due to accuracy in measuring responses objectively through statistical tools and analysis. Primary, cross-sectional data is collected through a survey (Mall intercept).

Collected data were analyzed using IBM SPSS Statistics 21. Tests include, descriptive, reliability, Respondents profiling, reliability, validity, Exploratory Factor Analysis (EFA), Correlation and Convergent, and Discriminant validity. Further, AMOS Graphics was used to conduct Confirmatory Factor Analysis (CFA), access the model fit and Path Analysis for rejection/acceptance of a hypothesis.

Frame of Respondents

A sample is drawn from the population to get the responses that are considered representative of the population through estimation with specified confidence interval and margin of error (Malhotra, Baalbaki, & Beechwati, 2013). The estimated population size is 1,000,000 (Rea & Parker, 2014) and includes respondents from the age group of 18 and above who visit mall regularly (at least once in six months) residing in Karachi, Pakistan. To conduct this research, based on 95% confidence level and 5% margin of error, for an estimated population of 1000,000 sample size is 384(Rea & Parker, 2014) and also 5-10 responses per variable for SEM (Barlett, Kotrlik, & Higgins, 2001). For sampling method, non-random sampling method was used as the integrity of research data can be affected if respondents are not willing to participate in the research (Tseng, 2016).

Measurement Instrument

The instrument for this research was adopted from various studies as detailed below.

To measure Atmospherics, Dabholkar, Thorpe, & Rentz (1996) scale for measuring service quality for retail was adopted from item P1 to P6, This scale development effort is an extension of SERVQUAL measure (Zeithaml, Berry, & Parasuraman, 1996) and is designed to study retail business that offers a mix of goods and services. Scale for Tenant Variety and Amenities was adopted from (El-Adly & Eid, 2015) and had established reliability and validity confirmed through other studies (El-Adly & Eid, 2017) as well. Scale for Shoppertainment was adopted from the study of Mathwick, Malhotra, & Rigdon (2001). For perceived similarity of customers Kwon et al. (2016), Experiential Satisfaction (Maxham III & Netemeyer, 2002, 2003; Maxham & Netemeyer, 2002) and Mall Patronage Intentions (Grewal, Baker, Levy, & Voss, 2003).

The instrument contains 33 items and was based on five points Likert scale, where 1 indicates strongly disagree, 3 for neutral and 5 for strongly agree. The instrument is divided into two main parts, one for the demographic profile while the other part is for recording opinions.

Reliability of the instrument, albeit was established based on previous researches and scale development and validation processes but is re-established in the local context of Pakistan and demographic profiles.

After the questionnaire was finalized, to improve the comprehension of the instrument, pre-testing is done on a small group of respondents, closely related to the actual profile of sample (Zikmund, Babin, Carr, & Griffin, 2013). Pre-testing can be done on a range of 10-50 respondents, and for this research, 25 respondents were taken which is about 7% of the sample size (384). After the test required adjustments were made and were then asked from respondents to record their opinions. 384 questionnaires were distributed through mall intercepts at different times during the day. Out of these 373 were filled and usable for analysis. This makes the response rate to 97%.

Ethical survey concern invasion of privacy, voluntary participation, exploitation of surveys (Neuman, 2014). Respondents were oriented about the research purpose and nature of questions. Once they agreed on voluntary participation, responded to queries comfortably without disclosing personal information.

DATA ANALYSIS AND RESULTS

Preliminary analysis of the data was done, including ascertaining normality with the help of descriptive. As statistics in Table 1 stipulates, all these values ranged between ± 2.5 . Therefore there is no issue with univariate normality (Kline, 2010).

**TABLE 1:
DESCRIPTIVE STATISTICS**

Measure	Mean	Standard Deviation	Skewness	Kurtosis
Atmospherics	1.82	0.48	0.41	0.11
Tenant variety	1.94	0.61	0.67	1.10
Shoppertainment	2.36	0.53	-0.14	0.13
Perceived similarity of customers	2.70	0.79	0.39	0.33
Amenities	1.94	0.55	0.52	0.97
Experiential satisfaction	1.91	0.59	0.84	-1.68
Mall Patronage intention	1.89	0.56	-0.04	-0.64

Descriptive Statistics

Inter-item correlation in Table 2 underneath shows the constructs used for this study are distinct and unique with no issue of multi-collinearity since all the pair of correlation fall between .13 to .90 (Cohen et al., 2013).

**TABLE 2:
BIVARIATE CORRELATION**

	AT	TV	ST	PSC	AM	ES	MPI
Atmospherics (AT)	1						
Tenant variety (TV)	0.48	1					
Shoppertainment (ST)	0.52	0.47	1				
Perceived similarity of customers (PSC)	0.13	0.21	0.34	1			
Amenities (AM)	0.29	0.44	0.30	0.22	1		
Experiential satisfaction (ES)	0.44	0.43	0.41	0.18	0.38	1	
Mall Patronage intention (MPI)	0.32	0.27	0.36	0.23	0.31	0.25	1

** Correlation is significant at the 0.01 level (2-tailed)

Reliability of the instrument was established through Cronbach Alpha. Shoppertainment has the lowest ($M = 2.36$, $SD = 0.53$, $\alpha = .71$) and the highest is for Perceived Similarity of Customers ($M = 2.70$, $SD = 0.79$, $\alpha = 0.89$). As these values are greater than .70 (as in Table 3 on the next page), therefore all the constructs have adequate internal consistency.

**TABLE 3:
CONVERGENT VALIDITY**

Measure	Mean	Standard Deviation	Cronbach Alpha	Variance explained
Atmospherics	1.82	0.48	0.76	63.57%
Tenant Variety	1.94	0.61	0.80	63.25%
Shoppertainment	2.36	0.53	0.71	60.00%
Perceived similarity of customers	2.70	0.79	0.89	76.55%
Amenities	1.94	0.55	0.75	58.41%
Experiential satisfaction	1.91	0.59	0.74	66.22%
Mall Patronage intention	1.89	0.56	0.79	64.77%

Convergent validity was ascertained through variance explained and reliability analysis (Kline, 2015). In all the constructs, variance explained is more significant than .60. Since the loading of each indicator is at least 0.58, and the indices are more significant than the recommended limits. Therefore convergent validity requirement has been established.

In Table 4, as none of the individual correlation values among variables is above 0.90, which concludes that variables have discriminant validity (Hair et al., 2006).

The hypothesized model was tested through SEM (Amos Graphics) in two stages. First, CFA of each construct was ascertained, followed by CFA of the hypothesized model. Summarized results are presented in Table 8.

**TABLE 4:
DISCRIMINANT VALIDITY**

	AT	TV	ST	PSC	AM	ES	MPI
Atmospherics	0.80						
Tenant Variety	0.23	0.80					
Shoppertainment	0.27	0.22	0.77				
Perceived similarity of customers	0.02	0.04	0.12	0.87			
Amenities	0.08	0.19	0.09	0.05	0.76		
Experiential satisfaction	0.19	0.18	0.17	0.03	0.14	0.81	
Mall Patronage intention	0.10	0.07	0.13	0.05	0.10	0.06	0.80

**TABLE 5:
CONFIRMATORY FACTOR ANALYSIS**

Categories	Absolute		Relative			Parsimonious		Absolute	
	χ^2	χ^2/df	CFI	NFI	IFI	PNFI	PCFI	GFI	AGFI
Criteria	Low	< 5.0	> 9.0	> 0.9	> 0.95	> 0.50	> 0.50	> 0.90	> 0.90
AT	15.41	7.70	0.957	0.951	0.957	0.317	0.319	0.978	0.890
TV	23.671	11.836	0.952	0.948	0.953	0.316	0.317	0.965	0.827
ST	30.587	6.117	0.958	0.950	0.958	0.475	0.479	0.967	0.901
PSC	19.208	9.604	0.984	0.982	0.984	0.329	0.328	0.974	0.868
AM	33.75	16.875	0.913	0.909	0.914	0.303	0.304	0.952	0.762
ES	1.868	0.934	0.98	0.993	0.992	0.331	0.333	0.997	0.987
MPI	71.684	35.842	0.91	0.923	0.941	0.291	0.292	0.913	0.875

Confirmatory Factor Analysis

Criteria used to assess and improve the fitness include, (1) Standardized Regression Weight of latent variables ≥ 0.40 (2) Standardized residual in the range of ± 2.58 (Hair et al., 2006) and modification index < 10 (Joreskog & Sorbom, 1988). There are lots of Fit indices calculated in the SEM model and no consensus among scholars as to which should be used to report. However, the literature suggests saying at least one from Relative, Absolute, and Parsimonious. For this research, Chi-Square (χ^2), relative Chi-Square (CMIN/df), Goodness of Fit (GFI) and Absolute Goodness of Fit Index (AGFI) were used from Absolute Fit Measures; Comparative Fit Index (CFI), Normed Fixed Index (NI) and Informed Fit Index (IFI) were used for relative fit measure; and Parsimonious Normed Index (PNFI) & Parsimony Comparative Fit Index (PCFI) measures the Parsimonious Fit index. All values are within/close range, suggesting satisfactory results of CFA (Table-8).

Structural Modeling Analysis

Following the results of CFA, in the second stage, the SEM model was tested. The suggested theoretical model consists of five endogenous, namely Atmospherics, Tenant Variety, Perceived Similarity of Customers, Shoppertainment, Amenities; one mediating, Experiential Satisfaction, and one endogenous variable, Mall Patronage Intentions. The details of the model fit summary are presented in Table 6.

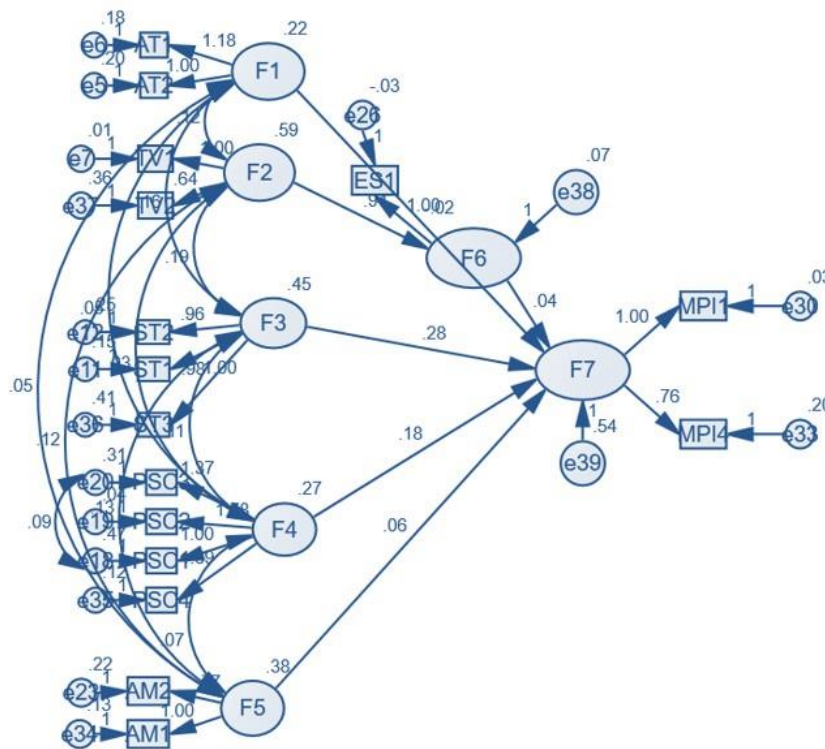
Model Fit

The value of Chi Square for the model is significant ($\chi^2 = 180.43$, $DF = 2.07$, $p = .000 < .05$). The Goodness of Fit Index (GFI and AGFI) is 0.938 and 0.903 > 0.90 respectively. Other measure of goodness of fit, relative (CFI = 0.973, NFI = 0.949, IFI = 0.973) and Parsimonious (PNFI = 0.688, PCFI = 0.705) are within/close range suggesting model fit. Table 6 shows Atmospherics ($M = 1.82$, $SD = 0.48$, $SRW = 0.943$, $CR = 40.24$, $P = 0.000 < 0.05$) is the strongest predictor of Experiential Satisfaction ($M = 1.91$, $SD = 0.59$) followed by Perceived Similarity of Customers ($M = 2.70$, $SD = 0.79$, $SRW = 0.281$, $CR = 3.080$, $P = 0.002 < 0.05$), and Amenities ($M = 1.94$, $SD = 0.55$, $SRW = 0.178$, $CR = 2.056$, $P = 0.004 < 0.05$). However, Tenant Variety ($M = 1.94$, $SD = 0.61$, $SRW = 0.038$, $CR = 0.594$, $P = 0.553 > 0.05$) and Shoppertainment ($M = 2.36$, $SD = 0.53$, $SRW = -0.020$, $CR = -0.155$, $P = 0.877 > 0.05$) are not significant. Furthermore, the relationship between Experiential Satisfaction and Mall Patronage Intentions ($M = 1.91$, $SD = 0.59$, $SRW = 0.062$, $CR = 2.772$, $P = 0.004 < 0.05$) is also significant.

**TABLE 6:
MODEL FIT**

Categories	Absolute		Relative			Parsimonious		Absolute	
	χ^2	χ^2/df	CFI	NFI	IFI	PNFI	PCFI	GFI	AGFI
Criteria	Low	< 5.0	> 9.0	> 0.9	> 0.95	> 0.50	> 0.50	> 0.90	> 0.90
	180.43	2.07	0.973	0.949	0.973	0.688	0.705	0.938	0.903

**FIGURE 2:
STRUCTURAL MODEL**



**TABLE 7:
SUMMARY OF HYPOTHESIZED RELATIONSHIPS**

Path Coefficients	SRW*	SE	CR	P
Atmospherics → Experiential Satisfaction	0.943	0.023	40.24	0.00 0
Tenant variety → Experiential Satisfaction	0.038	0.061	0.594	0.55 3
Shoppertainment → Experiential Satisfaction	-0.020	0.130	-0.155	0.87 7
Perceived similarity of customers → Experiential Satisfaction	0.281	0.091	3.080	0.00 2
Amenities → Experiential Satisfaction	0.178	0.087	2.056	0.04 0
Experiential satisfaction → Mall patronage intentions	0.062	0.081	2.772	0.00 4

*Standardized Regression Weight

DISCUSSION OF RESULTS

The results of data analysis and their synthesis with existing literature are summarized below.

The empirical results of the study indicate that Atmospherics, Tenant variety, Shoppertainment, Amenities significantly affects experiential satisfaction which in turn positively influences Mall Patronage Intentions. However, Perceived Similarity of Customers negatively affect experiential satisfaction, and there is no significant relationship between them.

H₁: Atmospherics significantly and positively influence Experiential Satisfaction.

Based on the results of path analysis through AMOS, null hypothesis was rejected and alternative hypothesis was accepted (M = 1.82, SD = 0.48, SRW = 0.053, CR = 1.53, P = 0.025 < 0.01) as Atmospherics elements do positively influence experiential satisfaction. This evidence corresponded with other studies (Baker et al., 2002) and confirmed

that all atmospherics elements such as physical design, ambient conditions, and social dimensions are important not only for retail stores but for mall shoppers as well. This will further increase their frequency of shopping trip, number of transactions, and mall enterprise value (Chebat & Michon, 2003) and Mall Patronage intentions (Sirgy et al., 2000).

H₂: Tenant Variety significantly and positively influence Experiential Satisfaction.

Tenant variety is a way of remaining relevant to the broad mix of customers. According to results of path analysis, Tenant Variety (M = 1.94, SD = 0.61, SRW = 1.119, CR = 10.53, P = 0.000 < 0.01) emerged as the strongest predictor of Experiential Satisfaction (M = 1.91, SD = 0.56). This null hypothesis is rejected, and we can say that tenant variety has a significant and positive impact on experiential satisfaction leading to Mall Patronage intentions. These results are validated by other studies (El-Adly, 2007; Wakefield & Baker, 1998) as well as other qualitative studies (Haytko & Baker, 2004).

As a resulting of emerging one of the strongest predictors of Experiential Satisfaction, it also becomes one of the major contributors of this research for mall developers as well as academia to keep this factor in mind whenever they are planning for their tenants. If a mall is successful in providing appropriate tenant variety, they will be able to retain customers.

H₃: Shoppertainment significantly and positively influences Experiential Satisfaction.

The third hypothesis explains the relationship of Shoppertainment with experiential satisfaction. Again null hypothesis was rejected as the impact of Shoppertainment was (M = 2.36, SD = 0.53, SRW = 0.282, CR = 2.38, P = 0.017 < 0.01) positive and significant.

This result is comparable with other researchers when it was first retailing was suggested to design around memorable experiences (Pine & Gilmore, 1998) and engaging customer through entertainment to make the shopping experience more pleasant (El-Adly, 2007) helping to retain customers. Mall owners have become conscious of today's consumer's need for entertainment and designing unique events as a way of gaining differentiation (Tsai et al., 2010).

H₄: Perceived Similarity of Customers significantly and positively influence Experiential Satisfaction.

The fourth hypothesis is that perceived Similarity of Customer Negatively affect experiential satisfaction (M = 2.70, SD = 0.79, SRW = -0.010, CR = -0.45, P = 0.650 > 0.05) and has no significant relationship with it.

Presence of human factor is significant but ignored in retailing literature (Kwon et al., 2016). However, according to existing research (Argo et al., 2005; Brocato et al., 2012), human element whether it is interactive or not can affect another customer through approach or avoidance behavior. Other studies have argued that customers assign stereotypical images to different malls based on the type of shoppers and patronage accordingly (Chebat et al., 2010; Chebat et al., 2006).

However, the inverse relationship of perceived similarity of the customer can be viewed as a significant contribution to the social, cultural aspect as it suggests otherwise. One of the conclusions drawn from this result could be an indicator of differences that exist among various cultures.

H₅: Amenities significantly and positively influence Experiential Satisfaction.

Amenities are related to offerings not directly related to retail experience. Result of Path analysis found to be significant (M = 1.82, SD = 0.48, SRW = 0.053, CR = 1.53, P = 0.025 < 0.01), affecting experiential satisfaction positively resulting in acceptance of alternative hypothesis.

Amenities are an essential aspect of mall retailing as consumers increasingly view malls as habitat and expect to be accommodated with services, usually not considered a part of shopping such as banks, salons, etc. Differences exist among cultures in consumer's habits and expectations. Like French Canadian is found to only concerned with shopping, whereas English Canadian tend to use other facilities (banks in this case) housed in the mall along with shopping (Michon & Chebat, 2004). The result of this research goes well with English-Canadian shoppers as such Pakistani shoppers also prefer to have various amenities offered by malls for a holistic experience.

H6: Experiential Satisfaction significantly and positively influences Mall Patronage Intentions.

Finally the results of last hypothesis relating to experiential satisfaction leading to Mall Patronage Intentions are also positively significant ($M = 1.82$, $SD = 0.48$, $SRW = 0.178$, $CR = 3.12$, $P = 0.002 < 0.01$), hence we reject null hypothesis.

The construct of experiential satisfaction has been analyzed in different contexts (Wu & Liang, 2009), confirming experiential value positively influence satisfaction through effective and cognitive responses (Kwon et al., 2016). Relationship of patronage behavior has also been conceptualized with store choice and frequency (Laaksonen, 1993) and found significant. Satisfaction and mall patronage intentions are also crucial for mall positioning such as convenience, ambiance, promotion, confirming the results found in this study.

CONCLUSION

This research is based on Resource-based view and analyzed five factors and their impact on the experiential satisfaction leading to Mall Patronage Intentions. Four variables of experiential value are found to be significantly and positively affect Experiential Satisfaction. Tenant Variety emerged to be most potent predictor of Experiential Satisfaction (El-Adly, 2007; El-Adly & Eid, 2015, 2017; Haytko & Baker, 2004; Wakefield & Baker, 1998) whereas Perceived Similarity of Customers was negatively related and had no significant impact, contrary to the findings of other studies (Chebat et al., 2009; Kwon et al., 2016).

As mall provide significant engine for sale, mall developers should pay attention to Atmospheric factors (Baker et al., 2002; Chebat & Michon, 2003; Sirgy et al., 2000) as well as Shoppertainment by providing exciting and relevant entertainment (El-Adly, 2007; El-Adly & Eid, 2017; Tsai et al., 2010) and amenities (Chebat et al., 2010) such as banks, salons, parking etc. so that they can increase the experiential satisfaction of customers leading to patronage intentions (Al-Medabesh & Ali, 2017; Baker et al., 2002; Laaksonen, 1993; Rahman et al., 2016).

IMPLICATIONS, RECOMMENDATIONS, AND AREAS OF FURTHER STUDIES

This study provides a needed examination of Pakistani consumer behavior concerning mall retailing and experiential consumption. The results of this research provide practical insights into factors related to the experiential value that is significant and should be viewed by mall developers and planners as vital if they want customers to patronize their malls and increase its business enterprise value. The utmost salient variables discovered in this probe (in the matrix of Karachi-Pakistan) consist of atmospheric, the perceived similarity of customers, and amenities. Other essential aspects emerged are related to recreational shopper and need for mall developers to concentrate on providing recreation other than usual retailing along with a wide variety of store mix (i.e., tenant variety, so-called brands' variety). Environmental psychology issues can also be investigated in the future to examine the effect of size and crowding on mall patronage. Construction of new and modern malls can adversely impact the existing malls on consumers' perception and patronage; hence, mall "aging" is also one of the essential factors for examination. Although tenant variety has emerged as an important indicator, a however optimal balance of various tenants can be investigated as well. Mall geographic location can also affect patronage intentions of the consumers if malls are

located close to each other, which should also be ascertained. The results of this study can be transferred to the countries, who share the similar sort of culture, tradition, values and norms. Also, the empirical model can be tested in different countries like South Africa.

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