Impact of Perceived value of Malls on Shoppers' Satisfaction: A Case of Mall Shoppers of NCR of India

* Dr. Suyash Mishra
** Mr. Rishi Kant

Abstract

Mall is a modern shopping centre which attracts and engages the shoppers because of their comprehensive nature of shopping, leisure and entertainment. It is always crucial to analyse the meaning of 'shopper satisfaction' because this is the reason of visiting a particular mall. The purpose of the current study is to identify the various dimensions of perceived value of malls which influence the mall shoppers for shopping and to investigate the impact of the extracted dimensions of perceived value of malls on shoppers' satisfaction. Exploratory factor analysis and stepwise regression analysis techniques are used to analyse the data. Findings of the study revealed fours factors (hedonic value, utilitarian value, self gratification value and social-interaction value) to understand the perceived value of malls, whereas study further investigated that a remarkable percentage of change in shoppers' satisfaction is explained by hedonic, utilitarian and self gratification shopping values. This research work also suggests various effective strategies to the developers/managers of shopping malls for the better shoppers' satisfaction.

Keywords: *Mall, shopping, perceived value, shoppers' satisfaction.*

INTRODUCTION

The retail market of India is expected to nearly double to US$ 1 trillion by 2020 and it was US$ 600 billion in 2015. India's retail market is driven by income growth, urbanisation & attitudinal shifts. Overall, retail market is expected to get the growth at 12% per annum. Business to Business (B2B) e-commerce market of India is expected to attain US$ 700 billion by 2020. On the other hand, Business to Consumer (B2C) e-commerce market is anticipated to attain US$ 102 billion by 2020. According to the records of Department of Industrial Policies and Promotion (DIPP), the Indian retail trading has received US$ 537.61 million FDI equity inflows during April 2000March 2016 which is a stunning achievement of the sector. Recently, many foreign players have invested in India's retail market with the rising demand of the customer goods. India is the fifth largest chosen destination of retail and Indian retail market is among the highest in case of per capita retail store availability in world. An exponential growth has been achieved by India's retail sector and this growth has been achieved not just in major cities but in Tier-II and Tier-III cities too. There are various factors for the driving growth of the organised retail market in India like healthy economic growth, increasing disposable incomes, changing demographic profile, changing consumer tastes and urbanisation (IBEF, 2016). Mall is a modern shopping centre which attracts and engages the shoppers because of their comprehensive nature of shopping, leisure and entertainment. It is always crucial to analyse the meaning of 'shopper satisfaction' because this is the reason of visiting a particular mall. Understanding mall attractiveness factors would definitely support in attracting the new shoppers and retaining existing ones and it is also important for maintaining the profitability and creating & developing suitable strategies for Indian malls. Customer-perceived value has been a trade-off for what customer receives (quality) for what he/she pays (price). It is impractical to understand the value dimension on the basis of trade-off for the quality and price. There are several other dimensions in addition to the quality and price which would increase the importance of the perceived value of the customer (Sweeney & Soutar, 2001). The nature of value shows that it is experienced by the "Complete shopping experience" instead of product acquisition (Babin et al., 1994). Perceived value in special reference to mall has been investigated less than perceived value in a special reference to product and

* Assistant Professor, Deptt. of Retail & Logistics Management, DDU Kaushal Centre, Central University of Haryana, Mahendergarh
** Ph.D. Research Scholar (J.R.F.-U.G.C.), Department of Marketing and Supply Chain Management, School of Business and Management Studies,
Central University of Himachal Pradesh, Dharamshala

stores, however understanding the customer perceived value in case of Indian malls has received almost nil attention by the different researchers. There are various studies which focused on utilitarian value and hedonic value (Stoel et al., 2004; Jackson et al., 2011), whereas these studies did not highlight the importance of other factors to analyse the complete experience of shoppers and customer satisfaction as a whole. Hence, the present study try to identify the other dimensions of perceived value of mall too which may influence the mall shoppers for shopping and this study also aims to recognise the impact of the extracted dimensions of perceived value of malls on shoppers' satisfaction.

OBJECTIVES

The present study has the following objectives to bridge the existing gaps in the available literature related to perceived value of mall in special reference to Mall Shoppers of NCR of India:

1. To identify the dimensions of perceived value of malls which influence the mall shoppers for shopping.
2. To investigate the impact of the extracted dimensions of perceived value of malls on shoppers' satisfaction and suggest the effective strategies to the developers & managers of shopping malls for the better shoppers' satisfaction.

REVIEW OF LITERATURE

Researchers identified the different dimensions which affect the shoppers' satisfaction in special reference to mall studies and found different results which helps in understanding the nature of the mall shoppers' in different region. However, there are very limited studies to understand the impact of perceived value of malls on shoppers' satisfaction.

El-Adly and Eid (2016) investigated the relationships between customer perceived value, the shopping environment, customer satisfaction and customer loyalty through structural equation modelling (SEM) in special reference to malls. Results of the study explored that the mall environment is a sign of the customer perceived value of malls & customer satisfaction and customer perceived value of malls has a significant & positive impact on customer satisfaction & customer loyalty to malls. Customer perceived value of malls and customer satisfaction mediates the relationship between customer loyalty and mall environment as well. It was also found by the researchers

that customer satisfaction mediates the relationship between customer perceived value of malls and customer loyalty to malls too.

Tandon et al. (2016) studied the dimensions of mall attractiveness for Indian shoppers from the Metro cities of India and also investigated the impact of these extracted dimensions on shoppers' mall experience. A shopper intercept survey technique was used in the study. Results were analysed using exploratory factor analysis and stepwise regression. Findings of the study explored that facilities management, atmospherics, entertainment and tenant management are the important factors which attract shoppers to malls. On the other hand, tenant management, atmospherics and facilities management also came out as significant predictors of mall shopping experience.

El-Adly and Eid (2015) identified the various dimensions of a shopper experience at the mall level and this paper analyzed the perceived value constructs of customer for shopping malls and developed various items to measure these constructs. The researchers tested the constructs with a multidimensional procedure and findings of the study explored eight dimensions of customer- perceived value, which are; hedonic value, utilitarian value, time convenience value, social interaction value, self-gratification value, transaction value, spatial convenience value and epistemic value. This study encourages the managers and mall developers for developing various mall attributes and environment.

Hui et al. (2013) recognized facilities management service dimensions which influence customer satisfaction in case of shopping mall and for this purpose, researchers conducted a five-year longitudinal customer satisfaction survey in five selected shopping malls of Hong Kong. Researchers used stepwise multiple regression method to understand the relationship between overall customer satisfaction and nine dimensions of facilities management service for each year and compared results of regression of five years to understand the crucial dimensions. Findings of the study explored that management & maintenance of communal facilities is the most important factor to influence the overall customer satisfaction. The situation of washroom is found to be another important factor for customer satisfaction. Communication efficiency & efficacious promotion events are also recorded as important dimensions for maintaining customer satisfaction.

Singh and Sahay (2012) has conducted a research study on the set of twenty two mall attributes to investigate the composition of "shopping experience" for shoppers in the area of Delhi/ NCR in India and the study suggested that Indian shoppers visualise shopping experience on the basis of five dimensions which are; ambience, physical infrastructure, marketing focus, convenience, and safety & security. Researchers suggested mall developers that they should focus on improving convenience & creating ambience instead of irrelevant expenditure on adding to physical infrastructure which is not good to yield matching dividends. This paper investigated the expectations of mall shoppers and added significant research work to understand the Indian Mall shoppers.

Khare (2011) conducted a research work in the small cities of India to understand the mall shopping behaviour of mall shoppers due to the rapid development of retailing in the smaller cities of India which has led to the growth of malls in smaller cities too. This research work basically focused in identifying the differences across age and gender groups. ANOVA test was used for the analyses. Findings of the study explored that shoppers' gender & age play a significant role in understanding their attitude towards shopping in malls. It was also determined that influence of mall attributes (services, variety of stores, decor, layout, and entertainment facilities) must be understood while designing malls in smaller cities because these mall attributes have an impact on shoppers' buying behaviour.

Kuruvilla and Joshi (2010) analyzed the mall shoppers of eight cities to understand the importance of demographics, psychographics, shopping orientation, purchase patterns and mall shopping attitude on mall patronage in India. The researchers developed a shoppers' typology for mall patrons with the help of their research work and did not focus on various factors affecting mall attractiveness or their influence.

Venkateswarulu and Uniyal (2007) found that various factors describe the appeal of malls for mall shoppers and consequently affect their experience. The complete study was conducted in Mumbai (India). Findings of the study suggested that there are five major factors which influence shoppers' experience which includes appeal & convenience, ambience, amenities & atmospherics and personnel along with parking & seating. Therefore, researchers suggested to mall managers and developer to improve these five factors for the better shoppers' experience and profitability of the business.

HYPOTHESES

Hypotheses of the current study are as follows:

H1: Hedonic Value has a significant impact on Mall Shoppers' Satisfaction.

H2: Utilitarian Value has a significant impact on Mall Shoppers' Satisfaction.

H3: Self Gratification Value has a significant impact on Mall Shoppers' Satisfaction.

H4: Social Interaction Value has a significant impact on Mall Shoppers' Satisfaction.

RESEARCH METHODOLOGY

The primary data was collected with the help of a well-structured questionnaire which consist twenty statements. These statements were adopted from the study of El-Adly & Eid (2015) because of its past success in understanding of the perceived value of malls. The data was collected from the four major cities of the NCR of India (New Delhi, Noida, Ghaziabad, and Gurgaon). These cities were selected because of the availability of a number of malls. Total eight malls were selected from these four cities. Convenience sampling method was used to collect the data. All statements of the questionnaire were measured with a seven point Likert's scale ranging from strongly disagree to strongly agree. This well structured questionnaire was distributed among 500 respondents but only 432 questionnaires were found filled and were considered for the final analysis purpose. Respondents were asked to give the information about the different the statements related to the perceived value of the malls. Exploratory factor analysis method was applied to extract the dimensions of perceived value of malls which may influence the mall shoppers. Stepwise regression analysis was used to investigate the impact of the dimensions of the perceived value of malls on shoppers' satisfaction. SPSS version 22 software was used to analyze the data. Reliability of all the constructs was measured by using Cronbach's alpha in the current study. The details of the percentage of response rate of respondents based on questionnaire are presented in table-I.

Table 1 : Details of the percentage of response rate of respondents

City	No. of Malls	Name of Mall	Contacted	Returned	Response Rate
New Delhi	2	1. Select City walk 2. V3S Mall	125	105	84
Noida	2	1. The Great India Palace 2. Spice World Mall	125	117	93.6
Ghaziabad	2	1. Shipra Mall 2. The Opulent Mall	125	98	78.4
Gurgaon	2	1. Ambiance Mall 2. Sahara Mall	125	112	89.6
Total		8	500	432	86.4

ANALYSIS AND DISCUSSION

Demographic Profile of Respondents

Table-II exhibits the respondents' profile by considering gender, age, education, marital status, occupation and income (per month). Majority of the respondents (51.22%) were found to be single in terms of marital status. 42.57 percent (192 respondents) male and 57.43 percent (259 respondents) female were the part of the study. 45.68 percent (206 respondents) respondents fall in the age-group of 18-30, while 27.49%, 23.95 %, 2.88 % fall in the age group of 31-40 years, 41-50 years and 51 & above respectively. Status of education explores that respondents are highly educated because 36.59 % (165 respondents) were found to be graduate, while 43.46 % (196 respondents) were found to be post-graduate. Income wise distribution of the respondents explores that majority of respondents, i.e. 23.50 percent (106 respondents) earns monthly income of INR. 20,001-30,000 and majority of the respondents i.e. 52.99 percent (239 respondents) belong the occupation of government/ private sector employee. Overall, it is observed that majority of the respondents are female, graduate/post-graduate, single, in between the age group of 18-30, working as government/ private sector employee and have monthly household income in between INR. 20,001-30,000.

Table 2 : Demographic Profile of Respondents

Demographic Characteristics	Categories	No. of Respondents (N)	Percentage (%)
Gender	Male	192	42.57
	Female	259	57.43
Age (years)	18-30	206	45.68
	31-40	124	27.49
	41-50	108	23.95
	51 & above	13	2.88
Educational level	Higher Secondary	53	11.75
	Senior Secondary	37	8.20
	Graduation	165	36.59
	Post Graduation	196	43.46
Marital status	Single	231	51.22
	Married	195	43.24
	Divorced	14	3.10
	Widowed	11	2.44

Occupation	Students	137	30.38
	Government & Private Sector employee	239	52.99
	Housewife	24	5.32
	Businessman	51	11.31
Household Income (monthly)	Below INR 10,000	69	15.30
	INR 10,001-20,000	62	13.75
	INR 20,001-30,000	106	23.50
	INR 30,001-40,000	88	19.51
	INR 40,001-50,000	72	15.96
	Above INR 50,000	54	11.97

Exploratory Factor Analysis

In this portion of the study, exploratory factor analysis is applied using principal component method with varimax rotation. In order to find out the appropriateness of factor analysis for the set of statements (variables), Kaiser-Meyer-Olkin (KMO) and Bartlett's test are used. Measure of sampling adequacy is found to be good (0.907) and justify the applicability of factor analysis on the sample. The value of Bartlett's test of sphericity (10443.405) is also found significant (p<0.000) and suggesting the applicability of factor analysis (Malhotra & Das, 2013).

Table 3 : KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.907
Bartlett's Test of Sphericity	Approx. Chi-Square	10443.405
	Df	190
	Sig.	0.000

Commonly used varimax orthogonal method of rotation is used which minimises the number of variables with high loadings on a factor, thereby enhancing the interpretability of the factors. The variables which showed communalities greater than 0.50, were retained for the analysis. The factors with Eigen values greater than one were considered for the study. All the twenty variables were found to be suitable for the study as the extraction rate of each variable is more than 0.5. Total four factors have been extracted and all twenty variables together explain 86.66% of variance in data (table-IV).

Table 4 : Results of Exploratory Factor Analysis

Items	Component			
	Utilitarian Value	Hedonic Value	Self-Gratification Value	Social Interaction Value
I was easily able to find my way around the mall.	.928			
I could get what I wanted at that mall.	.909			
I feel a sense of joy to look at the merchandise in that mall.		.943		
It is fun to be in that mall.		.938		
Shopping trip to that mall truly felt as an escape from life pressure.			.860	

I often go to that mall together with friends, family to have fun and make good memories.				.954
Shopping trip to that mall helped me to release stress and to relax.			.924	
I could find what I wanted at that mall.	.936			
This mall can satisfy all family members.	.921			
I feel excited about walking into that mall.		.931		
Every family member can find what he/she wants in that mall.	.887			
While shopping in that mall, I was able to forget my problems.			.901	
I prefer shopping in that mall because it has a variety of activities to satisfy everyone in the family.	.924			
Compared to other things I could have done, the time spent in that mall was truly enjoyable.		.918		
I often go to that mall with friends, family and spend time together, not necessarily buying anything but to have good time interacting with each other.				.963
I prefer shopping in that mall because it has a variety of stores and products to satisfy everyone in the family.	.931			
I continued to shop at that mall, not because I had to, but because I wanted to.		.918		
For me, doing shopping in that mall is a way to do something different from my daily routine.			.911	
I feel happy going to that mall because of its environment.		.924		
I used to go to malls to socialize with my friends or family.				.945
Eigen Value	7.153	4.404	3.123	2.651
% of Variance	35.767	22.021	15.616	13.257
Cumulative %	35.767	57.788	73.404	86.661
Cronbach's alpha	0.972	0.973	0.923	0.952

To check the reliability of all extracted factors, Cronbach's alpha is applied and the value of all factor ranged from 0.923 to 0.973 which is acceptable and recommended the cut-off of 0.700 (Hair et al., 2006). Thus, all twenty variables are grouped under four factors which are explained as follows:

Factor-1 is the most important factor which includes seven variables and explains 30.12% of variance. Eigen value of this factor is 7.153 and Cronbach's alpha value is 0.972. This factors includes the seven items which are; shoppers' were easily able to find their way around the mall, availability of the things as per their requirement at that mall, shoppers' found what they wanted at that mall, the ability of the mall to satisfy all family members, availability of the requirements of every family member in the mall, variety of activities to satisfy everyone in the family, availability of variety of stores & products to satisfy everyone in the family. The items that clustered on factor-1 suggests that this factor represents Utilitarian Value (UTI). Utilitarian value is basically reflects task related worth and therefore, shoppers perceived any shopping experience from a work perspective as a mission to complete for what they wish to purchase (Babin et al., 1994).

Factor-2 is the second important factor which includes six variables which are; shoppers' feel a sense of joy while looking at the merchandise in the mall, they feel fun to be in the mall and excite about walking into the mall, the time spent in the mall was truly enjoyable for the shoppers, shoppers continued to shop at that mall not because they had to but because they wanted to and shoppers feel happy in the mall due to its environment. This factor has an Eigen value of 4.404 and explains 22.02% of variance. The reliability test shows Cronbach's alpha value 0.973 which is excellent enough to accept. The items that came together on factor-2 recommend that this factor represents Hedonic Value (HED). Shoppers in mall are influenced with the variety of psychological needs which cannot be fulfilled only by acquisition of products. The fun and playfulness of any

shopping experience show the hedonic value which shoppers get during the shopping experience (Babin et al., 1994). Malls provide hedonic and utilitarian values to their shoppers and therefore, they visit mall frequently.

Factor-3 consists of four variables which are; shopping trip was felt as an escape from life pressure to the shopper, helped shoppers to release stress & to relax, shoppers were able to forget their problems during shopping and shopping was something from the daily routine for the shoppers. This factor deals with sensuous pleasures which satisfy customers own desires and giving themselves pleasure. The items which explain this factor suggests that this factor is Self-Gratification Value (SG). This factor has an Eigen value of 3.123 and explains 15.61% of variance. The Cronbach's alpha value of this factor is 0.923. Shoppers who are disturbed by any reason may select to refresh their mood by choosing the option of shopping because pleasant emotions can be personally gratifying and can improve the mood of a shopper (Cai & Shannon, 2012). Malls provide full opportunity of gratification shopping due to delightful ambiance which can relive a shopper from stress.

Factor-4 holds three variables i.e. shoppers often go to the mall together with friends, family to have fun & make good memories, shoppers visit the mall for not necessarily buying anything but to have good time interacting with each other and to socialize with their friends or family. This factor is concerned with social experience outside the home which is one of the most important motives for shopping and explains 13.257% of variance with 2.651 Eigen value. The Cronbach's alpha value of this factor is 0.952. This factor holds three items on the same factor and explores that factor-4 represents social interaction value (SI) which means the positive gain in shopping experience through the interaction with friends, sales people, family etc. (Davis & Hodges, 2012). Therefore, four dimensions (Utilitarian value, Hedonic Value, Self-gratification value and Social Interaction value) of perceived value of malls are extracted which influence the mall shoppers for shopping in NCR of India.

Correlation analysis

Table- V represents the correlation analysis of the extracted dimensions of shoppers' perceived shopping values and shoppers' satisfaction. The result of coefficient of correlation displays that low to moderate correlations are present between shoppers' satisfaction and the shoppers' perceived shopping values except social interaction value which are significant at 5% level.

Table 5 : Correlations Analysis

	UTI	HED	SG	SI	SAT
UTI	1				
HED	.239**	1			
SG	.062	.164**	1		
SI	-.004	.060	-.035	1	
SAT	.368**	.450**	.274**	.024	1
**. Correlation is significant at the 0.01 level (2-tailed).					

Stepwise Regression Analysis

The hypothesized relationships of shoppers' satisfaction with perceived shopping values are tested with the stepwise regression analysis and results are stated in table- VI. The results show that hedonic shopping value, utilitarian shopping value and self gratification shopping value have significant impact on shoppers' satisfaction with the mall. However, social interaction shopping value is not significant to affect the shoppers' satisfaction with the mall. Therefore, the results support the hypotheses H1, H2 and H3, whereas, rejects H4. Therefore, these are the three significant predictors for shoppers' satisfaction.

Table 6 : Stepwise Regression Analysis

Independent Variable(s)	Model 1			Model 2			Model 3		
	ß	B	T	ß	B	t	ß	B	t
HED	.450	.324	10.439	.384	.276	9.060	.352	.253	8.432
UTI				.276	.200	6.519	.271	.197	6.575
SG							.199	.151	4.900
R Square	0.202			0.274			0.313		
Adjusted R Square	0.200			0.271			0.308		
^ R Square	0.200			0.071			0.037		
F change	108.965			80.986			64.888		
Sig	0.000**			0.000**			0.000**		
** Significant at the 0.01 level (2 -tailed).									

Table 7 : ANOVAa

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	174.956	1	174.956	108.965	.000 [b]
	Residual	690.414	430	1.606		
	Total	865.370	431			
2	Regression	237.179	2	118.589	80.986	.000 [c]
	Residual	628.191	429	1.464		
	Total	865.370	431			
3	Regression	270.542	3	90.181	64.888	.000 [d]
	Residual	594.828	428	1.390		
	Total	865.370	431			
a. Dependent Variable: SAT						
b. Predictors: (Constant), HED						
c. Predictors: (Constant), HED, UTI						
d. Predictors: (Constant), HED, UTI, SG						

There are three models and all the models are found to be significant as indicated by significant F-value of all the models (table- VI & VII); therefore, ANOVA for the three factors is significant; although, model-3 which consists hedonic shopping value, utilitarian shopping value and self gratification shopping value is observed as the best fitted model. The R square value of model- 3 (table-VI) presents that 31.3 percentage changes in shoppers' satisfaction is explained by hedonic, utilitarian and self gratification shopping values.

Overall, the results of the current study discover three shopping values which significantly influence shoppers' satisfaction with the mall. This result supports the findings of Carpenter & Fairhurst (2005), Jones et al. (2006) and El-Adly & Eid (2016). The first strongest predictor is hedonic shopping value (β = 0.352, p<0.05). Similarly, hedonic value has significant positive influence on shoppers' satisfaction and supports hypothesis H1. Shoppers find fun in mall (El-Adly & Eid, 2015) and also feel a sense of joy while shopping in the mall because of the feeling of excitement (Jones et al., 2006).

The study finds utilitarian shopping value as a second significant variable to influence shoppers' satisfaction (β = 0.271, p<0.05). Similarly, the results support that utilitarian value has significant positive influence on shoppers' satisfaction and supports hypothesis H2. Many studies have supported the positive relationship between utilitarian value and shoppers' satisfaction (El-Adly & Eid, 2016; Diep & Sweeny, 2008; Jones et al., 2006; Carpenter & Fairhurst, 2005). Shoppers find easy way around the mall and accomplish just what they want to on the shopping trip (El-Adly & Eid, 2015; Diep & Sweeny, 2008). Customers save their time by completing the shopping quickly (Babin et al., 1994). In fact, rarely they couldn't find what they really need (Diep & Sweeny, 2008). Utilitarian shopping value is one of the reasons for the success of malls. Managers & developers of malls should provide better utilitarian value as per the needs/wants and demographic profile of the shoppers.

Lastly, the self gratification shopping value which is associated with the ways of reducing the pressure in life is observed as the significant shopping value to affect shoppers' satisfaction (β = 0.199, p<0.05). While shopping in the mall, customers feel as an escape from life pressure, they usually visit mall to release stress and to do different from the daily routine. They forget their problems and feel relax in malls (El-Adly & Eid, 2015). These impulses induce

the people to visit the mall. Therefore, managers can create more satisfaction among the shoppers by increasing the sense of pleasure and entertainment.

However, El-Adly & Eid (2016) argues that the social interaction is a potential shopping value to influence shoppers' satisfaction with the mall, but the current study observed this as an insignificant variable in case of mall shopping in India. Many scholars like Davis and Hodges, (2012); El-Adly & Eid (2016) emphasize that customers feel more gain in shopping experience through interaction with friends, family, salespeople, etc. Though, this factor is proved insignificant in this study and justified that people usually do not visit mall for interaction and therefore, this factor do not provide value to their satisfaction.

CONCLUSIONS AND RECOMMENDATIONS OF THE STUDY

It is not easy for mall management to attract new customers and retain existing ones with the increasing number of malls. Focusing on the phenomenon, hedonic, utilitarian and self gratification shopping values are the call for shoppers' satisfaction. Managers of the malls can improve these values by identifying the large variety of activities related to these factors and can protect themselves from the cut-throat competition of the market. The foremost important action of mall developers/managers should be to expand the opportunities of more enjoyment because customers find excitement to visit mall. The present study highlights that utilitarian shopping value has significant impact on shoppers' satisfaction. Therefore, mall developers/managers should increase the number of stores in a mall to satisfy maximum number of family members in a single visit. Shoppers who are disturbed by any reason may select to refresh their mood by choosing the option of shopping because pleasant emotions can improve the mood of a shopper (Cai & Shannon, 2012). However, malls provide full opportunity of gratification shopping due to delightful ambiance which can relive a shopper from stress. Nevertheless, mall developers/managers should plan more creative ideas to expand this factor for the better mall attractiveness. The results of the study do not accept the significant effect of social interaction on shoppers' satisfaction; this is because of the fact that shoppers are more independent for their decisions nowadays. Due to increasing use of internet/technology, customers of NCR (India) have enough awareness of products/services and offers of the shopping in mall. This finding suggests the

mall developers/management to spread more and more awareness of products/services and offers among the shoppers for shopping in the mall.

REFERENCES

1) Babin, B.J., Darden, W.R., Griffin, M. (1994), "Work and/or fun: measuring hedonic and utilitarian shopping value", Journal of Consumer Research, 20: 644656.

2) Cai, Y. & Shannon, R. (2012), "Personal values and mall shopping behavior: the mediating role of intention among Chinese consumers", International Journal of Retail & Distribution Management, 40(4): 290-318.

3) Carpenter, J.M. & Fairhurst, A. (2005), "Consumer shopping value, satisfaction, and loyalty for retail apparel brands", Journal of Fashion Marketing and Management, 9(3): 256-269.

4) Davis, L. & Hodges, N. (2012), "Consumer shopping value: an investigation of shopping trip value, in-store shopping value and retail format", Journal of Retailing and Consumer Services, 19(2): 229-239.

5) Diep, V.S. & Sweeney, J.C. (2008), "Shopping trip value: do stores and products matter?" Journal of Retailing and Consumer Services, 15(5): 399-409.

6) El-Adly, M., & Eid, R., (2015), "Measuring the perceived value of malls in a non-western context: the case of the UAE", International Journal of Retail & Distribution Management, 43(9): 849869.

7) El-Adly, M., & Eid, R., (2016), "An empirical study of the relationship between shopping environment, customer perceived value, satisfaction, and loyalty in the UAE malls context", Journal of Retailing and Consumer Services, 31: 217227.

8) Hair, J., Black, B., Babin, B., Ralph, A., & Ronald, T. (2006), "Multivariate Data Analysis", 6th ed., London: Prentice-Hall.

9) Hui, E.C.M., Zhang, P. H., & Zheng, X. (2013), "Facilities Management Service and Customer Satisfaction in Shopping Mall Sector", Facilities, 31(5/6): 194-207.

10) IBEF, (2016). Profile of Retail Industry. Retrieved August 14, 2016 from http://www.ibef.org/industry/retail-india.aspx

11) Jackson, V., Stoel, L., & Brantley, A. (2011), "Mall attributes and shopping value: differences by gender and generational cohort", Journal of Retailing and Consumer Services, 18(1): 19.

12) Jones, M., Reynolds, K., Arnold, M. (2006), "Hedonic and utilitarian shopping value: Investigating differential effects on retail outcomes", Journal of Business Research, 59 (9): 974981.

13) Khare, A. (2011), "Mall shopping behaviour of Indian small town consumers", Journal of Retailing and Consumer Services, 18(1): 110-118.

14) Kuruvilla, S.J., & Joshi, N. (2010), "Influence of demographics, psychographics, shopping orientation, mall shopping attitude and purchase patterns on mall patronage in India", Journal of Retailing and Consumer Services, 17(4): 259-269.

15) Malhotra, N. K., & Dash, S. (2013), "Marketing Research: An Applied Orientation (6th ed.)", New Delhi: Pearson Education India.

16) Singh, H., & Sahay, V. (2012), "Determinants of shopping experience: Exploring the mall shoppers of national capital region (NCR) of India", International Journal of Retail & Distribution Management, 40(3): 235-248.

17) Stoel, L., Wickliffe, V., Lee, K.H. (2004), "Attribute beliefs and spending as antecedents to shopping value", Journal of Business Research, 57: 10671073.

18) Sweeney, J.C., & Soutar, G.N. (2001), "Consumer perceived value: the development of a multiple item scale", Journal of Retailing, 77(2): 203220.

19) 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.

20) Venkateswarulu, A., & Uniyal, D.P. (2007), "Concept of a Mall: Measuring Attitude and Perception of Shoppers towards Malls of Mumbai, Indian Retail Review, 1 (1): 7-16.