



Shopping well-being at the mall: Construct, antecedents, and consequences[☆]



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ABSTRACT

The study defines shopping well-being at the mall as a shopper's perceived impact of a shopping mall in contributing to satisfaction in important life domains resulting in a global judgment that the mall contributes significantly to one's overall quality of life. Particularly, the study puts forward six predictive factors of the retail mix as influencing shopping well-being: functionality, convenience, safety, leisure, atmospherics, and self-identification. Additionally, the study predicts that shopping well-being positively influences mall loyalty and positive word of mouth. A shopper survey conducted in two North-American shopping malls provides data testing several predictions of potential theoretical and managerial significances.

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1. Introduction

Shopping can contribute significantly to people's quality of life, making aphorisms such as “I shop, therefore I am” and “shop till you drop” part of popular culture in the developed countries. Shopping is considered fulfilling of three fundamental human needs: autonomy, competence, and relating to others (Tauber, 1972). Satisfaction of these needs play an important role in overall subjective well-being or happiness (e.g., Deci & Ryan, 2002).

In the same vein, the last several decades bear witness to much research relating to shopping hedonic values (e.g., Babin, Darden, & Griffin, 1994), shopping enjoyment (Beatty & Ferrell, 1998), shopping excitement and delight (Oliver, Rust, & Varki, 1997; Wakefield & Baker, 1998), and more recently recreational shopper identity (Guiry, Mägi, & Lutz, 2006). Research has demonstrated “shopping as fun” (e.g., Arnold & Reynolds, 2003; Wakefield & Baker, 1998). Other studies have focused on the less-than-positive side of shopping, providing accounts of distressed consumers experiencing the “necessary evil” and/or “dark side of shopping” (e.g., Babin et al., 1994; Campbell, 1997). Thus, this research stream implies that shopping

does impact both positively and negatively shoppers' overall sense of well-being.

Despite the seemingly significant impact of shopping on people's well-being, no research explicitly addresses the issue of how shopping impacts one's overall sense of well-being. Pointedly, Wanger (2007) notes this void and calls for research on the issue of how shopping contributes to people's well-being. A great deal of research shows the adverse quality-of-life effects of compulsive shopping (e.g., Roberts, Manolis, & Tanner, 2003). However, this research stream should not be confounded with the research on shopping well-being. Shopping well-being focuses instead on the positive quality-of-life effects of the shopping experience. In contrast, compulsive shopping focuses on the negative quality-of-life effects of shopping addiction.

The present study aims then to show how shopping at malls contributes to a sense of well-being. Shopping at malls represent the premier place where people frequently shop in the vast majority of developed countries (e.g., Ng, 2003; Joyce, 2006). Mainly, this study addresses three questions. (1) What is shopping well-being at malls? (2) How do shopping malls contribute to shoppers' well-being? (3) What are the consequences of shopping well-being that are of interest to shopping mall management?

The story line of the present study is straightforward. Shopping well-being at a mall involves a sense of well-being in four key life domains: consumer life, social life, leisure life, and community life. The mall's features (functionality, convenience, safety, leisure,

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atmospherics, and self-identification) all contribute to shopping well-being by impacting shoppers' well-being in these four key life domains. Shopping well-being, in turn, contributes positively to mall loyalty and positive WOM.

2. The concept of shopping well-being at malls

This study defines shopping well-being as a shopper's perceived impact of a shopping mall in contributing to satisfaction in important life domains (such as consumer life, social life, leisure life, and community life) resulting in a global judgment that the mall contributes significantly to one's overall quality of life. That is, shopping well-being captures the emotional state of life satisfaction shoppers may experience related to their cumulative shopping experiences at a mall. The focus is not on satisfaction with the shopping experience or the mall per se (i.e., satisfaction with parking, products, services, employees, etc.), but on the extent to which mall shopping contributes to one's perceived quality of life. Specifically, this study adapts the concept of shopping well-being from the concept of consumer well-being. Consumer well-being refers to consumer satisfaction with the various consumer life domains and sub-domains – product acquisition (i.e., shopping), product assembly (i.e., preparing the product for consumption), product ownership (i.e., material possessions), product consumption (i.e., product use), and product maintenance (i.e., servicing the product over its lifespan), and product disposal (i.e., the sale, trade in, or physical disposal of the product after consumption) (e.g., Day, 1987; Meadow & Sirgy, 2008; Sirgy & Lee, 2006). This study focuses on one of the consumer life sub-domains, namely shopping life (i.e., experiences related to product acquisition). Within that sub-domain of shopping life are affective experiences related to shopping malls. The mall shopping experience covers a wide array of experiences such as purchase of consumer goods and services, socialization with retail personnel and other shoppers, entertainment, etc. These experiences are multifaceted and play an important role in one's overall quality of life.

Shopping in a mall may contribute to life satisfaction through four key life domains: (1) consumer life, (2) social life, (3) leisure life, and (4) community life. A shopping mall can contribute significantly to consumer well-being by providing shoppers with an assortment of stores that carry much needed goods and services. A shopping mall can contribute significantly to social well-being by providing shoppers a venue that allows them to gather with other people such as friends and relatives to interact and socialize. A shopping mall can contribute significantly to leisure well-being by providing shoppers an entertainment venue. Many shopping malls host implicit and explicit entertainment programs. Implicit entertainment may occur in the form of browsing through the mall and stores within. Explicit entertainment occurs, for example, when shoppers go a movie theater within the mall or visit a video arcade. Finally, a shopping mall can contribute significantly to community well-being by providing a meeting place for community residents to assemble, socialize, and experience a sense of community. Enhancing well-being in the consumer, social, leisure, and community life domains serves to increase overall life satisfaction.

3. Effect of the mall mix environment on shopping well-being

The marketing mix elements characterize and distinguish all retail formats (e.g., stores, malls, groceries, retail agglomerations) (e.g., Teller & Reutterer, 2008). These elements determine how consumers perceive the marketplace both functionally and affectively (Darden & Babin, 1994). Retailing theory adopts the term retail mix in place of marketing mix.

Retailing researchers strongly share the idea that the mall retail environment (or “mall image”) corresponds to the way in which a given mall is perceived by shoppers with respect to a set of functional qualities (products, services, parking, facilities, etc.) as well as an aura

of psychological attributes (behavior of sales personnel, atmospherics, etc.). Particularly, a scrutiny of retailing research leads us to infer that the mall retail environment can be captured using six broad factors: (1) functionality, (2) convenience, (3) safety, (4) leisure, (5) atmospherics, and (6) self-identification. These six sets of factors related to the mall mix are likely to contribute to shopper's sense of well-being in consumer life, social life, leisure life, and community life. Shopping well-being, in turn, contributes positively to mall loyalty and positive WOM (see Fig. 1).

3.1. Functionality

The use of the term “functionality” is consistent with the notion of “functional congruity” in the retailing literature, defined as the perceived utilitarian aspects of a retail establishment in reference to an ideal point (Johar & Sirgy, 1991). Functional congruity represents a variation of a multi-attribute attitude model with utilitarian evaluative criteria like product performance or quality, reliability, durability, and customer service.

Ultimately, the core function of a shopping mall is to provide a venue for shoppers to carry out their purchases of consumer goods and services. Mall functionality refers then to the quality of the mall in the way that the mall has an assortment of quality and quantity stores to meet shoppers' consumption needs. Thus, shopping malls play an important role in consumer well-being. Consumer well-being significantly increases when shoppers can accomplish their planned shopping (purchasing high value goods and services) with little time and effort. Conversely, malls that have a few retail stores and services may not adequately meet the shoppers' purchasing needs. As such, functional congruity of the mall attributes (or functionality) should influence shoppers' well-being. In other words, the greater the positive evaluation of the “functional” attributes the greater the well-being experience at the mall. That is, the congruity of utilitarian aspects triggers positive psychological experiences such as a sense of well-being; this is consistent with the extant literature research on means-end chain (e.g., Reynolds & Gutman, 1988; Rokeach, 1973).

The preceding discussion informs the following prediction.

H1. Mall functionality positively affects shopping well-being.

3.2. Convenience

Lee, Sirgy, Larsen, and Wright (2002) show that the convenience and/or ease of disposal of a product affect consumer well-being. Similarly, Grzeskowiak, Sirgy, Lee, and Claiborne (2006) find that consumers who buy a home with the least amount of effort experience a sense of well-being. Furthermore, consumers perceive a convenient shopping experience as a means to obtain physical and mental balance, which in turn contributes to contentment, shopping enjoyment and consumers' overall quality of life (Wanger, 2007).

Convenience plays an important role in shopping well-being by enhancing all four facets of shopping well-being: consumer, social, leisure, and community. A mall that lacks convenience makes it difficult for shoppers to purchase planned goods and services. A mall that is inconvenient creates difficulty for shoppers to socialize with others and experience entertainment. Also, poor convenience creates difficulties for shoppers to think of a mall as a community center, a place that is the heart of the community, providing a meeting place for community residents, a place that enhances community cohesiveness.

H2. Mall convenience positively affects shopping well-being.

3.3. Safety

In general safety in a shopping mall is a perception that shoppers are not likely to experience fire, theft, harassment, assault, or any form

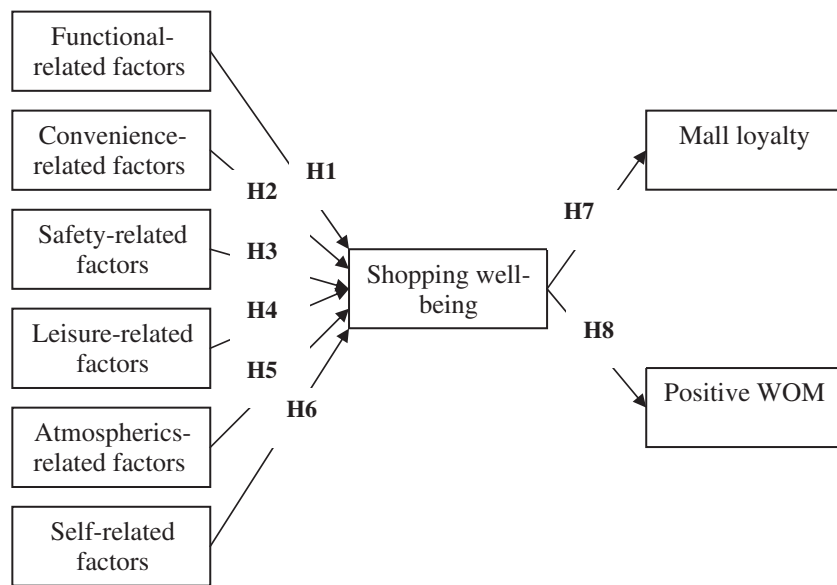


Fig. 1. Research model.

of violence within the confines of the mall (e.g., [Fernando, 1995](#)). Many malls, especially those in large cities located in low-income neighborhoods, have problems with safety and security issues. Teenage gangs roam the malls creating a climate of fear and intimidation. In some cities, the homeless seek shelter in malls. Shoppers are afraid that criminals may rob, harass or assault them. Safety concerns do affect shoppers' feelings about the mall and ultimately their patronage. For example, one study has demonstrated that safety at shopping malls impacts mall patronage ([Nicholls, 1994](#)). Shoppers who feel safe visit the mall at different times of the day, more so than those who have safety concerns.

Safety concerns adversely affect shopping well-being by diminishing well-being in consumer, social, leisure, and community life. Shoppers cannot effectively engage in purchasing needed goods and services when they are concerned about their own safety and possibly the safety of their family, friends, and significant others. Shoppers cannot comfortably socialize and experience entertainment in a climate of fear and intimidation. An unsafe mall cannot be a suitable place where community residents congregate and feel connected to one another.

Thus, one can offer the following prediction.

H3. Mall safety positively affects shopping well-being.

3.4. Leisure

There is much evidence in the quality-of-life studies literature demonstrating a strong link between leisure and well-being. For example, [Neal, Uysal, and Sirgy \(2007\)](#) demonstrate that satisfaction with aspects of services plays a significant role in determining overall satisfaction with travel/tourism services, which in turn plays an important role in leisure well-being. In turn, leisure well-being contributes significantly to life satisfaction.

A mall where shopping well-being is perceived as high is one that enhances shoppers' leisure well-being. It does so through access to entertainment facilities and eating and drinking establishments directed toward children and young and mature adults. Furthermore, entertainment facilities do not only enhance leisure well-being but also social and community well-being. People meet at the mall to socialize, consume entertainment services (e.g., watch a movie), eat lunch or dinner, have an ice cream, discuss community events, and so on.

These activities are likely to generate positive affect in the context of social, leisure, and community life.

H4. Mall leisure positively affects shopping well-being.

3.5. Atmospherics

In the present study, mall atmospherics refers to the overall ambiance of the mall as perceived by shoppers. Is the mall depressing or cheerful? Is it dull or entertaining? Is it boring or stimulating? These feelings may be due to the general appearance of the interior and exterior of the mall.

[Holbrook and Hirschman \(1982\)](#) argue that consumers make judgments about a brand based on an appreciation of the good or service for its own sake (i.e., the hedonic quality of the product). Research shows that the hedonic features of consumer goods, services, or stores affect consumers' attitude (e.g., [Babin & Attaway, 2000](#); [Bloch, Brunel, & Arnold, 2003](#); [Holbrook & Hirschman, 1982](#); [Laroche, Teng, Michon, & Chebat, 2005](#)). A shopping mall has many hedonic features that may affect shoppers' sense of well-being. These may include its outside appearance, the shape of the interior, the color and lighting within, the store windows, decorations, aroma and other odors, the background music, and so on. These features all engage the senses directly, and they are likely to play a significant role in shopper satisfaction and sense of well-being.

A mall that has good atmospherics is one that motivates shoppers to linger around, take their time doing their shopping, and encourages people to use the mall to experience leisure, social, and community events. Conversely, a mall that has poor atmospherics is likely to repel than attract shoppers. That is, shoppers are likely to feel reluctant to do their shopping in a mall with poor atmospherics; and even if they feel they have to, they may limit their time at the mall to buying only. That is, they are not likely to consume entertainment services; they are not likely to eat and socialize with others at the mall; and they are not likely to treat the mall as a community gathering place.

Thus, one can offer this prediction.

H5. Mall atmosphere positively affects shopping well-being.

3.6. Self-identification

Shoppers perceive malls differently. Some malls are perceived as "classy and sophisticated" catering to affluent shoppers. Consumers

perceive other malls as a “hang-out for school kids”. “Elderly friendly” malls attract many mature shoppers. This stereotypic image of the general shopper of a mall plays an important role in enhancing the social well-being of shoppers. Shoppers like to do their shopping at malls where they run into people of their own kind – people they can identify with. This matching process is referred to as “self-image congruence,” (Sirgy & Samli, 1985).

Furthermore, research in quality of life provides evidence linking personal expressiveness of an activity with subjective well-being. Specifically, eudemonistic identity theory (e.g., Waterman, Schwartz, & Conti, 2008) argues that identity development proceeds most successfully when people identify their best potentials and engage in activities that move them toward realizing those potentials. Engagement in those activities produces feelings of personal expressiveness. Translating this in a shopping context, this means that shoppers who feel a sense of personal expressiveness (such as self-identification or self-congruence) in shopping at a mall are likely to experience a greater sense of well-being than those who do not feel that sense of personal expressiveness. Personal expressiveness, in this case, refers to the extent to which shopping at that particular mall reflects their personal identity.

Drawing from the aforementioned theoretical and empirical research on image congruence and well-being, one can hypothesize that shoppers who perceive a mall to match their self-image may experience a sense of well-being.

H6. Shoppers' self-identification positively affects shopping well-being.

4. Consequences of shopping well-being

This study proposes that shopping well-being impacts mall loyalty and positive word-of-mouth communications. Dick and Basu's loyalty theory (1994) suggests that customer loyalty is a combination of a relative favorable attitude and repeat purchase or patronage. Accordingly, this study treats mall loyalty as a combination of a relative favorable attitude toward the mall and repeat shopping at the mall. Also, this study treats positive word of mouth as informal, positive communication about the mall with other consumers (Jones & Reynolds, 2006).

The organizational behavior literature clearly demonstrates that employee well-being significantly increases organizational commitment and decreases employee turnover (e.g., Spector, 1997). Similarly, in the consumer behavior literature Sirgy, Lee, and Kressmann (2006) show that consumers' well-being related to personal transportation significantly and positively influences their loyalty to the vehicle's brand.

One can argue that shoppers who feel that a mall contributes to their quality of life are more likely to experience positive emotions that would make them highly motivated to patronize that mall. More specifically, when mall shoppers experience high levels of well-being related to their shopping experience they are likely to feel positive about the mall and express a deep sense of interest in and commitment to the mall (cf. Jones & Reynolds, 2006).

As long as mall shoppers find their shopping experience contributing positively to their sense of well-being, they likely to make positive references about the mall to others (e.g., family members, friends, colleagues, and/or acquaintances).

H7. Shopping well-being has a positive predictive effect on loyalty to the mall. **H8:** Shopping well-being has a positive predictive effect on shoppers' propensity to spread positive word of mouth about the mall.

5. Method

5.1. Sample

Data were collected from actual shoppers in two urban Canadian shopping malls through a mall intercept. Shoppers were randomly

intercepted and recruited to participate in the study. Data were collected during all times of the day, on all days of the week, and at all mall entrances/exits. The surveys were administered by graduate marketing research assistants, well-trained and instructed in the mall intercept and interviewing techniques.

The shoppers were assured that the collected data would be used for purely academic purposes. They were first qualified to ensure that they were over the age of 18 and had completed their shopping activities for the day. Shoppers who then agreed to participate in the study were directed to a designated sitting area where they filled out the survey.

In the first mall 483 out 922 intercepted shoppers agreed to complete the survey questionnaire resulting in a 52.39% response rate. Elimination of excessive missing data reduced the sample size to 420. In the second mall, 378 out 705 shoppers agreed to complete the questionnaire yielding a response rate of 53.62%. Data cleaning of excessive missing data resulted in 300 useable surveys. The demographic profile of these shoppers can be characterized as follows: slightly more shoppers are female (58%). 48% of shoppers are between the age of 18 and 25 years old. 50% of shoppers are married and 30% of them are single. Respondents are fairly well educated, with 30% having completed a university degree. All income ranges are well represented.

5.2. Measures

The measures capturing the features pertaining to the five broad categories of the mall mix environment (convenience, safety, functionality, atmospherics, and leisure) were adapted from the retailing literature (e.g., Bellenger, Robertson, & Greenberg, 1977; Chebat, Sirgy, & St-James, 2006; Downs, 1970; Finn & Louviere, 1996).

Particularly, convenience, functionality, and leisure are considered second-order formative constructs captured through several first-order reflective factors. Mall convenience was formed by the following factors: mall location (i.e., distance to home and distance to work), accessibility (i.e., the easiness to access), hours of operation, parking, layout, and restrooms. The following factors represent mall functionality: store variety, stores with product assortment, stores with quality merchandise, stores with fashionable merchandise, stores with brand name goods and services, stores providing high value merchandise, and stores with good customer service. Mall leisure consists of two factors: eating and drinking establishments, and entertainment programs and facilities. Atmosphere and safety are first-order reflective constructs in the model. Semantic differential scales are used to capture responses to the mall mix environment factors. All attributes, except for mall accessibility (which was captured by a single item), are represented by 2 to 5 reflective indicators. Table 1 shows a complete list of all individual indicators of the constructs used in the study. To measure shopper self-identification, three items from the self-congruity measure by Sirgy, Dhruv, and Mangleburg (2000) were adopted.

In relation to the shopping well-being measure, the study developed a measure reflecting the definition of the construct and adapted from consumer well-being research (e.g., Lee et al., 2002; Sirgy et al., 2008). Accordingly, shopping well-being was measured as follows. Respondents were prompted by the following question: “Does shopping at (mall name) contribute to your quality of life?” Then respondents were presented with 7-point differential scales involving four items: “this mall does not satisfy/satisfies my overall shopping needs”; “this mall does not play a role/plays a role in my social well-being”; “this mall does not play a role/plays a very important role in my leisure well-being”; “this mall does not play a role/plays an important role in enhancing the quality of life in my community.” The composite reliability (CR) and average extracted variance (AVE) reveal that the four items capturing shopping well-being are reliable: CR = .90, AVE = .71 for the pooled sample.

Table 1
PLS results for the measurement model.

Constructs and measurement items	λ^a	CR	AVE
<i>Functionality</i>			
Store variety		.85	.73
–This mall lacks/does not lack department stores	.83		
–This mall lacks/does not lack variety in specialty stores	.88		
Product assortment		.91	.84
–This mall has poorly/well stocked stores	.92		
–This mall has a limited/wide assortment of products and services	.92		
Merchandise quality		.92	.85
–The quality of the products available in this mall is rather low/high	.93		
–Most of the stores in this mall carry low/high quality products	.92		
Merchandise fashion		.91	.83
–Most of the products have outdated styles/are fashionable	.91		
–This mall does not have/has stores that carry new style products	.91		
Branding		.93	.87
–This mall does not have brand names/has good brand names	.93		
–Most of the products found in this mall are not well-known/very well-known brands	.93		
Merchandise value		.87	.77
–Most of the products in this mall don't have much value/have a great deal of value for the money I would spend	.90		
–Most of the stores in this mall don't have/have good sales	.86		
Customer services		.92	.80
–The people who work at this mall are not courteous/are very courteous	.88		
–The service in this mall is not friendly/is very friendly	.91		
–I rate the quality of the service in this mall as very low/as very high	.89		
<i>Convenience</i>			
Distance to home		.94	.88
–This mall is far away from/very close to my home	.93		
–The location of this mall from my home is not convenient at all/is very convenient	.94		
Distance to work		.94	.89
–This mall is far away from/very close to my place of work	.94		
–The location of this mall from my place of work is not convenient at all/is very convenient	.95		
Accessibility		–	–
–This mall is/is not easily accessible from the street	1.00		
Hours of operation		.88	.78
–The hours of operation of this mall should be extended/are fine as they are	.86		
–The weekend hours of operation of this mall are inadequate/are more than adequate	.90		
Parking		.93	.88
–Parking is a big problem/no problem at all at this mall	.94		
–I hate parking/parking is a breeze at this mall	.94		
Layout		.91	.83
–This mall has a complicated/simple layout	.92		
–This mall is poorly/well designed	.91		
Restrooms		.87	.78
–The restrooms at this mall are always/never crowded	.89		
–The restroom situation in this mall is terrible/a comfort	.88		
Safety		.89	.81
–There is a/is no safety problem at this mall	.90		
–I heard that this mall is not safe/I know that this mall is very safe	.90		
Atmospherics		.94	.79
–The atmosphere of this mall is depressing/cheerful	.89		
–The atmosphere of this mall is dull/entertaining	.91		
–The atmosphere of this mall is boring/stimulating	.92		
–The atmosphere of this mall is drab/colorful	.85		
<i>Leisure</i>			
Food and cafés		.85	.74
–The fast food at this mall is terrible/great	.85		
–There are no good/are great cafés at this mall	.87		
Entertainment		.87	.61
–There are no/are plenty of entertainment facilities at this mall	.83		
–This mall doesn't have any/has many entertainment programs for children	.84		
–This mall doesn't have any/has many entertainment programs for young adults	.87		
–This mall doesn't have any/has many entertainment programs for mature adults	.67		
–I think this mall stinks/is great when it comes to entertainment	.74		
Self-identification		.95	.87
–I cannot/can identify myself with the people who shop at this mall	.92		
–The typical person who comes to this mall does not match/matches how I see myself	.94		
–The image of this mall is not at all/is highly consistent with myself image	.93		
Shopper well-being		.90	.71
–This mall does not satisfy/satisfies my overall shopping needs	.80		
–This mall does not play a role/plays a very important role in my social well-being	.88		
–This mall does not play a role/plays a very important role in my leisure well-being	.84		
–This mall does not play a role/plays an important role in enhancing the quality of life in my community	.84		

Table 1 (continued)

Constructs and measurement items	λ^a	CR	AVE
Word of mouth		.94	.87
–I don't hesitate to say bad/good things about this mall	.93		
–I never/strongly recommend shopping at this mall	.94		
Leisure			
Mall loyalty	1.00	–	–
–An index based on measures of attitudinal and behavioral loyalties			
Behavioral loyalty (visit frequency)		.97	.95
How often do you come to (mall name)?			
–Once in a while/a lot	.98		
–very infrequently/very frequently	.98		
Attitudinal loyalty		.95	.91
How do you feel about (mall name) compared to your ideal mall?			
–I don't like it at all/I like it a lot	.96		
–I am not particularly fond of it/I am very fond of it	.96		

^aAll factor loadings were significant at $p < .001$.

CR stands for composite reliability; AVE stands for average variance extracted.

Mall loyalty is operationalized with two dimensions: affective (attitudinal) loyalty and conative (behavior-based) loyalty. Thus, a single mall loyalty index was used that is made up of the two dimensions (Jacoby & Chestnut, 1978).

A Positive WOM question asks: “How do you refer to mall (mall name) when you talk to your friends, relatives, associates?” At this point two 7-point semantic differential scales were used to capture responses (“I don't hesitate to say bad things/good things about this mall”; “I never/strongly recommend shopping at this mall”) (e.g., Jones & Reynolds, 2006).

6. Results

6.1. Model estimation

PLS focuses on prediction and not explanation and thus is consistent with this research. The results support the internal consistency of all the measures as the composite reliability is greater than .70 for all constructs (see Table 1). The PLS statistical findings related to the measurement model indicate that all factor loadings (λ) are statistically significant. These results provide direct evidence of convergent validity of the constructs included in the model (Anderson & Gerbing, 1988). The variance extracted for all constructs are greater than the generally accepted value of .50 as well as than the squared interfactor correlations.

These results support the discriminant validity of the constructs (Fornell & Larcker, 1981). Furthermore, shopping well-being, loyalty, and positive WOM with R^2 values of 34.1%, 26.4%, and 37.1% respectively, are considered as good evidence of the predictive validity of the model because they are greater than the recommended 10% (Falk & Miller, 1992). PLS is not a full information technique and does not provide an assessment of fit to assist in assessing construct validity.

6.2. Results of hypothesis testing

Table 2 presents the standardized path coefficient estimates, their respective t values, R^2 values and summarizes the results of hypotheses testing. In relation to hypothesis 1 (H1), the results show that mall functionality significantly and positively influences shopping well-being ($\text{path coefficient} = .280$, $t = 3.80$, $p < .001$). This finding supports H1. Also, mall convenience significantly and positively predicts shopping well-being ($\text{path coefficient} = .346$, $t = 6.64$, $p < .001$). This result supports H2. Mall safety significantly and positively influences shopping well-being ($\text{path coefficient} = .146$, $t = 2.59$, $p < .001$). This result supports H3. Mall leisure also significantly and positively influences shopping well-being ($\text{path coefficient} = .215$, $t = 3.54$, $p < .001$). This result supports H4. Shopping

well-being is also a positive function of the mall atmosphere ($\text{path coefficient} = .437$, $t = 6.24$, $p < .001$). This result supports H5. Also, shoppers' self-identification with the mall positively impacts shopping well-being ($\text{path coefficient} = .507$, $t = 7.97$, $p < .001$). This result supports H6.

Shopping well-being has a significant and positive effect on mall loyalty ($\text{path coefficient} = .487$, $t = 10.57$, $p < .001$). This result supports H7. Finally, shopping well-being positively impacts positive WOM ($\text{path coefficient} = .662$, $t = 14.98$, $p < .001$). This result supports H8.

7. Discussion

Despite the consolidated body of knowledge related to the impact of shopping on people's emotions and feelings, surprisingly no research addresses the issue of how shopping at a mall affects shoppers' quality of life. This paper addresses this issue by introducing the concept of shopping well-being. More specifically, this study addresses three research questions: (1) What is shopping well-being at a mall? (2) What are the elements of the mall mix environment that affect shopping well-being? (3) What are the consequences of shopping well-being that are of interest to shopping mall management?

As for the first question (what is shopping well-being?), the study defines this construct as a shopper's perceived impact of a shopping mall in contributing to satisfaction in important life domains (such as consumer life, social life, leisure life, and community life) resulting in a global judgment that the mall contributes significantly to one's overall quality of life. Particularly, the study adapts a measure of shopping well-being based on this conceptualization and based on past research in consumer well-being (Lee et al., 2002; Sirgy et al., 2008), and the study results provide empirical support of the reliability and the validity of the measure.

The parsimonious shopping well-being measure provides both academicians and practitioners with a succinct, reliable, and valid measure. Practitioners can use the shopping well-being measure to monitor and benchmark shopping well-being levels of their customers and to consequently gauge the impact of their mall marketing programs on their customers' quality of life. For example, mall managers, who would use the shopping well-being measure, could easily monitor shoppers' well-being across time. By doing so, retailers can develop a better understanding of the long-run effect of their marketing programs on consumer well-being.

This study predicts that a shopper's well-being increases within a shopping mall characterized as high in functionality, convenience, safety, leisure, atmospherics, and self-identification. The study results provide empirical support for these theoretical notions. Shopping mall managers should make a concerted effort to design their shopping

Table 2
PLS results for predicted model.

Effects of (exogenous)	On (endogenous)	PLS estimate	t-value ^a	R ²	Hypothesis
Functional	Shopping well-being	0.280	3.800	0.341	H1: supported
Convenience	Shopping well-being	0.346	6.645		H2: supported
Safety	Shopping well-being	0.146	2.590		H3: supported
Leisure	Shopping well-being	0.215	3.548		H4: supported
Atmospherics	Shopping well-being	0.437	6.240		H5: supported
Self-identification	Shopping well-being	0.507	7.974		H6: supported
Shopping well-being	Loyalty	0.487	10.578	0.264	H7: supported
Shopping well-being	Word-of-mouth	0.662	14.983	0.371	H8: supported

^a All estimates parameter are significant at $p < .001$.

malls and create marketing programs that lead shoppers to perceive that shopping malls are highly functional, convenient, safe, entertaining, esthetically pleasing, and attracting other people that shoppers can identify with.

Specifically to enhance mall functionality, mall managers could recruit retailers to develop an assortment of retail establishments that cover the full spectrum of consumption needs. To achieve high levels of mall convenience, mall managers can work closely with town officials to erect road signs guiding traffic toward the mall, ensuring adequate parking facilities, and installing signs and directories within the mall at various entrances and other strategic places. Mall managers should make security guards obvious in roaming the mall and to deal with potential safety problems as they arise. Mall managers can enhance mall leisure by recruiting retailers offering entertainment (e.g., movie theaters, play house, arcade) and scheduling entertainment events at large gathering places within the mall (e.g., small concerts, piano playing). Mall managers can also count on good mall décor and ambiance to contribute to the well-being of their shoppers – the kinds of décor and ambiance that match the tastes and preferences of shoppers. Finally, to enhance shoppers' self-identification, mall managers can, for example, use promotional materials showing an image of a typical shopper consistent with how shoppers see themselves, ultimately to attract shoppers who may share a similar demographic or psychographic profile.

The third research question deals with the effects of shopping well-being. The study hypothesized and empirically predicts that shopping well-being plays a significant role in mall loyalty and positive word-of-mouth communications. With an ever increasing retailers' focus on keeping current shoppers (cf. Babin & Attaway, 2000; Finn & Louviere, 1996), shopping well-being deserves thus greater concern from the retailing community. Particularly, marketing programs designed to enhance shopping well-being should pay off in repeat business and greater profitability.

The study reported here introduced and operationalized the concept of shopping well-being to the retailing literature. One possibility is to focus on the interaction of the mall mix with other community-related constructs. For example, one can hypothesize that the extent to which a shopping mall complements rather than compete with other local shopping facilities enhances shopping well-being (cf. Abratt, Fourie, & Pitt, 1985; Brown, 1992). Retailing researchers are encouraged to pursue this line of future research.

The present study considered only actual-self congruity (i.e., self-identification), assuming that shoppers are predominately motivated by the need of self-consistency. Nonetheless, one can reasonably argue that shoppers who patronize a particular mall may also seek to boost their self-esteem by shopping at a mall perceived to have other shoppers that reflect their ideal and/or social self. Thus, future research should incorporate other dimensions of the self-concept (i.e., the ideal and social self).

Finally, additional studies are needed to further enhance generalizability and explanatory power. Additional research using other

types of shopping centers (e.g., factory-outlet malls, regional malls, super-regional malls; community shopping centers) would be helpful in enhancing the generalizability of the findings.

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