

-RESEARCH ARTICLE-

SHOPPING MALL ATTRIBUTES, SHOPPERS' SATISFACTION, AND SHOPPERS' LOYALTY: EMPIRICAL EVIDENCE FROM ASIAN COUNTRIES

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—Abstract—

This research presents an in-depth analysis of the structural linkages between shopping mall attributes and customer loyalty, placing particular emphasis on the mediating influence of customer satisfaction within this conceptual model. A quantitative methodology was adopted, comprising data collection from 339 participants spanning six Asian countries: Pakistan, India, Bangladesh, Malaysia, Saudi Arabia, and the United Arab Emirates. Data were analysed utilising Partial Least Squares Structural Equation Modelling (PLS-SEM), which facilitated the validation of the measurement model and enabled the investigation of complex associations among mall features, customer satisfaction, and loyalty-related behaviours. The empirical findings demonstrate that customer satisfaction functions as a statistically significant mediator in the relationship between mall characteristics and customer loyalty. Notably, satisfaction was found to exhibit a strong positive correlation with four principal dimensions of shopping malls: the calibre of entertainment amenities, service quality, the variety of products and services offered, and the overall environmental appeal of the mall. These associations were consistently evidenced across the surveyed markets. Nonetheless, the study recognises constraints in terms of external validity, particularly in relation to unexamined contextual and cultural variables. From a managerial perspective, the outcomes bear substantial implications for the strategic planning of retail enterprises operating within intensely competitive service domains. The findings underscore the imperative for mall operators to position customer satisfaction as a core mechanism through which tangible and intangible mall features are transformed into enduring customer loyalty. In particular, the verification of satisfaction's mediating role within Asian market contexts accentuates the importance of culturally adaptive and satisfaction-centric management strategies in mall operations and development. This investigation contributes to scholarly discourse by empirically affirming the pivotal role of customer satisfaction in influencing loyalty patterns within shopping mall environments. Concurrently, it offers valuable guidance for practitioners in the retail sector aiming to strengthen customer retention through targeted enhancements in entertainment, service provision, product range, and overall experiential quality.

Keywords: Shopping Mall Attributes, Shoppers' Satisfaction, Shoppers' Loyalty, Service Quality, Diversity, and Mall Essence

INTRODUCTION

Over the past decade, the function and significance of shopping malls have undergone notable transformations on a global scale. Contemporary retail environments have progressed beyond traditional commercial complexes to become sophisticated urban destinations, now regarded as integral components of the economic and social fabric of cities worldwide. According to industry insights (Wakefield, 2019), these establishments have shifted from being primarily profit-driven venues to multifaceted spaces that encompass retail, dining, leisure, wellness, and cultural activities. This evolution reflects broader changes in consumer behaviour and urban planning, with modern consumers increasingly favouring environments that offer holistic lifestyle experiences rather than merely serving as points of purchase.

As noted by Maitland (1985), contemporary malls have developed into representative urban microcosms, offering a carefully curated setting for both economic exchange and communal interaction. Moreover, the architectural orientation of malls has transitioned from simple retail replications to the enhancement of experiential engagement, incorporating immersive technologies, dynamic spatial arrangements, and architecturally complex structures. These developments align with a series of interconnected social trends, including a shift in consumer preferences towards experiential consumption (Pine & Gilmore, 2011), rapid urban expansion necessitating accessible public domains (Oldenburg, 1999), and climate-adaptive design responses across various geographic contexts (Wakefield & Baker, 1998).

Presently, consumers evaluate shopping malls in a comprehensive manner, taking into consideration factors such as aesthetic appeal, environmental ambience, service quality, convenience, entertainment provisions, and cultural programming. This evolving consumer perspective has necessitated a strategic recalibration among mall operators, who must now deliver value that effectively reconciles social engagement with commercial objectives. Looking ahead, the degree to which retail spaces are interwoven with community-centric experiences will likely determine the trajectory of shopping malls and their continued relevance within urban settings.

Exploring the Relationship between Customer Satisfaction and Loyalty

A considerable body of literature supports the correlation between customer satisfaction and loyalty (Mansori & Chin, 2019; Yi, 1990). Empirical evidence suggests that satisfaction influences not only purchase intentions but also post-purchase evaluations (Kotler, 1973). Jacoby and Kyner (1973) define loyalty in two dimensions: as an

attitudinal commitment and emotional attachment [Fournier \(1994\)](#), and as a behavioural response stemming from favourable experiences ([Dabholkar et al., 2000](#)). Although previous research has examined various facets of shopping mall attractiveness, such as models predicting visitor demand [Ismail El-Adly \(2007\)](#) and experiential marketing techniques ([Kim et al., 2015](#)), substantial gaps remain. In particular, the current body of knowledge lacks comprehensive insights into the role of the service environment in shaping customer preferences [Davis \(2012\)](#), especially concerning the development of satisfaction and loyalty ([Mansori & Chin, 2019](#); [Paul et al., 2016](#)).

Research Focus and Contributions

This investigation examines four fundamental mall attributes:

1. Entertainment Offerings
2. Service quality Standards
3. Product/service Diversity
4. Mall Ambiance and Character

This study contributes to retail scholarship in three significant ways. Firstly, it deepens the understanding of how particular shopping mall attributes affect consumer satisfaction and loyalty. Secondly, it identifies satisfaction as a pivotal mediating variable in the relationship between mall characteristics and customer loyalty. Thirdly, it offers empirical findings drawn from six Asian countries—Pakistan, India, Bangladesh, Malaysia, Saudi Arabia, and the United Arab Emirates—thus addressing the recognised gap in cross-cultural retail research. Although consumer purchase motivations have been extensively documented ([Yavas, 2003](#)), investigations specifically focusing on factors influencing mall attractiveness remain relatively scarce. Noteworthy exceptions include studies by ([Amin et al., 2021](#); [Mansori & Chin, 2019](#)). Building on these foundational works, the present study delivers novel insights into consumer behaviour within Asian contexts, where cultural heterogeneity engenders distinctive retail patterns warranting further scholarly attention.

LITERATURE

The customer hypothesis, a core principle in marketing discourse, posits that sustainable business success is attained through accurately identifying and fulfilling the needs of the target market more effectively than competitors ([Kotler, 1973](#)). Central to this framework is the notion that customer satisfaction fosters loyalty; individuals who experience satisfaction with a specific product, service, or retailer are more likely to maintain their patronage over time. For shopping mall managers, it is imperative to understand the specific elements that contribute to shopper satisfaction. [Anuradha and](#)

[Manohar \(2011\)](#) investigation into malls in Chennai, India, underscored several key determinants influencing mall preference, including:

1. Diverse Retail Options
2. Convenient Parking and Accessibility
3. Entertainment Offerings
4. Perceived Product Quality and Prestige
5. Promotional Incentives (e.g., discounts, sales)

Contemporary consumers increasingly prefer shopping malls that offer integrated experiences, blending retail, leisure, and convenience within a single environment ([Wakefield & Baker, 1998](#)). Building upon these perspectives, the present study posits that specific mall attributes—most notably entertainment—play a substantial role in shaping customer satisfaction and fostering repeated patronage. By aligning operational strategies with such consumer preferences, malls are better positioned to establish lasting customer relationships within an increasingly competitive retail sector.

Entertainment and Shopper Satisfaction

In the context of retail, entertainment encompasses the facilities and events designed to capture visitors' attention and enrich their experience, ensuring they do not rush through their visit. Modern shopping centres feature various entertainment amenities, including restaurants, lounge areas, children's play zones, and cinemas, transforming the experience from a mere shopping trip to an outing ([Paul et al., 2016](#)). These attributes not only extend the duration of customers' visits but also encourage interactions among them, giving the mall a more vibrant atmosphere. Existing literature indicates that retail spaces enhanced by entertainment provoke positive emotions, blending retail therapy with leisure ([Mahin & Adeinat, 2020](#)). The growing popularity of leisure-shopping destinations reflects customers' desires for multi-purpose venues where they can shop, dine, and be entertained ([Rajagopal, 2009](#)). This shift highlights the increasing tendency of consumers to view shopping as an experience rather than a simple transaction. In fact, it has been identified that the availability of leisure activities as a key factor drawing customers to malls, underscoring the significant influence of entertainment on consumer decision-making. Consequently, we propose that:

H1: *Entertainment is positively related to shopper satisfaction.*

Service Quality and Shopper Satisfaction

Extensive research highlights that customer-employee interactions are a critical factor in shaping service experiences across retail environments ([Amin et al., 2021](#)). Studies conducted in various cultural settings, such as shopping malls in Saudi Arabia and Hong Kong, consistently demonstrate that service quality is a primary determinant of

customer satisfaction (Ahmad, 2012; Pahi et al., 2020). The academic consensus affirms that service excellence is integral to enhancing mall performance indicators, with interactions between frontline staff and customers being particularly influential. As the primary point of contact between retail establishments and consumers, mall employees play a crucial role in shaping service perceptions (Rashid & Rokade, 2019). Their expertise, responsiveness, and interpersonal skills have a direct impact on customer satisfaction, perceived service value, intentions to revisit, and the overall competitiveness of the mall. Consequently, we hypothesize that:

H2: *Service Quality is positively related to shopper satisfaction.*

Diversity and Mall Essence and Shopper Satisfaction

Contemporary research highlights several key environmental factors that influence consumer experiences in shopping malls, such as service ambiance, architectural design, social atmosphere, and merchandise presentation (Davis, 2012). These elements interact to evoke emotional responses from shoppers, leading to greater attachment and satisfaction (Amin et al., 2021; Cottet et al., 2006; Mansori & Chin, 2019; Paul et al., 2016). The market position of shopping malls has notably improved due to their evolution into mixed-use destinations. Scholars emphasise that the incorporation of leisure, food, and entertainment significantly enhances the mall's appeal (Ahmad, 2012; De Nisco & Rosaria Napolitano, 2006; Ismail El-Adly, 2007). This transformation reflects changing consumer expectations, where retail outlets must now offer a comprehensive experience rather than solely focusing on shopping. Product assortment also emerges as a key factor driving shopping mall patronage. Research indicates that:

1. The perceived variety of available choices plays a significant role in shaping customer preferences (José Más Ruíz, 1999).
2. The presence of diverse product types distinguishes one venue from another (José Más Ruíz, 1999).
3. Visitors' experiences at the mall are strongly influenced by comparisons between the quality and price of the services provided (Ismail El-Adly, 2007; Singh & Prashar, 2013).

Based on the aforementioned discussion, we hypothesise that:

H3: *Mall essence and diversity are positively related to shopper satisfaction.*

Shopper Satisfaction and Shopper Loyalty

Positive customer relationships are crucial for driving three key business outcomes: higher satisfaction, improved retention, and increased referrals (Amin et al., 2021; Choi et al., 2019; Klaus & Maklan, 2013). Retailers must prioritise the delivery of exceptional

experiences (Jaakkola et al., 2015), as customer satisfaction directly influences loyalty (Brilliant & Achyar, 2013). Research demonstrates that:

1. Loyalty is fostered by consistently positive shopping experiences (Dabholkar et al., 2000).
2. Repeat visits are indicative of initial satisfaction with a mall's offerings (Ahmad, 2012).
3. Satisfaction reflects how effectively retailers meet customer expectations (Jaakkola et al., 2015).

These findings emphasise the dual role of satisfaction: as both an outcome of effective service and a driver of long-term success. For shopping malls, cultivating satisfaction is not merely beneficial—it is essential for sustaining a competitive edge.

H4: *Shopper satisfaction is positively related to shopper mall loyalty.*

Mediating Effect of Shopper Satisfaction on Shopper Loyalty

The entertainment value of shopping malls arises from the psychological triggers embedded within mall ecosystems, which include atmospheric elements, recreational amenities, and attention-grabbing stimuli that offer shoppers temporary enjoyment (Kim et al., 2015). Retail scholars have recognised that the layout of the shopping space and the presentation of merchandise are critical for enhancing shopping enjoyment (Adapa et al., 2020; Atulkar & Kesari, 2017) and are increasingly integral to the overall customer experience (Sirakaya-Turk et al., 2015). In the contemporary retail environment, the following three aspects are of paramount importance:

1. Providing customers with valuable shopping experiences.
2. Analysing customer movements and behavioural patterns.
3. Building long-term relationships that ensure customer retention (Jin & Kim, 2003).

These factors not only deepen customer loyalty but also contribute to improved business performance. Given these considerations, we propose the following hypothesis:

H5-A: *The influence of entertainment on loyalty will be positively mediated by customer satisfaction.*

Customer satisfaction is defined by the extent to which a product or service meets the needs and expectations of consumers (Amin et al., 2021). To optimise customer satisfaction, service characteristics must be enhanced (Adam et al., 2020), with professional management and artificial friendliness playing key roles in improving customer satisfaction and fostering patronage (Yuen & Thai, 2015). While previous

studies have established a direct link between service quality and loyalty, gaps remain in fully understanding this relationship (Majumdar, 2005):

1. Cross-national contexts, particularly concerning the mediating role of satisfaction in shopping malls (Atulkar & Kesari, 2017).
2. The generalised approaches to service quality often overlook the multidimensional impacts of service quality. Aggregate effort fail to illustrate how specific attributes influence loyalty within markets. Considering this, the following hypothesis is proposed:

H5-B: *Shopper satisfaction will mediate the positive relationship between service quality and shopper loyalty.*

The consideration of the product range available in a shopping mall extends beyond the mere assortment of products offered, as it significantly influences consumer buying behaviour. El Hedhli et al. (2013) and Haj-Salem et al. (2016) have attempted to address some of the challenges associated with mall patronage, identifying three key dimensions that contribute to the customer experience: architectural design, environmental ambiance, and staff behaviour. Mohammad Shafiee and Es-Haghi (2017) introduced additional factors, such as ease of access to the mall, pricing strategies, and the diversification of products across various categories, thus broadening the framework proposed by earlier researchers. Enhancing these aspects of mall attributes can lead to improved customer loyalty, which brings substantial benefits to the business. In addition to increasing retention rates, loyal customers are also more inclined to spend greater amounts (Kotler et al., 2016). This spending further enables loyal patrons to become advocates, encouraging other potential customers to visit the recommended stores. It can, therefore, be assumed that:

H5-C: *Shopper satisfaction will mediate the relationship between diversity, mall essence, and shopper loyalty.*

Conceptual Framework

Extensive theoretical and empirical research has established customer satisfaction as a multidimensional construct, generally defined as the extent to which a product or service aligns with consumer expectations (Zeithaml et al., 1996). Cronin Jr et al. (2000) characterise satisfaction as an effective response, reflecting the emotional reactions customers develop based on their service experiences. (Ahmad, 2012) further conceptualises satisfaction as an evaluative judgement, wherein customers assess whether their consumption experience provides the desired level of fulfilment. This study explores four critical mall attributes that influence shopper satisfaction: entertainment, service quality, diversity, and mall essence. These elements serve as predictors in our proposed model, with satisfaction acting as a mediator between mall

characteristics and loyalty outcomes. Previous research by (Ahmad, 2012) has established the importance of entertainment and service quality in driving satisfaction, which subsequently increases unplanned expenditures. As depicted in Figure 1, our structural model comprises:

1. Independent Variables: Entertainment, Service Quality, Diversity, and Mall Essence
2. Mediator: Shopper Satisfaction
3. Dependent Variable: Shopper Loyalty

By examining these relationships, this study contributes to the retail literature in two primary ways:

1. It validates how specific mall attributes collectively enhance satisfaction.
2. It demonstrates satisfaction's mediating role in fostering customer loyalty.

The framework builds upon established theories while offering new insights into the psychological mechanisms that transform mall experiences into lasting customer relationships.

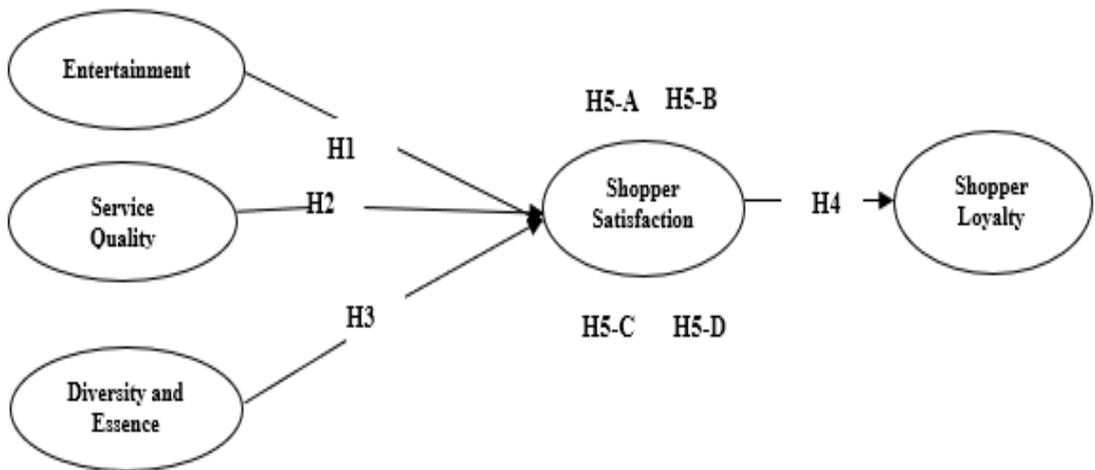


Figure 1: Conceptual Framework

DATA AND METHODOLOGY

The study employed convenience sampling and self-administered questionnaires to gather data from 339 shoppers across Pakistan, Malaysia, the UAE, Saudi Arabia, Bangladesh, and India. Data analysis was conducted using PLS-SEM, ensuring reliability and validity. As noted by Henseler (2017), SmartPLS is effective for

validating smaller samples, justifying its use. The analysis examined how entertainment, service quality, variety, and branding influence shopper satisfaction, and whether satisfaction mediates loyalty towards shopping malls.

Measurement (Questionnaire and Scaling)

This study employed a five-point Likert scale ranging from “Strongly Disagree” (1) to “Strongly Agree” (5). An English-language questionnaire was designed, beginning with an introduction outlining the study's purpose, instructions for completion, and socio-demographic questions, including age, gender, marital status, profession, and education. The subsequent section comprised multiple-choice items forming the study's framework. Entertainment was measured using (Ismail El-Adly, 2007) scale, while service quality followed prior studies (Ahmad, 2012; Callaghan et al., 2018; Singh & Prashar, 2013). Variety and mall essence also drew from (Ismail El-Adly, 2007). Shopper satisfaction and loyalty were assessed through (Haj-Salem et al., 2016).

RESULTS AND DISCUSSION

Table 1 presents demographic data including gender, age, educational attainment, marital status, and profession. Most respondents were male, accounting for 63.59%, with a notable proportion being self-employed (38.07%) and single (80.75%). The largest group of respondents held a bachelor's degree, representing 56.90%. In terms of age, 67.79% of respondents were between the ages of 18 and 25, while the remaining 75% were aged between 26 and 35.

Table 1: Demographic Profile

	Frequency	%		Frequency	%
Gender			Occupation		
M	152	63.5	Self-Employed	91	38.07
F	87	36.41	Public Sector	3	1.26
Age			Other, Please Specify	60	25.10
			Private Sector	83	34.72
18 yrs. – 25 yrs.	162	67.79	Marital Status		
26 yrs. – 35 yrs.	75	31.38	Single	193	80.75
36 yrs. – 45 yrs.	1	0.42	Married	41	17.15
46 yrs. – 55 yrs.	1	0.42	Divorced	5	2.09
56 yrs. or Older	0		Widowed	0	0
			Separated	0	0
Education					
Bachelor	136	56.90			
Master	89	0.37			
Any Other	14	5.86			

This study evaluated the validity and reliability of the proposed model using PLS-SEM, a composite-based SEM technique renowned for its effectiveness in addressing complex causal relationships (Sarstedt et al., 2021). The analysis was carried out using SmartPLS 3.0 software (Sarstedt et al., 2021), adhering to the systematic two-step approach outlined by Anderson and Gerbing (1988) and Henseler et al. (2009). The first step involved assessing the psychometric properties of the measurement model, including internal consistency, reliability, and both discriminant and convergent validity (Sarstedt et al., 2021). In the second step, the structural interrelationships and the mediation hypotheses within the conceptual framework were tested. This combined methodology provided clear pathways for accurately measuring the causal relationships and ensured that the measurement instruments maintained their integrity throughout the study.

Assessment of Measurement Model

Construct validity was evaluated using factor loadings, Composite Reliability (C.R.), Average Variance Extracted (AVE), and discriminant validity (DV), assessed through SmartPLS 3.0 (Sarstedt et al., 2021). Table 2 and Figure 2 present the measurement model results, confirming the model's validity for subsequent structural analysis. Table 2 summarises the factor loading, composite reliability, and average variance.

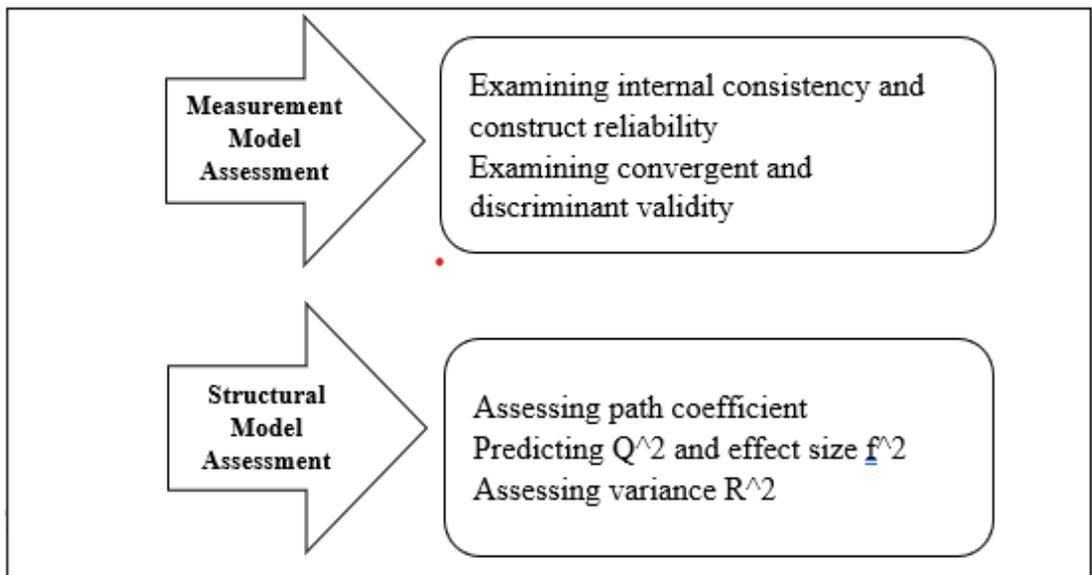


Figure 2: A Two-Step Partial Least Squares Assessment Process

Table 2: Factor Loading

	Indicators	Loadings	CR	AVE
Diversity and Mall Essence (DM)			0.85	0.59
	DM1	0.77		
	DM2	0.75		
	DM3	0.81		
	DM4	0.74		
Entertainment (EN)			0.80	0.58
	EN1	0.72		
	EN2	0.81		
	EN3	0.75		
Shopper Loyalty (SL)			0.82	0.61
	SL1	0.84		
	SL2	0.76		
	SL3	0.75		
Shopper Satisfaction (SS)			0.86	0.60
	SS1	0.81		
	SS2	0.78		
	SS3	0.74		
	SS4	0.73		
Service Quality (S.Q)			0.84	0.56
	SQ1	.810		
	SQ2	.770		
	SQ3	.750		
	SQ4	.780		

The extracted AVE findings in table 3 reveal that the AVE value exceeds the 0.5 threshold recommended by (Fornell & Larcker, 1981). Additionally, the C.R values surpass the required minimum of 0.7, as suggested by (Sarstedt et al., 2021). These results collectively support the validity of the scale hierarchies employed in the study.

Table 3: Discriminant Validity

Latent Variables	DM	EN	SQ	SL	SS
Diversity and Mall Essence (DM)	0.768				
Entertainment (EN)	0.479	0.761			
Service Quality (SQ)	0.673	0.390	0.750		
Shopper Loyalty (SL)	0.680	0.439	0.565	0.781	
Shopper Satisfaction (SS)	0.710	0.440	0.610	0.687	0.776

Structural Model Assessment

This study employed structural modelling via SmartPLS 3 to examine both direct and indirect effects. As shown in Table 4 and Figure 1, all four direct hypotheses (H1–H4) were supported ($p < 0.05$). Mediation analysis used PLS-SEM bootstrapping with 500

resamples (Sarstedt et al., 2021), generating t-values for hypothesis testing. Sample adequacy was confirmed using the 10-times rule and minimum R² method (Sarstedt et al., 2021). Figure 3 provides the overall results of the structural model test.

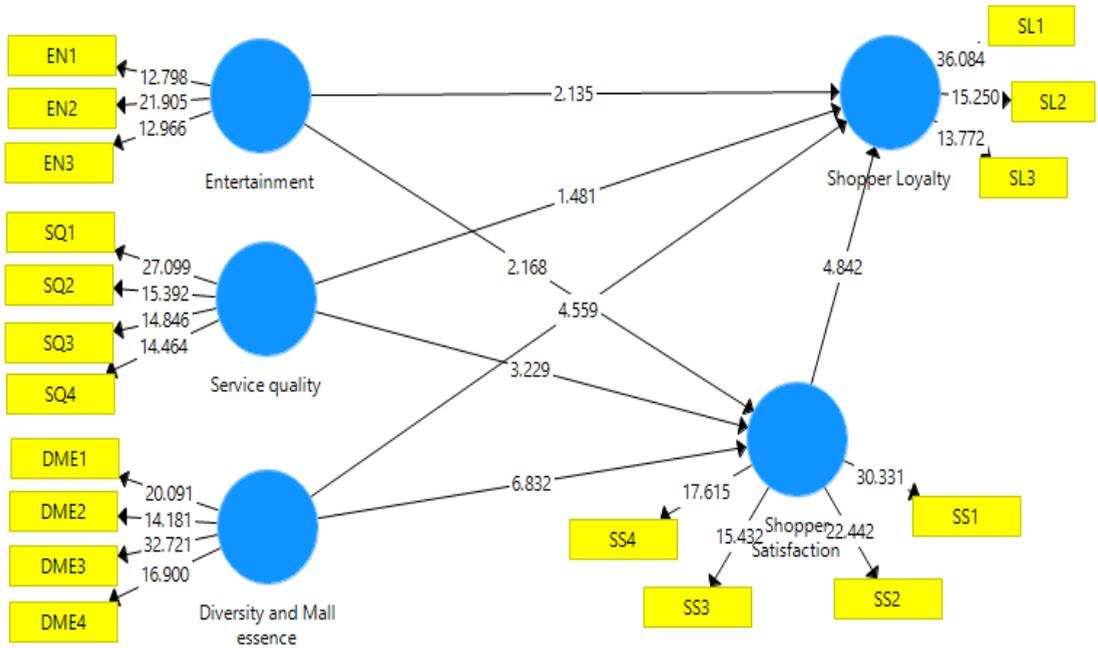


Figure 3: Structural Model

Table 4: Direct Effects

Hypotheses	Relationship	β	(M)	STDEV	T Statistics	P Value	Results
H1	EN -> SS	0.11	0.11	0.05	2.17	0.03	Accepted
H2	SQ -> SS	0.23	0.23	0.07	3.23	0.00	Accepted
H3	DM -> SS	0.50	0.51	0.07	6.83	0.00	Accepted
H4	SS -> SL	0.37	0.37	0.08	4.84	0.00	Accepted

Mediation results (Table 5) confirmed all three indirect effects (H5-a, H5-b, H5-c) as significant ($p < 0.05$), supporting the mediating role of shopper satisfaction between mall attributes and loyalty.

Table 5: Indirect Effect

Hypotheses	Relationship	(β)	(M)	Standard Deviation	T Statistics	P-value	Decision
H5-A	EN-> SS -> SL	0.04	0.04	0.02	1.97	0.05	Mediation
H5-B	SQ-> SS -> SL	0.08	0.09	0.03	2.47	0.01	Mediation
H6-C	DM -> SS -> SL	0.19	0.19	0.05	4.13	0.00	Mediation

The R^2 value, as presented in [Table 6](#), indicates the proportion of variance in the dependent variable explained by the independent variables. This necessitates the inclusion of all control-constructed factors that may influence and vary the variable of interest, as noted in [Table 6](#).

Table 6: Coefficient of Determination (R^2)

Variables	Variance R^2	Adjusted R^2
Shopper Loyalty	0.56	0.55
Shopper Satisfaction	0.55	0.54

[Table 7](#) further illustrates the effect size, measured by the f^2 statistic, which reflects the magnitude of each independent variable's impact on the dependent variable. [Cohen \(1988\)](#) defines the effect size as high when f^2 equals 0.35, moderate when it equals 0.15, and low when it is 0.02. In this study, the f^2 values for variables such as atmosphere, diversity, mall essence, entertainment, service quality, and shopper satisfaction are small, with an f^2 value of 0.02, as per ([Cohen, 1988](#)) classification of small effect sizes. The direct influences of entertainment, service quality, mall diversity, and mall essence on shopper satisfaction are presented in [Table 4](#), with β -values of 0.109, 0.228, 0.504, and 0.367, respectively. These results indicate that all four variables have a positive effect on shopper satisfaction, thus supporting hypotheses 1, 2, 3, and 4. Consequently, enhancing entertainment, service quality, diversity, and mall essence is expected to improve shopper satisfaction. These outcomes align with earlier research by [Ahmad \(2012\)](#) and [Singh and Prashar \(2013\)](#), which similarly found positive associations between these factors and shopper satisfaction.

Table 7: Effect Size (f^2)

	(f^2)	Results
Diversity and Mall Essence ----> Shopper Loyalty	.01	Small
Diversity and Mall Essence ----> Shopper Satisfaction	.28	Moderate
Entertainment ----> Shopper Loyalty	.01	Small
Entertainment ----- > Shopper Satisfaction	.02	Small
Service Quality -----> Shopper Loyalty	.01	Small
Service Quality -----> Shopper Satisfaction	.06	Small
Shopper Satisfaction -----> Shopper Loyalty	.14	Small

Additionally, the analysis shows that entertainment significantly contributes to customer satisfaction, with a t -value of 2.17 and a β -value of 0.11, reflecting a meaningful and positive impact. This suggests that entertainment plays a crucial role in motivating customers to visit shopping malls, consistent with the findings of ([Sit & Birch, 2014](#)). Service quality also demonstrates a notable positive effect on consumer satisfaction, with a t -value of 3.23 and a β -value of 0.23, highlighting the importance of

service quality in fostering customer satisfaction. Furthermore, both mall diversity and essence exhibit a strong and statistically significant positive relationship with shopper satisfaction, with a t-value of 6.83 and a β -value of 0.50. This implies that consumers place high value on the diversity and overall appeal of a mall, corroborating findings from [Ahmad \(2012\)](#), who also identified these elements as key contributors to customer satisfaction. These findings collectively highlight the significant role that entertainment, service quality, and other mall attributes play in shaping shopper satisfaction, thus validating the hypotheses tested in the study. As shown in [Table 5](#), shopper satisfaction significantly mediates the relationship between entertainment, service quality, and mall diversity with shopper loyalty, with t-values of 1.97, 2.47, and 4.13, and β -values of 0.040, 0.084, and 0.185, respectively. These results support hypotheses H5-a, H5-b, and H5-c, confirming that shopper satisfaction plays a crucial mediating role. These findings are consistent with those of ([Ahmad, 2012](#)).

CONCLUSION AND IMPLICATIONS FOR MANAGEMENT PRACTICE

This study explored how key mall attributes—entertainment, service quality, diversity, and essence, influence shopper satisfaction and, in turn, loyalty. Using a cross-sectional survey of 239 participants from six Asian countries, the analysis was conducted through PLS-SEM to assess both direct and mediated effects. Findings revealed that all four attributes significantly enhanced shopper satisfaction, with entertainment and service quality being particularly impactful. Moreover, satisfaction was found to mediate the link between mall features and shopper loyalty, highlighting its central role. These insights offer practical guidance for mall developers in experience-driven Asian markets, where enhancing shopper satisfaction can effectively foster loyalty.

Managerial Implications

The findings of this study also offer valuable practical insights. As the number of new shopping malls continues to rise, competition within the retail sector is intensifying. For mall owners and businesses to remain profitable, they must effectively meet the expectations and preferences of their target consumers. Consequently, researchers are encouraged to investigate the role of attractiveness and motivational factors in shaping shopper satisfaction and fostering loyalty. Mall managers, entrepreneurs, and developers must take into account the diverse needs of shoppers across Asia. Our results suggest that by enhancing certain attractive features, mall managers and businesses can improve customer loyalty. However, they must tailor their strategies to suit the unique cultural and demographic characteristics of different Asian countries. The influence of mall features varies across countries and cultures, even within regions that are geographically close. Therefore, managers and business owners should evaluate the effectiveness of different aspects of mall attributes in fostering customer loyalty, adapting their approaches accordingly for optimal results.

LIMITATIONS AND FUTURE RESEARCH DIRECTIONS

This study has several limitations. Firstly, the data collected for this research came from a select group of countries, including Pakistan, India, Bangladesh, Malaysia, Saudi Arabia, and the United Arab Emirates. Additionally, while we introduced a number of factors and constructs, further development and inclusion of additional variables could potentially lead to more comprehensive results. It is important to note that many of the variables and constructs in this study could be defined differently, depending on the specific objectives of future research. Secondly, applying the proposed model in other service sectors, such as spas or hotels, could provide further validation and enhance the generalizability of the findings. Finally, additional research is needed to determine whether the model can be effectively applied to other dependent variables, such as market share or profit margins.

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