CUSTOMER EXPERIENCE VALUE, SATISFACTION AND BEHAVIOURAL INTENTIONS WITHIN SELECTED SHOPPING MALLS IN GHANA

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PATRICK JOEL TURKSON

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CUSTOMER EXPERIENCE VALUE, SATISFACTION AND BEHAVIOURAL INTENTIONS WITHIN SELECTED SHOPPING MALLS IN GHANA

BY

PATRICK JOEL TURKSON

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SUPERVISOR: DR FELIX AMOAH

CO-SUPERVISOR: PROF. MARLÉ VAN EYK

DECLARATION

NAME: Patrick Joel Turkson

STUDENT NUMBER: 220199604

ETHICAL CLEARANCE NUMBER: H20-BES-MRK-137

QUALIFICATION: Doctor of Philosophy (Marketing)

TITLE OF THESIS: CUSTOMER EXPERIENCE VALUE, SATISFACTION AND BEHAVIOURAL INTENTIONS WITHIN SELECTED SHOPPING MALLS IN GHANA

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Patrick Joel Turkson

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I, DR AMOAH, F. and PROF. VAN EYK, M., the supervisor and co-supervisor respectively for TURKSON, P.J. (220199604) a candidate for the Doctor of Philosophy in Marketing with a thesis entitled: Customer experience value, satisfaction and behavioural intentions within selected shopping malls in Ghana.

It is hereby certified that the proposed amendments to the thesis have been effected and that **permission is granted to the candidate to submit** the final copies of his thesis to the examination office.

01/11/2021

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And

01/11/2021

CO-SUPERVISOR	**DATE**

DEDICATION

This thesis is dedicated to my lovely wife, Elizabeth Turkson and children, Amoasiwaa, Nhyiraba and Aseda, for their love, care, prayer and support.

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ABSTRACT

A key function of shopping malls is still to facilitate retail shopping experiences. Globally, shopping malls have assumed great importance in economies as they generate revenues to governments and contribute immensely to economic development, and Ghana is no exception to the benefits of shopping malls. As more shoppers shop in shopping malls, managers of malls are aggressively intensifying their marketing efforts in order to deliver value to customers, while taking into account contemporary changes in consumer preferences. Since the 1950s, customers have been seeking value through products and services, and now customers are seeking value through experiences. For several reasons such as customer preferences and lifestyles, the notion of creating experience value for customers has emerged as an important topic in contemporary marketing literature.

The main interest of shopping mall managers is profit maximisation. However, shopping malls in Ghana are relatively new, face stiff competition from the informal retail sector, and are perceived as charging higher prices compared with the informal sector. Therefore, it is argued that providing positive customer experience value, prioritising customers' satisfaction, and ensuring positive behavioural intentions can assist shopping mall managers in Ghana to be sustainable and remain competitive in the retail industry.

The aim of this study is thus to investigate the factors that influence customer experience value, and assess the influence of customer experience value on customer satisfaction and behavioural intentions within selected shopping malls in Ghana. In addition, the study investigates the influence of customer satisfaction on behavioural intentions and the mediating role that customer satisfaction plays in the relationship between customer experience value and behavioural intentions. This study is expected to provide shopping mall managers in Ghana with information that might support them in their decision making concerning the shopping experience value activities that they offer to their customers.

Three core concepts, namely customer experience value, customer satisfaction and behavioural intentions, formed the basis of this study. Also, the relationship

between experience value, customer satisfaction, and behavioural intentions were examined. The study identified customer experience value as a multidimensional construct which comprises of four factors, namely service encounter (efficiency, service excellence and playfulness), experience realms (education, entertainment, escapism and esthetics), utilitarian value (monetary savings, selection and convenience) and hedonic value (exploration, place attachment and social status) as prospective factors contributing to customer experience value within the shopping mall context. Also, the study identified three attributional factors to measure customer satisfaction, namely the basic factors, performance factors, and excitement factors. Three outcomes of behavioural intentions, namely customer loyalty, word of mouth communication and revisit intentions were also identified to measure behavioural intentions of shoppers within the shopping mall context in Ghana.

The study employed a purposive sampling technique to identify the potential respondents and the quantitative research methodology for analysis of the data of the study. Primary data was collected through a survey utilising self-administered structured questionnaires in the four key selected shopping malls in Ghana. Within the scope of the research, five hundred (500) useable questionnaires were received. The target population of the research included shoppers who have frequented the selected shopping malls in Ghana. The IBM SPSS (version 26) and AMOS computer software were used to perform the statistical analysis.

The findings of the study showed a significant correlation between all factors (service encounter, experience realms, utilitarian value, hedonic value) measuring customer experience value (EV), customer satisfaction (CS) and behavioural intentions (BI). The empirical results also show that there is a significant relationship between experience value as an independent variable and customer satisfaction as a mediating variable. The results further revealed that experience value has a significant relationship with behavioural intentions. However, the results indicate that the relationship between the mediating variable (customer satisfaction) and the dependent variable (behavioural intentions) is insignificant. The latter suggests that when using the secondary factor (experience value) as the independent factor, customer satisfaction was not found to mediate the relationship between

experience value and behavioural intentions in the context of shopping malls in Ghana.

Based on the findings, it is recommended that shopping mall managers in Ghana should focus on the three-service encounter indicators, namely efficiency, service excellence and playfulness in order to create customer experience value. Under the experience realms items, it was revealed that esthetics activities attracted about 85% of the shoppers to the shopping malls. Therefore, it is strongly recommended that, for shopping malls to create experience value for their customers, they should concentrate more on esthetics activities such as the shopping mall settings which include the mall layout, decoration, fixtures and lighting which attract shoppers to the mall. Of the three variables measuring utilitarian value (monetary saving, selection, convenience), based on the mean score, convenience appeared as the best measuring indicator among the three. Therefore, it is strongly recommended to managers of shopping malls that, to create experience value for their customers through utilitarian activities, they should concentrate more on the convenience activities of the mall. This includes providing sufficient and practical (e.g. well-demarcated parking) parking space at the shopping mall. The study also found that among the three measuring indicators of hedonic value (exploration, place attachment, social status), exploration emerged as the best measure of customer experience value as far as hedonic value is concerned in the context of shopping malls in Ghana. Therefore, it is strongly recommended that shopping mall managers should introduce newer products, fashion, or technology so that shoppers can explore and discover what is new in order to create experience value utilising hedonic value. Among the three measuring indicators of customer satisfaction, the performance factor emerged as the best measure of customer satisfaction in the context of shopping malls in Ghana in the findings. Therefore, it is recommended that shopping mall managers should continue to offer performance factors such as longer operational hours and facilities for both parents and their kids that will satisfy the majority of the shoppers and maintain their hours of operation at the mall. Of the three measuring factors of behavioural intentions (loyalty, WOM, revisit intention), the largest portion of respondents indicated their intention to visit the shopping mall again. It is therefore recommended that shopping mall managers

should focus on activities such as creating experience value to influence shopper's satisfaction which will attract the shoppers to revisit the malls.

The study, therefore, makes the following important contributions. Firstly, the study has contributed to the body of knowledge, theory, literature, society and practitioners in the context of customer experience value, customer satisfaction and behavioural intentions within selected shopping malls in Ghana. Secondly, the study has provided a measuring instrument and framework that can be used by shopping mall managers, and researchers. Thirdly, the study identified and confirmed that the four constructs (SE, ER, UV, HV) are important factors to influence customer experience value. While the basic factors, performance factors and excitement factors are important factors to measure customer satisfaction in the context of shopping malls in Ghana, customer loyalty, WOM behaviour and revisit intention are important factors to measure behavioural intention.

Lastly, based on the empirical results of the study, a model of factors influencing the customer experience value, the influence of customer experience value on satisfaction, and behavioural intentions with selected shopping malls in Ghana were developed. The model can be used by shopping mall managers to enhance their marketing strategies, operational activities and shopping facilities.

KEYWORDS:

- Behavioural intentions
- Customer satisfaction
- Experience realm
- Experience value
- Ghana
- Hedonic value
- Loyalty
- Revisit intention
- Service encounter
- Shopping mall
- Utilitarian value

- Word of mouth

LIST OF ACRONYMS

BI   Behavioural intentions

CS   Customer satisfaction

EV   Experience value

ER   Experience realms

GDP   Gross Domestic Product

GNI   Gross National Income

HEVs   Hybrid electric vehicles

HV   Hedonic value

ICSC   International Council for Shopping Centres

MHoN   Maslow's hierarchy of needs

PBC   Perceived behavioural control

SE   Service encounter

SES   Service excellence strategy

SMEs   Small and Medium Enterprises

TPB   Theory of planned behaviour

TRA   Theory of reasoned action

USA   United States of America

UT   Utilitarian value

WOM   Word of mouth

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CHAPTER 1

INTRODUCTION AND THE BACKGROUND OF THE STUDY

1.1 INTRODUCTION AND ORIENTATION

Globally, a diverse range of shopping malls have become retail outlets that provide customers with the convenience of buying goods and services within the same complex and locality (Quagraine, Oppong & Agyekum-Sah 2016:86; Tahseen & Ahmed 2020:111). Shopping malls have become places for retailers to not only display their goods and services to customers but also serve as central multi-user gathering places for shopping under one roof (Khushboo 2019:1; Tahseen & Ahmed 2020:111). However, sources (Heffner & Twardzik 2015:90; International Council of Shopping Centres (ICSC) 2013:6) also indicate that shopping malls are attractive not only as shopping destinations, but also as places to satisfy supplementary needs such as social and cultural integration, entertainment, games, recreation, and relaxation.

Although a key function of shopping malls is still to facilitate retail shopping experiences (KPMG 2017:4), in numerous countries across the globe, shopping malls have assumed great importance in the economy as they generate revenues through the retail shopping facilities (Ozuduru & Guldmann 2013:44; Sarich & Issarasak 2017:236). As more people frequent shopping malls, managers of shopping malls are aggressively intensifying their marketing efforts in order to deliver value to customers, while taking into account contemporary changes in consumer preferences (Fantoni, Hoefel & Mazzarolo 2014:2). Africa is not an exception, and the exponential growth in the number of shopping malls has contributed immensely to economic development in many African countries (Diallo, Diop-Sall, Djelassi & Godefroit-Winkel 2018:69; Ismail, Melewar, Lim & Woodside 2011:205), especially in Ghana (Standard Bank 2021:1). Forecasts show that between 2010 and 2025, the population in the cities of Africa will account for up to 85% of the total population in Africa (Diallo et al 2018:74), resulting in an opportunity for investors and developers to increase their footprint on the African continent. The implication of this development will potentially increase the number of shopping malls in Africa, including Ghana.

As one of the fastest-growing economies in the world, Ghana serves as an area of opportunity for shopping mall developers. In September 2017, the economy of Ghana expanded for the fifth consecutive quarter by 9.3% compared to 4.3% in September 2016 (World Bank Group 2018:1). In a recent World Economic Outlook of the IMF report, Ghana's economy recorded a growth in GDP of 6.5% in 2019 and had a modest growth of 1.1% in 2020 due to the COVID pandemic (World Bank 2021). However, GDP is anticipated to increase by 5.9% in 2021 as a result of potential oil discoveries and growth in the mining sector (Nordea 2020:1). The continuing growth in Ghana's economy represents an opportunity for future investors and current managers of shopping malls in the country to thrive. Currently, the few managed shopping malls in Ghana are in stiff competition with the informal market. The informal market is distinct from the formal market because it is predominantly managed by the traditional Ghanaian indigenous traders (Standard Bank Report 2021:1; RMB 2020:123) who are engaged with petty trading with little start-up capital. The informal market has been in existence over many decades with no or little trading rules and regulations, unlike the formal retail market. The country's informal retail market constitutes more than 90% of the total retail market (Price Waterhouse Coopers 2016:50), which include the small retail shops, open market display of goods, street vendors and mobile hawkers who make goods and services available to office workers and households at affordable prices all over the country (Anyidoho 2013:3; Imani Ghana 2020:1).

The formal retail market in Ghana includes Small and Medium Enterprises (SMEs) - departmental stores, hypermarkets, supermarkets and shopping malls (Shand 2015:1). Operators in the formal retail market have been properly registered to operate and they are expected to pay their required taxes and comply with the regulations of the Companies Act of the country (Anbarci, Gomis-Porqueras & Pivato 2013:3). Due to the considerable potential of the formal retail market as a contributor and driver of economic growth, the focus of this study is on the formal retail market with a specific focus on selected shopping malls in Ghana. Contrary to most developed countries, the development of shopping malls in Ghana is fairly new, as the first fully-enclosed shopping mall was constructed in July 2008 (Eduful 2019: 267; Knight 2016:4). Since then, approximately eight additional shopping malls have either been established or

are currently under construction (Quagraine et al 2016:86). Due to the success of the already existing shopping malls in Ghana, such as the Accra Mall, other shopping mall developments also followed (Standard Bank Report 2021:1; RMB 2020:123). For example, in December 2018, the first phase of the Takoradi shopping mall, for which construction commenced in 2015, was fully completed and opened to the general public (shoppers) (Estate Intel 2020). This has brought the total number of shopping malls in Ghana to nine. Although shopping malls have not been in existence in Ghana for long, they are gradually making progress in the Ghanaian market and are being patronised by Ghanaian customers. According to Taylor (2017:2), the successful development of shopping malls in Ghana (such as Accra Mall and West Hills Mall) has inspired more investments in the shopping mall industry; notable additions are the Achimota Mall and the Kumasi City Mall in the Ashanti region of Ghana. Just as is the case in other countries, shopping malls in Ghana have become a convenient place for many individuals and families who do not only come to shop (Heffner & Twardzik 2015:89), but also gather to meet people and 'hang-out' for an outing (Eyiah-Botwe, Aigbavboa & Thwala 2015:7; Quagraine et al 2016:85). The above statement is an indication that shopping malls in Ghana are gradually increasing their market share in the formal retail market.

Over the past decades, it has become evident that customer value has an influence on satisfaction (Gallarza, Arteaga & Gil-Saura 2019:264; Xu, Peak & Prybutok 2015:172). Customer value is the trade-off process of customers' overall evaluation of the usefulness of products based on the benefits received and the sacrifices made by acquiring and using the product or service (Xu et al 2015:172). Although this notion may still be relevant, contemporary researchers have advocated for a paradigm shift in doing business (Maklan & Klaus 2011:773; Varshneya & Das 2017:48), and have concluded that customer experience value is the new battlefield to stage a competitive business strategy (Ahn, Lee, Back & Schmitt 2019:105; Vashneya & Das 2017:48). Experience value is viewed as the worth of the service, as it is perceived by the customer and it is formed through the experiences, dialogues, and relations of the people that interact with the organisation's product or service (Manschot & Sleeswijk 2011:8).

The customer's experience at the malls is affected by factors which include architecture and overall design of the shopping mall either consciously or unconsciously (Yuan, Liu, Dang, Lau & Qu 2021:4), the interior comfort such as temperature control, diversity of stores, music, ease of finding stores, well defined landmarks in public spaces, access to decent places of convenience and lighting (Prashar, Singh, Parsad & Vija 2017:234; Yuan et al 2021:4). Sadachar and Fiore (2018:451) assert that the four experience realms (4Es), which are education, entertainment, escapism and esthetics serve as an antecedent of experience value and have a direct association with customer satisfaction and customer patronage intentions. In the study by El-Adly and Eid (2016:221), it was found that the longer shoppers stay in a shopping mall, the more emotional and satisfying the experience that they derive, which could potentially result in greater revenue generation to the mall stakeholders and the retail shops. The latter emphasises the point that the marketing trend is gradually shifting from the traditional product or service acquisition to that of experience value.

According to Idoko, Ukenna and Obeta (2019:201), visiting a shopping mall has become part of a lifestyle activity for many people. Furthermore, customers do not visit the mall only to shop, but also to get some inspiration, release stress, feel the serenity and overcome boredom and isolation (Idoko et al 2019:201). Therefore, it could be postulated that, due to the experience attained by customers during their visit to the malls, shopping malls serve as a place for shopping as well as entertainment and socialising (Abdul-Karim, Kumar & Abd-Rahman 2013:201). The more the customer experience value, the more s/he becomes satisfied and remains loyal, and spreads positive information about the experience obtained at the mall (Prashar et al 2017:234).

Shopping mall managers should, therefore, engage customers in a satisfying manner to create experience value (Harvinder & Sahay 2012:238), which could result in customer satisfaction. Customer satisfaction is the customer's fulfilled response and judgement that a product or service feature, or the product or service itself, provides an acceptable level of consumption-related fulfilment (Altunel & Kocak 2017:238; Oliver 1997:13). Behavioural intentions are then formed when the customer is satisfied or dissatisfied and can lead to repurchase or rejection of the company's product or

service (Zulhan, Mohd & Radzi 2013:116). Behavioural intentions refer to the future actions of the customers based on people's behaviour (Windira, Waluya & Yuniawati 2018:4) or previous experience with a product or a service. A review of previous studies on the influence of experience value indicates that customers' satisfaction is enhanced when they believe that what they have received is of value (Chen & Chen 2010:33; Sirakaya-Turk, Ekinci & Martin 2015:1880).

Prebensen, Woo and Uysal (2014:915) and Chen, Lu, Gupt and Xiaolin (2014:237) acknowledge that experience value is an antecedent to customer satisfaction. An extensive literature review further indicates that several authors (Chang & Horng 2010; Chen & Chen 2010:29; Jin & Lee 2015; Sirakaya-Turk et al 2015:1883) found that experience value has a direct and positive influence on customer satisfaction. Researchers further agree that satisfaction leads to customer behavioural intentions (Sirakaya-Turk et al 2015:1883; Wu & Li 2017:910).

The main interest of shopping mall operators is profit maximisation (El-Adly & Eid 2016:221). Therefore, it is argued that providing positive customer experience value, prioritising customers' satisfaction and ensuring positive behavioural intentions can assist shopping mall operators in Ghana to be sustainable and competitive in the retail industry. This implies that shopping mall managers must understand what constitutes and enhances positive customer experiences that will lead to satisfaction, resulting in positive behavioural intentions (Prashar et al 2017:234).

1.2   PROBLEM STATEMENT

Despite shopping malls being one of the fastest-growing retail outlets globally (Jogee & Callaghan 2014:42), shopping malls are relatively new in Ghana (Oteng-Ababio & Arthur 2015:157). The Accra Mall, which is the oldest shopping mall in Ghana, with a shopping capacity of about 20,000 sq m, was established in July 2008 (Knight 2016:4; Standard Bank 2020:79). As with the Accra Mall, most shopping malls in Ghana are found in suburbs, far away from the city centres where the informal traders operate. The customers who visit the city with the intention of shopping, end up shopping in the

city centres where the informal traders operate based on convenience and affordable prices, as well as because of the transportation hubs in the city centres.

In fact, shopping malls in Ghana are perceived to be in direct competition with the traditional informal retail sector and about 96% of retail trading in Ghana takes place in the informal sector (Deloitte 2016:1; Oteng-Ababio & Arthur 2015:151). Due to the perception that products on sale in the malls are more expensive, fewer Ghanaian customers purchase from shopping malls compared with the informal sector (Deloitte 2016:1; Standard Bank 2020:79). Based on the argument by Jin, Line and Goh (2013:682) that experience value affects customer satisfaction and behavioural intentions, it can be argued that the sustainability of shopping malls in Ghana could be achieved if shopping malls are able to establish and manage customers' experience value, satisfaction and behavioural intentions. Thus, the surest way that the shopping malls in Ghana can fully compete with the informal market is to increase their market share of the retail market.

Several studies have been conducted on shopping malls across the globe. Research conducted by Diallo et al (2018:80) and Phiri and Mcwabe (2013:103), on the impact of customers' shopping mall experience on customer loyalty, concluded that shopping mall managers must understand the difference in needs between customers across countries to enhance positive behavioural intentions. Furthermore, the concepts of customer experience value, satisfaction and behavioural intentions have been extensively researched in areas such as tourism (Hinson, Anning-Dorson & Kastner 2012:130; Kim & Stepchenkova 2018:312; Tsai & Wang 2017:63; Wu & Li 2017:914), hospitality (Alhelalat, Ma'moun & Twaissi 2017:51; Amoah, Radder & van Eyk 2016:236; Sipe & Testa 2018:185) and information technology (Foroudi, Gupta & Broderick 2018:280; Fuentes-Blasco et al 2017:655; Iqbal, Hassan & Habibah 2018:16) over the past 10 years. For example, Amoah et al's (2016:236) research on the impact of perceived experience value on customer satisfaction with guesthouse experience in Ghana, concluded that the overall service delivery experience has a positive impact on the satisfaction of the customers. El-Adly and Eid (2016:226) acknowledge that due to industry and cultural differences across countries, there is the

need for further research on customer experience value, customers' satisfaction and loyalty in relation to the shopping mall environment in specific countries.

From the above discussions, the pertinent concerns and gaps that necessitated this study are summarised as follows.

- Shopping malls in Ghana are fairly new (Oteng-Ababio & Arthur 2015:157) and most Ghanaian consumers still rely heavily on the informal sector which poses a threat to the sustainability and growth of shopping malls in Ghana.
- Ghanaian consumers perceive products on sale at the shopping malls as expensive compared with the informal retail market. Besides this, the experience of customers and their satisfaction during and post-purchase in shopping malls has not received much attention.
- Since the first shopping mall was established in 2008, limited empirical research has been done on shopping malls in Ghana with a specific focus on customers' experience value, their satisfaction and behavioural intentions of customers.
- Furthermore, to the best of the researcher's knowledge, no model of customer experience value, satisfaction and behavioural intentions exists in the Ghanaian context to serve as a guideline for shopping malls to stage a competitive edge strategy in the retail market. Therefore, this study aims to close these voids.

1.3   RESEARCH QUESTION

Based on the background and problem statement provided above, the following research questions are formulated for the study:

RQ1   *What are the factors that influence customer experience value within selected shopping malls in Ghana?*

RQ2   *How does customer experience value influence customer satisfaction within selected shopping malls in Ghana?*

RQ3   *How does customer experience value influence behavioural intentions of shoppers within selected shopping malls in Ghana?*

RQ4   Can customer satisfaction influence the effect of customer experience value on behavioural intentions of shopping mall customers in Ghana?

1.4   PURPOSE OF THE STUDY

The main aim of this study is to investigate the factors that influence customer experience value and assess the influence of customer experience value on customer satisfaction and behavioural intentions within selected shopping malls in Ghana. In addition, the study will investigate the influence of customer satisfaction on behavioural intentions and the mediating role that customer satisfaction plays in the relationship between customer experience value and behavioural intentions. This study is expected to provide shopping mall managers in Ghana with information that might support them in their decision making concerning the shopping experience value activities that they offer and which, in turn, will contribute positively to customer satisfaction and behavioural intentions.

1.5   OBJECTIVES OF THE STUDY

The following objectives have been formulated to address the research question and the aim of the study.

- Study the literature on customer experience value to provide an understanding and application thereof within shopping malls.
- Explore the factors that influence customer experience value from different contexts and in different countries (e.g. tourism, hospitality and shopping malls) in order to identify the factors relevant to shopping malls in Ghana.
- Study the literature on customer satisfaction and behavioural intentions to provide an understanding and the application thereof in shopping malls.
- Develop a hypothesised model of factors influencing the customer experience of value, the influence of customer experience value on satisfaction and behavioural intentions, including the mediating role that customer satisfaction plays in the relationship between customer experience value and behavioural intentions with selected shopping malls in Ghana.

- Based on previous research, develop a measuring instrument to serve as a basis of the empirical investigation of the study.

- Conduct an empirical investigation into the factors influencing customer experience value of shopping malls in Ghana.

- Empirically test the influence of customer experience value on customer satisfaction, the influence of customer experience value on behavioural intentions, the influence of customer satisfaction on behavioural intentions, as well as the mediating role that customer satisfaction plays in the relationship between customer experience value and behavioural intentions.

- Highlight the implications resulting from the empirical study and make recommendations to managers of shopping malls that may assist the operation of shopping malls in Ghana. In addition, this study will propose a model of customer experience value, satisfaction and behavioural intentions in the context of shopping malls in Ghana to serve as a guideline for shopping mall operations in the retail market.

1.6   LITERATURE REVIEW

This section provides a brief literature overview of the history of shopping malls, customer experience value, customer satisfaction and behavioural intentions. Extensive literature on shopping malls, customer experience value, satisfaction and behavioural intentions are provided in chapters 2, 3, 4 and 5 respectively.

1.6.1   History of shopping malls

Shopping malls were first established in North America in the nineteenth century as 'out-of-town' business facilities to help decentralise retail and business activities from the cities in the United States of America (USA) and Canada (ICSC 2013:5; Marco, Fernando, Fábio, Carmen & Aline 2019:141). The term shopping mall is viewed differently in different countries. For example, in North America, a shopping mall refers to an enclosed environment where retail activities take place (Kim, Lee & Suh 2015:63), whilst in the United Kingdom (UK) and Australia, a shopping mall is

frequently called a "shopping centre" or "shopping arcade" (Kim et al 2015:63). In Ghana, a shopping mall is viewed as a shopping "centre or retail centre" (Atterbury Group 2017:1). In the 21st century, shopping malls have evolved to become a global transformation in the retail market. For example, about 40% of shopping malls in the USA have become tourist attractions (MOA 2018:6); a high percentage of tourists travel to Dubai purposely because of several shopping malls (Mehta, Jain & Jawale 2014: 530) and the appealing architectural features and activities of retailing, dining and entertaining facilities provided in the shopping malls (Das & Varshneya 2017:178; ICSC 2013:6). Shopping malls are also viewed as offering convenient access to a desirable mix of shops to deliver a satisfying and safe shopping experience to customers (Kushwaha, Ubeja & Chatterjee 2017:276; Tahseen & Ahmed 2020:112).

The development of shopping malls can thus be viewed as visible evidence of economic development (Matshego 2017:1). According to Oteng-Ababio and Arthur (2015:157), Africa has become an investment ground with marketing opportunities for the retail industry, for example shopping malls. In Africa, research indicates that about 23 million sqm of shopping mall space is found in South Africa, which is seven times greater than all shopping malls in Sub-Saharan Africa (Knight 2016:2). According to the South African Council of Shopping Centres (SACSC), South Africa has the sixth highest number of shopping malls in the world (Fin24 2017:1; Smith 2015:1). Since Africa's largest shopping mall, the Mall of Africa in Johannesburg was officially opened, the number of shopping malls in South Africa is estimated at approximately 2,000, leading the whole of Africa (Christian 2020:1).

In Ghana, the demand for shopping malls emerged when the country discovered crude oil in large commercial quantity, which attracted several investors into the country to trade and to invest (Deloitte 2016:1). The growth in the retail industry has not fully exploited the opportunities of shopping malls since only three namely Accra, Kumasi and Takoradi out of the sixteen regional capitals of Ghana have shopping malls. According to Quagraine et al (2016:86), the development of these shopping malls in all the regional capitals will reduce the urban migration in Ghana. Similarly, Anning-Dorson, Kastner and Mahmoud (2013:370) argue that shopping malls create

acquaintances for both new and old friends, create an opportunity for leisure and pleasurable moments which cannot be found at home or in the informal retail sector.

1.6.2 Customer experience value

In marketing research, customer experience value and customer experiential value have been used interchangeably depending on the context in which the research is being conducted. In the current study, the emphasis is on customer experience value. Customer experience value refers to the value experienced by the customer through joint engagements or participation and benefits/ payback obtained at a destination or a place (Amoah et al 2016:421). Amoah et al (2016:421) emphasise that in the creation of customer experience value, it is not the service provider trying to please the customers, but instead the customer being allowed to co-construct the service experience to satisfy his or her situation. On the other hand, experiential value is defined as the degree to which experience aids customers to achieve their consumption goals based on perceived or relativistic preferences towards products or services as a result of interactions or for consumption purposes (Windira et al 2018:4).

Ahn et al (2019:110) indicate that experience value is multidimensional and entails cognitive, affective, intellectual and behavioural dimensions connected to service experiences. Similarly, different researchers have produced typologies of categorising value. For instance, Lee and Min (2013:403) categorise customer value into three parts, namely emotional value (relates to excitement and pleasure to learn and attain knowledge), social value (motivation to build social networks and attain peer recognition) and functional value (involves the price and value for money).

Customer experience value is also created through experiential offerings or dimensions (Chiu, Wang, Fang & Huang 2014:3; Sadachar & Fiore 2018:442). Sadachar and Fiore (2018:442), emphasise that there are four experiential realms that create an experiential offering for the customer and label them as the 4Es constructs to create experience value. However, Pine and Gilmore (1999:30) originally conceptualised the 4Es (namely education, entertainment, escapism and esthetics experiences). The 4Es constructs of experience realms create experience value for

the customers through a relationship with the merchandise retailers at shopping malls (Sadachar & Fiore 2018:451). Ahn et al (2019:110) emphasise that customers derive experience value at the retail shops through the creation of a lively environment, providing fun and joy.

Researchers have also recognised that customer experience value can be grouped under the key multi-dimensional constructs of hedonic and utilitarian values (Anderson, Knight, Pookulangara & Josiam 2014:774; Chung 2015:29). Experience value, therefore, comprises multiple dimensions such as functional or utilitarian, emotional or hedonic, and social dimensions (Lee & Min 2013:403; Rasoolimanesh et al 2020:2859). Both the hedonic and utilitarian value are key factors that influence experience value and customer satisfaction (Kesari & Atulkar 2016:28; Van Oppen, Odekerken-Schröder & Wetzels 2005:18; Varshneya & Das 2017:53). Kesari and Atulkar (2016:23) classify the hedonic value into four parts, which include entertainment, exploration, place attachment and social status. Hedonic value is the customer's fulfilment of feeling or sensitive reaction to fun and enjoyment during and after an encounter with a product or a service (Ding & Keh 2016:19).

On the other hand, utilitarian value comprises those tangible and physical elements that influence the shopping experiences and expectations of customers (Albayrak, Caber & Çömen 2016:104). Kesari and Atulkar (2016:23) classify utilitarian value into four parts, namely monetary saving, selection, convenience and customised product values that are perceived by shoppers and help retailers to create experience value and customer satisfaction (Kesari & Atulkar 2016:29). The utilitarian and hedonic value influences consumers' attitude toward shopping malls; thus, providing an understanding of customers' intentions to shop at the malls (Kesari & Atulkar 2016:29).

El-Adly and Eid (2016:218) and Davis and Hodges (2012:230) emphasise that from the customer's perspective, attaining experience value is the ultimate goal for the customer's complete and successful shopping experience. Scholars and shopping mall managers have become conscious that shopping experience value is key in sustaining the mall industry (Khon & Ong 2014:627; Sarpong 2016:27; Shafiee & Es-Haghi

2017:1115). Similarly, customers are now expecting to receive experience value when they visit various shopping malls (Thanika, Sharmila & Priyasha 2013:179). Chen (2012:208) argues that customers are now determining experience value through the price of the product, service, convenience and the effort they put into shopping. The above discussions show that there are several factors used to measure experience value without consensus.

Academic scholars and business practitioners have extensively acknowledged the importance of customer experience value as a core factor that influences customer satisfaction and creates a competitive advantage (Blocker et al 2011:217; Echchakoui 2016:54). Taylor, DiPietro and So (2018:55) furthermore emphasise that creating experience value to customers leads to satisfaction and favourable behavioural intentions outcomes which include loyalty, word of mouth (WOM) and revisit intentions. In the current study, three models have been identified and adapted to serve as a foundation for conceptualising a hypothesised framework. The following sections discuss the adapted models in detail. The first model presented is that for customer experiential value and mall patronage intentions of Sadachar and Fiore (2018).

1.6.2.1 The model for customer experiential value and patronage intentions

Sadachar and Fiore (2018:451) conducted a study on customer experiential value with the aim to examine the effectiveness of experiential offering by shopping malls in India. Their research examined the nature of a shopping mall's customer experience from an experience economy viewpoint in utilising the 4Es (education, entertainment, escapism, esthetics), and to measure their relationship with perceived experience value, and customers' patronage intention toward shopping malls. The authors found that all 4Es influence shoppers' experiential value (Sadachar & Fiore 2018:458), and have a direct influence on patronage intentions (Sadachar & Fiore 2018:451). In their recommendations, the authors posited that shopping mall managers should focus primarily on the esthetics dimension. Figure 1.1 presents the model of customer experiential value and mall patronage intentions developed in the Sadachar and Fiore (2018) study.

FIGURE 1.1

MODEL FOR CUSTOMER EXPERIENTIAL VALUE AND MALL PATRONAGE INTENTIONS
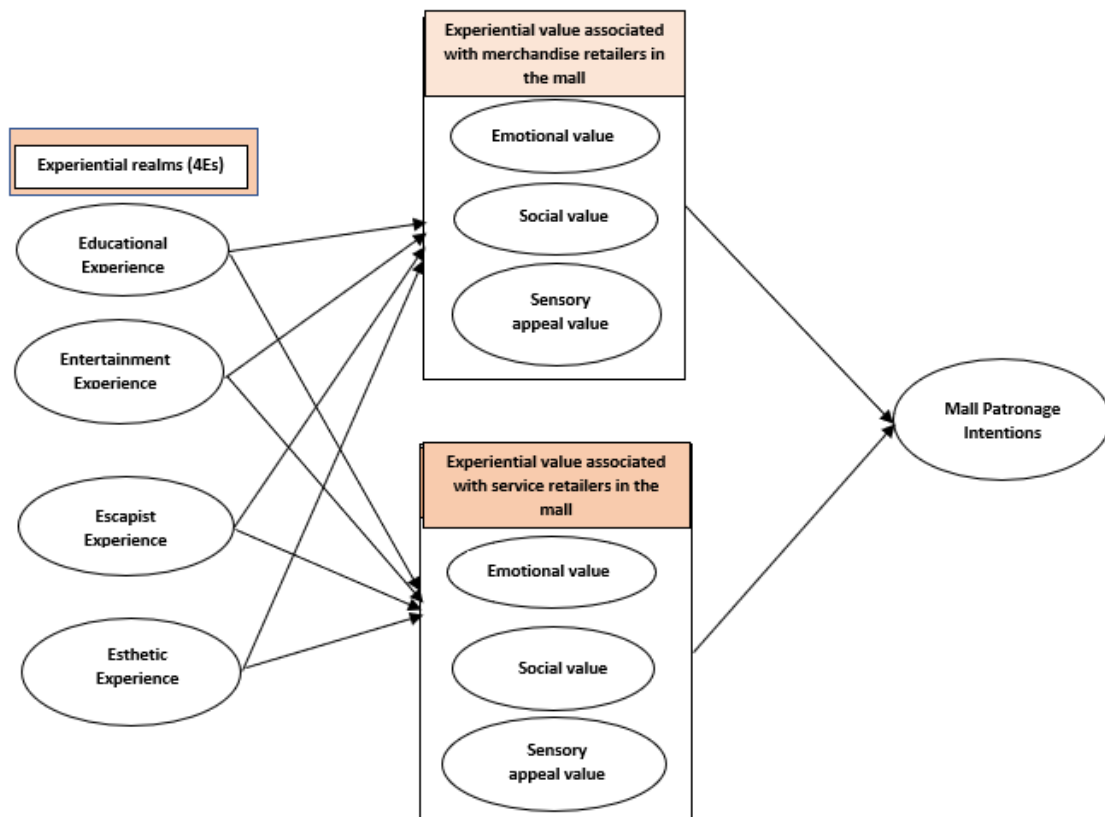
Source: Adapted from Sadachar & Fiore (2018:451)

Based on this model, the current research intends to establish the applicability and influence of the experience realms (education, entertainment, escapism and esthetics) as a factor and its influence on customer experience value within the shopping mall context in Ghana. This is illustrated in the hypothetical framework developed for the study in Figure 1.4. In the next section, the service encounters as a component of customer experience value will be discussed in more detail. The service encounter and experience value model adapted for the current study is also presented below.

1.6.2.2   Service encounter and experience value model

A service encounter is regarded as the "moment of truth" where a customer formulates his / her perception based on services received (Bitner & Wang 2014:221; Zhou, Wang & Wang 2019:1). The outcome of a service encounter can either lead to satisfaction or dissatisfaction (Zhou et al 2019:1). Figure 1.2 illustrates a model of customer service encounter and experience value

FIGURE 1.2

MODEL OF CUSTOMER SERVICE ENCOUNTER AND EXPERIENCE VALUE
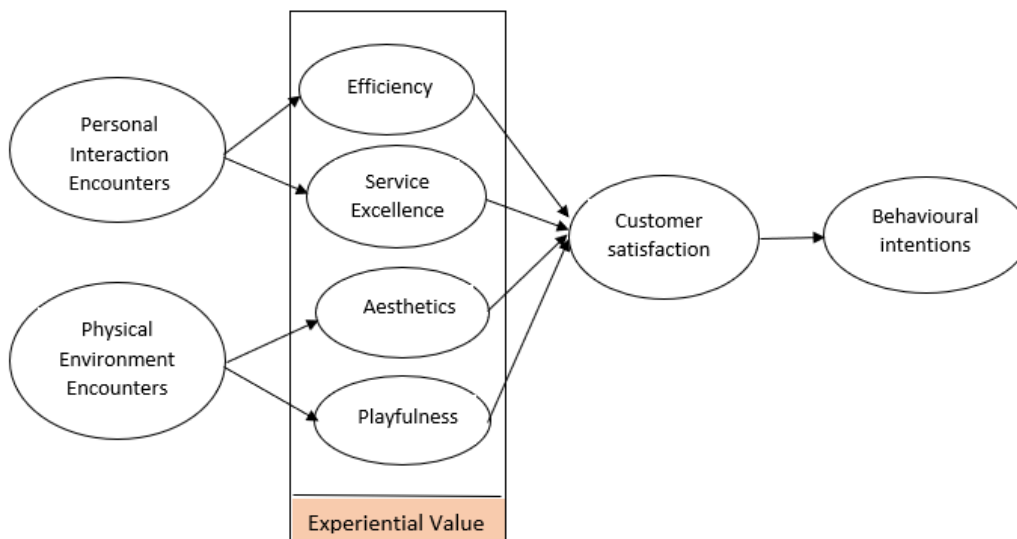
Source: Adapted from Coursaris & van Osch (2016:255); Li & Cai (2014:102); Dharamdass & Fernando (2018:35); Keng, Huang, Zheng & Hsu (2007:360); Wu & Liang (2009:589)

Based on the model shown above in the context of shopping malls in Taiwan, Keng et al (2007:361) established that experience value in the shopping mall context can be classified under two broad categories, namely, personal interaction encounters and physical environment encounters. The personal interaction encounters include efficiency and service excellence, while the physical environment encounters consist of aesthetics and playfulness. The personal interaction encounters have a direct

relationship with efficiency and service excellence, while the physical environment encounters have a direct relationship with aesthetics and playfulness (Keng et al 2007:360).

Personal interaction encounters refer to the one-on-one interactions between the customer and the service provider. Keng et al (2007:361) established that personal interaction encounters facilitate efficiency and service excellence. Physical environment encounters are described as the customer interactions within the environment that influence the satisfaction of the customers. Aesthetics and playfulness are the two main factors used to measure the physical environment encounters (Keng et al 2007:360). Similarly, several other authors have established that efficiency, service excellence, aesthetics and playfulness have a positive relationship with customer satisfaction (Coursaris & van Osch 2016:255; Dharamdass & Fernando 2018:35; Li & Cai 2014:102; Wang & Lin 2010:117), as a mediating variable to behavioural intentions.

Therefore, in the current study, it is proposed that the service encounter as a factor (efficiency, service excellence, aesthetics and playfulness) will have a positive influence on shoppers' experience value within the shopping mall context in Ghana. This is illustrated in the hypothetical framework developed for the study in Figure 1.4. In addition, in the hypothesised framework, customer experience value is envisaged to influence customer satisfaction and behavioural intentions. This is because Ramamoorthy, Gunasekaran, Roy, Rai and Senthilkumar (2018:837) attest that customer satisfaction impacts on behavioural intentions in a number of ways. Researchers have also established that efficiency, service excellence, aesthetics and playfulness influence experience value and experience value influences customer satisfaction. Therefore, research offers evidence that customer satisfaction positively influences behavioural intentions of customers (Ramamoorthy et al 2018:837). However, the aesthetics dimension overlaps with the 4Es esthetics variable; hence three of the dimensions proposed by Keng et al (2007:360) were utilised in the hypothesised model in the current study in Section 1.7, Figure 1.4. The overall

shopping experience value derived by customers will be a significant predictor of satisfaction (Varshneya & Das 2017:50).

1.6.2.3 Hedonic and utilitarian value as components of experience value influencing satisfaction

The third model influencing the present study is that of Kesari and Atulkar (2016:28) who conducted research in India with the aim of establishing the value factors that influence customer satisfaction with shopping malls. In their findings, the authors conclude that utilitarian and hedonic value influence customer satisfaction (Figure 1.3). The utilitarian value includes monetary savings, selection, convenience and customised products, while hedonic value are entertainment, exploration, place of attachment and social status. Han, Lee and Kim (2018:3062) describe the utilitarian value, as a customer's general assessment of functional benefits, gain and the sacrifices or losses while shopping. Utilitarian shopping value is more connected to the achievement of specific tasks while shopping, for example, consideration of the price of the product or service prior to the actual purchase (Han et al 2018:3062). According to Calvo-Porral and Lévy-Mangín (2018:112), utilitarian value shoppers are also known as economic shoppers who consider shopping as a task-oriented experience and seek low prices with easy accessibility. On the other hand, in the context of a shopping mall, the customers who are interested in hedonic values are classified as hedonic shoppers. Hedonic value is described as the value which is attained from the multisensory, imaginary and affective features of the shopping experience (Bakirtas, Bakirtas & Cetin 2015:92). In the context of shopping malls, customers are influenced by both utilitarian and hedonic shopping values when they make the decision to shop (Bakirtas et al 2015:92). In the empirical research of Bakirtas et al (2015:96) on shopping malls, it was concluded that utilitarian and hedonic value have a statistically significant positive influence on customer satisfaction (Bakirtas et al 2015:96). The utilitarian and hedonic values have an influence on customer satisfaction and are illustrated in Figure 1.3.

FIGURE 1.3

HEDONIC AND UTILITARIAN VALUE AS COMPONENTS OF EXPERIENCE
VALUE INFLUENCING CUSTOMER SATISFACTION
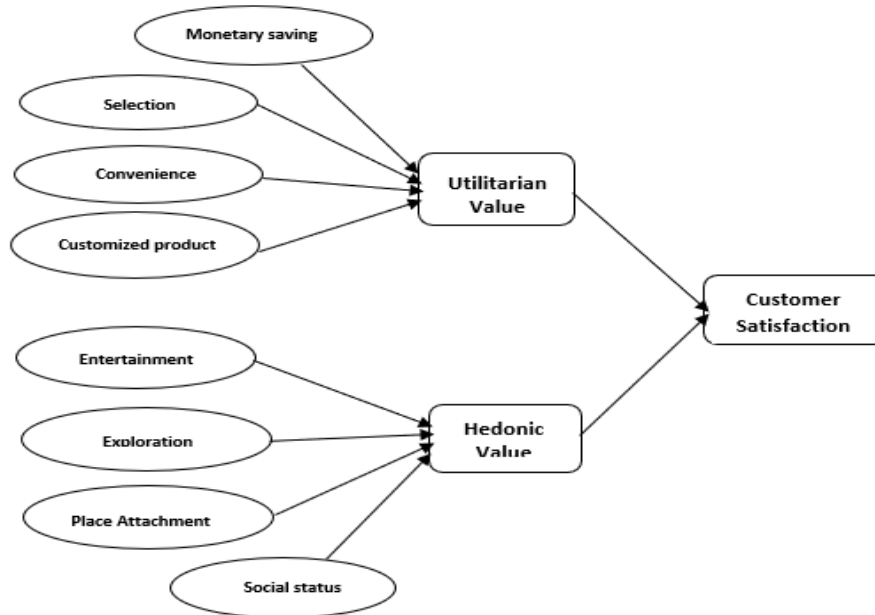
Source: Adapted from Kesari & Atulkar (2016:28)

From Figure 1.3, it can be seen that utilitarian and hedonic value are attributes of
customer experience value and have a direct and positive relationship with customer
satisfaction. However, based on the aim and the research question postulated for the
current study, it is posited that both utilitarian and hedonic value as factors will first
influence customer experience value within the context of the shopping malls in Ghana.
Subsequently, customer experience value as an independent variable in the current
study will influence customer satisfaction which is a mediating variable. This is
illustrated in the hypothetical framework in Figure 1.4. It can, therefore, be emphasised
that, in the creation of customer satisfaction, experience value is a core influencer for
customer satisfaction. The following section discusses the concepts of customer
satisfaction.

1.6.3   Customer satisfaction

Angelov (2011:237) describes customer satisfaction as the main concern of marketing to connect with customers through a constant customer relationship to meet their expectations. The expectation is the degree to which the product or service meets a customer's need. Satisfaction is defined as a customers' assessment of a product or service in relation to whether that product or service has met his or her desired needs and expectations (Awoke 2015:151). Awoke (2015:151) however, attested that failure to meet the needs and the expectations of customers is generally assumed to result in customer dissatisfaction with the product or service. Customer satisfaction is the consumer's evaluation of experience value derived from a service (Prebensen et al 2014:916).

Satisfaction with a shopping mall is defined as consumer's overall feeling of pleasure toward the attributes of the shopping mall's products or services (Kim et al 2015:69) and related activities such as the 4Es, and hedonic value. Several researchers have concluded that the source of profit to any organisation is generated from satisfied customers, as a satisfied customer will spend more, stay longer with a company, and is likely to recommend the organisation to a friend or family member (Das & Varshneya 2017:178; Demirkan & Spohrer 2014:867; El-Adly & Eid 2016:221). Shopping mall managers thus strive to satisfy shoppers in order to achieve a maximum return from them (El-Adly & Eid   2016:221). Phung and Hoang (2017:382) and Oliver (2015:27) argue that customer satisfaction does not only generate revenue, but it is key to firms that sell products or services as the goal of every company is to gain a competitive advantage for the purpose of business survival. Kursunluoglu (2014:529) argues that shopping malls need to create customer satisfaction in order to generate loyal customers that will provide a sustainable competitive advantage and differentiation from the competitors such as other shopping malls and the informal traders.

As creation of customer satisfaction is important for the survival and profit maximisation of the shopping mall industry, it is important to understand the various perspectives leading to customer satisfaction. The different perspectives include the customer-

based perspective, firms-based perspective, societal based perspective, transactional-based perspective, cumulative/overall based perspective and emotional based perspective. The customers-based perspective of satisfaction also refers to the outcome of an individual understanding of what has been experienced based on the customer's pre-expectations (Oliver 2015:4). In the firms-based perspective of customer satisfaction, Oliver (2015:5) indicates that firms exist to make profits from their business and therefore it is important for firms to foster repeat purchases that will enhance business profitability. Under the societal perspective, research on the quality of life indicates that members in the society who are satisfied enjoy better life outcomes, such as good health, social and mental happiness or finances (Oliver 2015:5). The transactional-specific satisfaction is an evaluative judgement of a service encounter at a specific point in time (Zhao et al 2012:646). Cumulative or overall satisfaction is the sum total of the evaluation of all the product or service encounters over a period of time and provides information on the organisation's service performance (Zhao et al 2012:646), based on the perspective of the customer and the organisation. Finally, emotional satisfaction is the customer's valence reactions to an event, or an object as a result of mental changes in character, depending on the level of arousal associated with it (Oliver 2015:22). The current study will adopt the overall satisfaction perspective since it reflects the total cumulative satisfaction of the customer experience with the products or services since they influence customers' behavioural intentions (El-Adly & Eid 2016:221).

Customer satisfaction can also be classified and measured using the expectancy-disconfirmation model, importance-performance model (IPA), Kano model, three-factor theory, theory of cognitive dissonance, equity theory and theory of attribution (Bi, Liu, Fan & Zhang 2019:460; Cao & Cao 2017**:**840; Mensah & Dei-Mensah 2018:4; Seo & Um 2019:186; Sprecher 2018:231; Vukosavljevic, Durovic & Radojicic 2015:87). Using the expectancy-disconfirmation model, Oliver's model (1980) indicates that positive disconfirmation leads to overall satisfaction, whereas negative disconfirmation will lead to dissatisfaction (Zhao et al 2012:646). The premise of the IPA model is to identify which product or service attributes a service provider should focus on to increase customer satisfaction (Abdelaty & Abdel-Aal 2017:124). The Kano model

indicates three levels of requirements, namely delighter, satisfier and dissatisfier, which need to be present in order to satisfy customers. The three factor theory of satisfaction consists of basic, performance and excitement factors which are used to measure the satisfaction of customers (Albayrak & Comen 2017:357). According to Vukosavljevic et al (2015:87), the theory of cognitive dissonance denotes that a customer who has a higher expectation for high-value products or services and obtains a low-value product or a service in return will realise a gap and will experience cognitive dissonance. Furthermore, the creating of value for customers and satisfying them is part of the principles of equity theory which is measured by comparing the ratio of the customer's outcome or input against the outcome or input of the service provider (Jiang, Jun & Yang 2016:305). Finally, the theory of attribution specifies that customers are seen as "rational processors of information" who seek answers to a purchase outcome, especially when it does not meet their expectations (Vukosavljević et al 2015:87).

Based on the review of existing theories and models measuring customer satisfaction, the underlying principles guiding these models, the three factor theory (basic, performance and excitement factors) was chosen to serve as a premise for measuring the satisfaction level of customers for the current study. Basic factors refer to the "must be factors" or dissatisfiers if absent (Davras & Caber 2019:84). The basic factors constitute a minimum requirement that is deemed satisfactory to a customer based on the usage or acquisition of a given product or a service (Yuan, Deng, Pierskalla & King 2018:170). Performance factors are termed as one-dimensional factors or hybrid factors (Davras & Caber 2019:84). The performance factors are related to how the products and services performed and have a symmetric association with customer satisfaction (Davras & Caber 2019:84). Excitement factors are attractive factors or satisfiers; they have the potential to generate higher satisfaction for the customer (Davras & Caber 2019:84). The excitement factors are also termed as an unexpected, amazing and surprising value for the customers (Davras & Caber 2019:85; Zhang & Cole 2016:14). The choice was considered primarily based on the aim and the objectives of the current study. This is depicted in the hypothetical model developed for the study in Figure 1.4

From the discussions on customer satisfaction above, it is therefore, important to investigate the actual contribution of customer satisfaction to behavioural intentions, taking all the discussed factors into consideration. From the foregoing discussion, it can be argued that shopping malls must strive to satisfy customers in order to maximise their competitive edge and revenue generation. The following section discusses the customer's behavioural intentions.

1.6.4 Behavioural intentions

Behavioural intentions are the extent to which a person has expressed conscious plans either to undertake or not undertake a future behaviour (Foroughi, Nikbin, Hyun & Iranmanesh 2016:115; Zhao et al 2012:646). Behavioural intentions, further are defined as a consequence resulting from satisfaction (Amoah et al 2016:425). In other words, behavioural intention refers to the likelihood of an individual to engage in certain behaviour such as retention and referral after using a product or patronising a service (Ladhari, Souiden & Dufour 2017:13). Numerous studies have shown that customer experience value and satisfaction are found to positively influence the behavioural intentions of customers towards a product, service and shopping attributes (Albayrak et al 2016:99; Ali 2015:45; Hanzaee & Rezaeyeh 2013:824). Shopping attributes involve factors that are significant during pre-shopping, during shopping and post-shopping processes, and include aspects such as the convenience of the shopping area, neatness of the place, quality of service delivery and price affordability (Albayrak et al 2016:99).

The outcome of behavioural intentions of customers are loyalty (Delcourt, Gremler, van Riel & van Birgelen 2013:524; Ladhari et al 2017:10; Meštrović 2017:69; Sotiriadis 2017:44), word-of-mouth (Kumar, Lassar & Butaney 2014; Ortiz, Chiu, Wen-Hai & Hsu 2017:445; Sotiriadis 2017:44; Taylor et al 2018:49); revisit intentions (Ladhari et al 2017:10; Ortiz et al 2017:445; Taylor et al 2018:49); and willingness to pay more (Chen & Fu 2015:30). In this study, three main outcomes were used to measure behavioural intentions, namely customer loyalty, word of mouth behaviour and revisit intention.

Customer loyalty is a continuous commitment that is formed by a customer and results in the customer acquiring the favourite product or service once more in the future (Angelov 2011:240; Chen & Chen 2010:31; Kursunluoglu 2014:531). Chen (2012:202) argues that the survival of a business depends on the ability of that business to retain and maintain customers. Thus, customer loyalty is an indispensable factor for the development and survival of a business. In the context of shopping malls, loyal customers are retained over a long-term period, and therefore, it is necessary for shopping mall managers to develop long-term relationships with their customers by ensuring that satisfied customers are turned into loyal customers (Kursunluoglu 2014:541). A loyal customer is likely to spread awareness through word of mouth and are willing to pay a premium price for a product or service (Jing, Danaher & Gupta 2015:204).

Word of mouth is an informal communication channel between a customer and a potential customer regarding the assessment of a good or a service considered to be the best (Ahmad 2012:104). According to Ahmad (2012:104), word of mouth is important because it plays a significant role in the customer's choice of products or services. Ahmad (2012:104) argues that more customers rely on word of mouth, that is, informal and personal communication, than formal communication from the company's advertisements. A loyal customer is likely to give positive WOM and have a positive revisit intention (Jing et al 2015:204).

The concept of revisit intention of customers depends on various tangible elements that are present in the shopping malls such as the seating arrangement, flooring, elevators and parking. According to Tandon, Gupta and Tripathi (2016:643), facilities at the shopping malls are important in attracting shoppers and provide a competitive edge which will aid in influencing the behavioural intentions of customers.

The relationships between customer experience value as an independent variable in the current study, satisfaction as a mediating variable in this study and behavioural intentions of customers as a dependent variable in the study are well illustrated in Section 1.7, presenting the proposed hypothetical framework for the current study.

1.7 PROPOSED HYPOTHETICAL FRAMEWORK FOR CUSTOMER EXPERIENCE VALUE, SATISFACTION AND BEHAVIOURAL INTENTIONS

The present study presents a hypothetical framework indicating the proposed factors that lead to customer experience value, satisfaction and behavioural intentions within selected shopping malls in Ghana. To develop this framework, various established research models by different researchers were considered to help achieve the research aims and objectives as stated in Section 1.5. Examples of such models are a model on the impact of experience value, quality of service and customer loyalty (Jin et al 2013:661; Karyotakis & Moustakis 2014:37), on the retail industry (Demirkan & Spohrer 2014:865; Orel & Kara 2014:120), on the tourism industry (Albayrak et al 2016:104; Quadri-Felitti & Fiore 2012:8; Wu & Li 2017:914; Wu et al 2017:402), on the banking industry (Ladeira, Santini, Sampaio, Perin & Araújo 2016:804; Liébana-Cabanillas, Muñoz-Leiva & Rejón-Guardia 2013:757; Uddin & Akhter 2012:246), on hotels and health care industry (Cadirci & Akmaz 2017:85; Pham & Huang 2015:5; Suryadana 2017:189).

However, these models did not offer any specific factors that provide customer experience value, satisfaction and behavioural intentions for shoppers at shopping malls in Ghana. There was, therefore, the need to provide a framework that will assist shopping mall managers in Ghana to enhance their operations. Based on the preliminary literature examined in the current study, a hypothetical framework and hypotheses have been developed. In this study, customer experience value is a multidimensional construct comprised of four factors, namely service encounter (efficiency, service excellence and playfulness), experience realms (education, entertainment, escapism and esthetics), utilitarian value (monetary savings, selection and convenience) and hedonic values (exploration, place attachment and social status) of experience value. Furthermore, for the current study, the four factors measured by these indicators influence the independent variable (customer experience value). The hypothetical framework has one mediating variable (customer satisfaction) which was measured using the basic factors (BF), performance factors (PF) and the excitement factors (EF). As indicated in Figure 1.4, the study has one

dependent variable (behavioural intentions) which were measured using loyalty (L), word of mouth (W) and revisit intention (R). These variables (independent, mediating and dependent) were grounded on the theories discussed in this study. The results of the empirical test are presented in Chapter 8 of this study. Figure 1.4 illustrates the proposed hypothetical framework.

FIGURE 1.4

HYPOTHESISED FRAMEWORK FOR CUSTOMER EXPERIENCE VALUE,
SATISFACTION AND BEHAVIOURAL INTENTIONS
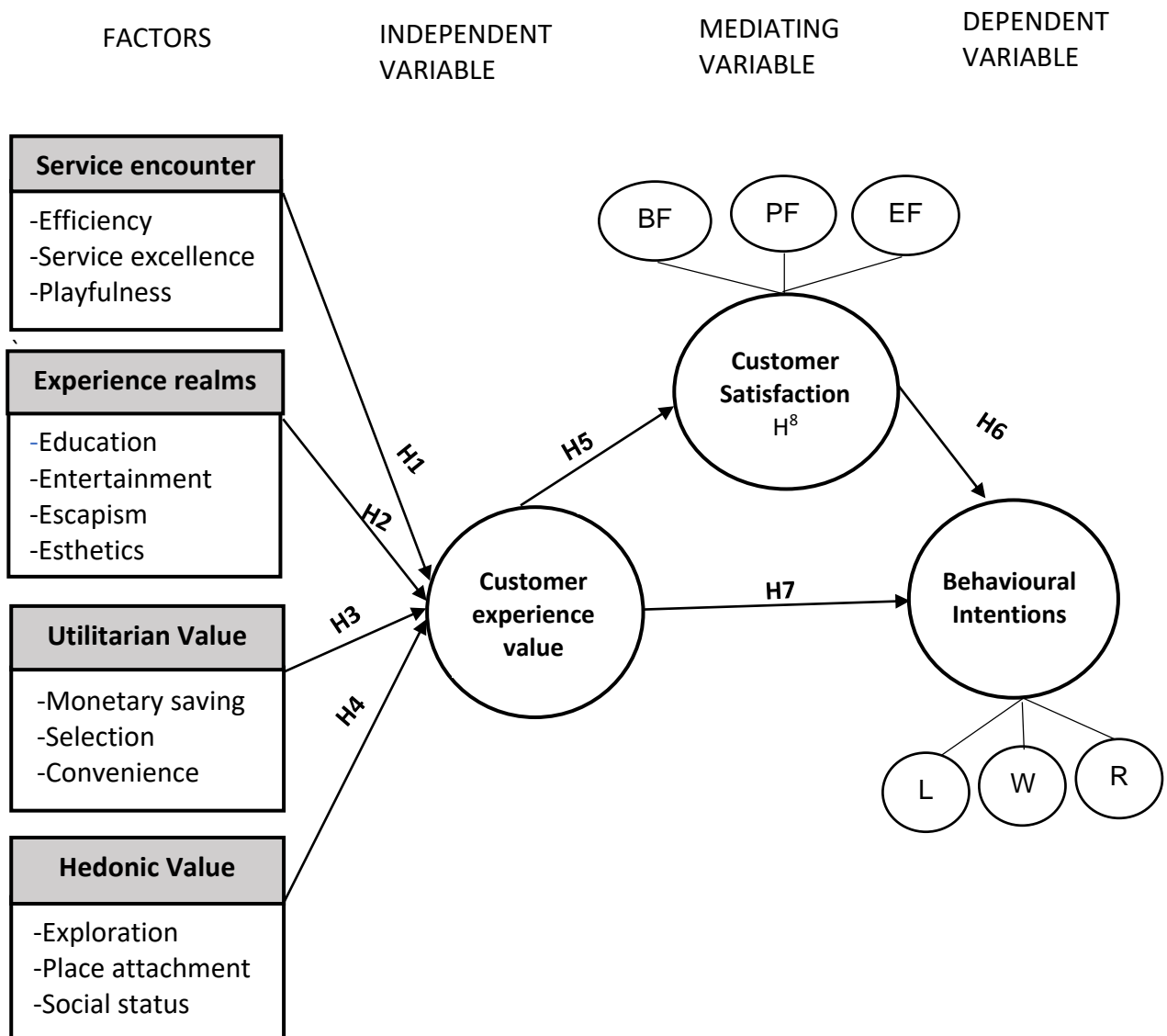
Source: Own compilation framework based on existing models from Sadachar & Fiore (2018:451); Keng et al (2007:360) and Kesari & Atulkar (2016:28)

Note: BF=Basic factor; PF=Performance factor; EF=Excitement factor; L=Loyalty; W=Word of mouth; R=Revisit intention

1.8   RESEARCH HYPOTHESES

Based on the proposed hypothesised framework illustrated in Figure 1.4, the following hypotheses are outlined for the current study.

H_1:   There is a significant relationship between service encounter and customer experience value.

H_2:   There is a significant relationship between experience realms and customer experience value.

H_3:   There is a significant relationship between utilitarian values and customer experience value.

H_4:   There is a significant relationship between hedonic value and customer experience value.

H_5:   There is a significant relationship between customer experience value and customer satisfaction.

H_6:   There is a significant relationship between customer satisfaction and behavioural intentions.

H_7:   There is a significant relationship between customer experience value and behavioural intentions.

H_8:   The relationship between experience value and behavioural intentions is insignificant when satisfaction is included in the model and is significantly related with experience value and behavioural intentions.

1.9   DEFINITION AND CLARIFICATION OF KEY CONCEPTS

In order to ensure clarity and understanding of the concepts and terminologies related to this study, the following are explained and contextualised.

- Shopping mall: Kushwaha et al (2017:275) define a shopping mall as a group of retail business planned, established, maintained and managed as a unit under an enclosed roof. The aim of a shopping mall is to offer customers convenient access to products and services in a well-managed environment to provide experience shopping, leisure and satisfaction (Kushwaha et al 2017:274).

- Experience value: is the worth that customers retain from their experiences with a product or service; and it can either be a functional value or emotional value (Wu, Li & Li 2018:33).

- Service encounter: is defined as a face-to-face interaction between a service provider and the customer during the process of service delivery (Hsu 2018:3), and is regarded as the "moment of truth" (Zhou et al 2019:1).

- Experience realms: Sadachar and Fiore (2018:442) define experience realms as the relationship between consumer perceptions of experiential values using the 4E constructs, namely education, entertainment, escapism and esthetic experiences to determine customers' experience value.

- Utilitarian value: is comprised of those tangible and physical elements of a shopping mall that influence the shopping experiences and expectations of customers (Albayrak et al 2016:104). Kesari and Atulkar (2016:22) classify the utilitarian value as monetary saving, selection, convenience and customised products as values experienced by the customers.

- Hedonic value: refers to the customers' emotional feelings or reaction to enjoyment and exciting products or services experienced during and after their interaction encounters (Ding & Keh 2016:19).

- Customer satisfaction: refers to the customer's evaluation of a product or service grounded on his/her perception in relation to his/her anticipation (Nguyen, Nguyen, Nguyen & Phan 2018:3).

- Behavioural intentions: refer to the formulation of a conscious plan of a customer either to engage or not to engage in future behaviour based on his/ her previous experience (Foroughi et al 2016:115).

- Loyalty: is the consistent commitment of a customer towards a particular organisation's products or services (Kursunluoglu 2014:531).

- Word of mouth: is the non-formal communication between existing customers based on their assessment of products or services which they perceived to either be the best or the worst on the market (Ahmad 2012:104).

1.10 RESEARCH DESIGN AND METHODOLOGY

The research design and methodology which was utilised to achieve the aims and the objectives of this study are briefly discussed in the following sections.

1.10.1 Research philosophy and paradigms

The research philosophy indicates the entire framework which the researcher adopts to complete the research study (Jain 2019:9). Research philosophy refers to the development of knowledge in a particular field, based on a particular system of principles and assumptions (Saunders, Lewis, Thornhill & Bristow 2015:124). Research philosophy is guided by assumptions, beliefs, values and culture (Antwi & Hamza 2015:218). These beliefs are categorised into three, namely interpretivism, positivism and critical realism. Interpretivism is an integral part of qualitative research which emphasises the importance of clarification and observation in understanding the lived experience of people (Ormston, Spencer, Barnard & Snape 2014:13). Positivism uses quantitative research techniques (Tsang 2014:175) and holds that there is one objective reality. On the other hand, realism is singular and distinct from consciousness (Quinlan, Babin, Carr, Griffin & Zikmund 2015:57). Critical realism emerges as a substitute to positivist and interpretive research (Bygstad & Munkvold 2011:1). Advocates of the critical realism philosophy argue that events observed in the empirical field are neither sufficient for causes and effects; causal mechanisms are tendencies and whether effects are generated depends on other factors (Bonell, Moore, Warren & Moore 2018:2).

The positivism paradigm was used in the study to permit incorporating the quantitative research approach in testing the hypotheses formulated. Quantitative research helps researchers to measure the aspects of a problem and to understand its adverse effects in relation to other variables. It also assists in gathering data in a way that is quantifiable

and minimises bias in the process of data analysis (Burrell & Clare 2018:2). The survey method was utilised to obtain the necessary data for the research. Survey research is the collection of information from a sample of targeted people through their answers to questions asked (Ponto 2015:168). According to Fox and Bayat (2010:79), survey research allows the researcher to conduct an investigation on a large scale, especially as the sample of the respondents are drawn from a large given population.

1.10.2 Research design

Akhtar (2016:69) describes a research design as the 'blueprint' or the master plan that guides the entire research process. The research design directly influences the validity as well as the reliability of the study (De Vaus 2014:182). Researchers believe that based on the research question of a study, the researcher can adopt more than one research design for a particular study to aid the researcher in achieving the desired aim of the study (Arora & Mahankale 2012:39; Jain 2019:5). Hence, due to the purposes of this study, an exploratory and descriptive research design was utilised.

Firstly, the exploratory design was employed as part of the literature review to identify the factors in the hypothetical framework. Such a research design enables the researcher to explore a new researchable idea or experiment phenomenon to get an understanding in a given scenario (Amoah 2016:110). It is believed that every research study starts first of all with an exploratory study then proceeds with the rest of the process (Arora & Mahankale 2012:39). Exploratory research is a process with which the researcher formulates the research topic, grounded on the review of the literature and subsequently proceeds to seek information from the respondents in the field (Arora & Mahankale 2012:39). The current study made use of an exploratory study because it assisted the researcher to formulate the title of the study and identify the variables to be investigated based on the literature (Arora & Mahankale 2012:39). It also helped the researcher to identify research tools to conduct the study based on the literature search of secondary data (Beri 2013:71).

Secondly, a descriptive research design aims at determining the nature of a situation as it exists and answers the questions of what, who, where, how and when a situation

occurred (Akhtar 2016:75). According to Malhotra (2010:106), descriptive research measures for example market characteristics or functions, attitude and behaviours of customers, customers' perception about products and service, and the determinants of the degree to which a market variable influences shoppers' behaviour in a shop. Descriptive research aims at representing accurately the characteristics of a particular group or situation, and it is widely used in the social sciences, as in socio-economic surveys and activity analysis due to its accuracy (Akhtar 2016:76). The descriptive research design is deemed appropriate because it describes vital information about the respondent's opinions, attitudes, behaviour and experiences of shopping malls in Ghana. It also helps in establishing the relationships between the variables in the context of the study. In this study, both exploratory and descriptive research design were utilised.

1.10.3 Population and sampling

The population of a study refers to the entire group of individuals, events or objects in which researchers are interested to generalise the conclusions (Fox & Bayat 2010:52). The population of the study involved the customers or any person who has shopped or visited the selected shopping malls at the time of the data collection process. There are nine shopping malls currently functioning and operating in Ghana. Due to financial and logistical constraints, four (4) of the shopping malls currently in Ghana were conveniently selected for the study.

The target population was also purposefully (judgementally) recruited in the shopping malls for the administering of the questionnaires with the same number of respondents from each of the selected malls. Malhotra (2010:402) defines sampling as a rigorous process of selecting parts of analysis from a larger population. Based on the recommendations and guidelines of Gay, Mills and Airasian (2012:139), Bartlett, Kotrlik and Higgins (2001:48), and Taherdoost (2017:238), for the selection of sample size for this study, the study used 500 as a sample size for the collection of the data through the use of completed questionnaires. A total of 125 respondents from each of the four selected shopping malls was targeted to attain the total sample size of 500 for the

study. The target respondents were selected, regardless of whether that person had shopped at the shopping mall before or was visiting for the first time. Only those aged 18 years and above were recruited for the completion of the questionnaires. The limit on age became pivotal as individuals aged less than 18 years are legally considered as minors with inadequate capacity for independent decision-making in the Ghanaian setting (Idoko et al 2019:191). Shoppers entering or exiting the mall between the hours of 10:00 and 18:00 GMT, from Monday to Sunday, were targeted as potential respondents. The data was collected between the periods December 2020 to January 2021. Considering the large size of the target population sampled, the services of ten trained field workers were engaged to help in the administering of the questionnaires during the data collection. In administering the questionnaires, all COVID-19 safety protocols applicable in Ghana were adhered to; for example, nose and mouth masks were worn by the researchers and the fieldworkers. Similarly, only respondents wearing nose and mouth masks were approached to answer the questionnaire.

1.10.4 Data collection methods

Data collection is the act of gathering data from the respondents (Quinlan et al 2015:153). In order to attain the objectives of the study, both primary and secondary data were collected. Primary data is the original data collected by the researcher (Quinlan 2011:240). The primary data was collected utilising self-administered structured questionnaires, with the help of trained fieldworkers at the selected shopping malls. Structured questionnaires are the appropriate and precise data gathering instrument in a quantitative survey to enable a broader approach in reaching a large number of respondents (Quinlan 2011:326). The choice of a structured questionnaire was made because it ensures that the respondents are asked the same, simple, clear and concise questions (Quinlan 2011: 326). On the other hand, secondary data is the already existing data collected by someone else for another purpose (Berndt & Petzer 2011:42). Secondary data is thus data collected for some other purpose than the present study. The secondary data sources were utilised for grounding the theoretical chapters. Secondary data was sourced from books, journal articles, full-text databases, shopping reports and retailing textbooks.

1.10.5 Research instruments

As mentioned in Section 1.10.4, a self-administered structured questionnaire was designed and administered to gather the needed information on the shopping malls. All the questions were written in English. The researcher did not have the capacity and the needed resources to translate and interpret the entire questionnaire into numerous other languages for those who could not read or write in English. Therefore, those who could not read and write in English were excluded from the study. The questions are categorised under three sections – Sections A, B and C. Section A comprises the cover letter, highlighting the purpose of the survey, as well as an assurance of the respondent's privacy and confidentiality. Section A further provided the necessary instructions for the respondents to follow when completing the questionnaire. In Section B, a five-point Likert scale type of question with alternatives ranging from strongly disagree to strongly agree was utilised for the collection of the primary data. The questions consisted of statements that measured respondents' shopping experience values, their level of satisfaction with their shopping experience at the mall and their resulting behavioural intentions. Section C comprised closed-ended and dichotomous type questions to gather information on the respondent's demographic profile such as age, gender, occupation and country of origin. A pilot study of 50 respondents was conducted (Annexure L) to ascertain whether the questions were easy to understand and not too long for the respondents to complete (Babonea & Voicu 2011:1225).

1.10.6 Data analysis

Data analysis is a procedure used in assessing the data collected for the purpose of answering the research question (Quinlan et al 2015:8). The data analysis generally encompasses the application of one or more statistical procedures (Gay et al 2012:6). Firstly, the data obtained were cleaned, edited, coded and captured on an MS Excel spreadsheet. Thereafter, IBM Statistical Package for Social Sciences (SPSS) version 26 and Analysis of a moment structures (AMOS) were employed to process the gathered data. Both descriptive and inferential statistics were used for the report in the

study. The mean, mode, and the median were determined as part of the descriptive analysis. The inferential statistical component of the analysis consists of Pearson Product Moment of Correlation to examine the relationship between the proposed variables. Both Confirmatory Factor Analysis (CFA) and Structural Equation Model (SEM) were used to examine the model fit. The CFA was used in confirming the appropriate number of factors in the study (Keith, Caemmerer & Reynolds 2016:38).

SEM is a multivariant analytical approach which was utilised to test the relationships between the variables (Astrachan, Patel & Wanzenried 2014:116). Furthermore, SEM was used because it enables effective evaluation of the measurement models and structural path. The independent, mediating and dependent variables in the model were also tested using SEM (Astrachan et al 2014:117). Finally, the Levene test, independent sample test (t-test), analysis of variance (ANOVA), Games-Howell test, and Welch test were utilised in the study to investigate the differences that exist based on the profile of the respondents and factors identified in the study.

1.10.7 Reliability and validity of the instrument

According to Yilmaz (2013:317), reliability is defined as the degree to which the measuring instrument is deemed consistent with the variables measured, every time it is used under the same subject matter and conditions. According to Tavakol and Dennick (2011:53), the alpha coefficient value measures the internal consistency of the measuring instrument with a value between zero and one (0 &1), where 0 represents no reliability and 1 means that the measuring instrument is reliable. For this study, the Cronbach alpha (CA) coefficient was established for the reliability test. The thresholds for CA were required to be greater than 0.6 (Hulin, Netemeyer & Cudeck 2001; Ursachi, Horodnic & Zait 2015:681). In this study, all the factors had Cronbach alpha scores above 0.60, indicating an acceptable internal consistency (Table 8.33).

Validity, on the other hand, refers to the degree to which an idea is correctly measured (Heale & Twycross 2015:66). Data is said to be valid if the results of the study are accurate and effective enough to measure the desired objectives of the study (Yilmaz 2013:318). In an attempt to ensure face and content validly of the measuring

instrument, four subject experts in the field of marketing in recognised public universities in Ghana and South Africa were asked to review the content of the measuring instrument. The extraction of the CFA assisted in establishing the construct validity of the study. With the use of an inter-construct correlation matrix, the level of discriminant validity was verified with the value required lower than 0.6 or at most 0.85 to indicate the existence of discriminant validity in this study (Samar, Ghani & Alnaser 2017:518).

1.11 ETHICAL CONSIDERATIONS

As a key component of social research, ethics is defined as a practical science which focuses on how to put values into action and relationships between human beings, creatures and the physical world (Brydon-Miller, Aranda & Stevens 2015:597). The moral principles that guide research work are called research ethics (Denscombe 2014:5).

The following research ethical principles were taken into consideration while conducting the study.

- Informed consent: To ensure that a high level of ethical consideration was adopted in this study, all respondents were adequately briefed about the study and their permission obtained before administering the questionnaires to them and they were allowed to withdraw at any stage should they have opted to discontinue the interview.

- Respect for anonymity and confidentiality: The confidentiality of the respondents was protected by not instructing them to indicate their names, contacts or identity on the questionnaires. The cover letter informed the participant of the voluntary nature of their participation and the option to discontinue participation without any consequences.

- Beneficence refers to the Hippocratic oath is one of the ethical principles meaning "be of benefit, do not harm" (Fouka & Mantzorou 2011:5; Gonçalves et al 2019:52). In this case, the study did not harm the respondents or indent their image (Fouka & Mantzorou 2011:5).

- **Respect for privacy:** The privacy of the respondents was also protected through the non-disclosure of their identities during the research process (Fouka & Mantzorou 2011:6).

- **Vulnerable groups of people:** Vulnerable groups were not used as part of the population, and were excluded in the entire study. All respondents were older than 18 years of age.

Prior to the data collection, ethics clearance was obtained from the Nelson Mandela University (NMU) ethics committee.

1.12   DELIMITATION OF THE STUDY

As is the case in every research study, the current study had some parameters and limitations. The anticipated sample size of 500 did not cover the entire population in all the shopping malls. This imply that generalising the finding of the study to all the shopping malls in Ghana should be done with caution (Section 7.9.3). The selection of four out of the nine shopping malls in Ghana served as a delimitation in the study.

1.13   STRUCTURE OF THE STUDY

The study has nine (9) chapters constructed as follows.

Chapter 1: Introduction and the background of the study

This chapter deals with the introduction of the study, which includes the background, statement of the problem, objectives of the study, summary of literature review, hypothesised framework and hypothesis, definition of concepts, brief discussions on methodology, and contribution of the study.   It also includes ethical considerations and the delimitation of the study.

Chapter 2: Overview of the retail industry in Ghana

This chapter deals with an overview of the retail industry in Ghana. The chapter comprises the informal retail market and the formal retail market of Ghana which includes shopping malls in Ghana, the focus of the current study.

Chapter 3: Customer experience value and associated factors

This chapter presents the theory on customer experience value and explores the various factors that determine customer experience value within the context of shopping malls. They include service encounter value (efficiency, service excellence and playfulness), experience realms (education, entertainment, escapism and esthetics), utilitarian value (monetary saving, selection and convenience) and hedonic value (exploration, place attachment and social status).

Chapter 4: Customer satisfaction

This chapter elaborates on the literature on customer satisfaction and further discusses the theories and models on customer satisfaction within the context of shopping malls. The factors used to measure customer satisfaction (basic, performance and excitement factors) in the current study are also discussed under this chapter.

Chapter 5: Behavioural intentions

This chapter elaborates on the literature of behavioural intentions and further investigates the theory on customers' behavioural intentions within the context of shopping malls. The outcomes of behavioural intentions, namely loyalty, WOM and revisit intention are also comprehensively discussed

Chapter 6: Conceptual model and hypotheses development

The model designed to measure the influence of customer experience value, satisfaction and behavioural intentions is presented. This chapter discusses the theoretical models used in the study and also discusses the researcher's proposed hypothetical model developed for the study. The variables, independent, mediating and dependent were examined, including the provision for all the relevant hypotheses for the study.

Chapter 7: Research methodology

This chapter presents the research methodology adopted. This includes the research design and approach, population, sample size and sampling technique, sources of data and the instrument adopted. It also includes the procedures for data collection and the analysis techniques. The validity and reliability of the instrument were also discussed in this chapter.

Chapter 8: Presentation, interpretation and discussion of results

This section focuses on the presentation, interpretation of analysis and discussion of the empirical results.

Chapter 9: Synopsis of the chapters, conclusions and recommendations

This chapter presents the overall synopsis of the study, draws conclusions and makes recommendations based on the findings, discussions and literature review undertaken in this study. Further, recommendations are provided on the basis of theoretical and practical implications for the management of shopping malls in Ghana, stakeholders and researchers. The contribution and the various limitations of the study are identified and discussed.

CHAPTER 2

OVERVIEW OF THE RETAIL INDUSTRY IN GHANA

2.1   INTRODUCTION

Chapter 1 provided the introduction and background of the study and the purpose of the study was explained. The problem statement was presented, the aim and the objectives of the study, research questions, brief literature review on the history of shopping malls, customer experience value, customer experience value and behavioural intentions were clearly enunciated. Furthermore, the hypothetical framework developed for the study, the research hypotheses to test the variables and the definitions of key concepts were also presented. A summary of the research philosophy and approach, research design, research method, population and sampling procedure was also provided. Also, the analysis of the data, reliability and validity, as well as the contribution of the study, were clearly espoused. As emphasised in Chapter 1, the main purpose of the study is to investigate the factors that influence customer experience value, and assess the influence of customer experience value on customer satisfaction and behavioural intentions within selected shopping malls in Ghana. In addition, the study will investigate the influence of customer satisfaction on behavioural intentions and the mediating role that customer satisfaction plays in the relationship between customer experience value and behavioural intentions. The aim of the current chapter is to provide a general overview of the retail industry from a global, African and Ghanaian perspective of shopping malls.

The chapter commences with a brief discussion on Ghana's economy, the nature of the retail market in Ghana and the various types of retail market in the country. This will be followed by a description of shopping malls from a global perspective, and thereafter an overview of shopping malls within the context of the current study. The classification of shopping malls is also explored in this chapter. The four leading shopping malls in Ghana that will form the basis of the sample for the study will further be discussed and the key tenants within the selected shopping malls in Ghana will be presented. The latter part of the chapter explores the various benefits of shopping malls

and some of the challenges facing shopping malls in Ghana. The chapter concludes with a summary of the entire chapter.

2.2 GHANA'S ECONOMY AND THE RETAIL MARKET

In order to provide the context in which this study takes place, this section deals with the Ghana economy as a whole and the retail sector in general. The section commences with a   profile of Ghana and the subsequent section discusses the retail industry in Ghana to provide the context in which the study took place.

Ghana is a democratic country which is located along the Atlantic Ocean on the western coast of Africa (Alagidede, Baah-Boateng & Nketiah-Amponsah 2013:4; Lee, Park, Kwun & Chang 2018:1). Ghana was formally known as the Gold Coast and got independence from Britain in 1957, to become the first sub-Saharan nation to break free from colonial rule (BBC report 2018:1). Ghana has been considered as one of the most politically and economically stable countries in West Africa since its transition to multi-party democracy in 1992. According to a BBC report (2018:1), gold, cocoa and more recently oil form the cornerstone of Ghana's economy and have contributed to an economic boom in the country. ABA Rule of Law Initiative (Aba-Roli) (2017:1), in their country report about the republic of Ghana, attest that the economy of Ghana has shown strong growth since 2013. However, the economy has endured some growing public debts, high inflation and weakening currency. Alagidede et al (2013:4) affirm, in a World Bank report, that the economy of Ghana is ranked the 85th largest in the world with a total Gross Domestic Product (GDP) of USD 40.7 billion in 2012, and per capita Gross National Income (GNI) of USD 1,550. The economy of Ghana in 2012 was the second largest in the Economic Community of West African States (ECOWAS) subregion after Nigeria, in terms of GDP (Alagidede et al 2013:5). The following statistics as at the year 2016 are also significant in the growth of the Ghanaian economy: GDP annual growth was 4.9%, GDP per capita stands at USD 1,294, the inflation rate in Ghana stands at a rate of 18.9% and the interest rate at 26% (Broll 2016:4). Recently, Ghana has been ranked first in Africa and fourth in the world according to the Kearney 2019 Global Retail Development Index (Kearney 2019:1). In

the year 2019, Ghana's GDP per capita stood at USD 6,452 and total retail sales at USD 24.4 billion (Kearney 2019:1). According to the recent World Economic Outlook of the IMF report, Ghana's economy recorded an expansion in GDP growth of 6.1% in 2019; which is expected to increase again in 2021 by 5.9% due to potential oil discoveries and growth in the mining sector (Nordea 2020:1).

Due to the minimal involvement of government in direct economic activities, Ghana's economy has performed quite well over the past three decades with the country following market-led economic strategies and programmes (Alagidede et al 2013:5). However, the economy of Ghana has improved in more recent times (Lee et al 2018:1). For example, in 2011 the economy of Ghana moved from lower-income status to middle-income status and both the GDP and per capita income doubled during the period 2008 to 2018 (Sanny & Baaye 2019:1). In the past, there have been ten administrative regions in Ghana. However, in 2019, Ghana's administrative regions were increased from ten to sixteen as depicted in Figure 2.1 (Ghana Mask 2019). Figure 2.1 depicts the 16 regions of Ghana.

FIGURE 2.1

THE MAP OF GHANA SHOWING 16 ADMINISTRATIVE REGIONS

Source: Adapted from Ghana Mask (2019)

Three of the selected shopping malls for the current study are located in the Greater Accra region which includes the Accra Mall, West Hills Mall and the Achimota Mall; the fourth selected shopping mall is the Kumasi City Mall in the second largest city of Ghana which is located in the Ashanti region shaded in yellow. The selected shopping

malls for the current study are illustrated in Table 2.3 and the reason for their selection discussed in Section 2.8.

Ghana has a population of 31,877,840 as at 11th July 2021 with Accra as the capital city (Countrymeters 2021:1). The total land area of Ghana is 238,533 sq km (approximately 92,095 sq miles) with its major languages being English and indigenous African languages such as Akan and Ewe (BBC report 2018:1). Major religions in Ghana are Christianity, indigenous beliefs and Islam (BBC 2018:1). However, about 75% of the population are Christians. According to BBC report (2018:1), the life expectancy of Ghanaians is between 64 years to 66 years where women are noted to live longer than men with 66 years as compared to the men's life expectancy of 64 years. The main currency for the trading activities in Ghana is called the Ghana Cedi symbolised as GH¢.

IMF World Economic Outlook (IMF 2019:1) put Ghana in the lead in Africa for the year 2019 concerning the growth of the economy. The Deutsche Welle report dated 17th April 2019 indicated that 'The world's fastest-growing economy is located in Africa and Ghana's economic strength is expected to soar in 2019. On the contrary, many other African countries lag far behind. The IMF found that Ghana's economy is rising steeply (IMF report 2019:1). Figure 2.2 illustrates Africa's economic growth trend in 2019 and forecast for 2020.

FIGURE 2.2

AFRICA'S ECONOMIC GROWTH TREND IN 2019
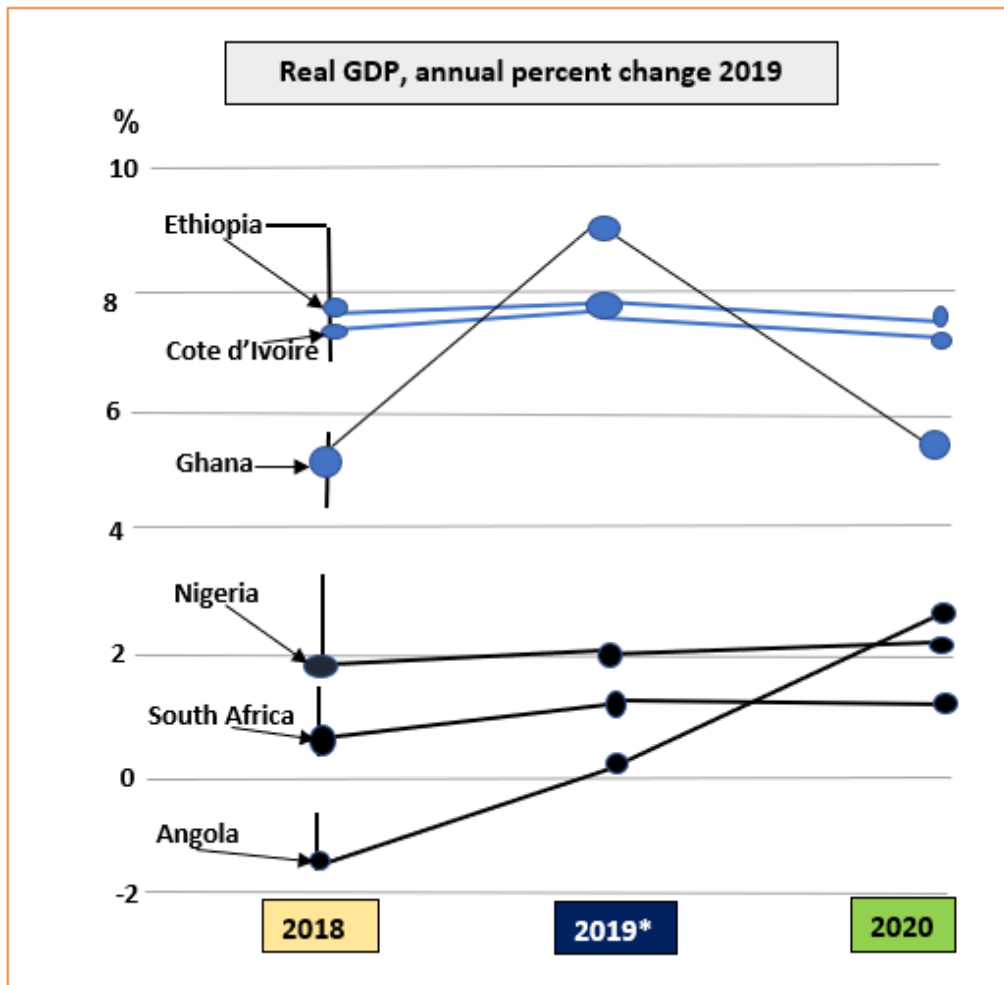
Source: Adapted from International Monetary Fund (IMF 2019:1); Fröhlich (2019:1)

According to the Deutsche Welle report (Fröhlich 2019:1), in 2018 Ghana's economy grew by 5.6% which put Ghana in the sixth position and in 2019 the IMF predicted the growth rate to be 8.8% in its World Economy Outlook which made Ghana the fastest growing economy in the World in 2019 (Fröhlich report 2019:1; IMF 2019:1). The report indicated that the oil sector of Ghana was doing very well, as were the non-oil sectors of agriculture, manufacturing and services. Ghana being the second leading producer of cocoa in the world is also a contributing factor to this tremendous national growth (IMF 2019:1). According to the IMF report (2019:1), other African countries are also

growing rapidly economically. Ghana is closely followed by Cote d'Ivoire with 7.7% and Ethiopia with 7.7% and the growth rate from 2018 to 2019 for both Cote d'Ivoire and Ethiopia are quite stable and consistent as depicted in Figure 2.2. However, Ghana's economic growth was predicted to decline in 2020. For Ghana to sustain this growth, there is the need to attract investors, restructuring of economic policies to attract entrepreneurs and the boosting of private sector activity (IMF 2019:1). Researchers believe that economic growth motivates global retailers and property developers to invest in a country (Ghanaweb 2020:1; Rahman, Wong & Yu 2016:155). The next section discusses the retail market in Ghana.

2.3   THE RETAIL LANDSCAPE IN GHANA

Retailing is defined as trading or business activities that involve the selling of goods and services to consumers for personal, family or household use (Rai 2019:6). In other words, retailing is defined as trading activities that involve the sale of goods (products) by the seller to the final consumer (customers), not exclusively for business use, but for personal use and consumption purposes by the buyer (Chen, Liu & Li 2019:2; Vanjari & Thorat 2020:523). These include every sale of goods and services to the final consumer which ranges from apparel, meals at restaurants to the sale of movie tickets (Rai 2019:6). Retailing is considered as the final stage in the distribution channel (Chen et al 2019:2). Retailers normally act as a link between the manufacturers, the wholesalers and the final consumer. The role of the retailers is to collect an assortment of products from various manufacturers or sources of production, buy them in large quantities and sell in smaller units and amounts to the final consumer (Rai 2019:9). Figure 2.3 that follows depicts the typical retail distribution channel.

FIGURE 2.3

TYPICAL RETAIL CHANNEL OF DISTRIBUTION
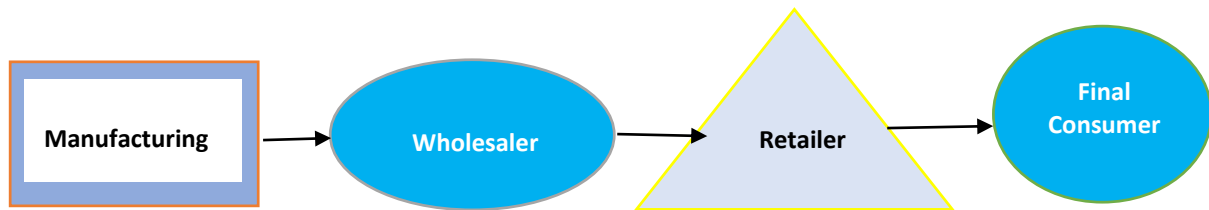
Source: Adapted from Rai (2019:9)

The retail industry is one of the fastest-growing industries in the world and different types of retail activities will continue to emerge across borders (Evans 2011:17). In Africa, the top retail, matured and well-formalised outlets are concentrated in Southern Africa (Christian 2020:1; Deloitte 2015:15). In South Africa, the retail market accounted for 14.3% of GDP between 2012 and 2014, and formal retail sales grew by 2.8% in 2015 (BCX 2016:3). The retail market in South Africa is the most established in Africa and the country has the biggest consumer spending in Africa (BCX 2016:3). The established South African retail brands are gradually expanding into sub-Saharan African countries (Deloitte 2015:29), and there is a recent indication that the largest retail players in the whole of the African continent originate from South Africa (Christian 2020:1).

According to Deloitte (2015:17), Ghana and Nigeria are among the top 25 countries where the retail trade has expanded exponentially. In the past 10 years, the construction of retail outlets has accelerated, creating the opportunity for several retailers, especially from South Africa, such as Shoprite, Mr Price and Game to have a foothold in Ghana and Nigeria (Deloitte 2015:17). The retail industry contributes significantly to economic development and GDP of countries as an "economic heavyweight" (OECD 2020), and Ghana is no exception as the retail industry also contributes largely to the growth of Ghana's economy (Ghanaweb 2020:1). Currently, Ghana is one of the most stable economies in sub-Saharan Africa, has been ranked number 4 position as a new entrant in the Kearney 2019 Global Retail Development

Index (Kearney 2019:1). Ghana was ranked first in retail development in Africa for the first time in 2019, and in the fourth position on the globe according to the world's retail development index (Ghanaweb 2020:1; Kearney 2019:1). The Ghana retail market was valued at $ 24.4 billion as of 2019 and is expected to increase to reach about $ 33.16 billion by 2024 (Ghanaweb 2020:1). Ghana's impressive economic performance is attributed to the political stability in the country and urbanisation which is one of the key factors attracting modern retailing to the country (Kearney 2019:1). Although the informal retail market in Ghana currently dominates the total retail market, the situation is changing to the formal retail market. Reports by Ghanaweb (2020:1) and Kearney (2019:1) reveal that formal retailers in Ghana such as departmental stores, hypermarkets, supermarkets and shopping mall spaces are expected to grow by 15% per year through 2023 and due to this many international retailers have started taking notice. For instance, international retail giant, Pick & Pay, is soon expected to operate in Ghana (Kearney 2019:1).

Retailing is an important component of general trading and has a positive impact on the economy. Retailing also serves as the link between manufacturing firms and consumers as retailing facilitates the movement of goods and services in an economy (Juhari, Ali & Khair 2012:617). Section 2.4 which follows provides an overview of the different types of retail market in Ghana.

2.4   TYPES OF RETAIL MARKET IN GHANA

The retail market in Ghana is comprised of two main categories. The first category is the informal market–static traders, semi-static traders and hawkers, while the second category is the formal market. The formal market is composed of SMEs, hypermarkets, supermarkets and shopping malls. The next section will discuss the informal market. Several aspects, namely entry into the informal market, types of informal market, location, associations and bargaining in the informal market of Ghana are discussed.

2.4.1   The informal retail market in Ghana

The term informal retailing was first conceptualised in 1970 by Keiyh Hart, an anthropologist when he was studying income opportunities (Hendriks 2017:164). Hendriks (2017:164) elaborated that the term was used to represent a number of activities that people who are not formally employed engage in while trying to make ends meet and to take care of themselves and their relatives.

Informal retail marketing activities are customary in Ghana. The informal retail sector constitutes about half of the employment creation in developing and emerging economies, and consists of unregistered, unregulated and untaxed micro-enterprises (Bhattacharya 2019:2). With the start of oil production in 2011, the economy of Ghana has transformed from low-income to lower-middle-income status, leading to a surge in per capita income (World Bank Report 2017:10). Despite the increase in disposable income, about 90% of retail trading in Ghana takes place in the informal sector (Idoko et al 2019:186; PWC 2016:50) where goods and services are purchased from small market stalls, kiosks, street vendors or small family-run stores at cheaper prices that are affordable to all levels of society (Deloitte 2016:1).

The informal market has traditionally been defined by their shopping venues, as well as the characteristics of their buyers. The spending motives of buyers in the informal retail market are fairly well-known because they are mostly pre-determined through the buyers' social norms and attitude (Idoko et al 2019:186). The informal retail market is one of the major sources of employment creation in Ghana. For example, street vending, which includes persons selling goods along the streets or in public places (including open markets) accounts for most of the urban informal employment. The informal sector in general in Ghana has constituted over the years about 85% of the total workforce and the economic development of the country (Hendriks 2017:163). As a result of this, the market leaders in most of the informal sector in Ghana attest that "when the formal retail market stopped employing, we employ" and when the government deploys, "we employ" (Hendriks 2017:163). This implies that the informal

retail sector in Ghana supplements and exceeds the formal retail sector in terms of employment creation.

The workers in the informal market in Ghana are mostly women who are engaged in retail trading activities ranging from food items to other household items (Danso-Wiredu & Sam 2019:3; Hendriks 2017:163; Osei-Boateng & Ampratwum 2011:13). Most of these women acquire their knowledge and trading skills from family members. The average size of employment in any sector of the informal market, such as retail of products, clothing and hardware is dependent on the nature of the ownership ranging from sole ownership, voluntary associations, partnerships and joint ventures to cooperatives which are mostly not incorporated under Ghana's companies code (Atuguba & Dowuona-Hammond 2006:24). Section 2.4.1.1 discusses entry into the informal retail market.

2.4.1.1 Entry into the informal retail market

The majority of business operations in Ghana is unincorporated, sole proprietorships where in principle, every person in Ghana is free to participate in any type of lawful commercial activity (Atuguba & Dowuona-Hammond 2006:26). Very little capital is required before a person can start an informal retail business. Osei-Boateng and Ampratwum (2011:16) indicate that this makes it possible for any Ghanaian who is willing to start a small business, to do so in the urban informal market. There is also very little or no formal regulatory requirement before a small retail business can be started (Atuguba & Dowuona-Hammond 2006:26; Osei-Boateng & Ampratwum 2011:16), and there is a low capital requirement in the establishment of a business in the informal retail sector. Therefore, one characteristic of the informal retail sector is that the use of high technology, sophisticated equipment and machinery use is minimal and as a result of this, most of the businesses are labour-intensive (Osei-Boateng & Ampratwum 2011:16). Section 2.4.1.2 discusses the various types of informal retail markets in Ghana.

2.4.1.2 Types of the informal retail market

There are different types of informal retail market in Ghana which are distinguished by the nature of activities that they undertake. The informal retail trading sector is defined as a trading activity which involves selling activities located closer to the target customers, by providing credit facilities, by selling smaller quantities as required and by targeting products specifically at the needs of the low-income market (Dewar & Watson 2018:4). Otekhile and Matthew (2017:3) describe informal retail trading's various activities as underground unofficial trading activities; trading activities which are hidden, small-scale trading activities, micro-enterprises and classified as the second economy.

The informal retail market can be classified under their type and are determined by their location and mode of operation or activities. Steel, Ujoranyi and Owusu (2014:52) classify the informal retail trading sector in Ghana into the following three categories.

- 'Static traders' occupy stores built within residential buildings, fixed market stalls (rented from municipalities) and kiosks mounted on pavements along the streets. These traders pay rentals to the landlords (if they do not own the buildings) or to the municipality for market stalls and kiosks.

'Semi-static' traders occupy particular sites (by mounting sheds) during shopping times of the day, but dismantle the sheds and cart away their goods in the evenings after business hours.

- Mobile traders (hawkers) move from place to place with their goods (usually in broad pans placed on their heads or in trolleys) to advertise and sell. Hawkers usually carry their products on their shoulders or by means of a trolley driven on streets and pavements around town and in neighbourhoods (Meng, Florkowski, Sarpong, Chinnan & Resurreccion 2014:111). Hawkers in Ghana play a significant role as they are the oldest informal retail traders specialising in the supply of basic household items. They serve as the only retail outlets for low-income people, especially women and their children who cannot shop in the formal shopping outlets (Meng et al 2014:110). In Ghana, street hawking is seen to be both time and cost-

effective for consumers. Transactions take place along the street or motorists can buy goods through the windows of their cars (Meng et al 2014:111).

From the foregoing discussion, it is evident that the informal retail market in Ghana does not have a permanent location and only a few informal traders have precise locations; and that they transact their trading activities based on convenience. The various locations of the informal retail market in Ghana are discussed in Section 2.4.1.3.

2.4.1.3 Locations of the informal retail market in Ghana

The activities of the informal market are mostly unrestricted and their operational facilities are not at a fixed location therefore, so can be moved around to anywhere that pedestrians are available (Prinsloo 2016:48). Most of the informal trading activities in Ghana are carried out at locations near major street intersections and in large open-air markets specifically in the cities (Meng et al 2014:111; Owusu-Sekyere, Amoah & Teng-Zeng 2016:910). According to Owusu-Sekyere et al (2016:910), Ghana has the largest open-air market in West Africa called the Kumasi Market that serves as one big retail trading centre. It also serves as home to many migrants who have left their homes in the rural areas to trade in the cities. Many of these open-air market traders, especially those migrant traders from the rural areas, execute their trading activities in specific locations such as on pavements, verandas, in front of established stores, on tables, and sometimes on the bare floors (Owusu-Sekyere et al 2016:910).

Owusu-Sekyere et al (2016:908) classify the activities of these informal market traders as "survival of the fittest" as it is most often very difficult to distinguish between traders and pedestrians due to the display of products or goods on pavements, roadsides and on walkways which makes for a chaotic scene in central business districts (CBDs). In some instances, the traders fight among themselves for the ideal locations (Owusu-Sekyere et al 2016:912). They occupy spaces under footbridges, at lorry terminals and in front of large shopping malls. The main aim of the informal traders is to provide convenience or speciality products for their target consumers.

According to Aryeetey, Oltmans and Owusu (2016:11393), when households in Ghana were contacted about their favourite place for the purchase of basic household items, they opted for the informal retail market. They also indicated that their preference for the informal retail market place over the formal retail market is due to the fact that they can obtain a variety of food items at lower prices and because of the convenience of quick accessibility to them (Aryeetey et al 2016:11393).

The open-air markets in Ghana provide a large variety of household items that are locally produced, such as food items – including fresh meat, vegetables and fruits (Meng et al 2014:110). Meng et al (2014:111) put forward that Ghana is well-known for its open-air market activities, some notable ones are the Techiman market in the Bono East region of Ghana, specifically for food, and the agricultural produce market which also serves the West Africa market. The informal trading spaces range from a few square metres to approximately fifty square metres, based on the total volume of pedestrians and vehicle traffic (Prinsloo 2016:48). Section 2.4.1.4 discusses the associations that exist within the informal retail market.

2.4.1.4 Associations in the informal retail market

The informal market in Ghana operates under groups or associations (Danso-Wiredu & Sam 2019:3). The groups or associations are organised according to the commodities that each seller is selling (Danso-Wiredu & Sam 2019:10). This is because each commodity or product offered for sale in the informal retail market has its own market leaders (Danso-Wiredu & Sam 2019:10). It is thus common for traders dealing in textiles or a particular type of food product to be grouped together in common stalls for easy identification by their customers and also to sell their products. The leaders of these associations are commonly called "market queens"; they are mostly female traders who lead and rule a market and represent the market traders in any form of negotiations or dispute, yet they do not occupy any formally recognised administrative position (Hendriks 2017:163). These market queens are able to negotiate with the city authorities (for example Accra Metropolitan Authority AMA - and Kumasi Metropolitan Authority - KMA) on behalf of the association's members in

matters concerning free movement of people and the disposal of waste (Steel et al 2014:7). The Ghana Trade Union Congress (GTUC) has embraced the activities of these informal market traders on policies and their welfare (Steel et al 2014:7). Therefore, the GTUC represents the informal market traders, providing a number of benefits to these traders through collective bargaining dialogues. These collective bargaining dialogues support the informal market traders with the help of AMA through GTUC to engage with the local government to address all their concerns and the challenges being faced by these informal market traders for an amicable solution (WIEGO 2020:23).

2.4.1.5 Pricing strategy in the informal retail market

In Ghana, most commodities and services do not have a fixed price in the informal market. Buyers set their own prices that they are willing to pay for products or services through bargaining with sellers (PWC 2016:22). According to Correia and Kozak (2019:185), bargaining is a buying strategy which allows the buyer to locate, negotiate and buy a product or a service at reduced and reasonable prices. PWC (2016:22) indicates that, generally, during the negotiation, a seller will offer goods at a price which is sometimes between 50% to 70% above the normal price of the item. The buyer also offers a price far below what he or she knows to be the actual price, and the bargaining continues until an acceptable price to both the seller and buyer is reached (PWC 2016:22). A buyer's counteroffer and bargaining skills could result in him/her obtaining the goods at less than 50% of the initial price quoted by a seller.

In Ghana, the retail market is heavily dominated by the informal retail market while the formal retail market which includes shopping malls gradually finds its entry into the Ghanaian market. According to Ghanaweb (2020:1), although the informal retail market dominates the general retail sector in Ghana at the moment, the trend is gradually changing in favour of the formal market. It is generally acknowledged that the emergence of shopping malls has not yet replaced the traditional informal market, however, shopping malls have added a new dimension to the customers' shopping experience (Ramesh 2013:51), their satisfaction and behavioural intentions. Section

2.4.2 that follows discusses the formal retail market in more detail; the shopping malls in Ghana as a focal area for the current study which falls under the category of the formal market in Ghana.

2.4.2   The formal retail market in Ghana

In the formal retail sector, each retail shop has a fixed and precise location; in order to attract customers, they advertise their products or services, prices of items are usually posted on location and selling prices are common knowledge to customers (Anbarci et al 2013:8; Anbarci, Gomis-Porqueras & Marcus 2012:7). The formal market is in the form of a competitive market as a number of customers can visit the various shops with affordable prices and convenient location to customers (Anbarci et al 2012:7; Anbarci et al 2013:8). The formal market usually adapts advertising strategy to advertise their products, services and location in order to attract more customers (Anarci et al 2013:8) The next section describes the types of retail outlets of the formal retail outlets in Ghana.

2.4.2.1   Types of formal retail outlets

There are different types of formal retail outlets operating in the formal market. There are small and medium enterprises (SMEs), hypermarkets, supermarkets and shopping malls. These outlets also operate in Ghana and are therefore discussed in more detail in the following sections.

2.4.2.1.1 SMEs – retail trading

SMEs stands for Small and Medium Enterprises, also known in some instances as Small and Medium-sized Business (SMBs). SMEs or SMBs are classified according to the size of their personnel (Al-Herwi 2019:1; Mongson 2016:2). In most countries, SMEs' retail activities play an important role in the provision of products and services in cities and towns for the convenience of customers (Omar & Fraser 2010:112). In Ghana, SMEs are a pillar of the private sector and play a critical role in the development of the economy (Siebu 2019:1). SMEs play a pivotal role in the supply of certain products and services to individuals and large companies for consumption and

operational activities (Al-Herwi 2019:1; Siebu 2019:1). Some of the SMEs in Ghana supply specific indigenous items to the shopping malls in Ghana such as food products (e.g. eggs, vegetables) and locally made products (e.g. clothing, bags), making the SMEs an integral part of the shopping malls in Ghana. Darbi, Hall and Knott (2018: 305) attest that the multinational retailers usually adopt a strategy by subcontracting to the smaller enterprises in a home country for their supply chain needs in order to save costs and maximise their profit on investment through utilisation of and arrangements with smaller enterprises for a cheaper production cost, flexibility and quick. Although modern shopping malls have developed over a short period of time, not all domestic retailers have the required capital to have a presence in these malls. Therefore, the domestic retailers are committed to SMEs with their small capital base (PWC 2016:51). However, in the shopping malls in Ghana, some of these SMEs rent a space within these malls to display their products and services, such as salon operators, pharmacies and food courts.

2.4.2.1.2 Hypermarkets

A hypermarket consists of a large store or market. A hypermarket refers to a mixed type of retail format – a combination of a supermarket and a department store under one roof (Peng, Zubair & Basit 2018:19). Peng et al (2018:19) add that the hypermarket delivers a variety of products, at the convenience of the customers and also offers more competitive prices to target the low- and middle-income customers. The development of hypermarkets started between the 1980s and the 1990s as a retail concept (Prinsloo 2016:37). Hypermarkets are not only a place for purchases, but a person can also spend leisure time, enjoying a variety of activities at the hypermarket. These additional activities, such as celebrity appearances as "one-day duty managers" and offering product trials and promotions to customers, encourage families to visit (Tsung-Sheng & Yeh 2016:651). Such activities – leisure time, meeting a celebrity, and learning more about a new product make customers stay longer in hypermarkets.

2.4.2.1.3 Supermarkets

Unlike the informal markets which have multiple traders dealing in different goods and services clustered in one location, supermarkets sell a wide variety of products such as meat, baked goods and confectionery, dairy products, and non-food items in one location (Aryeetey et al 2016:11391), and provide food processing services as well to their customers (Meng et al 2014:110). Other products are self-help services such as coffee-making and hot food. Currently, in Ghana, most of the major supermarkets are owned by Ghanaians. However, the high economic growth that the country is experiencing is inspiring many international supermarket chains to establish their presence in the country (Meng et al 2014:111).

Initially, the retail outlets in Ghana lacked innovative ways of trading but as a result of the entry of international retailers, many of the locally-owned supermarkets have also started embracing innovations in their operations (Hinson et al 2012:99). Many of the retail shops, especially supermarkets have realised the changing lifestyle of their customers and therefore have adopted innovative and professional approaches to handling their customers, especially at the point of sale (Hinson et al 2012:99).

Shopping malls are classified under the formal retail outlets and for the current study, shopping malls are the focal point of the study. The following sections provide an overview of the shopping mall industry and the current trend of shopping malls in Ghana.

2.5   OVERVIEW OF THE SHOPPING MALL INDUSTRY

The terms shopping centre and shopping mall are used interchangeably (Kiriri 2019:259; Ojekalu, Ojo, Oladokun & Olabisi 2019:216). Therefore, in this study, the terms are also used interchangeably. According to the International Council for Shopping Centres (ICSC 2013:5), shopping malls have been in existence in various forms for more than 1,000 years. There used to be ancient market squares, bazaars and seaport markets in the past. The modern shopping centre, ranging from small

suburban centres to the several-square-foot super-regional malls, had its origin in the 1920s (ICSC 2013:5).

A shopping mall is defined as a well-planned project developed to provide different products and services to shoppers and car park facilities for shoppers while shopping (Juhari et al 2012:621). Kushwaha et al (2017:275) define a shopping mall as a group of retail businesses, planned, developed, owned and managed as a unit. According to KPMG (2017:4), shopping malls have become an integral part of human culture and daily life. For shopping malls to meet the changing needs of customers' culture, desires, values and lifestyles, they have adopted a standard, in terms of design and variety of tenant mix (Kushwaha et al 2017:275). KPMG (2017:3) stress that the modern trend of shopping malls worldwide has been that the malls becoming stand-alone businesses, understanding the value that shopping malls create is crucial for future investors in such projects. Most of the big retail shops across the globe are now opting to be present in shopping malls instead of using the normal stand-alone stores to merchandise their products and services (KPMG 2017:4).

According to ICSC (2013:5), in the 1920s, the idea of developing a shopping district in downtown areas is generally credited to J.C. Nichols of Kansas City, Mo. with his country club plaza constructed as a business district for the residents with architectural features such as pavements and parking lots (ICSC 2013:5). According to the ICSC (2013:5), the plaza was operated as a single outlet in the year 1922 in the United States of America (USA). In the latter part of the 1920s, on the outskirts of the large US cities, entrepreneurs started building smaller shopping centres with supermarkets and drug stores as the main anchor shops (ICSC 2013:5). These facilities were later utilised by other convenience shops. The original shopping centres were simple straight-line stores with parking spaces in front, such as the Grandview Avenue Shopping Centre in Columbus, Ohio, which opened in 1928 with 30 shops and parking spaces for 400 cars (ICSC 2013:5).

In 1933, the Highland Park shopping village in Dallas Texas was established and many considered it to be the first well-planned shopping centre with a unified revolutionary

design, managed and controlled by a single owner. Between the 1930s and 1940s, Sears Roebuck & Co. and Montgomery Ward established a freestanding store, with on-site parking, away from the centres of the big cities (ICSC 2013:5). The early part of the 1950s marked the establishment and opening of the first two shopping centres in North America which were anchored by major departmental stores with two strip centres and pedestrian walkways in between them (ICSC 2013:5). In 1951, there were improved versions of the shopping centre established by Shoppers World.

Nowadays, many shopping malls also have facilities such as banks, theatres, and multiple offices that provide additional convenience services to customers (Juhari et al 2012:621). Customers visit shopping malls because of the availability of facilities and services such as restaurants, hairdressing salons, a children's playground or car wash (Tsung-Sheng & Yeh 2016:652). The easy accessibility and convenience of customers to shopping malls, the unique environment that the malls offer, assured safety and customer leisure experience are some of the unique features that differentiate shopping malls from other stand-alone retail outlets, such as the informal market, hypermarkets and supermarkets (Kushwaha et al 2017:274).

There has been much interest in the retail and consumer sector by investors in the sub-Saharan Africa region (PWC 2016:2). Over the last few decades, sub-Sahara Africa, for example, has witnessed, the construction of innovative shopping malls and recreation places (Quagraine et al 2016:85), and Ghana is no exception to these developments. The revolution in the retail industry in Ghana through the establishment of shopping malls has affected shoppers' lifestyle in Ghana. The next section provides a general overview of the shopping mall industry in Ghana.

2.6   THE SHOPPING MALL INDUSTRY IN GHANA

In Ghana, the shopping mall evolution can be traced to the shopping centres that were established during the colonial period, between 1929 and the 1950s, by companies such as the United Africa Company (UAC), United Trading Company (UTC) and the Ghana National Trading Corporation (GNTC), all located in the central business district (CBD) of Accra, Ghana (Oteng-Ababio & Arthur 2015:154; Quagraine et al 2016:86).

In the late 1950s, after Ghana had gained independence, the capital city, Accra, became the home of many departmental stores, among which was the national pride, the Kingsway Store and the building which housed this retail outlet was opened by the first democratic president of Ghana (Oteng-Ababio & Arthur 2015:155). According to Oteng-Ababio and Arthur (2015:155), between the 1980s and the 1990s, many of these departmental stores ceased operating as a result of economic decline and political instability in the country which affected patronage and decreased tenants and the departmental stores found it difficult to survive.

After the demise of the colonial shopping centres (which housed departmental stores), in the 1990s, the shopping mall industry reopened up again in the 2000s. The development of shopping malls thus became a new phenomenon in Ghana, and these shopping malls have influenced customers' shopping behaviour and improved the communities within which they are established (Quagraine et al 2016:86). Most of the shopping malls in Ghana are located in the capital, Accra, a city with about 4 million people (PWC 2016:49).

Since 2010 when Ghana started producing oil in commercial quantity, contributing about 7.3% growth in GDP between 2011 and 2013, the country's economy has been growing very fast (PWC 2016:48). The development of shopping malls in Ghana accelerated when oil production commenced in Ghana (Deloitte 2016:1). The Accra shopping mall, which was opened in 2007, was the first shopping mall with floor space of 20 000 sq m in Ghana (PWC 2016:50).

Ghana has one of the largest shopping malls in West Africa (The West Hills Mall) which houses many retailers (PWC 2016:15). The development of these shopping malls is seen to be a key driver of economic growth and development as customers from neighbouring countries cross the borders to Ghana for shopping (Anaman & Osei-Aponsah 2007:953; Anaman & Osei-Aponsah 2017:2). According to Eyiah-Botwe et al (2015:1), Ghana has attracted several shopping mall developments which are transforming the country to become the "Gateway to West Africa", in line with the national policy of attracting both investors and shoppers into the country. Similarly, to

Lusaka in Zambia, Accra has an unusually high concentration of most of the South African retail developers (Jll Africa 2016:5). Because of globalisation and modernisation across the globe, the sheer number of international brands in the mall, for example, Panasonic, Puma, Bata, Payless, Swatch, as well as some African giants such as Game, Shoprite and Mr Price, has increased, all engaged in shopping mall activities in Ghana to satisfy the experience needs of Ghanaians (Oteng-Ababio & Arthur 2015:158). International retail giants such as Shoprite, Game, Mr Price, Woolworths, Mango, Samsung, Apple, KFC and Nespresso have an operational presence in Ghana (PWC 2016:15). Currently, the shopping mall industry is undergoing rapid transformation through the entry of global retail brands and companies that have established state of the art shopping malls in the country for various retail activities to create value and satisfy the shopping needs of Ghanaians. As of 2016, Ghana had eight shopping malls and several others were still under construction (Quagraine et al 2016:86). However, in December 2018 the first phase of the Takoradi shopping mall was fully completed and opened to the general public (shoppers) (Estate Intel 2020). This has brought the total number of shopping malls in Ghana to nine. Shopping in Ghana is a unique experience for both the middle class and tourists who are shopping more than ever in most of the modern shopping malls (Hinson et al 2012:100). Section 2.7 provides the classification of the shopping mall activities and elaborates on the different types of shopping malls.

2.7 CLASSIFICATION AND TYPES OF SHOPPING MALL ACTIVITIES: TENANT MIX AND MALL ATTRACTIVENESS

In this section, the types of shopping malls, and the shopping mall activities which include the tenant mix and mall attractiveness are discussed. Shopping malls are classified as retail agglomerations. A retail agglomeration is a set of retail outlets located and operated closer to each other in order to provide goods and services to their customers (Teller & Schnedlitz 2012:1043). One of the core success factors of the shopping mall industry is the centralised control of synergetic efforts amongst the agglomeration tenants right from the development stage to the operations stage in the

form of centralised management (Teller & Schnedlitz 2012:1043). The various types of shopping malls are discussed in Section 2.7.1

2.7.1   Types of shopping malls

According to Juhari et al (2012:621), many shopping malls have expanded to include service outlets and entertainment centres. Shopping malls are classified under five main categories, according to their operational activities and the floor space size. The classification is presented in Table 2.1

TABLE 2.1

TYPES OF SHOPPING MALLS AND SIZES

Type of shopping mall	Size/Floor area
Convenience shopping mall	5,000 to 50,000 square feet
Neighbourhood shopping mall	35,000 to 70,000 square feet
Community shopping mall	100,000 to 200,000 square feet
Regional shopping mall	250,000 to 800,000 square feet
Super-regional shopping mall	800,000 square feet and above

Source: Adapted from Juhari et al (2012:621)

Table 2.1 shows five main types of shopping malls; the types of activities undertaken by each of the types are dependent on the size and the location. According to Juhari et al (2012:621), the category of the type, the size or the floor area and the type of activities undertaken are as follows.

- *Convenience shopping malls* are malls with a floor area between 5,000 and 50,000 square feet, accommodating tenants that sell mostly food items. There are no anchor tenants in convenience malls.
- The *neighbourhood shopping mall* is also a relatively small mall with a gross floor area of between 35,000 and 70,000 square feet. The shops in neighbourhood shopping malls usually sell daily necessity goods such as food, drugs or items that are generally stocked in supermarkets.

- *Community shopping malls* have a total gross floor area ranging between 100,000 and 200,000 square feet. The tenants are mostly supermarkets and hypermarkets selling general goods required by households. Community shopping malls are easily accessible to consumers in surrounding areas.

- The *regional shopping mall* has two or more anchor tenant stores and many shops of various sizes. Usually, the floor area of regional shopping malls ranges between 250, 000 and 800,000 square feet. Apart from general household consumer goods that are stocked in most of the shops in regional shopping malls, which include supermarkets and hypermarkets, a distinguishing feature of regional shopping malls is the presence of specialised shops that sell home appliances - television sets, hi-fi systems, vacuum cleaners, furniture and other durable household goods. They also have entertainment areas – cinemas and casinos, restaurants and other recreational facilities.

- *Super-regional shopping malls* have features similar to those of regional shopping malls but they are larger and they provide a wider range of consumer goods and have facilities such as restaurants and banks. The total gross floor area of a typical super-regional shopping mall exceeds 80,000 square feet. They are usually located in metropolitan areas that are easily reachable by customers. The following section discusses the tenant mix in shopping malls.

2.7.2   Tenant mix/variety in shopping malls

Anselmsson (2016:141) describes the retail tenant mix as a merchandise term in a shopping mall which concerns variation, style, uniqueness, number of stores and width and depth of an assortment as well as brands within a shopping mall. A shopping mall is a group of diverse retail tenants. The tenant mix of a shopping mall is recognised to be an important element for the success of shopping mall operations. The retail tenant mix within the shopping mall contributes to the attractiveness of the shopping mall as it provides the basic value that relates to the shopping experience of customers (Anselmsson 2016:141). The attractiveness of a shopping mall to customers is thus dependent on the tenant mix in the shopping mall. For example, the tenant mix in the mall determine the perceived convenience for shopping, meeting friends at the café,

cinema, playgrounds for children that attract the youth to the mall, fitness clubs and exhibitions and provides the opportunity for socialising at the mall (Heffner & Twardzi 2014:239). The tenant mix in the mall classifies each retailer according to the type of items or services that dominate in the shop (Chung & Xu 2012: 529; Prinsloo 2016:9). Also, it groups those merchants selling tangible goods (products) from those dealing with intangible goods (services) for the convenience of customers to create experience and satisfaction on their visit to the shopping mall (Chung & Xu 2012: 529; Prinsloo 2016:9).

Tenant mix variety within a shopping mall is also associated with the type of entertainment offered within the shopping mall (Calvo-Porral & Levy-Mangín 2018:113). In the study of Calvo-Porral and Levy-Mangín (2018:113), it was emphasised that shoppers are more satisfied when they patronise shopping malls with a greater retail tenant mix than a mall with a lower retail assortment. Research has also indicated that consumers prefer a variety of product assortments within the mall than limited product assortments to offer choice flexibility (El-Hedhli, Zourrig & Park 2017:212).

In empirical research on shopping malls, Calvo-Porral and Levy-Mangín (2018:119), found evidence to support the dimensions of the tenant mix variety which includes internal environment and leisure as the core pull variables in a shopping mall. The study further concluded that tenant mix exercises superior influence on the consumers to visit the shopping malls; thus, being the main factor of attraction to the shopping malls (Calvo-Porral & Levy-Mangín 2018:119). According to Hunter-Strickland (2017:1), the combination of the right kind of tenant mix in a shopping mall is an essential component of the performance of the mall. Yim -Yiu and Xu (2012:537) suggest that in shopping mall operations, the attractiveness of a mall depends considerably on the tenant mix structure, which in turn also depends on the overall size of the mall. The study further indicated that a shopping mall of 800,000 square feet and above is a super-regional mall and for that matter, a large-scale shopping mall does not only permit more diversity of merchandise to satisfy the customer in one-stop shopping, but it also allows a variety of non-retail tenants, such as entertainment,

exploration and car-parking (Yim-Yiu & Xu 2012:538). Table 2.2 depicts the types of tenant mix needed to constitute the full operation of shopping malls

TABLE 2.2

TYPES OF TENANTS MIX IN SHOPPING MALLS

Types of tenant mix	Key functions
Anchor Tenant(s)	The backbone of the shopping mall - main tenant. Sells household items, clothing and groceries.
Cluster Tenant(s)	Sells similar items and are grouped in zones. Sells fashion, shoes, jewellery, beauty supplies and sport wear.
Specialty Tenant(s)	They are the specialty stores in the mall. Example, coffee shops, bakeries or dessert shops and unique gift shops.
Franchise Tenant(s)	They are the retail chain and franchise group or merchandise. Normally part of the specialty tenants.

Source: Adapted from Hunter-Strickland (2017:1)

Many tenants jointly contribute to the effective management of a shopping mall. The tenants come in many types depending on the type of activities they operate. They normally include the main tenant or an anchor tenant, the cluster tenants, specialty tenants and franchise tenants.

Firstly, the anchor tenants are the first tenant when it comes to shopping mall operation and they normally have the majority of the floor space in the malls and usually sell households items, clothing items and groceries (Hunter-Strickland 2017:1). Anchor tenants are well known retailers that will attract customers and other retailers to the mall. Secondly, the cluster tenants are those tenants in the mall that are placed in close proximity to one another on the basis of the relevance of the items that they are offering. The idea of clusters of tenants is to create convenience for the customer so that on their visit to the mall they can make purchases more easily from one place to another without delay. They normally sell items such as fashion, shoes, jewellery, beauty items and sportswear. Thirdly, the specialty tenants are the special stores in the shopping mall that enable shoppers to stay longer on their visit to the shopping

mall and make additional purchases; they normally deal with the services of coffee, bakeries or dessert and unique gift items (Hunter-Strickland 2017:1). The franchise tenant normally falls under the specialty tenant category. They are the retail chains and franchise groups which often have a built-in customer base and quickly generate shoppers' interest in the shopping malls (Hunter-Strickland 2017:1).

The following section discusses the key tenants, including the retail shops currently operating in the selected shopping malls in Ghana. The key tenants are important in the current study because their activities are the main factors that influence customer experience value, satisfaction and behavioural intentions.

2.7.3 Key tenants of shopping malls in Ghana

There are various key tenants that operate in most of the shopping malls in Ghana. Since the emergence of the experience concept, most retailers attempt to make their trading activities exciting. As a result, shopping mall managers have attained tenant mixes that attract traffic from a wide customer base (ICSC 2013:6). According to AttAfrica (2015:24), the key anchor tenants in the selected shopping malls in Ghana study include Shoprite, the Palace, Edgars, Jet, Truworths, Identity, the Foschini Group and Woolworths. Others are Mr Price, Truworths, Woodin, Vlisco, Puma, Rhapsody's, TM Lewin and Foods Inn. There is also the presence of Ghanaian retailers in most of the shopping malls. The most notable ones include Body Basics, Dalex Finance, Enda, Exotic Trendz, Eye Emporium, Felipaul, Gipsey Interiors, Kiki Clothing, Nallem Clothing and Say Cheers (AttAfrica 2015:24). South African and local Ghanaian retail brands that are part of the tenant mix in the shopping malls are Jet, Mr Price, MTN, Nallem, Foods Inn, CompuGhana and KFC amongst others. The activities of these key tenants in the shopping malls in Ghana can influence the customer experience value, satisfaction and behavioural intentions either positively or negatively. The following section discusses the attractiveness of shopping malls to customers.

2.7.4 Shopping mall attractiveness

Various dimensions of mall attractiveness have been the subject of research since the 1960s (Tandon et al 2016:643). Shoppers do not just select a particular shopping mall for shopping but they are attracted by the experience that they receive from their visit. This attraction may be due to the beautiful facilities in the mall such as the shiny tiled floors, the elevators and adequate parking facilities which enhance the shopping experience of customers (Tandon et al 2016:643). The facilities in a shopping mall, apart from serving as one of the main attractions to customers also give a competitive advantage to the mall managers (Tandon et al 2016:643). The mall attractiveness further depends on environmental variables such as scent and colour or the overall physical shopping environment, feelings and effect, including pleasure, arousal and excitement. The perceived mall environment and mall image attract customers to a particular shopping mall (Gilboa & Vilnai-Yavetz 2013:240). Section 2.8 discusses the leading shopping malls in Ghana based on their mall attractiveness, tenant mix and floor area.

2.8 CLASSIFICATION OF LEADING SHOPPING MALLS IN GHANA

Currently, there are nine shopping malls in Ghana and several others are at various stages of construction. Out of the nine shopping malls, there are four (4) leading ones in terms of their floor area or size, the variety of tenant mix, the value in terms of the cost of establishment and their operational capacity (GNhomes 2018:1). According to GNhomes (2018:1), the four leading shopping malls in Ghana are the Accra Mall, West Hills Mall, Achimota Mall which are all established and operational in the capital city of Ghana – Accra – and the Kumasi City Mall located in Kumasi, the second biggest city of Ghana. A description of the leading shopping malls in Ghana are provided in Table 2.3.

TABLE 2.3

SELECTED SHOPPING MALLS IN GHANA

Name	Floor Area and classifications
Accra Mall	This is one of the most modern shopping malls in West Africa and the first large scale shopping mall to be established in Ghana. The Accra Mall was commissioned on 4th July 2008 as an enclosed with fully air-condition shopping centre. The shopping mall has a combined retail space of 20,322m² and parking space for over 900 vehicles. Accra Mall houses 65 retail shops and 9 restaurants of which 30% of the retail shops are operated by Ghanaians.
West Hills Mall	The West Hills Mall was established in October 2014 and occupies a total space of 27 700m². The mall has a capacity for 65 retail shops. Currently, most of the shops are occupied by famous South African brands and other international retailers and cinema complex. It is expected that the construction of the second phase of the mall will add approximately 7 000m² to the initial mall space, taking it to 34 700m². The West Hills Mall forms the gateway into the Greater Accra region from the western part of Ghana.
Achimota Mall	Achimota Mall was established in October 2015. The R800 million ($60 million) mall is in north-eastern Accra. The mall has a total space of 15 000m² and offers exceptional shopping experience for customers under one roof. The shopping mall is a single level building that is occupied by 51 retail stores, offering convenience, retail and fashion brands, restaurant and food court. The Achimota Mall has a basement parking space for 250 cars and an additional 335 open-air parking space.
Kumasi City Mall	Kumasi City Mall was completed in April 2017. The mall has a total space of 18 000m². The retail shops are operated by both local and international brands. Kumasi City Mall provides a convenient and accessible shopping destination to the entire city.

Source: Adapted from GNhomes (2018:1)

Of the nine shopping malls in Ghana, the current study focused only on the above four selected shopping malls to select the required sample respondents. The criteria for the selection of these malls are that the four shopping malls are located in cities, and they

are the largest of the nine malls. The Accra Mall, West Hills Mall and the Achimota Mall are located in the capital city of Ghana, Accra. The Kumasi City Mall is located in the second biggest city of Ghana, Kumasi in the Ashanti Region. Furthermore, the four selected shopping malls fall under the categories of both the regional and super-regional shopping malls as depicted in Table 2.1. The section that follows discusses the benefits associated with the operation of shopping malls in Ghana.

2.9   BENEFITS OF SHOPPING MALLS TO GHANA

Shopping malls provide host countries with several benefits. The relationship between shopping malls and their benefits to the economy of Ghana can be examined at many levels. It includes the impact at the construction phase, employment, tourism, the effect on private/public partnerships, city revitalisation, serving as catalysts for developmental infrastructure and economic growth (Musil 2011:115). The benefits associated with shopping malls can be classified under the economic, tourism, environmental, residential, individual and social benefits. The next sections examine the six benefits as they apply to shopping malls in Ghana.

2.9.1   Economic benefits

The economic benefits of shopping malls are grouped into three categories, namely tax revenue, employment and infrastructure development. The activities of shopping malls generate economic benefits to the host nation through tax revenue. The government of Ghana receives income through taxes imposed on the shopping malls (from the profits they make), taxes on profits made by tenants of the mall, employees' taxes and customs duties (when the mall tenants import goods into the country). Shopping malls also generate revenue for the cities in which they are situated and these come in the form of property taxes, rates and refuse collection taxes (Musil 2011:113). The government indirectly also benefits from foreign currencies when tourists to the country spend in shopping malls when they visit the country.

Shopping malls provide the host country with economic benefits through employment creation. Shopping malls serve as a key facilitator of employment creation in Ghana,

for example, Kumasi City Mall alone created 2000 jobs (Appiah 2015:1), while the Accra Mall created over 1000 jobs (Bruce 2011:13). More people employed in a mall means the growth of the economy. Shopping malls also create indirect employment through the alliances with manufacturers of locally produced products and farmers who supply fresh produce to the shopping malls. Another economic benefit that shopping malls generate for the host country is through infrastructure development. Malls' infrastructure development creates economic spin-offs through job creation, local manufacture of building materials and purchase by developers, and tax revenue through value-added tax.

2.9.2 Tourism benefits

A further benefit of malls to countries is the attraction of tourists into the country. KPMG (2017:4) classifies shopping malls as a "tourist pull" and the development of shopping malls brings visitors from across the world and helps in generating economic development and revenue for the state. Most tourists, especially tourists from the developed countries coming to Ghana, before deciding on a tourist destination, consider where they can hang out and go shopping while on a visit. Shopping malls, therefore, help to attract tourists into the country. Tourists do shopping in most of the shopping malls in Ghana (Hinson et al 2012:100).

2.9.3 Environmental benefits

The shopping mall physical environment is one of the factors that influence the behaviour of customers. The shopping environment includes all the tangibles and intangible atmospheric elements, which affect or influence the customers' reactions positively or negatively (Kajalo & Lindblom 2016:220). The environment also consists of elements such as brightness, size of the mall, shape, odour, freshness, smoothness and temperature which makes the environment pleasant and beautiful (Juhari et al 2012:626). The physical environment of the shopping mall is considered one of the customer's main tools to assess the quality level of services that they can expect from a shopping mall (Juhari et al 2012:626). Customers derive emotional benefits from the

physical environment of the malls, which have important effects on their behavioural intentions towards the mall (Juhari et al 2012:626).

2.9.4   Residential / community benefits

Shopping malls provide several benefits to residents and communities within which they are established. The community benefits include increased economic multipliers created by mall sales, community stabilisation and benefits of construction-related development which leads to the community developmental benefits (Musil 2011:112). Other benefits of shopping malls are the efficient and reliable transport connections made possible by the development of a shopping mall, the appreciation of property values closer to the malls, close proximity to banks, police stations and clinics which benefit the immediate community, and the usage of some of the mall's facilities for community activities. The immediate communities have easy access to the malls because they stay close to them (Musil 2011:113).

Empirical research by Quagraine et al (2016:90) indicates that most of the residential rental values in the area where shopping malls are established are increased giving rental revenue benefits to homeowners located closer to these shopping malls in Ghana. For instance, an assessment done between 2009 and 2015 reflects a gradual increment in rentals when the construction of the West Hills Mall was ongoing and soon after construction in 2015 the rental and land value increased substantially because of the shopping mall (Quagraine et al 2016:90). The establishment of these malls has given benefits to the land and homeowners in Ghana. It is commonly presumed that most of the customers' choice concerning their shopping place depends on the distance to the shopping malls and the satisfaction of shoppers plays an important role in communities where these shopping malls are established (Rajagopa 2010:281).

2.9.5   Individual benefits

Shopping malls in Ghana offer an important benefit to the individual. Prior to the establishment of modern shopping malls in Ghana, most Ghanaians bought goods from the open market and from the street traders (Asiedu 2015:4). Most Ghanaians

spent productive time in search of items to buy from various places in the open market. However, shopping malls have benefited individual Ghanaians in terms of time-saving and experience shopping in a pleasant environment under one roof where they can obtain a variety of items on a single visit (Asiedu 2015:4). Buying from the open market or the street in Ghana is associated with risks, which include theft, lack of security or loss of items. The shopping mall provides security for customers and individuals in a safe and joyful environment (Kajalo & Lindblom 2016:220). As a result of most of these shopping malls being concentrated in the city centres, individual Ghanaians have chosen to reside close to the shopping mall so that they can have easy and quick access to goods and services to their benefit (Quagraine et al 2016:84). Section 2.9.6 that follows discusses the social benefits of shopping malls.

2.9.6 Social benefits

Besides offering products and services to customers, shopping malls have become an important aspect in the social life of the customers, serving commercial purposes, entertainment, recreational, educational and socialising purposes (Heffner & Twardzi 2014:239). Customers patronise shopping malls for various social reasons and psychological benefits such as building and strengthening relationships, for entertainment (such as watching movies or gambling in casinos) and spending leisure time with friends over coffee or tea. Shopping malls in Ghana have become a convenient place for many individuals and families who do not only come to shop (Heffner & Twardzik 2015:89), but also gather to meet people and 'hang-out' for an outing (Eyiah-Botwe et al 2015:7). Statistics show that in Ghana "a multi-purpose shopping and office hub at the Airport City enclave serves as a hangout, meeting place during weekends and the success of it is attributed to the growing middle- and upper-class-income group and desire for people to shop in a modern environment" (Eyiah-Botwe et al 2015:7). The next section discusses some of the challenges faced by shopping malls in Ghana.

2.10   CHALLENGES FACED BY SHOPPING MALLS IN GHANA

Shopping malls in Ghana, apart from the numerous benefits that they generate for the economy as illustrated in section 2.9, also encounter several challenges. The current sections discuss the challenges faced by shopping malls in Ghana such as high levels of competition, high rentals, high-interest rates, exchange rates and inflation, high cost of building infrastructure, congestion, the energy crisis and the retail environment.

2.10.1 Competition from other retailers

Competition from the informal market that sells imported used goods, especially clothing at cheaper prices poses a threat to the profitability of shopping malls in Ghana. According to Deloitte (2016:2), there are supply chain-related challenges as some of the retailers with simple branded products are less recognised by customers than branded second-hand goods imported from overseas such as Europe, USA and China, and locally manufactured items. Some of the large international retailers such as Shoprite, Game and Edgars in Ghana lack an extensive network of outlets and so are not able to benefit from the economies of scale that they enjoy in their established home market in South Africa (Deloitte 2016:1).

 PWC (2016:51) indicate that some of the retailers that are operating in shopping malls are struggling and some of the retailers have gone back to their various countries (PWC 2016:51). According to PWC (2016:51), the Ghanaian retail environment is not conducive when compared with South Africa, Europe and the USA so the managers of these malls have to adjust their activities and strategies to how things are done in the Ghanaian local market which is a great challenge to most of the shopping mall managers.

Furthermore, most of the products sold in the shopping malls are imported products, and their prices are high and non-negotiable. During the commissioning of the Kumasi City Mall, the President of Ghana, in his address, challenged shopping malls in Ghana to not only display foreign products in the shops but also to display "made in Ghana" products (Graphic 2017: 55). The chairman of the mall's management added that "it is

time Ghanaians saw shopping malls as potential markets for locally produced goods"
(Graphic 2017: 55). Due to the above indications, it is evident that products on sale at
the shopping malls are expensive as compared to the informal market that displays
locally manufactured products at cheaper prices. This poses a challenge to the
shopping malls in Ghana in terms of patronage.

2.10.2 Competition from online shopping

Another form of competition faced by the bricks and mortar shopping mall is the
activities of online shopping which have grown exponentially and have disrupted the
retail sector in the last 15 years (Standard Bank Report 2021:1). The nature of the
online retail market is different from one country to another. However, DHL Africa e-
Shop launching the app, which brought more than 200 online retailers from the USA,
UK and other European countries to shoppers in some African countries including
Ghana, has opened the online shopping opportunities in the country (Ghanaweb
2020:1). About 38% of Ghanaians, the majority of whom are the middle class, have
access to the internet and are taking advantage of online shopping (Ghanaweb
2020:1). Many customers find it convenient to shop online rather than in a shopping
mall. Ramesh (2013:51) indicates that customers who pay particular attention to
convenience value are more likely to shop online. In another instance, PWC (2016:10)
argues that although online shopping in the digital age is still in its infancy, it is posing
a massive disruption for the retail industry in general. The resultant effect includes low
customer patronage of shopping malls. Furthermore, Broll (2014:17) asserts that the
growth of online shopping will significantly affect the operations of retailing in shopping
malls (bricks and mortar) especially when consumers begin to trust the payment portals
of online shopping. Secondly, customers will also be more inclined to shop online once
they have the confidence that they are able to return a defective product bought
through online shopping for replacement (Broll 2014:17). This is a potential threat to
shopping malls in Ghana.

2.10.3 High rental prices and retail environment

Rentals in shopping malls in Ghana are generally high and this has affected occupancy by retailers. Some retailers are discouraged from entering into a lease agreement with shopping mall managers because of the fear of business failure. The low occupancy rate of malls in Ghana has forced some of the operators to lower their rentals in order to attract tenants (Deloitte 2016:2). Deloitte (2016: 2) emphasises that high rental prices in shopping malls are affecting shopping mall managers in terms of their sales revenue. In some of the retail outlets in Ghana, specifically shopping malls in Ghana, rentals are charged in US dollars and payable in the local currency, the Cedi, in advance at a prevailing inter-bank exchange rate at the time the rental contract is signed (Broll 2016:16). However, since the tenants trade in the local currency, converting the Cedi to pay rent in other foreign currencies creates lots of challenges to these tenants. This situation puts many of the tenants in financial difficulty, especially if monthly sales are not high enough. The result is hindering the ability of retailers to effectively rent vacant spaces or expand their spaces in the current shopping malls in Ghana (Broll 2018:4). The result is the low profitability of the businesses operating in the malls. Section 2.10.4 discusses the high exchange rate, inflation and high infrastructure cost as a further challenge being faced by shopping malls in Ghana.

2.10.4 High exchange rate, inflation and high infrastructure cost

High exchange rates between the US dollar and the local currency (the Cedi) negatively affect the operations of retail shops in shopping malls in Ghana. This is due to the fact that about 82% of the goods sold in the malls are imported (Offei 2020:1). Few locally manufactured goods are sold by shops in malls compared with imported goods. Ghana is also known for its high inflation rate and this negatively affects the operation of shopping malls in the country. According to Broll (2018:2), Ghana has faced a number of major economic challenges which include the depreciation of the currency, large trade deficits and declining economic growth. Deloitte (2016:2) and PWC (2016:47) argue that the combination of high inflation, high-interest rates and

depreciation of the local currency poses a challenge for most retailers that operate in malls in Ghana.

According to the Oxford Business Group (2021:1), a lot of the business owners operating in the retail market, especially in shopping malls are blaming the depreciation of the Ghana currency (Ghana Cedis) for their financial predicament. Anyidaho and Steel (2016:179) argue that the increase in the cost of inputs and supplies has led to a decrease in the value of working capital of businesses as a result of the depreciation of the local currency. Another challenge faced by shopping mall managers in Ghana is the operating environment which includes reduced national income caused by the decline in global commodity prices, a weak local currency and power shortages in Ghana and that increases operational costs of mall managers (PWC 2016:47).

The high cost of building infrastructure is also a challenge being faced by shopping malls in Ghana. The cost of building new shopping malls or even expanding existing ones is very expensive. Furthermore, quality building materials and expert labour are brought from outside the country at a high cost. With the high exchange rate, this means that malls are expensive to build. The slow expansion of malls in Ghana is attributed to the high cost of construction since these malls must be fully built and furnished before operating (White & Dongen 2017:280). Section 2.10.5 following discusses congestion as a challenge faced by shopping malls in Ghana.

2.10.5 Congestion

In Ghana, congestion, caused by human and vehicular traffic, especially in the central business districts is a major challenge to mall managers (Agyapong & Ojo 2018:86). The problem of congestion in Ghanaian cities can be traced to the colonial era where businesses were concentrated in city centres (Steel et al 2014:2). According to Quagraine et al (2016:84), due to the concentration of most businesses in the city centres, people moved to live in close proximity to these businesses to have easy access to shops and other facilities. The result was overcrowding and congestion, especially as many moved from the rural areas to the cities. The congestion has spread to the suburbs where shopping malls are located (Agyapong & Ojo 2018:94).

Street hawkers also take advantage of the heavy human and vehicular traffic around shopping malls to display and sell their products and services. It is thus common to see hawkers crowding around malls in Ghana with the hope of attracting customers whose destinations are the shopping malls (Steel et al 2014:2). The overcrowding causes concern for public safety and inconvenience to customers (Steel et al 2014:2). Takyi, Poku and Anin (2013:228) emphasise that this practice affects a wide range of business activities, services, goods and market opportunities in the cities.

2.10.6 Energy crisis

Another challenge that shopping mall managers faced especially during 2015 and 2016, was an unreliable power supply in the country. This electricity crisis in Ghana has resulted in substantial economic business difficulties in the country (Kumi 2017:6). For long periods, week after week, businesses closed their doors to customers because of power cuts which lasted more than ten hours a day. Oxford Business Group (2021:1) indicate that "electricity is the biggest issue" since this problem affected the operation of shopping malls, especially as many of them use air conditioners to moderate the high tropical temperatures in Ghanaian cities. According to PWC (2016:45), as a result of the rising electricity demand but poor generating capacity by the hydroelectric plants, the country became increasingly reliant on expensive oil-based electricity generation which increases the operational cost of business operations. The increased cost of generation was passed on to consumers, including mall managers, and this increased the cost of doing business in Ghana. Some of the malls installed standby generators to keep the malls functioning and this further increased their cost of operation. Because this is a challenge in the country, the government of Ghana has taken the initiative to address the energy supply gap by increasing its power generation capacity to 5 000MW, from a present level of 2 000MW, within the next four years (PWC 2016:45).

2.11   SUMMARY OF THE CHAPTER

This chapter focused on the retail sector in Ghana – the nature and contribution of both the informal and the formal retail sector to the economy of the country. The different

types of informal and formal markets; the main players, how they operate and the rise of shopping malls in recent years were explained.

The final part of the chapter focused on the shopping mall industry in Ghana. Although there are not many shopping malls in the country, there is evidence that the sector is expanding and the contribution of the sector to the Ghanaian economy is immense. Classification and the various types of shopping malls in Ghana were discussed, with particular emphasis on retail agglomerations, types of shopping malls, tenant mix in shopping malls and the leading shopping malls in Ghana. The benefits of shopping malls to Ghana's economy with particular reference to the contribution by tourists, increased economic activities in the country, increase in residential properties' values and personal development of the individual were discussed. The chapter concluded with the challenges faced by shopping mall managers in Ghana. Chapter 3, which is the next chapter, will discuss the literature on customer experience value.

CHAPTER 3

CUSTOMER EXPERIENCE VALUE

3.1   INTRODUCTION

In the previous chapter, a profile of the economy of Ghana, an overview of the retail industry in general and the types of retail formats available were discussed. It was evident in the previous chapter that Ghana's economy is heavily dominated by the informal market. However, the trend is gradually changing to favour the formal retail market as a result of Ghana' growth in economic performance. Chapter 2 was provided to offer an understanding of the nature of the retail market in Ghana which involves the selected shopping malls for the current study, before investigating possible factors contributing to customer experience value within selected shopping malls in Ghana. The shopping mall industry, with a specific focus on the classification of the shopping malls in Ghana with emphasis on the four shopping malls selected for the study, was discussed. Chapter 2 further explored the benefits and some of the challenges faced by shopping malls in Ghana.

Chapter 3 aims to address the first research objective as indicated in Chapter 1, Section 1.5, which is *"to study the literature on customer experience value to provide an understanding and application thereof within the shopping mall industry"*. The current chapter is divided into two sections. The first section provides a detailed discussion on the conceptualisation of value with specific emphasis on customer value which comprises perceived value, consumption value and the dimensions of value. The second section discusses customer experience value which is a core independent variable in the current study. Also, the determinants of customer experience value are espoused alongside the conceptual model of experience value extracted from the hypothetical framework developed for the current study.

3.2   CONCEPTUALISATION OF VALUE

According to Kazakeviciute and Banyte (2012:533), there are multiple definitions of the term "value" with different researchers providing different interpretations in various

forms. The definition of value is also changing alongside consumer behaviour and the environment in which value is evaluated (Kazakeviciute & Banyte 2012:533). According to Paananen and Seppanen (2013:710), the word value comes from a French verb "valoir", which means "to be worth". Value is defined as the customer's perception of advantage resulting from the use of products or services (Keng, Tran & Le Thi 2013:251), and describes the trade-off between the element of "give" and the elements of "get" (Kumar & Reinartz 2016:37). Value is, consequently, a give and take (get) affair between the customer and the service provider. According to Shanker (2012:32), from a business perspective, value can also be experienced prior to product or service acquisition, during the purchase, during usage and after usage. Thus, service providers need to keep in mind the process of value creation. Kumar and Reinartz (2016:37) and Hashim, Rahman, Yunus and Ghazali (2018:5) indicate that customers seek offerings that yield the highest value and great customer experience.

In conceptualising and measuring the value construct, Zeithaml (1988:13), summarises value using four key points from the consumer's point of view.

- Value is low price (what they had to give up was most salient in their perceptions of value).
- Value is whatever a customer wants in a product (the benefits they received from the product as the most important components of value).
- Value is the quality received for the price paid (value is a tradeoff between "give", a component of price, and "get", which is a component of quality).
- Value is what a person gets for what he or she gives (some consider all relevant "get" components as well as all relevant "give" components when describing value).

Value in the business context can be termed customer value as the customers are involved in the value creation (Vakulenko, Hellström & Oghazi 2018:508). There is value generated by the business or organisation and there is value derived or received by the customer. For the purpose of the current study, value derived by the customer would be the focal point since customer experience value is part of the value derived

by the customer through experience. The next section explains the types of customer value.

3.2.1 Customer value

Customer value refers to the abilities and capabilities of an organisation to create an added value to the products and services offered to its customers (McFarlane 2013:64). Shanker (2012:32) and Vakulenko et al (2018:509) describe customer value as the desired value representing the customer's wish for a product or a service expected to be received from the service provider. Yi and Gong (2013:1280) conceptualise customer value as customer participation behaviour and customer citizenship behaviour. Customer participation behaviour includes information seeking, information sharing, responsible behaviour and personal interactions. On the other hand, customer citizenship behaviour includes feedback, advocacy, helping and tolerance as a determinant of customer value (Yi & Gong 2013:1280). Gummerus (2013:28) asserts that value is an experience outcome which enhances the view of customers in emotion and sensation seeking based on the interaction between subject and objects. According to Hansen, Beitelspacher and Deitz (2013:473) and Kipkirong-Tarus and Rabach (2013:475), customer value can be conceptualised as a trade-off between benefit received and the cost incurred or sacrifice made where customers place more emphasis on these value benefits. This shows that, to customers, the price of the products is of less importance than the benefits derived from the product. Kipkirong-Tarus and Rabach (2013:475) further explain that the sacrifices made by the customers are the monetary sacrifices and non-monetary sacrifices such as time. Their view on what customers perceive to sacrifice differs from other researchers' opinions. According to Leroi-Werelds, Streukens, Brady and Swinnen (2014:431), value is personal and each customer views value based on his/her own characteristics such as needs, desires, knowledge, previous experience and financial resources. Customer value is also derived through interaction between the customer, the product or service, and the service provider (Leroi-Werelds et al 2014:431). Hence, customer value obviously includes several interactions that appear at different stages of the customer value creation process (Vakulenko et al (2018:509). Customer value can also be

classified into two concepts, namely perceived value and consumption value. The next section discusses perceived value.

3.2.1.1 Perceived value

Perceived value denotes the benefits that the customer believes he/she has received from a product or a service after it was acquired (Shanker 2012:32). Zeithaml (1988:14) defines perceived value as the consumer's general assessment of the usefulness of the product or service based on the perception of what is received and what was given. From the literature, some scholars describe perceived value as the benefits derived by the customer from products or service offerings (El-Adly 2019:323; Itani, Kassar & Loureiro 2019: 85; Yen 2013:386). In other words, perceived value is the overall assessment of the utility of the product or service based on a comparison between the customer's expected benefits and sacrifice (Diallo et al 2018:71; Kumar & Reinartz 2016:37). The perceived value concept in business affects the business orientation towards the customer, in that the organisation determines how the customer defines the value of their market offerings, and which factors determine the perceived value of current or potential customers (Pandža-Bajs 2015:122). However, the value customers enjoy when using products or services is called the consumption value. The next section 3.2.1.2 discusses consumption value in detail.

3.2.1.2 Consumption value

In the study of Choe and Kim (2018:1), consumption value is defined as the perceived utility attained from the product or service consumed. Consumption value can be described in terms of the benefits obtained by the customer. Sheth, Newman and Gross (1991:160), in their study entitled "Why we buy what we buy", proposed five consumption values that affect the consumer's choice and behaviour, namely functional value, social value, emotional value, epistemic value and conditional value. Functional value is the expected performance or the functionality of the product in terms of its quality, price or utilitarian characteristics (Choe & Kim 2018:1; Kushwah, Dhir & Sagar 2019:4). However, Lee and Min (2013:403) describe functional value as the price in exchange for value for money. Social value is the perceived usefulness of

a product or a service based on its capacity to enhance the social well-being of the customer (Ajitha & Sivakumar 2017:106). Lee and Min (2013:403) give an example of social value as when customers are motivated to develop social networks and gain peer recognition. Emotional value is defined as the feeling or emotional response that customers receive during and after experiencing a product or a service (Wu et al 2018:33). Emotional value has been classified by researchers to include experience activities such as pleasure, enjoyment, fun, excitement or relaxation, on their visit to the service providers' venue (Choe & Kim 2018:1; Ha & Jang 2010:3; Kushwah et al 2019:4). Epistemic value arises as a result of the ability of the product or service to stimulate the interest and infuse newness or fulfil the need for new knowledge of the customer (Kushwah et al 2019:4; Zhang, Gu & Jahromi 2019:226). Conditional value is a value that arises as a result of the choices made by the customer due to the situation and the circumstances encountered (Kushwah et al 2019:4; Sheth et al 1991:162). Kushwah et al (2019:4) emphasise that the conditional value also depends on the exact time that the transaction takes place. The context of the transaction, the location and the condition of the customer at that moment will determine conditional value. For example, when there is a sales promotion at a shopping mall where a shopper can take advantage of the promotion to derive a monetary saving, value becomes a conditional value because it is dependent on the customer's purchasing power at the time of the promotion.

A value is believed to have several dimensions (Overby & Lee 2006:1161; Rawluk, Ford, Anderson & Williams 2019:1187). Section 3.2.2 explains some of these dimensions.

3.2.2 Dimensions of value

According to Holbrook (1994), value has three dimensions, namely extrinsic and intrinsic value, self-oriented and other-oriented value, and active and inactive value. The extrinsic and intrinsic value refers to the discrepancy between an object achieving some other objectives or functions of some element which is valued not for itself (extrinsic value); or whether it is of value for its own sake (intrinsic) (Gummerus

2013:28; Sheng, Xu, Zhang & Chen 2019:28; Stewart Loane, Webster & D'Alessandro 2015:356). According to Gummerus (2013:28), the self-oriented and other-oriented value refers to the motivational locus of value, where self-oriented value is determined by individual customers' self-interest. On the other hand, the other-oriented value refers to values sought by effects based on the reaction and consequence of others such as the universe or subconsciousness. The third dimension of value is the difference between active and inactive value. Active value is achieved when the customer does something either physically or mentally by acting upon an object which actively results in a value, while the inactive value is where the customer is being passive and not engaged in controlling actions but rather allows the object to take effect on him or her (Gummerus 2013:28; Stewart Loane et al 2015:356).

Holbrook (1999:12) uses the three dimensions of value to classify eight types of consumer values in his framework, "the typology of consumer value". He classifies the eight types of consumer value as excellence (quality), efficiency (convenience), aesthetics (beauty), status (success, impressive, management), playfulness (fun), esteem (reputation, materialism, possessions), ethics (virtue, justice, morality) and spirituality (faith, ecstasy, sacredness, magic).

Gummerus (2013:22) and Blocker and Barrios (2015:268) claim that individuals can understand value through four lenses, namely perceptions, outcomes, processes and experiences. Each of the lenses highlights a different aspect of value and reflects the interactions with the individual customer's lifeworld such as experiences and goals (Blocker & Barrios 2015:268). The experiences of customers over time have influenced the type of value that customers expect. For this reason, research on customer value is gradually moving away from the unidimensional towards multidimensional measures of value (Lee & Min 2013:403). The unidimensional measures of value indicate that customers assess value by comparing what they receive with what they sacrificed in exchange, considering only the functional or economic measures (Lee & Min 2013:403). Lee and Min (2013:403) however criticise the unidimensional approach of measuring value and indicate that it is too narrow to capture details of customers' perceptions about value. El-Adly (2019:322) also criticises the unidimensional

construct as a very narrow and simplistic method because it focuses only on cost, price or money and ignores other significant aspects that improve the usefulness of the construct. This is because value is complex, is also very broad with many connotations and multifaceted with multifunctional constructs (El-Adly 2019:322; Paananen & Seppanen 2013:711). Consequently, different researchers have produced various terms for categorising customer value. For example, value can be derived through the customer's experience as experience value. The next section discusses the literature on experience value for the current study.

3.3   EXPERIENCE VALUE

Since the 1950s, when the concept of marketing originated, academics and businesses have attempted to recognise the factors involved in generating value for customers (Davis & Hodges 2012:230). Initially, customers sought value through products and services (Varshneya & Das 2017:46), and now customers are seeking value through experiences (Hashim et al 2018:5). For several reasons, the notion of creating experience value for customers has emerged as an important topic in contemporary marketing research (Echchakoui 2016:54; Fan, Hsu & Lin 2020:164). Contemporary customers seek value through experience which is termed experience value (Lang & Hooker 2013; Woodruffe-Burton & Wakenshaw 2011:69). Experience value is defined as value derived by the customer through direct usage or indirect observational experience (Mathwick, Malhotra & Rigdon 2001; Wu et al 2018:33). Experience value focuses mainly on the value that customers retain from their experiences through functional and emotional activities (Lang & Hooker 2013:640; Wu et al 2018:33). This means that customers attain experience value from various kinds of interactions (Chen et al 2020:3; Wu et al 2018:33). It is believed that the level of interactions between the customer and the service providers' products or services influence experience value (Chen et al 2020:3; Tsai 2015:900). Therefore, the main focus of experience value is on the value that customers retain from their experiences with products or services of the service providers (Wu et al 2018:33).

El-Adly and Eid (2016:218) and Davis and Hodges (2012:230) emphasise that from the customer's perspective, obtaining value is the ultimate goal to make the customer's successful shopping experience complete. As scholars have become conscious that delivering experience value for customers is key in sustaining businesses (Khon & Ong 2014:627; Sarpong 2016:27; Shafiee & Es-Haghi 2017:1115), customers are increasingly emphasising receiving value as part of their shopping experience (Juwaheer et al 2013:179). Chen (2012:208) argues that customers are determined to experience value through the price of the product or service, convenience and the effort that they put into shopping.

Experience value itself is not created in isolation, it is created by both the customer and the organisation (Schwepker 2019:913). According to Grönroos and Voima (2013:134), experience value is seen as a function of a service provider's interaction with its customers for co-creation. Thus, experience value can be co-created between retailers and their customers (Woodruffe-Burton & Wakenshaw 2011:82). Co-creation is defined as a joint value-generation or interaction between the customer and the organisation (Amoah 2016:73; Grönroos & Voima 2013:134). Grönroos and Voima (2013:134) describe the co-creation value based on three main approaches. Firstly, value is built on the principle of co-creation by both the service provider and the customer, affected by the scope, the locus and the nature of the diverse phases of the creation of value as a dialogue. Secondly, in the process of co-creation, there must be structure to analyse the value creation, and the service provider must serve as a facilitator, in the co-creation process. Thirdly, the co-creation is a function of direct and indirect interaction in the value creation between the customer and the organisation. In the experience economy, customers are active participants in co-creation and, together with the organisation's employees, co-create value through experience (Jaakkola, Helkkula & Aarikka-Stenroos 2015:11). Subsequently, co-creation generates experience value for the customers because without the experience there is no value (Antón, Camarero & Garrido 2018:1409). Echchakoui (2016:56) asserts that both the organisation and the customer, through the co-creation principles, get value, and the sales force plays a major role in experience value creation. The next section explores the experience value of shopping malls.

3.3.1 Experience value of shopping malls

El-Adly and Eid (2016:218) identify that shopping malls operate seven days a week, and are made up of a variety of stores under one roof, providing products, restaurants, coffee shops, food courts, entertainment facilities, banks, travel and tours, exchange and pharmacies. Botschen and Wegerer (2017:878) argue that for shopping malls to offer experience value, they must evaluate the key drivers of growth which include the shoppers' profiles, shoppers' expectations and how to meet their expectations to influence their value. Botschen and Wegerer (2017:878) suggest that various elements create experience value for customers, an important aspect of which are "the touchpoint experiences".

Alias, Roslin and Kasuma (2014:2) argue that customers who obtained their experience value through positive emotional expressions of the servicescape are more likely to revisit the shopping mall. The servicescape includes symbolic meaning which is generated from the customer's personal beliefs and interpretations which initiate customers' cognitive response and emotions (Woodruffe-Burton & Wakenshaw 2011:70). According to Alias et al (2014:2), there is a positive association that exists between the servicescape and experience value. In recent times in the customer experience literature, servicescape is also termed "experiencescape" (Meng & Cui 2020:2). In the delivery of experience value, experiencescape refers to the background and stimuli that integrate the physical features of the shopping environment, the social actors, partakers, organisational dynamics and features of service delivery (Meng & Cui 2020:2).

Customer experience value could be derived in many ways. For example, Honea and Horsky (2012:223) put forward that customers derive experience value through product packaging which serves as a key esthetics context because the purchase environment is separated from the product experience. Ludden and van-Rompay (2015:158) emphasise the important role that product touch plays in the experience of the customer. Customers derive product experience on the emotional level and customers give respect to the attribute of the different materials of the product to create the

experience. Product experience is the customer's perception of having choices and the ability to compare product offerings to influence customer behaviour (Klaus & Maklan 2013:231). Customer experience value is also derived from product experience through freedom of choice of a variety of products or services for the customer to choose from. Freedom of choice at the shopping mall is the opportunity for and the ability of a customer to choose between a variety of products or services and conclude on which one offers the best experience value (Maklan & Klaus 2011:788). The freedom of choice in business should be prioritised because it influences and attracts customers as much as possible (Balau 2012:74).

Subsequently, Vila-López and Küster-Boluda (2019:166) confirm that, in the grocery market, there is a level of higher competition among product brands, thus the preference of a particular choice of the customers is normally done at the point of sale (POS) through the influence of product packaging which is recognised as a "silent seller". Vila-López and Küster-Boluda (2019:167) separate the packaging attributes as part of the choice of the customers into two main groups: the hedonic and functional attributes. The hedonic attributes are the qualities in relation to the visual qualities of the product's packaging which include features and colour that create an aesthetic appeal and influence the customer in his/her product choice (Vila-López & Küster-Boluda 2019:167). The functional attributes of the product's packaging are information written on the product that inform the customer to make the correct choice (Vila-López & Küster-Boluda 2019:167).

The creation of superior customer experience value is crucial for the survival of the retail industry (Echchakoui 2016:54). Yang, Liu, Jing and Li (2014:1734) attest that retail organisations can survive amid intense competition by providing customers with experience value. This is because experience value facilitates customer satisfaction (El-Adly & Eid 2016:226), which also influences behavioural intentions (Rahman, Islam, Esha, Sultana & Chakravorty 2018:22), and loyalty as well as positive word of mouth (Cetin, Akova & Kaya 2014:1040; Wu et al 2018:39). Section 3.4 discusses the factors determining customer experience value.

3.4   FACTORS DETERMINING CUSTOMER EXPERIENCE VALUE

Experience value is an important concept that offers a basis to the understanding of customers' behaviour towards a product or service (Yu 2019:3). The key concept of experience value is mainly focused on the value obtained by customers through their experience (Yu 2019:3). Customer experience value also involves other components in the experience creation process.

Due to the dynamic and the multifunctional nature of experience value, this research undertook a rigorous literature search of studies between 2005 to 2020 to ascertain the factors that have been dominant in the literature over the past fifteen years. This informed the researcher to identify the appropriate factors and its measuring indicators proposed for the current study. Table 3.1 presents the factors measuring customer experience value from 2005-2020.

The first column in Table 3.1 contains the factors measuring customer experience value identified in the literature. The second column presents the indicators that have been used to measure the various factors. The third column is the research context which deals with the area in which the research was undertaken. The fourth column is the city or country in which the research was conducted. The last section is the source of the information.

TABLE 3.1

FACTORS MEASURING CUSTOMER EXPERIENCE VALUE BETWEEN 2005 TO 2020

Factors	Measuring indicators	Research context	Community location	Reference
Environmental characteristics	Physical environment, social, economic and environmental features	Socio-economic evaluation	Netherlands	Flinterman and Glasius-Meier (2005).

TABLE 3.1 (CONTINUED)

FACTORS MEASURING CUSTOMER EXPERIENCE VALUE BETWEEN 2005 TO 2020

Factors	Measuring indicators	Research context	Community location	Reference
Intrinsic values	Playfulness (enjoyment and escapism)	Online purchases	California, USA	Cao and Mokhtrian (2005)
Extrinsic values	Aesthetics (visual appeal & entertainment). Consumer return on investment (economic utility & efficiency) and service excellence			
Intrinsic and extrinsic	Esthetic, entertainment, escape, efficiency, economic value, service excellence, and social recognition	Hotel/ hospitality industry	USA	Zhang, Cai and Liu (2006)
Service encounters	Efficiency, service excellence, playfulness and aesthetics	Shopping mall/ retail industry	Taiwan	Keng et al (2007)
Emotional value and functional value	Sense perception, feel perception, think perception and service quality	Hospitality and tourism industry	Taipei, Taiwan	Yuan and Wu (2008)
Hedonic and utilitarian values	Creative fulfilment value. Interpersonal differentiation value and self-expressiveness value	Mass customisation / Retail industry	France	Merle, Chandon and Roux (2008)
Utilitarian and hedonic shopping value	Emotions and novelty, excitement, enjoyment	General merchandise retailing	USA	Carpenter and Moore (2009)

TABLE 3.1 (CONTINUED)

FACTORS MEASURING CUSTOMER EXPERIENCE VALUE BETWEEN 2005 TO 2020

Factors	Measuring indicators	Research context	Community location	Reference
Service encounter	Consumer return on investment Excellence service Aesthetics Escapism	Luxury hotel and restaurant industry	Taiwan	Wu and Liang (2009)
Emotional, values Personal interactions Functional values	Emotional value Culture and knowledge Establishment and price	Community-homestay tourism Hospitality industry	Malaysia	Jamal, Othman and Muhammad (2011)
Cognitive involvement, and affective involvement	Visual appeal, entertainment, escapism, enjoyment, efficiency, excellence and economic value	Generation Y Retail apparel shopping patronage/ retail industry	USA	Sullivana, Kang and Heitmeyer (2012)
Utilitarian values Hedonic values Symbolic values	Excellence and functional Aesthetics and pleasure Self-expressive and social	Retail Industry	Korea	Jung-Choo, Moo, Kim and Yoon (2012)
Intrinsic values Extrinsic values	Playfulness and esthetic Consumer return on investment (CROI) and service excellence	Quick service chain Restaurant	Rohtak Haryana, India	Nigam (2012)
Mental imagery processing and service encounters	Aesthetics, playfulness, CROI & service excellence	Retail industry	Belgium	Overmars and Poels (2015)
Perceived experience value	Atmospherics, enjoyment, entertainment, escape, efficiency, excellence and economic value	Guesthouses	Ghana	Amoah et al 2016

TABLE 3.1 (CONTINUED)

FACTORS MEASURING CUSTOMER EXPERIENCE VALUE BETWEEN 2005 TO 2020

Factors	Measuring indicators	Research context	Community location	Reference
Extrinsic value Intrinsic value	Consumer return on investment (ROI) and service excellence Aesthetics and playfulness	Branding food tourism	Taiwan	Tsai and Wang (2017)
Cognitive values Hedonic values Social values Ethical values	Service quality, time, effort and convenience Enjoyment, pleasure and escapism Social status, esteem, and social approval Trust and privacy	Fashion retailing/ retail industry	Haryana, India	Varshneya and Das (2017)
Extrinsic, intrinsic values Service encounters	Aesthetics (visual appeal and entertainment), Playfulness (escapism and intrinsic enjoyment), Customer return on investment (efficiency and economic value), Service excellence, and vividness	Tourism industry	Korea	Ahn, Hyun and Kim (2017)
Personal interactions and physical environment	Emotional value (feeling). Functional value (joy), and interaction quality	Theme Park image tourism	Janfusan Fancyworld of Taiwan	Wu et al (2018)
Experience realms	Education, entertainment, escapism and esthetic	Shopping malls	India	Sadachar and Fiore (2018)

TABLE 3.1 (CONTINUED)

FACTORS MEASURING CUSTOMER EXPERIENCE VALUE BETWEEN 2005 TO 2020

Factors	Measuring indicators	Research context	Community location	Reference
Cognitive appraisal of experience value	Aesthetics, escapism, service excellence, and CROI	Hospitality industry	USA	Taylor et al (2018)
Experiential value	Efficiency, service excellence, aesthetic value and playfulness	Luxury cruises, and tourism industry	Korea	Yu (2019)
Experiential value	CROI, service excellence, playfulness and aesthetics	Hotel and tourism industry	Japan	Chen, Wong, Bilgihan and Okumus (2020)

Source: Own construction

From Table 3.1 it was observed that the factors of customer experience value and the measuring indicators are similar across different research contexts.

In the literature between 2005 to 2020, about 15 factors and more than 35 measuring indicators were found to be used to measure experience value in all contexts such as shopping malls, retailing, tourism and the services sector without total consensus. This supports the notion that customer experience value is a multidimensional construct. Table 3.2 summarises the factors that have been frequently used in past studies to measure experience value.

TABLE 3.2

FACTORS MEASURING CUSTOMER EXPERIENCE VALUE

No	Factors	Sources
1	Intrinsic values	Cao and Mokhtrain (2005); Tsai and Wang (2017)
2	Extrinsic values	Cao and Mokhtrain (2005); Tsai and Wang (2017)
3	Cognitive values	Varshneya and Das (2017)
4	Utilitarian values	Jung-Choo, Moo, Kim and Yoon (2012); Merle, Chandon and Roux (2008)
5	Hedonic values	Jung-Choo, Moo, Kim and Yoon (2012); Merle, Chandon and Roux (2008); Varshneya and Das (2017)
6	Emotional values	Jamal et al (2011); Yuan and Wu (2008)
7	Functional values	Jamal et al (2011); Yuan and Wu (2008)

TABLE 3.2 (CONTINUED)

FACTORS MEASURING CUSTOMER EXPERIENCE VALUE

No	Factors	Sources
8	Affective involvement values	Sullivan, Kang and Heitmeyer (2012)
9	Symbolic values	Jung-Choo, Moo, Kim and Yoon (2012)
10	Mental imagery processing	Overmars and Poels (2015)
11	Experience realms	Sadachar and Fiore (2018)
12	Social values	Varshneya and Das (2017)
13	Ethical values	Varshneya and Das (2017)
14	Service encounter values	Ahn et al (2017); Keng et al (2007); Wu and Liang (2009)
15	Cognitive appraisal of experience value	Taylor et al (2018)

Source: Own construction

From Table 3.2, it emerged that 15 factors have been used in the past 15 years to measure customer experience value. It can, therefore, be concluded from the literature review that no consensus has been reached on the precise factors measuring customer experience value. Based on the multidimensional nature of experience value, this study attempts to build a more focused and comprehensive model tailored for shopping malls in Ghana. Therefore, as indicated in Section 1.6.2; and Table 3.2 the customer experience value is broadly classified into four factors, namely service encounter, experience realms, utilitarian value and hedonic value, and each factor is measured using a number of measuring indicators. The selection of the factors was also based on previous studies focusing on shopping malls. The service encounter factor was suggested by Keng et al (2007:360) and the experience realms were put forward by Sadachar and Fiore (2018:451). The utilitarian and hedonic value were based on the research of Kesari and Atulkar (2016:28). The proposed four factors of customer experience value deemed relevant to this study are summarised in Figure 3.1

FIGURE 3.1

PROPOSED FOUR FACTORS OF CUSTOMER EXPERIENCE VALUE FOR
SHOPPING MALLS IN GHANA
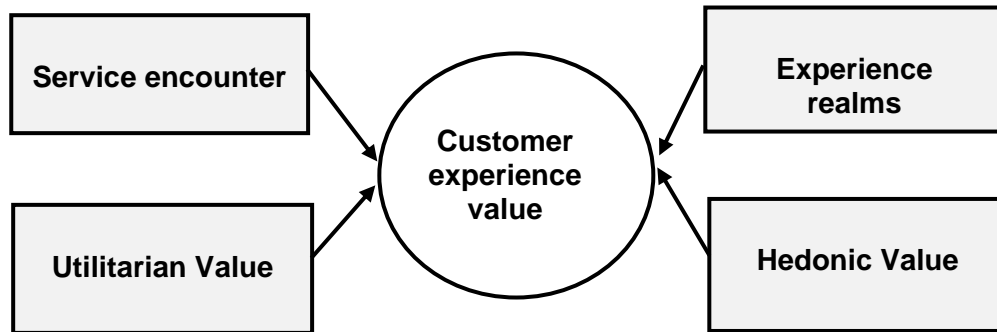
Source: Own construction extracted from Sadachar & Fiore (2018:451), Keng et al
(2007:360) and Kesari & Atulkar (2016:28).

For the purposes of the current study, a number of measuring indicators were identified
from the literature (Table 3.1) to measure the proposed factors.   The four factors and
their measuring indicators proposed for the current study are illustrated in Table 3.3

TABLE 3.3

PROPOSED FACTORS AND MEASURING INDICATORS OF CUSTOMER
EXPERIENCE VALUE IN SHOPPING MALLS

No	Four- factors	Measuring indicators	Reference
1	Service encounter	Efficiency	Keng et al (2007)
		Service excellence	Keng et al (2007)
		Playfulness	Keng et al (2007)
2	Experience realms	Education	Sadachar and Fiore (2018)
		Entertainment	Sadachar and Fiore (2018)
		Escapism	Sadachar and Fiore (2018)
		Esthetics	Sadachar and Fiore (2018)
3	Utilitarian values	Monetary saving	Kesari and Atulkar (2016)
		Selection	Kesari and Atulkar (2016)
		Convenience	Kesari and Atulkar (2016)
4	Hedonic values	Exploration	Kesari and Atulkar (2016)
		Place attachment	Kesari and Atulkar (2016)
		Social status	Kesari and Atulkar (2016)

Source: Own construction

On the basis of the above discussions, four factors (comprising 13 measuring indicators) of customer experience value have been proposed for the current study. The factors include service encounter value (efficiency, service excellence and playfulness), experience realms (education, entertainment, escapism and esthetics), utilitarian value (monetary saving, selection and convenience), and hedonic value (exploration, place attachment and social status). Figure 3.2 depicts the proposed factors of the customer experience value in the context of this study. It has to be mentioned that customer experience value is one component (independent variable) of the hypothetical framework for the current study.

FIGURE 3.2

PROPOSED FACTORS OF CUSTOMER EXPERIENCE VALUE IN SHOPPING MALLS

`

Service encounter
-Efficiency -Service excellence -Playfulness

Experience realms
-Education -Entertainment -Escapism -Esthetics

Utilitarian Value
-Monetary savings -Selection -Convenience

Hedonic Value
-Exploration -Place attachment -Social status

Customer experience value
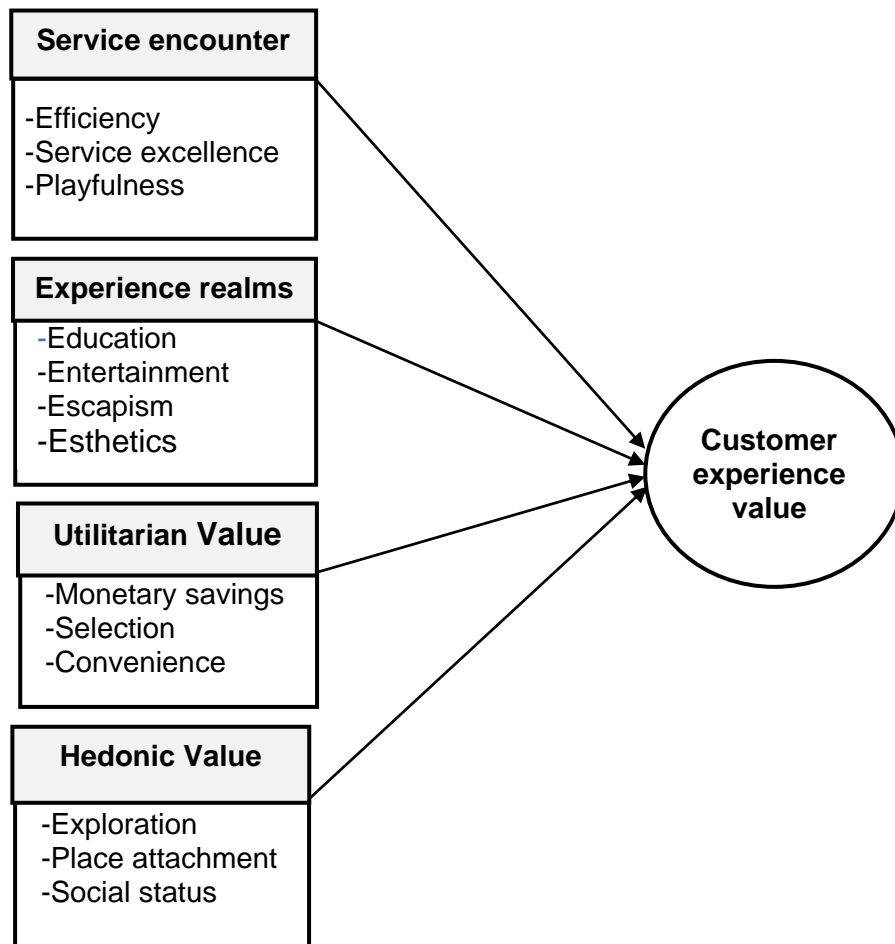
Source: Own construction extracted from the hypothetical framework based on Ahn et al (2017); Amoah et al (2016); Chen et al (2020); Hudin, Annuar & Razak (2019); Kazakeviciute & Banyte (2012); Kim (2011); Tsai & Wang (2017:59); Varshneya & Das (2017); Verhagen et al (2011); Yu (2019)

In the next sections of 3.4.1 to 3.4.4, each of the four factors of customer experience value is discussed in more detail.

3.4.1   Service encounter

The first factor of experience value proposed for this study is service encounters. Keng et al (2007:350) state that customer experience value is created through service encounters which are shaped by customers' perception about the service experience. The service encounter is the means by which customers evaluate the services provided by the organisation, and the service personnel and other customers during a particular period of time (Bitner, Faranda, Hubbert & Zeithaml 1997:193). Zhou et al (2019:2) define service encounter as a face to face interaction that exists between the customer and the service provider. Research has established that service encounters as a factor of experience value is a key determinant of customer satisfaction (Feine, Morana & Gnewuch 2019:5; Zhou et al 2019:2). In the service sector, many retailers are seeking and making available means to use enhanced programs to improve their services and performances in order to gain a competitive advantage. Competitive success of any organisation is mostly dependent on customer satisfaction which is determined by the customer experiences through service encounters (Sarpong 2016:27).

A service encounter is also referred to as a 'moment of truth' and is a fundamental construct of service marketing (Bitner & Wang 2014:221; Zhou et al 2019:2). A moment of truth is the period of time that a customer has a real service interaction with the service provider which normally takes place with the front-line staff of the organisation (Sarpong 2016:27; Zhou et al 2019:1). Maklan and Klaus (2011:782) characterise the moment of truth which influences customer service encounters by flexibility, pro-activity, risk perception, interpersonal skills and service recovery all factors that influence customer experience.   Maklan and Klaus (2011:788) explain the classifications of the moment of truth as follows. Firstly, flexibility in a moment of truth makes the customers feel more relaxed that the service providers care for their needs. In the case of shopping mall managers, flexibility to their customers takes place through the front-line staff during their interactions. Secondly, pro-activity in a moment of truth involves keeping the customer up to date and informing the customer about any new options (Maklan & Klaus 2011:788). Thirdly, risk perception is assuring the

customer that it is safe to deal with the service provider. Fourthly, interpersonal skills are important to let the customer feel, during the moment of truth, that the service provider is a good company, who listens, remains polite and makes them feel more comfortable. Lastly, service recovery, during the moment of truth, is proving to the customer that when something does not go the way expected, the customer can decide whether he or she will still stay with them or not. The service encounter as the moment of truth is a deliberate organisational strategy to get the vision of the organisation into the mind of the customers. The service encounter is crucial in the delivery of service to the customer because a good or bad experience of the customer creates a perception to the customer whether or not he/she will repeat purchase or reject a purchase or a service (Sarpong 2016:26).

The service encounter between the customer and the service provider as a moment of truth serves as a basis for the customer to judge the products or service to be good or bad or whether to repeat or cease dealings with the organisation (Juneja 2020:1). Sarpong (2016:31) uses, in his study, the six stages of services encounter developed by Bitran and Lojo (1993) to analyse service encounters. The six stages are the access stage, check-in stage, diagnosis stage, service delivery stage, disengagement stage and follow-up stage. Figure 3.3 illustrates these stages and further provides explanations of the stages in the context of shopping malls.

FIGURE 3.3

STAGES OF SERVICE ENCOUNTER / MOMENT OF TRUTH PROCESSES
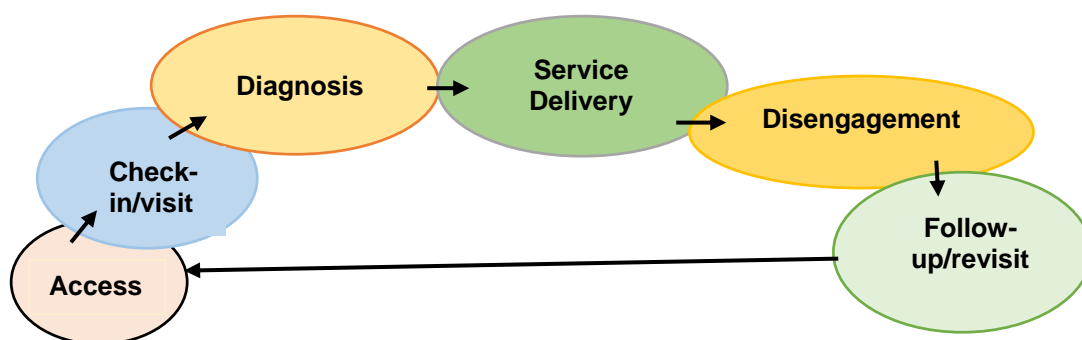
Source: Adapted from Sarpong (2016:31)

According to Sarpong (2016:31), the service encounter or moment of truth goes through the following six stages.

- *Access stage:* The first stage of the moment of truth at the shopping mall is the customer access to the location of the mall, the reliability of contact personnel and easy access to the location of products and services at the shopping mall.

- *Check-in stage/visit:* The check-in stage is where the actual encounter and interaction between the customers and the service provider or product selection begins. This is the stage where all the skills of staff attending to the shoppers must be exhibited; it is the interaction stage with the customer regarding the product or service acquisition or experience.

- *Diagnosis stage:* At the diagnostic stage, the sales personnel engage the customer to establish their main objective of visiting the place and when that is known then the process of service delivery would be undertaken to satisfy the need of the customer.

- *Service delivery stage:* At the service delivery stage, the encounter with the product or service could be completed. However, service delivery may be prolonged if the selection of the products or the service delivered to the customer is not satisfactory. Empirically, if the interpersonal skills or attitudes of staff attending to the customer caused difficulty to the customers, then the whole moment of truth would be unsatisfactory and could lead to losing business (Sarpong 2016:32).

- *Disengagement stage:* The disengagement stage is also the checkout stage from the shopping malls. The customer will leave the mall happily with a selection of products needed or will leave unsatisfied. This is dependent on whether the experience is actually created and the customer is satisfied or not.

- *Follow-up stage/revisit:* The follow-up stage takes place usually with the service providers at the shopping malls who will normally, through relationship marketing, find out about the satisfaction level of their customers. In the case of products and retailers, marketing research can be conducted to find out about the experience levels and the satisfaction level of the customers at the shopping malls. When customers are satisfied, they will revisit the shopping mall.

In the context of the current study, it is possible to argue that the six stages of a moment of truth are also associated with the factor of service encounters through personal interactions and the physical environment. It is, therefore, necessary for shopping mall managers to apply these steps when dealing with customers at the mall in order to create experience value for them. In the context of shopping malls, personal interactions are the interactions between the staff or employees of the shopping malls and the customers or shoppers while the physical environment involves the shopping environment.

In the delivery of experience value through service encounters, customers derive experience value through their personal interaction encounters with the service provider's efficiencies and service excellence, and the playfulness of the physical environment. According to Keng et al (2007:354), personal interaction is considered an important component of a service that influences the customer to experience service efficiency and excellent value in shopping malls. In the services industry, the personal interactions encountered between the customer and the service providers are important because the general services depend solely upon encounters during the delivery of the service (Antón et al 2018:1411). The personal interaction encounters are the customer's interpersonal interaction with the service providers especially the employees over a time period (Zhou et al 2019:3). The interpersonal interactions with the service provider can be a direct or indirect interaction with customers. Varshneya and Das (2017:49) attest that experience value in retail shops occurs through either a direct usage or indirect interaction of customers with goods or services. Wu and Liang (2009:590) found in their research on restaurant services that when the personal interaction between the service staff and customers who visit the restaurant provides satisfactory interaction services and staff were reliable and professional in their delivery of services experience, value was created for their customers.

The organisational sales force could be trained to keep good relationships with their customers in order to contribute to experience value creation. The salesperson's attributes and reactions to customers will contribute to experience value or block customers' goals of experience value (Echchakoui 2016:56). Since experience value

is a dual relationship between the customers and the service providers, the customers also have the right to exercise their involvement in relation to the process of experience value attained (Echchakoui 2016:56) by expressing their opinion on experience generated from the product, through hedonic and utilitarian activities to the service provider. The service provider also has the responsibility to accept the opinion of these customers so that they can improve on the experience creation in the future, especially in the context of shoppers.

Similarly, in the shopping mall context, one other key influence of customer experience value is the customer's physical encounters with the shopping environment through playfulness. The physical environment encounters can influence customers both positively or negatively as a result of their direct or indirect encounters with the environment. According to Keng et al (2007:351), the physical environment encounter is the customer's reactive value of appreciation of the environment in which the service is taking place or customers' positive response to the service employees within the environment. The service encounters also include customer interaction with company elements other than human actors such as the servicescape and self-service technologies (Lariviere et al 2017:239). Zhou et al (2019:3) add that the physical environment is the customer's physical interaction with the facilities of the service providers and other elements in the servicescape over a period of time. The customer experience value is created in the shopping industry through a service encounter in the physical environment when customers visit the shopping malls. El-Adly and Eid's (2016:225) study on shopping malls revealed that the physical environment of the shopping mall has a significant effect on customer experience value of the shopping mall. The section that follows discusses the three service encounter measuring indicators (efficiency, service excellence and playfulness).

3.4.1.1 Efficiency

Facilitation of an efficient interaction is important in the service encounters between customers and service providers. The study of Sözbilir (2018:93) indicates that efficiency is derived from producing more output from a limited input given, confirming

the view that the ratio of output against input defines efficiency (Holbrook 1999:18). Amoah (2016:84) defines efficiency as the act of accomplishing a given task speedily and easily without wasting time and resources. Amoah (2016:84) furthermore asserts that customers evaluate efficiency in terms of what they attain; for instance, products and services in relation to what they have sacrificed in terms of their time, money and efforts.

In the context of shopping malls, customers participate in various interactions, for example, interactions with the products and services offered by the service provider. Efficient interactions of the service employees are a core determinant of experience value at the service centres (Echchakoui 2016:59). Employees or staff who are consistently courteous or polite to a customer will influence their experience value derived (Walls 2013:185). Unsatisfactory personal interaction with the customers on their visit to the shopping mall can lead to perceived service failure for the customer. A service failure will lead to dissatisfaction and has a negative effect on both businesses and customers at large (Chen, Ma, Bian, Zheng & Devlin 2018:1). Söderlund and Oikarinen (2018:55) found that when customers are not treated well (e.g. the use of jokes by employees) during the service encounter interaction by staff of a service provider, the customers' satisfaction is negatively affected. This implies that efficiency in service encounter interactions is paramount in the creation of experience value in shopping malls. In the study of Keng et al (2007:354), it was found that customers who visit shopping malls appreciate the efficiency and friendliness of employees, because friendly and efficient employees increase the shopper's perception and create experience value through efficiency in time-saving and cost. Efficient services by the staff also make the shopper's life easier (Kent et al 2007:358). For example, when customers visiting a shopping mall are served in an efficient manner, they normally do not consider their time spent queuing, their energy spent in looking for a particular product to buy, the cost of parking, transportation to the mall and other related factors (Keng et al 2007:352).

In empirical research by Woodruffe-Burton and Wakenshaw (2011:73), it was found that customers who visited shopping malls identified a number of ways in which the

efficiency of staff at the mall supported individual customers through customer service and the well-arranged store layout facilitated customer experience value. The study further disclosed that customers who visited the various malls testified that the efficiency in customer service made their grocery shopping easier (Woodruffe-Burton & Wakenshaw 2011:73).

The above discussion suggests that customers who have visited a shopping mall and are engaged in efficient personal interaction in completing their shopping stand a greater chance of experiencing value. For the purpose of the current study, efficiency in the context of shopping malls is defined as a unique interaction between the customer and the store's staff at the mall. It is the moment of truth to the customer as a result of the manner in which the product or service was delivered. It is therefore argued from the discussions that personal interaction service efficiency as an indicator of service encounters creates customer experience value.

3.4.1.2   Service excellence

Service excellence is defined as the degree to which the service provider's services meet the required expectations of the customers through the demonstration of service promises and expertise (Ahn et al 2017:295; Taylor et al 2018:51). Keng et al (2007:353), however, refer to excellence as a reflection of the performance of the products and the general appreciation of customers towards service providers who demonstrate their expertise and constantly maintain a reliable service excellence performance for the customer. Mathwick et al (2001:42) characterise service excellence as the value created from the joint measurement between extrinsic value and reactive value. Extrinsic and reactive value both reflect an integrally reactive response in which the customer comes to admire a service provider for its capacity to assist as a means to an eventual satisfaction of the customer. Service excellence can also be classified as customer appreciation of the service provider over a reliable service delivery (Maghnati & Ling 2013:3). This implies that service excellence involves the delivery of the promise to customers by going the extra mile in the delivery of services, and an efficient way to deal with problems and queries when they arise

(Chuwiruch, Jhundra-Indra & Boonlua 2016:145). Chuwiruch et al (2016:145), in their study, emphasised that the delivery of a Service Excellence Strategy (SES) among service providers will lead to superior customer satisfaction and increase organisational performance. SES is the capability of the service provider to provide the customer with the best-class services (Chuwiruch et al 2016:146; Serek 2013:46). According to Chuwiruch et al (2016:146), SES involves five elements, namely customer learning focus (the continuous action to have a piece of in-depth knowledge about the customer and their needs); service creativity concern (the consideration of the customer as a source of information); service diversity concentration (the creation of a variety of services and also customisation); service response orientation (the ability to respond to customer feedback and speed in service delivery); and customer relationship awareness (maintaining good customer relationships in order to retain them). This suggests that shopping malls that utilise these five service excellence strategies would be able to create experience value for their customers and also satisfy them.

As a result of the importance of service excellence in the delivery of customer experience value through personal interaction encounters, organisations have adopted proactive human resources (HR) activities for their employees in order to improve the delivery of service excellence to their customers (Tsai & Wang 2017:59). For example in the food services industry, full-service restaurant operators have HR personnel to train their staff (waitrons) to emphasise the efforts to deliver service excellence to their customers during visits to the restaurants; such as paying special attention to the customers' orders, giving attention to their customers' perception about fairness while waiting in order not to delay them, utilising modern information technology in serving customers and the empowerment of employees to deliver unexpected services to their customers (Tsai & Wang 2017: 59). According to Tang and Tang (2012:887), good HR practices can improve the employee's understanding of expected service behaviour. This is realised when the designated customer contact employees responsible for service-oriented activities are well recognised as being able to create positive experience value by interacting with customers (Tang & Tang 2012:887). Ahn et al (2017:295) stress that in the delivery of service excellence, well trained knowledgeable

employees can explain innovative technologies and complex products in more detail to their customers on their visit to the service providers' venues through service excellence and that enhances the experience value of customers.

In empirical research of Taylor et al (2018:51) on service excellence in restaurant services, it was revealed that service excellence based on friendliness of employees with their customers creates experience value to customers (Taylor et al 2018:51). The study further revealed that employees of formal restaurants pay more attention to their customers because of service excellence compared with informal restaurants. As a result of effective service excellence, customers feel more special and valued on their visit to the service providers and that enhances the experience value for customers (Taylor et al 2018:51). The study of Kent et al (2007:360) on service encounters and customer experience value in shopping malls, found that a well-mannered, knowledgeable and excellent staff member offers good customer service, and promotes the image of excellent service delivery at the shopping mall to the customer. Through service excellence, the shopping mall's staff becomes experts in the products and services that they offer (Kent et al 2007:358) which enables them to offer friendly services to the shoppers on their visit to the mall (Tsai & Wang 2017:62). For the purpose of the current study, service excellence in the context of shopping malls is the quality service delivery exhibited by the service provider to shoppers on their visit to the shopping malls. It is therefore argued from the discussions that service excellence as a measuring indicator of service encounters creates customer experience value.

3.4.1.3   Playfulness

According to Sit and Birch (2014:385), playfulness involves the active aspects of relaxation and enjoyment, which jointly relate to diversion, recuperation and pleasure-seeking in an experiential context. Playfulness is the value created out of the joint dimension between the intrinsic value and the active value. Playful exchange behaviour is replicated in the intrinsic enjoyment that originates from engaging in activities that are absorbing (Mathwick et al 2001:44). The ability of the individual to formulate or reformulate a given situation in a manner in which they experience them

to be entertaining, inspiring, stimulating and personally fascinating to the individual difference is termed as playfulness (Proyer 2017:114). Maghnati and Ling (2013:3) define playfulness as the exchange behaviour which is reproduced in the inner enjoyment as a result of engaging in activities that are fascinating.

Pyyry (2016:13) explains that customers derive experience value through playful immersion with the physical environment which is characteristic of "hanging out' that sometimes takes place at shopping malls. The study indicated that hanging out is an involvement with the landscape through movement and play. Immersion and involvement are widely defined as being-in-the-world (Pyyry 2016:14). Normally, playfulness is more participated in by friends (e.g. the youth) who would like to hang out at shopping malls to engage with each other just to have fun (Pyyry 2016:15). The study further purported that hanging out happens without fixed plans, and it allows for creativity and changes of direction and is an event of a different rhythm, openness and experiment (Pyyry 2016:15). Five factors are used to measure playfulness in the literature, namely spontaneity, expressiveness, fun, creativity and silliness (Glynn & Webster 1992:90; Hewes et al 2016:6; Lin, Lin, Chen & Teng 2010:772; Pinchover 2017:2; Tsai & Wang 2017:60). Spontaneous playfulness involves impulse and unexpected playing activities engaged in by the customer which serve as a key influencer of customer excitement (Van Vleet & Feeney 2015:636). Expressiveness is the act of an individual being lively, being aggressive, emotional, unpredictable, wild, liking other people's attention, enjoying the pleasure and talking a lot (Barnett 2018:4). Fun is the capacity of an individual to convert constraint which will lead to the free mental state of that individual's tendency to respond spontaneously with little planning which creates excitement to him or her (Shen, Chick & Zinn 2014:346). In other words, fun refers to the strong motivation of an individual customer to seek amusement. Creative playfulness involves the customer using his/her imagination, flexible thinking, problem solving and skills in an unanticipated or unusual manner which creates excitement for the customer (Van Vleet & Feeney 2015:636). Silliness is the ability of the individual to perceive some level of freedom to either act or think as he/she wishes in a given circumstance without being much concerned about societal norms, punishment or even any sanction as a consequence (Barnett 2018: 27). Kent et al

(2007:353) found that customers will visit shopping malls that are more exciting due to a playful environment more frequently than other malls where there is no excitement and playfulness. This implies that shopping mall managers should prioritise playfulness value since it constitutes the creation of customer experience value.

In empirical research by Padilla-Meléndez, del Aguila-Obra and Garrido-Moreno (2013:314) gender differences in perceived playfulness effects exist. The study found that females' ratings of perceptions with the use of technology regarding playfulness effect for digital activities were higher than those of males. In the study of Kent et al (2007:358), it was found that playfulness makes customers who visit the shopping malls feel cheerful, playful and happy when they shop at the malls and shopping makes them forget about their troubles due to the playful environment of the shopping mall. In this regard, customers are attracted to and enjoy shopping at shopping malls because they have several fun activities. The second factor of experience value is the experience realms as discussed in section 3.4.2.

3.4.2 Experience realms

The second factor that determines customer experience value is the experience realms consisting of education, entertainment, escapism and esthetics. The four experience realms were conceived by Pine and Gilmore (1999:30) with their experience economy model.   Pine and Gilmore (1999) in Fiore, Niehm, Oh, Jeong and Hausafus (2007:2) explain that doing business has entered the era of the "Experience Economy" where goods and services should be delivered with the customer's experiences to help differentiate the organisation's product and service offerings from those of their competitors in order to boost performance and increase profitability. The experience realms vary in relation to the customer's participation in absorption or immersion in the experience either actively or passively (Southern Rural Development Centre (SRDC) 2009:4). Table 3.4 provides a summary of Pine and Gilmore's description of the 4E realms of experience and their applications; the form of customer participation is also explained.

TABLE 3.4

PINE AND GILMORE'S (1999) 4E EXPERIENCE STRATEGIES

Experience Realms	Description	Active-Passive Involvement	Absorption-Immersion
Education	Customer develops skills and knowledge through absorbing information offered through an interactive manner	Customer actively partakes through the interactive engagement of one's mind and/or body	Customer absorbs the business offerings
Esthetics	The customer enjoys just being in a sensory-rich atmosphere	Customer passively appreciates and does not change the nature of the atmosphere	The customer is immersed in or enclosed by the atmosphere
Entertainment	Customer's attention is engaged by the business offerings	Customer passively witnesses activities and/ or performance of others	Customer absorbs but do not partake in the actions and /or performances
Escapism	The customer is an active performer or partaker or shapes events	Customer actively partakes in activities	The customer is immersed in an actual or virtual environment

Source: Adapted from Fiore et al (2007:2)

According to Fiore et al (2007:2), there are variations in the experience realms in terms of their active-passive involvement and their absorption-immersion dimensions which intersect to produce four quadrants. The active-passive connection entails the extent of involvement by the customer in the creation of the experience offerings. Active involvement directly affects the offerings that produce the experience. Absorption is the act of 'occupying a person's attention by bringing the experience into mind' and immersion is the act of 'becoming physically (or virtually) a part of the experience itself" (Fiore et al 2007:2; Pine & Gilmore 1999:31). The form of customer participation is differentiated in the level of the 4E experience realm as indicated in Figure 3.4.

FIGURE 3.4

THE FOUR EXPERIENCE REALMS
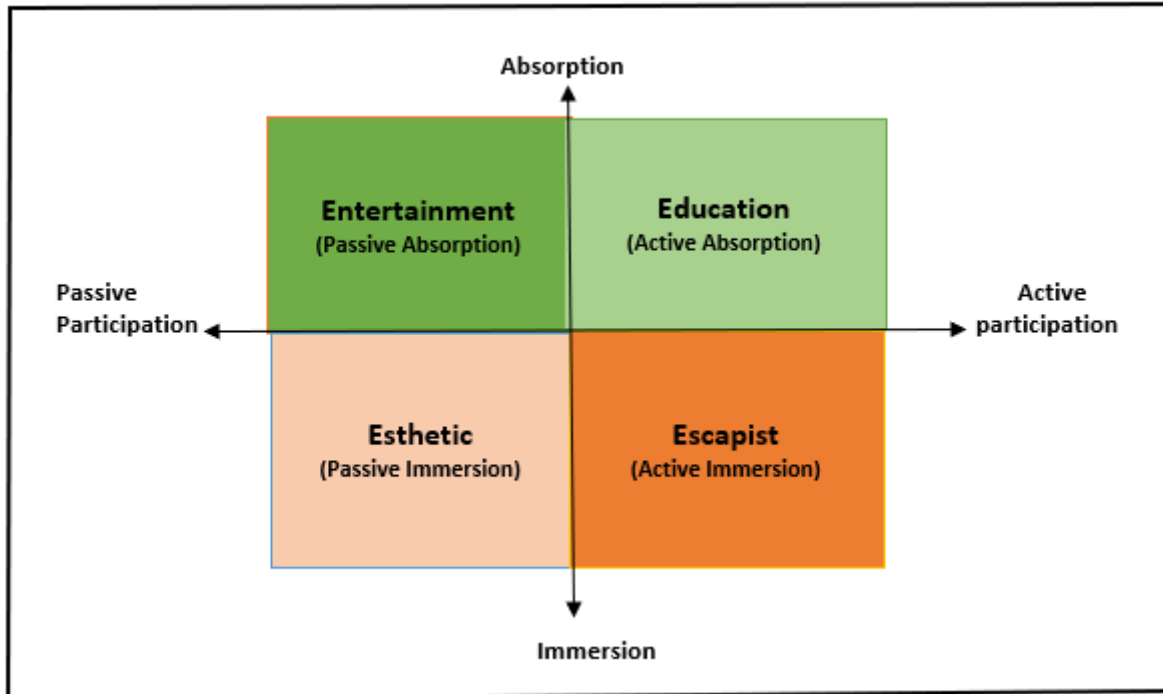
Source: Adapted from Sachdeva & Goel (2016:18); SRDC (2009:4)

Pine and Gilmore's (1999:30) four experience realms vary based on the level of the customer's active or passive participation and absorption or immersion in the experience activities (Sachdeva & Goel 2016:18). In the creation of customer experiences, the customer naturally "absorbs" the entertainment and educational experiences and "immerses" in the esthetics and escapism experiences (Sachdeva & Goel 2016:18). The entertainment and esthetics indicators of experience represent the customer's passive participation in the experience value being created by the organisation through products or services, while the education and escapist experience represent active participation by the customer (Sachdeva & Goel 2016:18; SRDC 2009:4). From the above statement, it can be said that in creating experience value, customers who passively participate in an experience activity do not necessarily influence the experiential offerings. On the other hand, customers who participate actively will affect the experience offerings. This means that in the experience realms

customers naturally "absorb" the entertainment and educational experience, and "immerse" in the esthetics and escapism experiences (Sachdeva & Goel 2016:18; SRDC 2009:4), which create experience value for the customer.

According to Sadachar and Fiore (2018:442), there is a relationship between customer perceptions of experience through the experience realms constructs (i.e. educational, entertainment, escapism and esthetics experiences), and experience value associated with service retailers in shopping malls. The experience realms contributing to customer experience value and how they relate to the shopping malls are discussed in more detail. The sections that follow discuss the four experience realms measuring indicators (education, entertainment, escapism and esthetics) contributing to customer experience value.

3.4.2.1   Education

The first measuring indicator of the experience realms value is an educational experience. Education is defined as an intellectual consequence of consuming, which involves learning, acquiring information or increasing one's knowledge (Antón et al 2018:1408). Education and knowledge are used interchangeably in this study. Education aids people to acquire knowledge in regards to the surrounding environment and through the acquisition of education one can turn the world into something better (Anto 2018:2). There is various information available in the world, but the only way one can obtain access to this information is through the conversion of this information into knowledge through education (Anto 2018:2). This implies that education helps one to develop a sound mind and body, interpret issues and take a personal decision in a given circumstance (Anto 2018:2).

Customer experience through product and service education can come in different forms. Educational experience occurs when customers absorb the products or services presented to them. For the customers to be fully educated and acquire knowledge on a given product or a service, they must engage their mind to acquire knowledge and prepare their body to go through the learning process in order to get the needed experience (Won-Jeong, Fiore, Niehm & Lorenz 2009:108). This is

important because according to Kushwah et al (2019:4), knowledge is recognised as an important factor that affects the entire decision-making process of a customer during the purchase of a product or a service. Won-Jeong et al (2009:119) argue that educational experience significantly affects products or services involving absorption processes during the experience but does not influence emotional experience. The products and services are not only displayed for selling purposes but also to inform customers about the story on the kind of raw materials used to manufacture the product, the artisan who created the product, information on how to apply the product, as well as the inspiration behind the product. These emotionally connect and entice customers to the product (Sachdeva & Goel 2016:18).

In the shopping mall context, customers obtain educational experience through active participation, where their mind and body are actively engaged to increase their skills and knowledge through absorbing information presented to them at the shopping mall (Sadachar & Fiore 2018:446). Güzel (2014:525) and Sadachar and Fiore (2018:446) found that consumers shop not only to buy goods from the mall or a tourist destination but also to learn a lot about new trends, new things through browsing and learning; making them more knowledgeable and it was a learning experience. Customers derive new knowledge regarding new products, ideas and current technological developments through the mall learning experience (Wagner & Rudolph 2010:417). There are different forms of learning at a shopping mall. Das and Varshneya (2017:180) argue that customers' high involvement in promotional events adds stimuli to the mall atmospherics which influence customers' effective way of learning. Sachdeva and Goel (2016:18), in their study on the experience of retailing through the entertainment of shopping, classified education as those elements that customers want to learn from the experience and what information and activities will help them in the exploration of knowledge and skills. For the purpose of the current study, education is the process of learning either directly or indirectly about product usage, new technology, lifestyle and modern fashion through the shopping experience. It is therefore argued from the preceding discussions that education as a measuring indicator of experience realms creates customer experience value.

3.4.2.2   Entertainment

Entertainment is considered as a second measuring indicator of the experience realms. Sadachar and Fiore (2018:447) describe entertainment experience as a shopper's passive observation and absorption of activities and performances that take place at the mall such as watching of movies, live performances, music and events. They are the kind of activities that enable customers to constantly maintain concentration and interest; with the main purpose of creating happiness and interest for the customer (Chen & Lin 2018:294). Chen and Lin (2018:294) emphasise that entertainment relieves customers from the pressure of life through the offering of a temporary escape from reality which allows the customers to put away their worries. Entertainment involves having fun, joy, usually when embracing an inactive attitude, and it is the outcome of passively absorbing experiences through the senses, even though there is a less relational association with the event experienced (Antón et al 2018:1408). Teng and Chang (2013:175) indicate that entertainment strengthens the relationship between performance task and effective responses, which implies that the provision of entertainment offers extra experiential value that increases customers' positive emotions.

Due to the intense competition in the retail industry, entertainment is a key strategy for shopping mall managers in order to obtain a competitive advantage. According to Kesari and Atulkar (2016:24), the entertainment element as part of the shopping experience is one of the important aspects of shopping that generates a competitive advantage for mall managers because several customers visit the shopping mall on the basis of a variety of entertainment activities. One of the key marketing strategies that shopping mall managers have adopted to enhance entertainment experience value is the use of staging entertainment events (Sit & Birch 2014:383). Examples of these entertainment events are school holiday events targeting the youth shoppers, fashion shows, celebrity appearances at the shopping mall, mini-concerts, jams and market days which create experience value for shoppers (Sit & Birch 2014:383).

The entertainment created for the customer can involve either passive or active participation. For example, parents accompanying children at an entertainment event at the shopping mall can decide whether to actively participate with the kids or they can decide to passively become a spectator and take a break while the children are having fun in close proximity (Sit & Birch 2014:383). Sit and Birch (2014:390) use the concept of "relax and be entertained" to capture the entertainment experience of shoppers. Van-Kerrebroeck, Brengman and Willems (2017:438) indicate that overcrowding at entertainment events may negatively affect the customer's evaluation, such as attitude towards shopping and affect shopping satisfaction. The study recommended that customers be entertained through the use of virtual reality to mitigate the crowding which will affect their experience (Van-Kerrebroeck et al 2017:443). Virtual reality is a computer-based technology that allows for the simulation of a real shopping environment in which customers can experience the feeling of being available at the particular environment as if being in a different world (Serrano, Baños & Botella 2016:1; van-Kerrebroeck et al 2017:439).

In a study conducted by Idoko et al (2019:197), the authors indicated that interesting features and unusual design of shopping malls ignite enormous excitement in customers. The feeling of excitement and joy has turned shopping malls into photo-galleries, with shoppers and tourists taking selfies and entertaining themselves by regularly uploading their mall shot pictures onto various social media platforms for a personality upgrade which influences their satisfaction. These activities in the shopping malls make the shoppers feel excited (Sadachar & Fiore 2018:453).

Research indicates that entertainment facilities and recreational activities for families provided in the mall generate pleasure and enhance the competitive position of the mall (Calvo-Porral & Levy-Mangín 2018:115). Sachdeva and Goel (2016:18), in their study on the experience of retailing through entertainment, described entertainment as what can be done to get customers to stop and stay longer to experience more fun and enjoyment. Sachdeva and Goel (2016:18) attest that customers are seeking products and services that will evoke fun and reflect on their individuality and lifestyles. All the activities in shopping malls (e.g. movies, games, special entertainment events),

according to shoppers, are amusing to watch (Sadachar & Fiore 2018:453). For the purpose of the current study, entertainment refers to the emotional feeling, excitement, joyfulness, passion and the sense of belonging as a result of an experience encounter through music, watching of movies, socialisation with family and friends through events, games and fun that are associated with shopping at the mall.

3.4.2.3   Escapism

The third measuring indicator of the experience realms suggested for this study is escapism. Chen, Gau and Wu (2014:47) explain the escapist experience as getting away from daily life activities to enjoy the space and environment nearby or actively using a facility in a holiday accommodation or shop that will offer an extraordinary experience. Antón et al (2018:1408) indicate that escapism is also amusement but can be classified as an activity that allows individuals to break away from reality or routine. Escapism entails active participation and a high degree of immersion in an event. According to Antón et al (2018:1408), escapism involves the customers' observation to activities which can stimulates their consciousness, stir up their imagination and enable them to ascertain happiness, attraction and delight in substances that will enable them to get away from the repetitious everyday life. Shopping mall escapism experiences capture active involvement in shaping the experience and engaging customers in the activities of the mall such as engaging in virtual reality games (Sadachar & Fiore 2018: 447). The merchandise retail element of shopping malls and retailers selling outdoor recreational equipment have added additional recreational activities such as 'climbing walls' as escapism experiences for shoppers on their visit to the mall (Sadachar & Fiore 2018: 447).

The escapism activities such as special in-store events, may add a sense of emotional and sensory pleasure through the customer's physical change and create experience value (Sadachar & Fiore 2018:447). According to Anning-Dorson et al (2013:380), escapism is one of the experience realms indicators that has a greater and more favourable influence on shoppers and motivates most shoppers to visit the shopping mall. Idoko et al (2019:188) emphasise that the emotion-filled signals and the various

activities at the shopping malls are an effective force to promote 'peace-of-mind' of shoppers when they visit the mall and also liven-up a depressed shopper as an escapist experience. Peace of mind happens when customers decide to forget about a personal issue that worries them but rather relax and become physically comfortable (Moon & Han 2018:80). Moon and Han (2018:73) therefore describe escapism activities as an act of getting away from everyday normal life and rather getting oneself actively involved in places that help one to forget about everyday matters and that give peace of mind to customers, making the customers feel as though they are living in a different time or place (Güzel 2014:525; Sadachar & Fiore 2018:453). Escapism helps the customer to be able to escape from reality and completely forget about their problems which helps them envisage being someone else (Amoah 2016:285; Sadachar & Fiore 2018:453). According to Albayrak et al (2016:104), shoppers consider shopping malls as an escape from their daily activities, and shop to have fun. Albayrak et al (2016:103) attest that customers who visit shopping malls forget about their problems when they are in the mall.

Khare (2011:116) found, in her study of shopping malls, that the escapist element of experience value plays a vital role for the youth because they feel the sense of freedom by socialising with friends at the mall without any restrictions. The study further found that because there are no restrictions among the youth at the shopping mall, the shopping mall becomes an attractive place for escaping for dating (Khare 2011:116). Further studies in shopping malls showed that customers visit the mall because it is a good place to hang out for leisure, when they are alone and need to do something, want to feel relaxed, when feeling stressed, to avoid traffic congestion, and diversion from daily routine jobs (Anning-Dorson et al 2013:376; Khare 2011:112). Ahmed, Ghingold and Dahari (2007:344) found, in their study on shopping malls, that customers escape to the mall when they are bored, when they are stressful and for that reason feel more relaxed at the shopping mall.

3.4.2.4   Esthetics

In esthetics experiences, customers are passively engaged with and immerse themselves in a sensory-rich environment of the mall settings (retail store and mall interior design) and the architectural design of the building and its landscape initiate experiences through their beautiful appeal (Sadachar & Fiore 2018:448). Shopping malls are perceived as pleasant settings that offer rest areas and relaxed internal temperatures (Calvo-Porral & Levy-Mangin 2019:240). In esthetic experiences, customers passively engage with and immerse themselves in an artistic experience positively associated with the merchandise retailers and service retailers in the shopping mall (Sadachar & Fiore 2018:448). Sachdeva and Goel (2016:19) attest that the esthetics of the shopping environment entices customers to have lunch, have coffee, meet their friends, and also enable them to walk more than two or three blocks. Besides the mall setting or the store layout, the fixtures, lighting and merchandising draw the customers' attention to the mall's products and services and provide them with convenience and enjoyable shopping (Sachdeva & Goel 2016:19; Sadachar & Fiore 2018:453), making the customer feel a sense of harmony with the surrounding environment (Radder & Han 2015:463) of the shopping mall.

Moreover, a key component of the esthetics experience is the atmosphere. According to Ladhari et al (2017:13), the atmospherics and the layout of the shopping mall influence customer responses, which in turn influence customers' perception about the product or service, satisfaction and behavioural intentions. Other researchers classify the atmosphere as ambience (Sim, Mak & Jones 2006:4; Zimmermann & Huberts 2019:35). Ambience is defined as a mood created within a particular environment to satisfy customers (Sim et al 2006:4). The shopping mall's ambience includes the mall's interior, colour, lighting systems, music at the malls, neatness, temperatures and enhances the customers' shopping mood on their visit to the shopping mall (Bawa, Sinha & Kant 2019:130). For the purpose of the study, atmosphere and ambience are used interchangeably and are studied as esthetics value.

Singh and Prashar (2013:47), in their empirical research, classified the component of ambience into five factors, namely illumination, temperature control, music, odour and landscaping. Ladhari et al (2017:13) concluded in their research that, among the elements in the atmosphere and ambience, lighting has a greater influence on the customers' experience. Sim et al (2006:5) found that ambience inspires customers with the feeling that they have visited a 'high-class' place. For example, the study revealed that employees' dress code, the colours and the audio sound effects at the venue all blend together to create a good ambience for the customers. Kesari and Atulkar (2016:30) found that the gratification level of customers differs, therefore for shopping mall managers to appeal to all their customers and give them a competitive advantage, they need to make the mall ambience more attractive, with more motivational facilities to satisfy customers. Singh and Prashar (2013:47) recommend the inclusion of general hygienic facilities at shopping malls as part of the ambience. Ahmed et al (2007:344) found that the interior decorations at the mall, the colours and the mall environment, such as lighting, attract a customer to the mall. Anning-Dorson et al (2013) add that the management of shopping malls' atmospherics is a strategic task that mall managers use to attract shoppers to the malls and that affect the success of the business positioning and differentiation. For the purpose of the current study, the atmosphere and ambience are defined as the things that can be observed at the shopping mall environment that bring relief, freshness and a comfortable, stress-free feeling, either naturally or artificially which make customers emotionally satisfied. Bawa et al (2019:135) found that young shoppers are attracted to a shopping mall because of its esthetics/ambience and found that about 16.2% of the total respondents answered favourably to the esthetics of the mall regarding the exterior decorations, the uniqueness of colours, the natural flower displays at the mall entrance, spacious environment, excellent architectural designs and the general good atmosphere of the mall.

According to Antón et al (2018:1408), esthetics refers to the observation and enjoyment of the environment or the atmospherics of a place. Antón et al (2018:1408), emphasise that esthetics implies a higher level of customer immersion but lower levels of customer participation, and is achievable through sensory perceptions, such as

visuals. Mathwick et al (2001:42) indicated that esthetic response is a reaction to the proportion and unity of a physical object. Tsai and Wang (2017:59) claim that the salient visual elements in a physical environment, for example, physical attractiveness, colour, graphic layout and photographic quality constitute an esthetic experience. It is therefore argued from the discussions that esthetics as a measuring indicator of experience realms contributes to customer experience value. The third factor of customer experience value in the context of shopping malls in Ghana is the utilitarian value as discussed in section 3.4.3.

3.4.3   Utilitarian value

The third factor of customer experience value relevant to this study is the utilitarian value consisting of monetary savings, convenience and selection. Utilitarian value comprises those tangible, physical elements of the shopping mall that influence the shopping experiences of customers (Albayrak et al 2016:104). Utilitarian value reflects the functional and task-related shopping experience of the shopper's visits to the mall as a means to an end (Picot-Coupey, Krey, Huré & Ackermann 2021:579). Utilitarian value includes monetary saving, selection and convenience value that are perceived by the shoppers (Kesari & Atulkar 2016:29) to influence their experience value. The utilitarian value influences consumers' attitude to mall shopping; thus, providing an understanding of customers' intentions to shop at the malls (Kesari & Atulkar 2016:29). The following section discusses in detail the measuring indicators of utilitarian value, namely monetary savings, selection and convenience.

3.4.3.1   Monetary saving

The first measuring indicator of utilitarian value is monetary saving. Naturally, customers seek to obtain monetary savings from the money spent when prices are lower and competitive (Kesari & Atulkar 2016:29; Van Heerde, Gijsbrechts & Pauwels 2008:503). According to Kesari and Atulkar (2016:29), most shoppers visit shopping malls to purchase high-quality branded products when there is a monetary saving such as discount or sales promotion. This means that customers appreciate the product and services that come with monetary savings when shopping (Hudin et al 2019:3).

Monetary saving includes the rewards, reduction in price, competitive prices of products at malls, refunds, rebates, "black market day", or bulk purchase at a discount rate that customers of shopping malls enjoy while shopping (Chandon, Wansink & Laurent 2000:68; Kesari & Atulkar 2016:27). Customers visit shopping malls to maximise the value of time spent on searching for products or saving of the time spent on searching for products (Kesari & Atulkar 2016:27). Szymańska and Płaziak (2017:39) put forward that customers' selection of a particular shopping mall is mainly dependent on the prices of items, reduced prices of items, special offers and the variety of items at that particular shopping mall.

Kesari and Atulkar's (2016:30) study on utilitarian value for shoppers in India revealed that customers visit shopping malls because they derive monetary value through their mall patronage which influences their fulfilment. Also, customers visit the shopping mall to receive the maximum value of their time spent on searching for products and services. In addition, a customer obtains monetary value also during "price war" season in a retail shop (Van Heerde et al 2008:503). A price war is a strategy that retailers use as a competitive measure to reduce prices of their products and services and offer special promotional activities in order to compete with their competitors and attract more customers (Vanjari & Thorat 2020:528). In this scenario, it will be difficult for competitors to retain customers, especially customers that are sensitive to prices, because of the reduction in prices (Vanjari & Thorat 2020:528). The reduction in prices serves as monetary savings to customers and that attracts them to the mall because they get utility value, quality brands and discount rates (Kesari & Atulkar 2016:24).

During the price war season at retail shops, customers attain monetary value due to the price drop and that gives the customer a "psychological income" in the short run (Van Heerde et al 2008:503). The study by Van Heerde et al (2008: 503) also found that when customers are given monetary rewards prior to entering the retail shops, shoppers spend more time in the shop due to the monetary rewards. The study of Kesari and Atulkar (2016:24) revealed that as a result of the monetary value, customers get products and services which they desire readily available at a reduced price and the purchase can be done promptly and effortlessly. It is therefore argued

from the discussions that monetary saving as an indicator of utilitarian value creates customer experience value.

3.4.3.2   Selection

The second measuring indicator under utilitarian value for the current study is selection. One major objective of the shopping mall is to offer customers a wide range of products and services (Szymańska & Płaziak 2017:34). In the shopping mall, retailers offer multiple brands and make them available to customers to select from (Kesari & Atulkar 2016:24). Shopping malls offer a variety of spacious retail stores under one roof where the customer can select from departmental stores, apparel stores, grocery stores and leisure facilities which satisfy the entire family (El-Adly & Eid 2016:223; Kesari & Atulkar 2016:24).

Customers have several choices to freely select the best options from a variety of brands, products and service ranges in the shopping mall. But in most cases, the confidence level of the customer to freely select a product may be dependent on other factors (Andrews 2016:45). According to Andrews (2016:45), the confidence level of a customer at the point of sale reflects the extent to which the customer perceives whether or not he or she has made the right choice. A customer who is confident in product selection exhibits speed, willingness to pay more and is expected to be a satisfied customer (Andrews 2016:45).

The choice of customers to select products freely from the shelves will also be influenced by factors such as sales promotions in the retail industry. Sales promotion is a short-term strategy adopted mostly by the retail industry to boost and increase sales revenues (Tripathi & Pandey 2019:983). Andrews (2016:45) indicates that retailers employ sales promotions to alter consumer beliefs, feelings and evaluations when it comes to product choice. The findings in the study of Tripathi and Pandey (2019:1002) revealed that a customer's selection of products from retail outlets is solely dependent on the types of sales promotional deals being offered by the service providers.

Another aspect which influences the selection of a shopping mall for a product or service is the reliability and availability of products or services. Du and Tang (2014:311) describe reliability as an embodiment of whether the service provider can provide all the promises given to the customers without fail. Customers feeling that they are not going to get all the services and products promised by the service provider on arrival will lead to doubt and the customer's trust in the service provider will reduce (Du & Tang 2014:311). Du and Tang (2014:311) argue that it is the responsibility of service providers to ensure consistency in their delivery of products and services to ensure reliability and trust of customers. This will enable customers to select products and services with ease (Kesari & Atulkar 2016:24).

3.4.3.3   Convenience

The convenience of the shopping mall is essential to its attractiveness. Convenience for the current study is defined as the process of shopping without any difficulties for the shopper, from the parking lot and purchase processes to the post-purchase stage, that makes the customer feels satisfied. The fact that a mall is a conglomerate of one-stop shopping, extended trading hours and a location close to where consumers live or work is a key factor in forming consumers' behavioural intentions toward a shopping mall (Dębek 2015:72). The above statements imply that location, payment options, and time influence convenience at shopping malls.

Firstly, the location of shopping malls influences convenience of shoppers and help shoppers to decide whether to shop or not to shop at a particular mall. According to Anning-Dorson et al (2013:371) and Idoko et al (2019:194), shoppers select a mall that is most convenient considering distance to their work or home, easy access, working hours, travelling time and parking space. Convenient accessibility to the shopping mall is a prime factor when customers are considering where to shop due to their time and effort (Calvo-Porral & Levy-Maninic 2019:240). Shopping malls that are located in prime and convenient areas, without traffic congestion and with provision of enough parking spaces have a positive influence on the customer's shopping experience and satisfaction (Kesari & Atulkar 2016:29). Kesari and Atulkar (2016:29) indicate that the

physical mall facilities such as elevators, air conditioners, seating spaces, ATMs, washrooms, cleanliness of the floors and security under one roof create convenience for customers and provide a positive shopping experience and satisfaction. Additionally, customers are attracted to shopping malls which have spacious retail stores where they can get variety of items in one place.

Secondly, shopper's payment options at malls influence the perceived convenience of shoppers. In the shopping mall industry, customers derive convenience experience in different forms. E-payment is one of the elements used in shopping malls that contributes to the satisfaction of customers. E-payment refers to an electronic payment system. Features such as security, efficiency, privacy and acceptance of E-payment assists customers to make payment quickly at point of sale (POS) at shopping malls which contributes to satisfaction of customers (Waseem, Nadeen, Azeem, Aljumah & Adeyemi 2018:106). The advantage of E-payment is that customers do not have to carry physical money when purchasing products or making payments at the mall (Lai 2016:113). E-payment creates satisfaction and leads to positive behavioural intentions due to its convenient nature. For the purpose of the current study, E-payment is defined as the use of an electronic card such as ATM, reward card, debit card or credit card to make a payment without physical cash for the convenience of the customer.

Lastly, time influences convenient shopping. Ahmed et al (2007:345) found that customers visit shopping malls due to time convenience in terms of closeness to their workplace and homes and longer store hour convenience, and it is also a one-stop shopping place that makes it convenient for variety shopping. El Hedhli, Chebat and Sirgy (2013:860) also note that customers who visit the shopping mall associate convenience with location or distance to their homes, distance to work, accessibility, parking facilities, restrooms and safety. The fourth and the final factor to measure customer experience value in the context of shopping malls in Ghana is the hedonic value as discussed in section 3.4.4.

3.4.4   Hedonic value

The fourth and final factor of customer experience value proposed for this study is hedonic value. For the purpose of the study, hedonic value consists of exploration, place attachment and social status. Hedonic value reflects the emotional and affective factors related to shopping experience of the shopper's visits to the mall, as an end in itself (Picot-Coupey et al 2021:579), and is viewed as the benefit derived by the customer through the engagement of emotional activities such as indulgence activities and pleasure which creates gratifying experiences for the customer (Yang & Mattila 2016:1854). Value created through the involvement of the senses and emotions to satisfy customers during the shopping process is termed as hedonic value shopping experience (Atulkar & Kesari 2017:24). According to Mohammad-Shafiee and Es-Haghi (2017:7), the hedonic value associated with shopping includes the joy of shopping, the feelings related to buying, getting away from daily activities, drowning in exciting products and passing time enjoyably. Deb (2012:31) puts forward that hedonic value relates to the multisensory behaviour of the customers which includes fantasy and emotion of the customer experience with products and services. Hedonic value further includes exploration, place attachment and social status perceived by the shoppers (Kesari & Atulkar 2016:29), to influence their experience value and satisfaction. Hedonic value influences customers' attitude toward mall shopping; thus, providing an understanding of customers' intentions to shop at the malls for experience value that influences satisfaction (Kesari & Atulkar 2016:29). In line with the findings by Kesari and Atulkar (2016:28), the hedonic value in the current study will be measured by exploration, place attachment and social status. The following sections discuss the three measuring indicators of hedonic value which include exploration, place attachment and social status as explored in sections 3.4.4.1 to 3.4.4.3.

3.4.4.1   Exploration

Exploration is the first measuring indicator of the hedonic value of experience value. The exploration experience comprises constant variety seeking, searching for innovation and new experiences to satisfy evolving desires and exploration to know

about new trends (Idoko et al 2019:188). Atulkar and Kesari (2017:25) and Melewar et al (2013:210) attest that customers derive exploration experience when they desire adventure and the joy of investigation. Exploratory shoppers appreciate the enthusiasm of searching for products, services and information which enhances their fun and pleasure during the shopping process (Atulkar & Kesari 2017:25). Arnold and Reynolds (2012:401) describe customer exploration value as adventure shopping, delights or seeking inspiration and escape. Anning-Dorson et al (2013:377) describe the exploration of a customer at the mall to include learning about new trends, and information gathering about new products and technology. In Ghana, for instance, the informal market has largely accounted for over 90% of the shopping channels over the years (PWC 2016:50). In this regard, the emergence of shopping malls has become an alternative retail option that has offered Ghanaian shoppers a new gap of opportunities to learn new consumption patterns through exploration experience.

Kesari and Atulkar (2016:30) found that exploration at malls produces pleasure and excitement and creates an enjoyable shopping journey within the mall's environment. Other researchers found that shopping at malls is a new learning experience to get new products; customers aspire to try a new brand; and it creates curiosity and excitement when exploring the mall for products and services (Chandon et al 2000:68; Idoko et al 2019:194; Kesari & Atulkar 2016:27; Khare 2011:112). From the above discussion, researchers believe that a shopping mall is a good place to discover what is new on the market (Idoko et al 2019:194; Khare 2011:112). Anning-Dorson et al (2013:376) and Ahmed et al (2007:344) found that customers explore shopping malls because specific stores sell products that interest them.

3.4.4.2 Place attachment

Place attachment is defined as a bond between a person and location arising from the person's complex experience, based on the role that the location plays in their life (Lee 2011:898; Oleksy & Wnuk 2017:3). There are four main aspects of place attachment which have been studied by numerous researchers in various contexts, namely place dependence, place identity, place affect and place social bonding (Chow, Ma, Wong,

Lam & Cheung 2019:6; Crum & Ferrari 2019:92; Nasir, Mohamad, Ghani & Afthanorhan 2020:447; Ramkissoon & Mavondo 2014:678; Ramkissoon, Smith & Weiler 2013:557; Rastbod & Aflatounian 2018:18). Place dependence is the customers' attachment to a location based on the functionality of the place and their knowledge of the uniqueness of the place which explains their reasons for visiting the place (Ramkissoon et al 2013:554; Wolf, Krueger &Flora 2014:1). Place identity is the customer attachment to a place based on his/her identity which involves emotions or other symbolic meanings existing between the individual and the place (Ramkissoon et al 2013:554; Wolf et al 2018:1). Place affect deals with the customer's emotional bond or affection associated with a particular place or physical setting (Ramkissoon et al 2013:554; Yi, Fu, Jin & Okumus 2018:226). Place social bonding is the customer's feeling of belonging or feeling of being associated with a group of individuals within a specific place which may include for example friends, family members, work colleagues and other emotional connectivities based on the shared history of concern or interest (Song & Soopramanien 2019:113).

The meaning customers attach to a place may vary based upon the customers' previous experience, belief, culture, emotional connections and historical significance (Oleksy & Wnuk 2017:3). Kesari and Atulkar (2016:25) classify place attachment as the customers' association and favourable evaluation of retail settings, customer service and loyalty which influence positive attitudes and comfort the customer to shop at a shopping mall. This is because customers prefer to shop at shopping malls that they are loyal to and emotionally associated with (Kesari & Atulkar 2016:25). The relationship between customers and their environments and how they perceive and experience their environment provides both physical and psychological benefits to the customers' behaviour and experience (Junot, Paquet & Fenouillet 2018:49). Kusumowidagdo, Rembulan and Sachari (2015:99) also indicate that both physical and social factors constitute place attachment. The setting of the place can influence physical place attachment, while the social interactions that take place inside the mall will constitute social factors of place attachment (Kusumowidagdo et al 2015:99). Junot et al (2018:49) posit that the concept of place attachment embeds the extent of people's perception and understanding of the environment, and has the potential to

connect social and environmental issues to their behaviour. Kusumowidagdo et al (2015:99), however, indicate that the following factors influence place attachment of customers to a shopping mall. Firstly, cultural factors largely motivated by the personal presence of an observer within the influence of peer groups and family members will constitute place attachment. Secondly, memory and past experience will influence place attachment. Thirdly, satisfaction and contentment with the place on the previous visit will influence place attachment. Lastly, customers are attached to a place because of the time factor; this happens through the frequency of visits as well as the process of service delivery and proximity of the place to where the customer lives or works.

In the study of Kesari and Atulkar (2016:25), it was concluded that shoppers associate themselves with places where there is a good ambience, good store layout and excellent customer service. The study further revealed that place attachment produces experience value for customers and subsequently leads to customer satisfaction (Kesari & Atulkar 2016:25). The study also indicated that shopping malls delivering emotional attachment to their customers will facilitate positive evaluation in return from their customers. Shopping malls have become a place of attachment to most people including tourists because they enhance their experiences and satisfaction. This is because shopping malls have become a place for leisure activity (Albayrak et al 2016:104). Shoppers mostly visit the mall for the leisure which is attached to shopping malls (El Hedhli et al 2013:858). Shopping malls where customers' well-being is a priority add leisure to their activities (El Hedhli et al 2013:858). El Hedhli et al (2013:858) emphasised in their research on shopping well-being at two shopping malls in North America that customers are mostly attached to shopping malls for leisure because the malls offer a variety of food and cafes, entertainment for both adults and their children, self-identification (shoppers perceiving the mall differently) and the shoppers' well-being. This implies that customers are often attracted to the shopping mall for socialisation purposes. Lewicka (2010:42), in his study on "what makes neighbourhood different from home: an effect of place attachment in some selected European cities in Poland and Ukraine", found that people are attached to a place based on the physical structure of the place, such as the type of buildings or shops, and also the safety precautions put in place. The study further concluded that visitors

were attached to the place because they know the place very well, they can defend the place when someone criticises the place, they miss the place when they are not there, they feel secure on their visit to the place, they are proud of the place and it is part of themselves (Lewicka 2010:43). These are indicators that the customer who visited the location was attached to the place. Other researchers have also found that place attachment arises as a result of benefits that customers derive in their association with a location which includes a sense of wellbeing, sense of belonging, and the encouragement of safe environmental activities (Lee 2011:909; Lewicka 2010:42; Oleksy & Wnuk 2017:3). For this study, place attachment is defined as where customers can visit any time for leisure, to attain experience and satisfaction through the facilities available.

3.4.4.3 Social status

Social status is a measuring indicator of hedonic value where customers are held in high esteem (Kesari & Atulkar 2016:28), based on their standing in society or personal lifestyle. Comparative to other theories such as the concept of image analogy and user imagery, social status is defined as the image desired by a consumer (Lee & Min 2013:404). For instance, the choice of buyer's desire for luxurious products or services may be for the inducement of his or her social status or image rather than for utilitarian or functional performance of the product or service.

The social status affects the decision of a customer to visit a shopping mall or not. The reason to either visit a shopping mall or not is dependent on age, financial position, marital status, stage in family life and norms (Szymańska & Płaziak 2017:41). Szymańska and Płaziak (2017:41) indicate that a customer with a better opinion of their financial status or position is more interested in doing the shopping and patronising a wide variety of products and services offered by the shopping mall and spending time there for more experience. Customers within the youth market enjoy new fashions and entertainment activities while the convenience of a location closer to home and safety in the shopping environment are more important to older people. The marital status of a shopper also determines the type of items to display on the shelves

at the mall; nursing mothers will seek baby products and household items, while the singles will prefer personalised items. The belief and cultural norms of a person will also influence the choice and selection of items, such as brand, on their visit to a particular outlet such as shopping malls (Jian, Zhou & Zhou 2019:530).

In shopping malls, there are two forms of a middle-class group, namely "value seekers and service seekers"; the shopping mall managers should devise strategies to appeal to both of the groups (Diallo et al 2018:80). Each of the groups have different purchasing power and have their own goals. They each have their own shopping expectations; therefore, shopping mall managers must adopt strategies to meet the different types of customers (Diallo et al 2018:80) to conform to their social status. Meeting the social status of customers boosts hedonic value and subsequently leads to customer experience value.

Social value is the perception of others and social approval. Social value is attained when shopping experience aids customers to make a positive impression on others by reflecting status (Varshneya & Das 2017:54). Social value assists customers to build a good social reputation for themselves (Schmitt 1999). Vashneya and Das (2017:52) classify social value to include status, esteem and social approval. They further indicate that customer experience at retail fashion stores is an important contributor to customer self-esteem, status and social approval which produces experience value. Deb (2012:40) conducted a study on shopping malls in India and found that customers visit the shopping mall to enjoy themselves while shopping and also to boost their social status and obtain some good bargains for items that they intend to purchase.

Lifestyle as a social status also impacts on hedonic value for customers on visiting the shopping malls. Lifestyle forms part of customer behaviour which influences social life and interactions with people (Nair 2018:74; Shieh & Cheng 2007:202). Nair (2018:73) and Plummer (1974) define lifestyle as the customer's unique way of living based on a wide range of activities of the customers and his/her interests and opinions. Lifestyle demonstrates the way customers behave in a given way within a social and cultural environment and lifestyle influences and affects the way the customer behaves

towards a given product or service (Nair 2018:74). According to Tangsupwattana and Liu (2017:921), lifestyle also consists of a person's shared values, a task and pattern of consumption, and involves symbolic distinction which differentiates a group or an individual. It is associated with an individual or group behaviour used to recognise them as customers (Tangsupwattana & Liu 2017:921). According to Nair (2018:73), lifestyle of customers has led to the understanding of customer dynamics which includes consumption patterns and particular daily needs and wants. This implies that lifestyle depicts how a person lives his/her life based on previous experiences, inward characteristics and his or her present situation (Selvakumar & Raghavan 2017:26). Shieh and Cheng (2007:202) claim that lifestyle comprises family culture and values.

Shopping mall personality deals with the sophistication level of the shoppers and the shopping mall itself (Rahman et al 2016:161). This means that customers' interest in visiting a shopping mall is closely related to their personality and stimuli attributes which are associated with mall personalities such as complexity. Rahman et al (2016:161), in their research on the effect of mall personality and fashion orientation on shopping values in China, found that mall personality in terms of sophistication makes customers perceive the mall as chic, high class, elegant, stylish, fashionable, reputable and a place adequate enough for product and service selection. This implies that the social status associated with shopping at the mall, esteem personality, personality trait and celebrities at the shopping mall create a positive experience for customers (Kesari & Atulkar 2016:30). For these reasons, customers visit and shop at the shopping mall to enhance their social status and self-esteem (Kesari & Atulkar 2016:27). For the current study, social value refers to the individual shopper's attainment of respect, social status, honour, personal lifestyle, personality traits, capability, reputation and self-esteem within society.

3.5   SUMMARY

The literature on value was reviewed in this chapter. Value is a debatable concept because of its interpretation. The chapter provided a detailed discussion on the conceptualisation of value with specific emphasis on customer value. The chapter elaborated on perceived value, consumption value and the dimensions of value. The literature further suggested that contemporary customers seek value through experience.   Experience value has been described as the new battlefield for competitiveness and differentiation. It was deduced from the literature that the main focus of experience value is centered around the value that customers attain based on their experiences with either the products or services of the service providers. It was also acknowledged that experience value is not attained in isolation, but rather attainable through interaction between the customer and the organisation.

The factors measuring customer experience value concepts between 2005 to 2020 were presented to ascertain their associated measuring indicators in different contexts. The chapter introduced the conceptual model of the four factors that influence experience value in the current study as extracted from the hypothetical framework developed for the current study. The four factors of experience value and its measuring indicators for the current study were identified and comprehensively discussed. These include service encounters (efficiency, service excellence and playfulness), experience realms (education, entertainment, escapism and esthetics), utilitarian value (monetary saving, selection and convenience) and hedonic value (exploration, place attachment and social status). The next chapter which is Chapter 4 of the study discusses the concept of customer satisfaction which is a mediating variable proposed for the current study.

CHAPTER 4

CUSTOMER SATISFACTION

4.1   INTRODUCTION

Chapter 3 dealt with a discussion on customer experience value with specific emphasis on the four factors that influence experience value in the context of shopping malls. These factors include service encounter, experience realm, utilitarian value and hedonic value. This chapter explores the concept of customer satisfaction as a means to achieve the first part of the third objective of the study stated in Section 1.5, namely *"to study the literature on customer satisfaction and behavioural intentions to provide an understanding and the application thereof in shopping malls".*

The concept of customer satisfaction is first presented, followed by customer satisfaction from customer, firm and societal perspectives. Next, the types of customer satisfaction, namely transactional specific satisfaction, cumulative satisfaction, overall satisfaction and emotional-based satisfaction are discussed.   The chapter further explores the theories measuring customer satisfaction, specifically importance-performance analysis (IPA), Kano model, the three-factor theory, expectancy-disconfirmation theory, theory of cognitive dissonance, theory of equity and theory of attribution. This is followed by a discussion on the outcomes of customer satisfaction. The chapter then ends with a summary.

4.2   THE CONCEPT OF CUSTOMER SATISFACTION

Customer satisfaction was first conceptualised in 1954 by Peter Drucker (Sulphey & George 2017:67). According to Howard and Sheth (1969) in the study of Wang and Lin (2010:112), customer satisfaction captures a "mental state" on the part of customers as to whether the desired satisfaction has been achieved after evaluating a product or service purchased against the rewards or benefit attained. Johnson and Fornell (1991:270) attest that satisfaction has emerged as a measurable and comparable theoretical concept. It is argued that in a competitive marketplace where organisations compete among themselves for customers, the key driver and differentiator of an

organisation's competitive edge is customer satisfaction which has progressively become an important component of organisational strategy (Felix 2017:5; Sao, Singh, Dixit, Pandey & Singh 2017:581). Felix (2017:5) claims that customer satisfaction is a global issue which affects organisations, irrespective of their size, purpose in business, whether for profit-making or non-profit making, local business or multinational organisation. Churchill and Suprenant (1982:493) view customer satisfaction from two perspectives, namely the conceptual level of satisfaction and operational level of satisfaction. Conceptually, satisfaction is the eventual outcome of purchase and usage resulting from the customer's comparison between the cost and rewards of the purchase. On the other hand, operationally, satisfaction is linked to a person's attitude and can be measured as the sum of the processes and attributes of the product or service. The processes that motivate the response to customer satisfaction is psychologically a complex procedure (Churchill & Suprenant 1982:493). Gray and Boshoff (2004:28) and Wang, Lu and Tan (2018:1) are of the notion that satisfaction is not inherent in the product but rather it is the individual's perceptions towards the product or service attributes that are compatible with that individual's attitudes. Thus, the concept of satisfaction seems to be idiosyncratic and, as a construct, is formed through the interaction of perceptual understanding of the product or service and consumer expectations of that product or service (Gray & Boshoff 2004:28). Sulphey and George (2017:68) view customer satisfaction as an "abstract concept" because the true indicators of the state of satisfaction differ from one customer to another, and from one product or service to another.

Besides the various views highlighted above, several scholars have provided different definitions and meanings of customer satisfaction. Table 4.1 illustrates these varied definitions. The first column identifies the scholars and date of publication, and the second column the definition of customer satisfaction provided by the scholar/s.

TABLE 4.1

DEFINITIONS OF CUSTOMER SATISFACTION

Scholar	Definition of customer satisfaction
Howard & Sheth (1969)	Customer satisfaction is the buyer's mental state of being sufficiently or insufficiently rewarded for the sacrifices he or she has undertaken.
Miller (1977)	Customer satisfaction is the interactive process of the customer's level of expectation and a customer's real cognition.
Churchill & Suprenant (1982)	Customer satisfaction is the cost-benefit analysis, which compares customer's costs such as money, time, mental and physical efforts while purchasing products with the benefits received from using the products.
Tse & Wilton (1988)	Customer satisfaction is a kind of evaluation that is the cognitive difference between prior expectations and cognitive performances.
Swan & Oliver (1989)	Customer satisfaction is the consequences emerging from the consumption experiences of the customers.
Kotler (1991)	Customer satisfaction is the difference between how customers view product performances and personal expectations.
Oliver (1997:13)	Customer Satisfaction refers to the consumers' fulfilment response that a product or service offers an enjoyable level of consumption-related happiness or performance.
Kuo, Wu & Deng (2009:889)	Customer satisfaction is defined as the total consumption perception of customers when using value-added services
Kotler & Keller (2009:789)	Customer satisfaction refers to the feelings of pleasure or disappointment based on the comparison of what a product or service is supposed to perform or as a consequence to his/her anticipations.
Cengiz (2010:79)	Customer satisfaction is the extent to which a customer observes that a firm or an organisation has successfully delivered a product or service that meets the needs.
Calver & Page (2013:26)	Customer satisfaction refers to the assessment of the customer's pre-visit expectations and post-visit experience with a given product or a service.
Srivastava & Kaul (2014:1028)	Satisfaction is perceived as a state of fulfilment in connection with reinforcement and stimulation. Satisfaction can also be negative and be seen as dissatisfaction.

TABLE 4.1 (CONTINUED)

DEFINITIONS OF CUSTOMER SATISFACTION

Scholar	Definition of customer satisfaction
Ali & Raza (2017:561)	Customer satisfaction is a positive attitude or feeling that results from having used a product or service.
Alnaser, Ghani & Rahi (2018:65)	Customer satisfaction refers to a process of service to accomplish and fulfil the expectations of the customers.
Yeh, Chen & Chen (2019:4)	Customer satisfaction refers to the evaluation of satisfaction with the products they have purchased and the services they enjoy.
Venkateswarlu, Malaviya & Vinay (2020:4)	Satisfaction is defined as a feeling of happiness that an individual gets when he or she fulfils his or her desires and needs.

Source: Adapted from Alnaser, Ghani & Rahi (2018:65); Calver & Page (2013:26); Cengiz (2010:79); Churchill & Suprenant (1982); Howard & Sheth (1969); Hsing-Chau, Iuan-Yuan, Lin & Hsu (2007:8); Kotler & Keller (2009:789); Kotler (1991); Kuo, Wu & Deng (2009:889); Miller (1977); Oliver (1997:13); Srivastava & Kaul (2014:1028); Swan & Oliver (1989); Tse & Wilton (1988); Venkateswarlu, Malaviya & Vinay (2020:4); Yeh, Chen & Chen (2019:4)

From the foregoing explanations, it is evident that no single definition of customer satisfaction exists. The definitions provided by the authors in Table 4.1 also seem to have several similarities such as customers' fulfilment, an evaluation of the performance of a product or service, differences between expectation and perceptions, differences between sacrifices and gains, and consumption's fulfilment experiences. In the context of the current study, *customer satisfaction is defined as shoppers' fulfilment of desires based on pre-and-post purchase experiences in the shopping mall.*

4.3   PERSPECTIVES OF CUSTOMER SATISFACTION

Customer satisfaction is important to the survival and profit-making of every organisation. It is therefore important to understand the various perspectives leading to customer satisfaction. In the current section, the customer-based perspective, firms-

based perspective, societal based perspective, transactional specific perspective, cumulative/overall satisfaction and emotional based satisfaction are explored.

4.3.1 The customer-based perspective

In consumer behaviour studies, an individual's level of satisfaction has been attributed to when the desired goal is attained basically through the consumption of a product or service (Oliver 2015:4). This individualistic notion drives the customers-based perspective of satisfaction. Oliver (2015:4) offers three reasons why individual customers aspire to be satisfied. Firstly, satisfaction is an anticipated end-state of consumption or patronisation; it is a reinforcing, and an enjoyable experience. Secondly, it prevents the need to take further actions or to incur the costs of a bad decision making. Thirdly, satisfaction confirms the customer's decision-making process. The latter suggests that a purchase done satisfactory is a great accomplishment. The customer-based perspective of satisfaction also refers to the outcome of an individual understanding of what has been experienced based on the customer's pre-expectations (Oliver 2015:4). In the context of this study, the customers-based perspective of satisfaction is applicable when customers who visit the shopping malls are satisfied, based on the outcome of their experience value obtained on the basis of their pre-expectations. The following section discusses the firm's perspective.

4.3.2 The firms based perspective

In the organisational or firm's perspective of customer satisfaction, Oliver (2015:5) indicated that firms exist to make profits from their business. It is important for firms to foster repeat purchases that will enhance business profitability (Oliver 2015:5). Even with durable products that have a long-term purchase interval, for example, appliances and automobiles, satisfaction is still important because of referral purchases through word of mouth (WOM). Oliver (2015:5) argues that, supposing a firm's products or services were viewed as a one-time purchase by the customers, or if there were no level of regulation to check performances of firms, and also if there were only limited

communication channels accessible to the customers, then customer satisfaction would have been an unimportant goal for purely profit-oriented firms.

Oliver (2015:5) claims that industries have long been subjected to scrutiny for their ill or benign effects on customers, and as a result, government authorities have relied on documented harm to regulate the extent of customer satisfaction. In contemporary businesses, there are regulations to monitor customer satisfaction. A number of countries have implemented certain regulations and other world local governments are beginning to follow suit, and this, in effect, is making customer satisfaction a regulatory policy (Oliver 2015:5). In the context of shopping malls, some government regulations are implemented to ensure the customers are protected and firms can maximise customer satisfaction. A firms-based perspective in respect to shopping malls would basically reflect how firms comply with regulations in order to ensure customer satisfaction. The next section discusses the societal perspective.

4.3.3 The societal based perspective

Under the societal perspective, research on the quality of life indicates that members in society who are satisfied enjoy better life outcomes, such as good health, social and mental happiness or finances (Oliver 2015:5). From a societal perspective, customers' life satisfaction continues to be a worthy goal in society, although it is sometimes difficult to distinguish between favourable life outcomes and perceived quality of life. Customer satisfaction has been recognised to improve the lives of the citizens in society (Canel & Luoma-aho 2019:111); this can be termed citizen satisfaction (Canel & Luoma-aho 2019:111; Morgeson 2014:6). Studies indicate that customer satisfaction indices are now extended beyond products and services into the public sector organisations, who are monitoring a broader array of satisfaction, including attributes associated with life (Canel & Luoma-aho 2019:111; Olufemi 2018:12). For example, an organisation may appeal to customers by prioritising green environmental practices in its operations. This response might contribute to customer satisfaction (Yu, Li & Jai 2017:1341). Oliver (2015:4) offers further that several firms and regulated industries have recognised the need of prioritising customer satisfaction as the general public is

becoming more active in this concern. Public utilities, regulatory agencies (for example the food and drug authority), and the Internal Revenue Service are beginning to take note of the fact that it is simply a matter of time before the pursuit for satisfaction becomes part of their "business" model". In the context of shopping malls, the societal view on customer satisfaction would include social protection and satisfactory social services for shoppers. Section 4.3.4 discusses transaction specific satisfaction.

4.3.4 Transactional specific satisfaction

The transactional specific satisfaction is defined as an evaluative judgement of a service encounter at a specific point in time (Zhao et al 2012:646). Transactional specific satisfaction also forms the basis of the experience in a service encounter (Zhao et al 2012:646), such as service providers' staff appearance, interaction behaviour (Truong, Dang-Pham, McClelland & Nkhoma 2020:311) and is influenced by specific attributes of the service (Zhao et al 2012:646). Some of these attributes are the total innovative service environment ambience which is perceived through the five senses of customers to satisfy their transactional specific satisfaction (Truong et al 2020:312). In the study of Srivastava and Kaul (2014:1029), the transactional specific approach is the customer's passionate response based on the most recent transactional experience with an organisation. According to Namkung and Jang (2007:389), transactional specific satisfaction refers to how happy the customer is with products or services at a given point in time. That is, it describes how customers judge a product or service at a particular point in time (Mensah & Dei-Mensah 2018:4).

According to Koufteros, Droge, Heim, Massad and Vickery (2014:8), four key dimensions are pertinent to transactional specific customer satisfaction. These are timeliness, availability, condition and billing accuracy. Koufteros et al (2014:10) define timeliness as whether the delivery of the service or products to the customer was done as scheduled or within the stipulated period. Timeliness, therefore, consists of processing speed and effective prompt service delivery which give customers satisfaction (Othman, Harun, Rashid & Ali 2019:1767). Secondly, the customer will not be satisfied with lack of service or product availability. In the context of the current

study, to ensure that the customer is satisfied, the availability of products and services at the various shopping malls are very important. For example, customers will be dissatisfied when they are told that there is no product or a particular service such as that a cinema show has been cancelled. Thirdly, the condition of products or how services are delivered to customers can affect the level of customer satisfaction. For example, customers will be dissatisfied if they are offered expired products on shelves (Koufteros et al 2014:10). Lastly, the accuracy and efficiency of billing at the point of sales (POS) also influence customer satisfaction. For example, a customer selecting a product from a shelf at a displayed price but being billed at a different price at the till might lead to customer dissatisfaction. Proper execution of the four dimensions of the transactional based perspective assists in contributing to customer satisfaction. The section that follows discusses the cumulative or overall satisfaction in more detail.

4.3.5 Cumulative / overall satisfaction

Cumulative, or overall satisfaction, is the sum total of the evaluation of all the product or service encounters over a period of time and provides information on the organisation's service performance (Zhao et al 2012:646). Oliver (1993), reported in the study of Srivastava and Kaul (2014:1029), asserts that cumulative satisfaction reflects the overall impression of the service provider's performance or the summation of the satisfaction associated with a specific product or service delivered by the service provider. It is the customer's evaluation of the overall consumption experience with a product or service that directly influences post-purchase experience, such as attitude change, repeat purchase and loyalty (Johnson & Fornell 1991; Namkung & Jang 2007:389). Mensah and Dei-Mensah (2018:4) put forward that the cumulative or overall satisfaction refers to the customer's assessment of the entire consumption experience in relation to product or service, which also has an impact on post-purchase behavioural intentions. Both transactional specific and cumulative or overall customer satisfaction are important to the retail industry such as shopping malls (Srivastava & Kaul 2014:1029). In the next section, emotional based satisfaction is discussed.

4.3.6 Emotional based satisfaction

In the creation of customer satisfaction, various factors are considered such as the emotions of the customer (Cheng, Wu & Chen 2020:3; Torres, Wei, Hua & Chen 2019:128; Xu, Liu & Gursoy 2019:1040). Emotional satisfaction is the customer's valence reactions to an event or an object as a result of mental changes in character, depending on the level of arousal associated with it (Oliver 2015:22). Mehrabian and Russell (1974) proposed the three-dimensional primary emotional state of the customer, namely arousal, pleasure and dominance. The pleasure dimension of emotion refers to the level at which a customer becomes joyful, happy, feels good or satisfied as a result of a certain situation; arousal, on the other hand, is the state in which a customer feels excited, inspired, attentive or active in a particular condition (Cheng et al 2020:3; Mazaheri, Richard, Laroche & Ueltschy 2014:254). Finally, the dominance dimension of emotion reflects the degree to which the customer feels being in control, feels unrestricted, having the control and free to act in a specific circumstance (Cheng et al 2020:3; Mazaheri et al 2014:254).

In the context of shopping malls, emotional based satisfaction is defined as customers' pleasure and joy derived from their positive experience with a particular shopping mall or an affective state generated from products or services (Sadachar & Fiore 2018:445). According to Correia and Kozak (2019:188), a customer's emotions also reflect the customer's mood, attitude and actions exhibited. An example includes impulse buying as a result of good emotions or when the customer is in a good mood. According to Oliver (2015:22), emotions are impulsive and involve minimal contemplations to undertake than attitudes. Basic emotions encompass anger and joy and are believed to have biological origins (Oliver 2015:22). Negative emotions such as anger, dejection and anxiety affect customer satisfaction and behavioural intentions negatively, whereas positive emotions such as excitement and happiness influence customer satisfaction and behavioural intentions positively (Foroughi, Mohammad- Shah, Ramayah & Iranmanesh 2019:8). From the literature, emotional based satisfaction has been found to be a key predictor of behavioural intentions (Binnawas, Khalifa & Bhaumick 2019:447; Bufquin, Park, Back, Nutta & Zhang 2020:3; Cheng et al 2020:3).

Considering the above discussion on the various perspectives of customer satisfaction and the context of the current study, it is argued that the emotional based perspective of satisfaction best explains the customer experience concept adopted for this study. A satisfactory customer experience is likely to result in emotional attitudes such as happiness and good mood or positive attitude. On the contrary, a dissatisfactory customer experience will result in a negative attitude, anger and an unpleasant mood. The question that arises is how to measure these forms of emotional satisfaction. In the next section, theories that have focused on measuring customer satisfaction are explored. The intention is to review these models and identify which of the models are applicable to the current study. Section 4.4 discusses the theories of measuring customer satisfaction.

4.4 THEORIES IN MEASURING CUSTOMER SATISFACTION

There seem to be numerous theories measuring customer satisfaction used over the past three decades with no consensus as to the best approach (Ofili 2014:28; Wang, Tang & Tang 2001:90; Yüksel & Yüksel 2003:53; Yuksel & Yuksel 2001:49). In the present section, the importance-performance analysis model (IPA), the Kano model, the three factor theory of satisfaction, expectancy-disconfirmation theory (EDT), the theory of cognitive dissonance, theory of equity, and theory of attribution are explored. The section will further select and explain the model and method that will be applicable to this study.

4.4.1 Importance-performance analysis (IPA) of satisfaction

Importance-performance analysis (IPA) is a frequently used business research technique for understanding customer satisfaction and enhancing strategies for the adoption of products or services (Azzopardi & Nash 2013:224; Bi et al 2019:460; Cao & Cao 2017**:**839). The premise of the model is to identify which product or service attributes that a service provider should focus on to increase customer satisfaction (Abdelaty & Abdel-Aal 2017:124). The IPA was conceptualised by Martilla and James (1977:78) to provide service managers with marketing strategies that will enhance customer satisfaction. Albayrak and Carber (2015:44) refer to the IPA as "Action Grid

Analysis". The analysis component of the IPA is an adaptation from the expectation performance approach (Albayrak & Carber 2015:44). The IPA has been used to identify service enhancement priorities, based on the relative importance and performance of the service attributes associated with them (Cao & Cao 2017**:**839). IPA is basically applied to measure and analyse two dimensions of attributes of the customers; firstly, the performance level of satisfaction and secondly, the importance level of satisfaction to the customers (Deng 2007:1274). The IPA is a simple and useful analytical tool based on a two- dimension matrix, which displays the results of customer evaluation of the importance and performance for the attributes of a product or service (Martilla & James 1977). With the use of a two-dimensional matrix, the importance of the attribute is depicted along the *y-axis*, and the performance or relative competitiveness of the attribute depicted along the *x-axis* (Figure 4.1).

FIGURE: 4.1

IMPORTANCE-PERFORMANCE ANALYSIS (IPA) MODEL
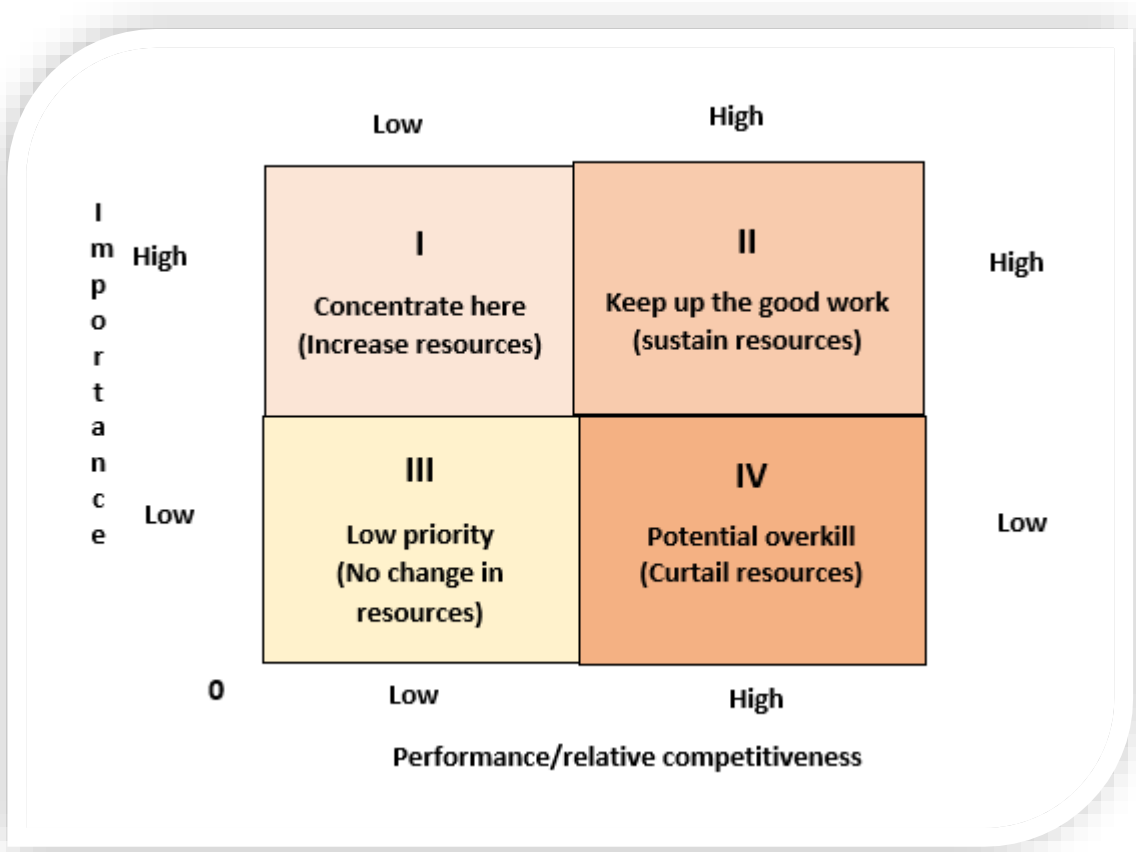
Source: Adapted from Azzopardi & Nash (2013:224).

The IPA model has four quadrants with each quadrant representing a specific strategy to enhance customer satisfaction. The four quadrants are discussed below.

Quadrant I: High importance and low performance (concentrate here)

Among the four quadrants, this quadrant is the most critical categorisation. This is because it provides the attributes where the service provider failed to satisfy the customers' perceived level of product or service performance (Azzopardi & Nash 2013:224). The underperformance of these attributes requires immediate attention and corrective action which must be prioritised in terms of resource allocation and effort

(Abdelaty & Abdel-Aal 2017:125; Azzopardi & Nash (2013:224). This is the area where the organisation has to concentrate more to attract more customers (Abdelaty & Abdel-Aal 2017:125). The quadrant labelled "high importance, low performance" means that the attribute is significant and important but the service providers are not addressing them successfully so need to improve on them (Albayrak & Caber 2015:44). In the context of the current study, since the first quadrant of the grid is considered as high importance, shopping mall managers can utilise it as a strategy to attract more customers to the shopping mall. For example, research has shown that customers nowadays visit shopping malls not for products only but for the experience also.

Ramadhani and Aprianingsih (2017:110) conducted a study in the shopping mall industry in Indonesia and confirmed that the attributes in quadrant I (QI), should be the major focus of the shopping mall. This quadrant needs immediate attention and allocation of resources to improve on the attributes as customers seem to evaluate the attributes as important. For example, customers pay more attention to a variety of products, product features and the physical evidence. This includes the interior design, atmosphere, quality restroom and adequate car parking in a shopping mall as basic attributes of their satisfaction level. These might attract customers to the shopping mall. Markovic, Djeri, Blesic, Galambos and Galambos (2014:25), in their study in shopping malls in Serbia, utilised the IPA model and found that the shopping mall's exterior attributes such as the window display, the parking spaces and the ambience around the building were important to customers. These factors fell in the IPA quadrant I (concentrate here) (Markovic et al 2014:25).

Quadrant II: High importance and high performance (Keep up the good work)

Attributes in QII indicate those aspects for which the organisation has been able to provide customers with desired standards and performance (Abdelaty & Abdel-Aal 2017:125). They represent major strengths and a competitive advantage that need to be maintained or exploited (Abdelaty & Abdel-Aal 2017:125; Azzopardi & Nash 2013:224). The QII attributes also show that limited resources are prudently allocated to areas where they are most needed (Abdelaty & Abdel-Aal 2017:125; Azzopardi &

Nash 2013:224). Ramadhani and Aprianingsih (2017:110) conducted a study in shopping malls and applied the IPA model. In their findings, the authors concluded that the attributes in QII provide a major strength of the shopping mall which have to be maintained and preserved. These attributes are the main reasons why customers visit the shopping mall. Their study showed that customers are attracted to Ratu Indah Mall because of entertainment (cinema) which was classified under quadrant II. In the study of Markovic et al (2014:25), it was found that the entrance of the shopping malls, the location, the lighting systems within the shopping mall, the absence of tobacco smoking, the temperatures within the mall, the mall merchandise, the layout and the cleanliness of the floors were located in quadrant II (keep up the good work) of the IPA model.

Quadrant III: Low importance and low performance (low priority)

The attributes in the QIII quadrant do not represent an immediate competitive threat (Abdelaty & Abdel-Aal 2017:125, Azzopardi & Nash 2013:224). The attributes falling into this quadrant are likely to attract low priority in the rationing of resource allocation in the organisation decision making (Abdelaty & Abdel-Aal 2017:125; Azzopardi & Nash 2013:224). If no improvements can be attained from enhanced performance, any additional effort in this area is pointless (Abdelaty & Abdel-Aal 2017:125). The study by Ramadhani and Aprianingsih (2017:110) revealed that the attributes in (QIII) were the weakness of the shopping mall because they were performing poorly; however, additional resources should not be allocated to these attributes as they are of little importance to customers. Customers who visit the shopping mall find that the space for kids or children to have fun are limited when parents visit the mall with their kids (Ramadhani & Aprianingsih 2017: 110). Markovic et al (2014:25) found that the painting or colour of the building, the ceiling decoration, and the general architectural style of the shopping mall falls within quadrant III of the IPA model which indicates a low priority attribute.

Quadrant IV: Low importance and high performance (possible overkill)

The attributes that fall within this quadrant are suggestive of over performance. This is an indication that resources are being directed towards the areas that have a minor impact on the service provided relative to their competitiveness (Abdelaty & Abdel-Aal 2017:125; Azzopardi & Nash 2013:224). A cost-cutting strategy is an appropriate strategy to release resources and efforts to be diverted to where they are most needed (Abdelaty & Abdel-Aal 2017:125; Azzopardi & Nash 2013:224). Ramadhani and Aprianingsih (2017:110) found that the attributes in quadrants IV (QIV) are perceived to be well-performed, yet they were not attractive to customers because they were not important to the customer. For example, customers may not consider the location or distance to a shopping mall in their selection for mall attractiveness, because the customer can decide to visit a shopping mall at a long-distance location if the shopping mall can offer them the attributes that they are looking for. In a shopping mall context, Markovic et al (2014:25) found that although customers are satisfied with the height and the size of the shopping mall, it was not important to their shopping behaviour. Since the attributes in this quadrant are of lesser importance managers should not waste resources in this quadrant but rather rechannel those resources to other important quadrants such as quadrant I (concentrate here), or quadrant II (keep up the good work).

Since the IPA model was conceptualised, many scholars have tested the model and found it to be useful. For example, the study conducted by Ramadhani and Aprianingsih (2017:101) in the shopping mall industry on the use of marketing strategies to enhance the attractiveness of shopping malls in Indonesia used the IPA model. Their study examined the influence of the 7Ps (product, price, place, promotion, process, people and physical evidence) on the attractiveness of shopping malls to customers (Ratu Indah Mall) in Indonesia. Customers were asked to select which of the 7Ps attracts them most to the shopping malls and enhances their satisfaction. Their study found that a large proportion of the customers classified the attributes as important indicators of attractiveness to shopping malls. A greater number of customers positioned the attributes as important factors in the customer's perspective

especially those attributes in QI and QII. The study of Ramadhani and Aprianingsih (2017:109) used the attributes of the mall and grouped them under the 7Ps and based on their importance as determined by the shoppers, they then posted the result under the IPA four quadrants. No attributes found in a particular quadrant implies that there are no attributes to be found under the mix. This is illustrated in Table 4.2

TABLE 4.2

IPA MODEL USING THE 7PS SHOPPING MALL ATTRIBUTES TO MEASURE CUSTOMER SATISFACTION

Quadrant I (Concentrate here)	Quadrant II (Keep up the good work)
Product attributes - variety of high fashion stores - variety of cafés in mall **Promotion attributes** - discount offered by stores in mall - special promotion offered for visitor during their visit in mall **Process attributes** - quick service dealing with complaints - availability of access inside mall for disabled - ease of access for entrance & exit **People attributes** - crew/employees at the mall being helpful - polite attitude of crew/employees of mall - hospitality of mall's crew/employees **Physical evidence attributes** - attractive interior design - air temperature inside mall - comfortable seating area inside mall - availability of escalators/elevators - hygiene quality of restroom - availability of large parking area	**Product attributes** - availability of quality products - variety of products in mall - availability of supermarket - availability of restaurant - availability of foodcourt - presence of cinema in mall **Place attributes** - ease of accessibility to the mall - availability of public transportation near mall - convenient location (downtown) **Process attributes** - shopping atmosphere - secure shopping environment **Physical evidence attributes** - sufficient number of restrooms inside mall - cleanliness of mall as a whole - fascinating exterior appearance of mall - appropriateness of lighting inside mall

TABLE 4.2 (CONTINUED)

IPA MODEL USING THE 7PS SHOPPING MALL ATTRIBUTES TO MEASURE
CUSTOMER SATISFACTION

Quadrant III (Low priority)	Quadrant IV (Possible over kill)
Product attributes - availability of international brand stores - existence of "fun space' for kids - parking fees **Promotion attributes** - promotion through social media - promotion through advertising (print media) - promotion through radio - exhibitions held in mall - entertainment activities like concerts held in mall - entertainment activities like fashion shows held in mall **Physical evidence attributes** - music/sound ambiance which is created inside mall - information desk facility in mall - direction/sign facility inside mall	**Product attributes** - variety of stores which allow customer to try products **Price attributes** - appropriateness of price level with salary - price range variety **Place attributes** - ease to travel to other city attractions from mall - distance to get to mall is nearby (reachable) **Process attributes** - ease of walking between stores in mall

Source: Adapted from Ramadhani & Aprianingsih (2017:109)

From Table 4.2, sixteen attributes were found in QI on which shopping mall managers should concentrate. Ramadhani and Aprianingsih (2017:109) concluded that these attributes should be the main focus area of Ratu Indah Mall and that there should be an immediate allocation of resources to improve these attributes. The study further found sixteen attributes under quadrant II which imply that management should keep on offering these attributes. The attributes in QII are the major strengths of Ratu Indah Mall's marketing mix and need to be maintained and improved upon. In the third quadrant, eleven attributes were found which imply minor weaknesses of the shopping mall. However, it is perceived that the attributes in this quadrant are unimportant in the evaluation of the shopping mall to the shoppers. Ramadhani and Aprianingsih (2017:109) did not encourage the management of the shopping mall to improve these attributes immediately because the customers themselves do not see these attributes as important. Finally, the fourth quadrant had only six attributes under the various 7Ps.

The study found that although these attributes perform excellently they do not attract customers to the shopping mall. For example, a variety of store, easy walking within the mall and various price ranges were good attributes in the minds of the mall managers but were not attractive to the customers.

The IPA model has also been applied in the banking sector by Matzler, Sauerwein and Heischmidt (2003:112) to measure customer satisfaction. A sample of 150 graduate students were selected from Midwestern University for their study. The study measured a bank's service attributes such as accuracy, selection, facilities, speed, politeness and knowledge against customer satisfaction level and afterwards the results were placed in the IPA quadrants. The results of the study are displayed in the IPA model in Figure 4.2

FIGURE 4.2

IPA MATRIX FACTOR STRUCTURE OF CUSTOMER SATISFACTION
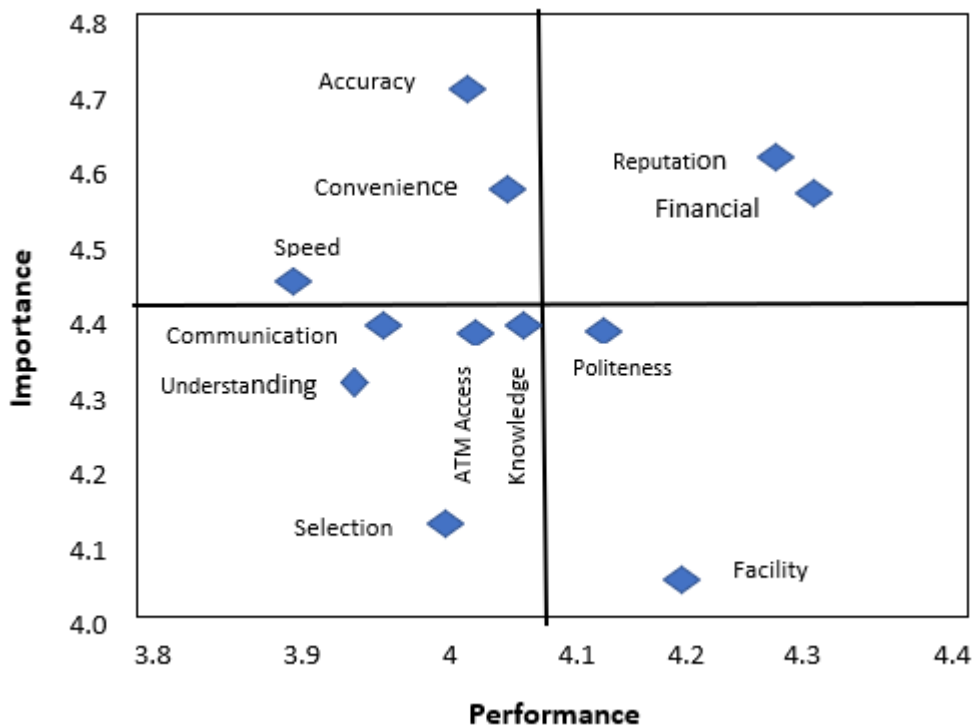
Source: Adapted from Matzler et al (2003:121)

The study used the mean scores for importance and performance to split the axes. Based on the above IPA model, Matzler et al (2003:121) found the following.

- The main drivers of customer satisfaction among the 12 variables are reputation and financial. The bank integrity/ reputation and strength/ security were important to customers. Therefore, the bank's management has to ensure that they "keep up the good work".

- The study further reveals that politeness and facility fall in quadrant IV which reflect the performance of "overkill". These attributes are relatively unimportant to the customers of the bank. However, the bank performs very well in these areas. This implies that the management of the bank must deploy resources from this quadrant to other high priority areas such as quadrants QI and QII.

- The study further found that speed, accuracy and convenience variables need improvement because the satisfaction of the customers is low although their importance is high. Management can concentrate on this quadrant.

- Finally, the study found that communication, ATM access, knowledge, selection of the various financial offerings and the understanding of each customer's needs were low priority attributes. This implies that poor performance in these attributes is not a problem because they are relatively unimportant.

Furthermore, Markovic et al (2014:18) applied the IPA model in the shopping mall industry in Serbia. The study was conducted at Mercator Shopping Mall and Novi Bazaar Shopping Mall in Novi, Sad, Serbia using a sample of 273 customers for both shopping malls. The customers of both shopping malls were requested to determine the importance of certain attributes of the shopping malls and grade the attributes' performance. The study found that the most important external attributes of both shopping malls were the location of the mall, the parking space, free congestion, the entrance of the mall and window display within the mall. These attributes contributed to customer satisfaction and positive shopping behaviour. On the other hand, the most important attributes of the interior were the temperature (air conditioners), the lighting systems within the mall, the cleanliness of the floors, absence of tobacco smoking

within the mall, the mall merchandise and layout of the malls which satisfied the customers and contributed to their positive shopping behaviour.

Although the IPA has been found to be reliable and has been used by several researchers due to its simplicity in applications, it has its limitations. One criticism is that the linear and symmetric connection between the attributes and the overall satisfaction is rated under the ordinal scale, therefore the relationship becomes non-linear (Zhang et al 2019:2). Another criticism of the IPA is the non-consideration of the existence of non-linear relationships concerning the attribute performance and the satisfaction of the customers (Tontini & Picolo 2014:33). These criticisms have been argued to lead to the inaccurate direct improvement effort by the service providers (Tontini & Picolo 2014; Zhang et al 2019).

4.4.2 Kano model

Herzberg (1966) first suggested the bipolar approach to measuring customer satisfaction and dissatisfaction which included the two factor model. This idea was operationalised in a business setting by Kano, Seraku, Takahashi, and Tsuji (1984). Further to Herzberg's bipolar approach, the Kano et al's model is illustrated in Figure 4.3. The Kano model indicates three levels of requirements, namely delighter, satisfier and dissatisfier which need to be present to satisfy customers. Delighters in the model suggest that, although the presence of certain attributes can satisfy customers, their absence does not lead to customer dissatisfaction (Seo & Um 2019:186; Um & Lau 2018:1247). The satisfiers in the model suggest both that the presence of some attributes can satisfy a customer and their absence can dissatisfy a customer (Seo & Um 2019:186; Um & Lau 2018:1247).

FIGURE 4.3

THE KANO MODEL
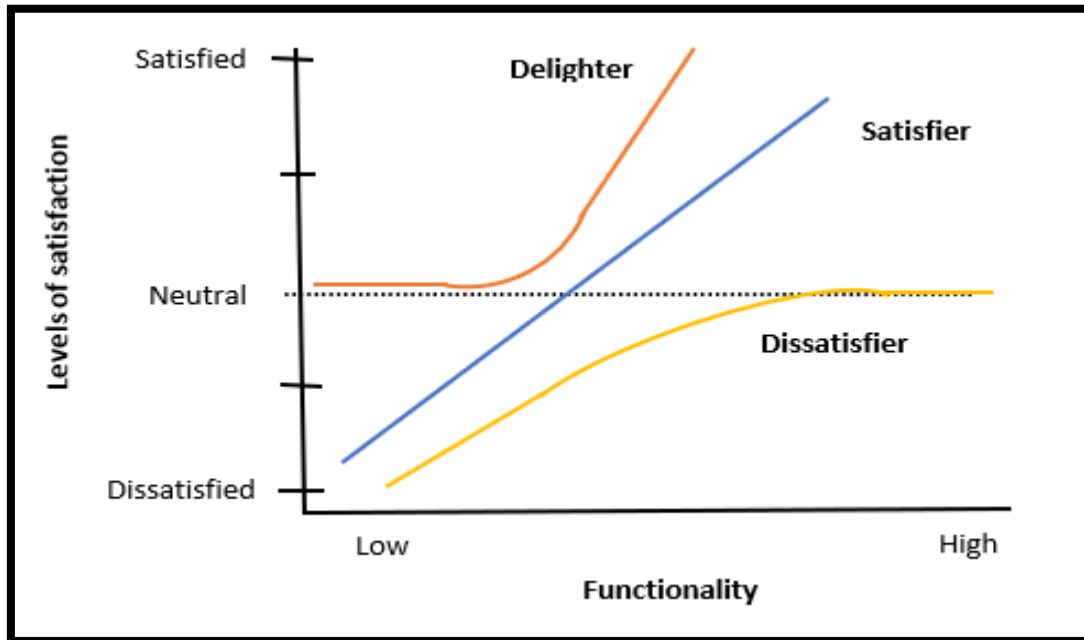
Source: Adapted from Seo & Um (2019:186).

Finally, the dissatisfiers suggest that some attributes, if not present, can lead to customers being dissatisfied but will not lead to customer satisfaction even if they are present (Seo & Um 2019:186; Um & Lau 2018:1247). From the fundamental underpinnings of the Kano model, it can be said that certain satisfaction factors work as delighters, satisfiers or dissatisfiers in specific contexts of studies.

Amoah (2016:103) affirms that since the Kano et al's (1984) model was introduced, the model has been valuable and authentic for researchers and practitioners. Understanding how satisfied customers are is an important part of determining the behavioural intentions of the customers. Furthermore, understanding the mechanism used to create customer satisfaction is also a piece of valuable information to service providers (Madzik & Pelantova 2018:1958). The Kano model offers the mechanism to determine customer satisfaction in a specific context. Madzık (2018:389) applied the

Kano et al's (1984) model in the transportation industry in Slovakia (Kia Motors) and attest to the accuracy of the model.

Despite the relevance of the model in literature, some authors have criticised the fundamental principles of the model. One major criticism of the model is that it is too complicated, too strict in working with requirements and that makes it difficult for practitioners to implement (Madzik & Pelantova 2018:1958). Other criticism revolves around the lack of decision support in the Kano model (Madzik & Pelantova 2018:1958). Based on these inconsistencies in the model, it is perceived that managers and decision-makers cannot rely on the model to make actionable decisions. Tontini and Picolo (2014:34) criticise the Kano model that the model only identifies the likely impact of the performances of the attributes on the satisfaction of customers but does not allow the identification of which of the attributes should be improved upon based on their present performances. Due to these criticisms numerous modifications of the model have been made. One of the modified models is the three factor theory of satisfaction model which is used to classify non-linear and asymmetrical impacts of requirements on overall customer satisfaction. Section 4.4.3 discusses the three-factor theory of customer satisfaction.

4.4.3 The three-factor theory of customer satisfaction

The three-factor theory of customer satisfaction was developed based on the Kano et al's (1984) model. The three-factor theory was initially grouped into five factors, namely the basic or must be; the performance or one-dimensional; the excitement or attractive; the reversed; and finally the indifference factors (Albayrak 2018:115; Zhang et al 2019:2). Due to the complexity of its measurement, several authors (Ku & Hsieh 2020:4; Wu, Cao & Ding 2020:83) reduced the five dimensions to three (Albayrak 2018:115; Wu et al 2020:83). To address some of the complexity, the "three-factor theory" of customer satisfaction was conceived (Albayrak 2018:115). The three-factor theory of satisfaction consists of basic, performance and excitement factors (Albayrak & Comen 2017:357). Figure 4.4 illustrates the three-factor theory of satisfaction model.

FIGURE 4.4

THREE-FACTOR THEORY OF SATISFACTION MODEL
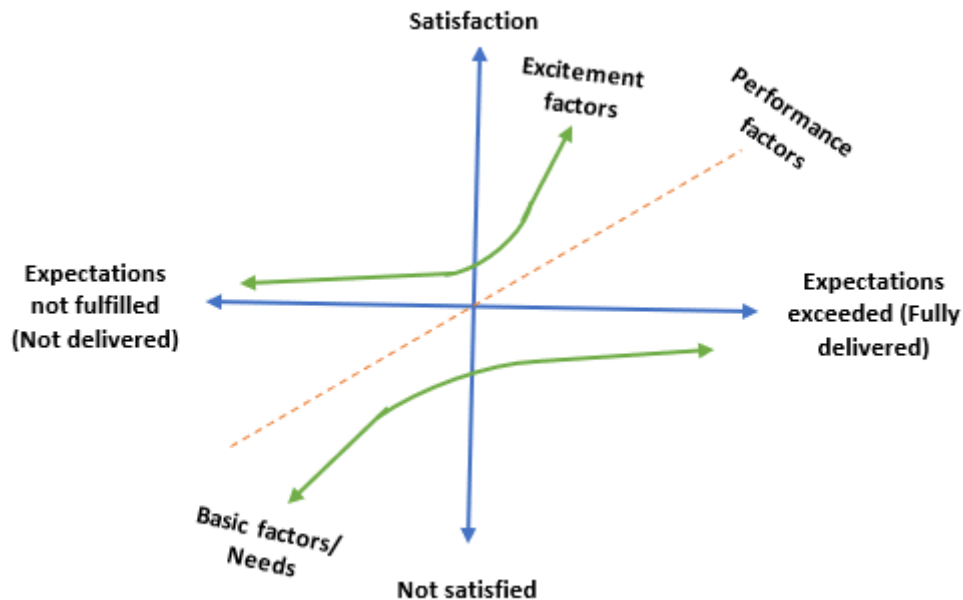
Source: Adapted from Albayrak (2018:115); Cao & Cao (2017**:**840)

- Basic factors

The first category of the three-factor theory consists of the basic factors. These are the "must be factors" or dissatisfiers if absent (Davras & Caber 2019:84). The basic factors constitute a minimum requirement that is deemed satisfactory to a customer based on the usage or acquisition of a given product or a service (Yuan et al 2018:170). Basic factors are fundamental, prerequisite and non-negotiable benefits of a product or a service (Sung & Lee 2015: 179). Their presence will not contribute to customer satisfaction; however, the absence of these factors will result in dissatisfied customers (Albayrak 2018:115; Cao & Cao 2017**:**840). For example, in the context of shopping malls, ensuring that there are toiletries in the washrooms at the mall is considered to be part of the service offered by the mall, it does not create any satisfaction to the customer. However, the absence of toiletries in the washrooms at the shopping mall will lead to dissatisfaction of customers on their visit. Albayrak (2018:120) and Fajriyati,

Afiff, Gayatri & Hati (2020:10) deemed basic factors to include the overall cleanliness of the mall, washrooms and floors. In the hospitality and the tourism industry, product attributes such as prices and the quality of products were identified as basic factors in measuring customer satisfaction (Albayrak 2018:120; Füller & Matzler 2008:124). Similarly, in the tourism and transportation industry, Fajriyati et al (2020:10), Füller and Matzler (2008:124) and Zhang et al (2019:8) in their studies, regarded services such as safety of customers, security and customers' easy access to information search or information available as basic factors to measure the level of customer satisfaction.

- Performance factors

The second category of the three-factor theory is the performance factors. Davras and Caber (2019:84) term the performance factors one-dimensional factors or hybrid factors. The performance factors are related to how the products and services perform and have a symmetric association with customer satisfaction (Davras & Caber 2019:84). In contrast to the basic factors, performance factors are inclined to have a linear influence on overall satisfaction (Cao & Cao 2017:840). In other words, when performance increases, customers will be satisfied and when performance decreases customers will be dissatisfied (Albayrak & Comen 2017:357). Yuan et al (2018:170) argue that since the performance factors reflect the needs and desires of customers, they are influenced by the competitiveness of the market conditions such as demand and supply factors. For example, in the context of shopping malls, the performance of the shopping mall employees in terms of their effectiveness, efficiency and friendliness will create satisfaction for the customers. On the other hand, the performance of employees exhibited through ineffectiveness, inefficiency and unfriendliness will lead to customer dissatisfaction. When performance increases or is high, the customer will be satisfied and vice versa. In the studies of Albayrak (2018:120) and Matzler and Sauerwein (2002:326), the friendliness of staff and the neat appearance of the staff were measured as performance factors which gave satisfaction to customers. In the transportation and the transit services context, for instance, customer service and extended hours of operating or services to clients were performance factors to measure customer satisfaction (Zhang et al 2019:8). Similarly, in the tourism and

hospitality industry, Albayrak (2018:120) and Fajriyati et al (2020:10) identified performance factors as the facilities available to both adults and children which created customer satisfaction.

- Excitement factors

The third category of the three-factor theory of satisfaction is termed excitement factors. Davras and Caber (2019:84) claim that excitement factors are attractive factors or satisfiers; they have the potential to generate higher satisfaction for the customer. The excitement factors are also termed as an unexpected, amazing and surprising value to the customers (Davras & Caber 2019:85; Zhang & Cole 2016:14). The excitement factors improve and lead to overall customer satisfaction if their delivery is high, but do not lead to dissatisfaction if they perform poorly (Albayrak & Comen 2017:357; Cao & Cao 2017:840). For example, in the context of a shopping mall giving free samples and products on certain stock items to customers on their arrival to the mall will create satisfaction. Also, live entertainment on special occasions at the shopping mall is an excitement factor which will create satisfaction. The atmosphere within the shopping mall environment as a one-stop shopping creates excitement for shoppers (Han, Sahito, Thi Nguyen, Hwang & Asif 2019:6). For example, Bohl (2012:5) and Han et al (2019:10) measured the atmosphere of the mall environment with the quality of air, comfortable temperature, ventilation or humidity, colours, lighting, the noise level and the scent of the atmosphere. Fajriyati et al (2020:10) also measured excitement factors which create satisfaction through promotions and marketing activities which include a discount, low prices and sales. Füller and Matzler (2008:124), in their study, measured excitement factors with fun (entertainment) and party. However, the absence of excitement factors would not create dissatisfaction (Davras & Caber 2019:85).

The effects of basic and excitement factors represent nonlinear and asymmetric influences of service attributes on overall satisfaction (Albayrak & Comen 2017:357; Cao & Cao 2017:840), while the effect of performance factors on customer satisfaction is symmetric (Albayrak 2018:115). The asymmetric impact-performance analysis has been extensively utilised as a basis for measuring the three factor theory (Caber,

Albayrak & Loiacono 2013:108; Davras & Caber 2019:83; Ji, Shao & Du 2020:6). The assumption is that there is an asymmetric relationship which exists between product or service attributes and overall customer satisfaction (Yuan et al 2018:170).

The three-factor theory has been applied in a number of industries and organisations. For example, Zhang et al (2019:6) used the three-factor theory in analysing customer satisfaction in the transportation sector in India and found that customer service, customer safety and convenience in the transport sector in India were basic factors. Zhang et al (2019:6) concluded in their findings that, in delivering customer satisfaction in the service sector, service providers must satisfy all basic needs first. Secondly, service providers should make key performance factors very competitive to attract customers. Thirdly, service providers should improve excitement factors to delight customers to create customer satisfaction. Yin, Cao, Huang and Cao (2016:461), in their study, adopted the three-factor theory in a residential context in China. Their study focused on residents' satisfaction with the neighbourhood where they reside. Their study found that, in the residential and neighbourhood satisfaction study, basic factors include parks and open spaces around the residences and in the neighbourhood, shopping malls n convenient areas of the neighbourhood and safety of the area. The performance factors included the interactions among the neighbours and interactions among service providers. Finally, the excitement factors identified in their study were the varieties of housing designs, the appearance of houses and the atmosphere within the neighbourhood (Yin et al 2016:470).

From the above findings, it can be concluded that the three-factor theory is a reliable model to measure customer satisfaction and can be applied in selected shopping malls in Ghana. Nevertheless, there were a few criticisms levelled against the three-factor theory of satisfaction. For example, the attributes classified in the model such as basic, excitement and performance factors are all dependant on the expectations of the customer, which are also influenced by the needs of the customer, their experiences, word of mouth and their interactions with the service providers. This implies that no general classification of the factors can be made because it will be different between customer segments (Matzler et al 2003:126). Albayrak and Caber (2015:49), in their

study, criticised the three-factor theory on the premise that categorising the product and service attributes depending on the asymmetric effect on the overall customer satisfaction is not enough to make suitable managerial decisions. In the next section, expectancy-disconfirmation theory (EDT) of satisfaction is discussed.

4.4.4 Expectancy-disconfirmation theory (EDT)

One of the key concepts of customer satisfaction is founded on the expectancy–disconfirmation theory, which posits that satisfaction is judged based on comparisons between expectations "held a priori" and the perceived performance "post hoc" by a customer with an "evaluative norm" (Namkung & Jang 2007:389). Oliver (1981) conceptualised the expectancy-disconfirmation model to clarify customer satisfaction based on the comparison of the customers' anticipations and perceptions of performance. Mensah and Dei- Mensah (2018:4) view the expectancy-disconfirmation theory as one of the most common and extensively acceptable theories for customer satisfaction analysis in the service industry, especially in the retail sector.

The expectancy-disconfirmation theory posits that customer satisfaction is determined by consumers' pre-consumption expectations about a product or service in comparison with their perceptions after using the product or service (Oh 1999:69; Serrano, Shah & Abràmoff 2018:3). Customers' perceptions or evaluations of products or services are obtained using the following phrases "worse than/ better than expected" in a scale. The perceptions are psychologically based on "subjective disconfirmation". Expectations, on the other hand, are the customers' forward-looking beliefs concerning the service encounters before receiving the service (Serrano et al 2018:3).

Chatterjee and Suy (2019:244) assert that expectations are viewed as the principal aspect of customer satisfaction, which is created before experience with products or services that are compared against the perception of performance. Individually, the expectations and perception jointly influence satisfaction (Chatterjee & Suy 2019:244). Positive disconfirmation occurs when the observed performance of the service surpasses pre-consumption expectations (better than expected), and negative

disconfirmation occurs when the observed performance of the service falls below pre-consumption expectations (worse than expected) (Serrano et al 2018:3).

4.4.5 Theory of cognitive dissonance

The theory of cognitive dissonance was first conceived by Leon Festinger in the 1950s, over 60 years ago (Harmon-Jones & Mills 2019:3). Thereafter, several researchers such as Cardozo (1965), Engel, Kollat and Blackwell (1968), Howard and Sheth (1969) and Vukosavljević et al (2015) have relied on the theory to measure customer satisfaction. The theory suggests that a set of cognitions (fundamentals of knowledge) can either be pertinent or immaterial to one another; they are either consonant or dissonant when they are pertinent to one another (Harmon-Jones & Mills 2019:3). According to Vukosavljević et al (2015:87), the theory of cognitive dissonance denotes that a customer who has a higher expectation for high-value products or services and obtains a low-value product or a service in return will realise a gap and will experience cognitive dissonance.

Customer satisfaction is an outcome of positive emotional responses (Kim et al 2015:65). Lerbin (2015:134) attests that the theory of cognitive dissonance emphasises discrepancies amongst attitude and behaviour, and the discrepancy emerges as a result of the lack of harmony between the attitude and the behaviour. For instance, a customer contemplating that the products acquired are incapable of satisfying the desired needs will lead to cognitive dissonance. In the context of shopping experience, cognitive dissonance might result from impulse buying. Impulse buying is an unplanned behaviour as a result of sudden experience of the customer to react in a hedonically attractive way which immediately satisfies but without careful deliberation of any eventual negative effect (Lin, Chen, Wang & Lin 2018:3). According to Lin et al (2018:3), cognitive dissonance is stimulated as a result of 'impulse buying' by the customer during shopping experiences when the customer did not originally plan to buy the product or the service in question. For that reason, high cognitive dissonance can lead to customer dissatisfaction. On the contrary, low cognitive dissonance can be an antecedent to customer satisfaction (Lin et al 2018:3).

4.4.6 Theory of equity

Creating value for customers and satisfying them has its root in the equity theory, which is measured by comparing the ratio of the customer's outcome or input against the outcome or input of the service provider (Jiang et al 2016:305). The equity theory was proposed by Adams (1965) to explain customer satisfaction. According to Oliver and Swan (1989:373), the equity theory was based on the principle of exchange whereby an individual or principal person invests (input) in a specific transaction and obtains outcome. The theory of equity possesses a norm which asserts that any individual party in an exchange transaction must obtain fairness or receive fair treatment (Aprileni & Lanin 2020:364). In contemporary businesses, customer equity involves multiple and diverse inputs such as the customers time, shopping effort and money. On the contrary, the service provider's inputs or outcomes include the product varieties, the brand and the services offered (Oliver & Swan 1989:383). The product variety, brands and services are some of the benefits the customers are searching for in their dealing with service providers. Sayed (2014:55) affirms that the benefits that the customer seeks in the equity theory are in the form of monetary value (money), effort and time.

The customer evaluation concerning what is "fair, right or deserved" benefits for the proposed cost of the offering is termed equity (Jiang et al 2016:305). Sprecher (2018:231) acknowledges that customers become satisfied when they receive exactly what they believed they deserved from their engagement with the product or service, and not less (Sayed 2014:55). The theory of equity is important in the relationship between customers and service providers. An imbalance between what is offered by the customer and the service provider will lead to distress for both the customer and the service provider which will affect the overall satisfaction with their relationship (Sprecher 2018:231). This implies that customer satisfaction occurs when customers perceive that their input to outcome ratio is equal or equivalent to what has been received from the service provider (Aprileni & Lanin 2020:364; Sayed 2014:55). Vukosavljević et al (2015:87) affirm that the theory of equity is important because satisfaction exists when customers perceive that their input to output ratio is fair. Ross and Kapitan (2018:529) add that the equity theory is a "management-based theory" of

fairness in the exchange of goods and services between service providers and customers. Customers who feel that they have gained much from their purchases and previous experience with an organisation's products and services are likely to patronise the products and service of the organisation in the market place, and vice versa (Ross & Kapitan 2018:529).

Yüksel and Yüksel (2008:117) view customer satisfaction based on the theory of equity as a "judgement" which considers both the qualities and the benefits derived by the customers through their purchases alongside the cost and effort the customers bear to make that purchase. For example, Yüksel and Yüksel (2008:117) and Fisk and Coney (1982), in their studies, found that customers become dissatisfied with a company when they hear that other customers were given a better and cheaper price for the same products that they bought and were also given better services. According to the theory of equity, the customers' perception of equitable treatment by the service provider translates into satisfaction judgement and that affects the customer expectations and future purchase intentions. Customers are satisfied under the equity theory when they know that there is fairness on the part of the service provider and themselves.

The theory of equity has been tested in several studies to measure customer satisfaction (Chen & Jordan 2018:412; Konuk 2019:104; Sanséau & Opoku 2019:77). For example, Sanséau and Opoku (2019:77) conducted a study and used the theory of equity to measure the perception of salary equity in public universities in Ghana and its effect on the individual employees and their satisfaction with their employers. The study used variables such as job satisfaction, job motivation, perceived pay or salary equity to measure the employee's level of satisfaction. The study found out that there is a positive relationship that exists between employees pay or salary equity and performance at work. Sanseau and Opoku (2019:82) concluded that as the perception of equity of employees (lecturers) at the public universities increases, their commitment to their respective employers (public universities in Ghana) also increases simultaneously, and vice-versa.

Konuk (2019:104) relied on the equity theory to measure customer satisfaction level in the hospitality industry. His study was limited to customers' perception of organic food prices, that is whether the prices are acceptable or fair to the customer and if the price will also provide fair profit to the organisation. The study found that because the restaurant managers rely on the principle of equity in setting their price menu for organic food, it is fair to the customers and they are satisfied and that motivates them to give positive word of mouth recommendations and intend to revisit. Positive word of mouth and revisit intention will translate to profit for the business.

Lim (2019:1), in his study on customers who shop online, applied the theory of equity to measure the satisfaction level and the behaviour of customers in Malaysia. The study used the input to output ratio to measure the satisfaction of customers using equity. The customers' input variables were their perceived sacrifice (time and money) and their perceived risk (risk of shopping online) measured against the service providers' output of perceived benefit (value) and perceived quality (assured quality of the products). The results of the study showed that there is a positive relationship between the customer's input (sacrifice and risk) and the service providers' (value, benefits and quality), which influenced the satisfaction of the customer with shopping in malls and online. In the context of shopping malls, the theory of equity is an important theory which can be utilised to measure customer satisfaction because the theory helps customers to measure what they can obtain as value from the mall through their experience, against what they put in (input), for example their time and money.

4.4.7 Theory of attribution

Heider Fritz (1958) conceived the theory of attribution to investigate how individuals reconcile perceptions and observations (Berghel 2017:84). The theory of attribution aims to study how individuals apportion causes to events, which helps to provide explanation for that event (Miller, Howe & Sonenberg 2017:3). Furthermore, the theory of attribution stipulates that customers are regarded as "rational processors of information" who seek answers to the reason behind a purchase outcome when it does

not meet their expectations (Vukosavljević et al 2015:87). For instance, in the context of this study, when customers visit a shopping mall and the outcome is dissatisfying, the customer as a rational information processor will find reasons for their dissatisfaction through the attributional process so that he/she can make sense of what has occurred.

Several researchers have given their opinions on the theory of attribution. For instance, Muralidharan, Sradha and Menon (2018:2518) claim that the main purpose of the theory of attribution is to focus on how customers "depict incidents" and the bearing that the incidents have on their thinking and eventual behaviour. This affects the satisfaction level of the customers during their shopping. Miller et al (2017:3) describe the theory of attribution from two perspectives, namely social attribution and causal attribution. Social attribution refers to the behaviour of customers from the basis of their beliefs, their desires, their intentions and the various traits of the customers (Miller et al 2017:3). Social attribution explains why failed actions are described differently from successful actions. Most of the time customers refer to cases when some preconditions were not satisfied. The causal attribution connection occurs when customers connect to causes by undertaking a psychological simulation concerning what would have happened provided another event had emerged differently (Miller et al 2017:3).

In their study of understanding customer attribution, Kim, Benbasat and Cavusoglu (2017:3) grouped the attribution theory in two main dimensions, namely dispositional attribution and self-serving bias attribution. The dispositional attribution is the propensity of associating a customer's behaviour to personality, appearances and abilities. On the contrary, a self-serving bias attribution refers to a distorted cognitive process as a result of the need for sustaining and enhancing self-esteem (Kim et al 2017:3). Kim et al (2017:3) further indicate that the attribution theory illustrates the propensity of customers to associate their accomplishment or success to internal factors, for example their efforts and capabilities, but ascribe their disappointment or failure to external factors, for example their circumstances.

The notion of associating the attribution theory to external and internal factors was also raised in a study conducted by Muralidharan et al (2018:2519). The internal attribution insinuates that a customer acts in a specific way as a result of the approach, the character or the personality. On the other hand, the external attribution assumes that customers act in a certain way as a result of the shopping environment which attracts them to the place (Muralidharan et al 2018:2519). For example, in the context of shopping malls, internal attribution will imply that customers with high esteem or social status will be more concerned in selecting high branded products and services which fit their lifestyle. On the other hand, customers who visit the shopping malls for normal shopping will be induced by the shopping environment, such as lighting, colours, layout, washroom, playground and promotional activities. It is therefore argued from the above statement that the theory of attribution has some relevance in the satisfaction process of customers.

4.4.8   Selecting the theory that will guide the measurement of customer satisfaction in the current study

Based on the review of existing theories and models measuring customer satisfaction, the underlying principles guiding these models and the criticism levelled against a number of them, the three-factor theory was chosen to serve as a premise for measuring the satisfaction level of customers for the current study. The choice was considered primarily based on the aim of the current study. The three-factor theory was considered because of the following reasons.

- The three-factor theory has confirmed a standard methods and procedure to use and it is robust and suitable to be applied practically in all study contexts, products, services and any organisation (Füller & Matzler 2008:118).

- To the best of the researcher's knowledge, the three-factor theory has not been applied to measure customer satisfaction with shopping malls in Ghana and the study thus serves as a contribution in this regard when empirically tested in the Ghanaian context.

- The three-factor theory of satisfaction consists of basic, performance and excitement factors (Albayrak & Comen 2017:357), which is simple and the interpretation of the three attributes can easily be understood by practitioners.

- The three-factor theory will assist shopping mall managers in Ghana to be able to identify and prioritise resources where they are needed to maximise customer satisfaction.

Based on the above reasons for selecting the three factor theory to measure customer satisfaction, items relating to basic, performance and excitement factors have been adapted from the literature to support the three attributes (basic, performance and excitement factors) and to measure customer satisfaction in this study. The theory assisted in the study to identify which of the three attributes (basic, performance and excitement factors) satisfy customers the most and which of those do not satisfy the customers. In this regard, the study was able to draw conclusions and give recommendations to guide shopping mall managers. This served as a contribution to literature.

4.5 OUTCOMES OF CUSTOMER SATISFACTION

It is the desire of every organisation to respond and act in a reasonable manner to please its customers. Customer satisfaction outcomes may reinforce the customer's decision to use or not to use a particular product or service (Namkung & Jang 2007:390). For a customer to respond positively or negatively depends on how the customer is satisfied or dissatisfied with a given product or service. Favourable customer satisfaction leads to favourable behavioural intentions, which includes customer loyalty (Awoke 2015:151; Vannarajah & Medis 2020:1719). Customer loyalty often leads to positive word of mouth behaviour and revisit intentions by the customers as a result of satisfaction (Kim, Kim & Heo 2019:15; Vannarajah & Medis 2020:1719). These outcomes are a key contribution to revenue, competitive advantage and profit for the survival of the business (Awoke 2015:151).

Equally, the dissatisfaction of customers leads to unfavourable customer behavioural intentions (Kim et al 2019:15), which then leads to disloyalty and negative word of

mouth behaviour (Bozkurt & Gligor 2019:762; Kim et al 2019:15), switching to a competitor's products and services (Bhatnagar, Mishra & Syed 2019:48; Kim et al 2019:15). Bhatnagar et al (2019:48) define customer switching as a decision made by the customer to terminate the existing relationship with the service provider by stopping to buy a product or patronise the services of the service provider, but instead establish a newer relationship with a similar service provider. The adverse effect of dissatisfaction is loss in the company's profit and revenues and loss of competitive edge. Jin, Nicely, Fan & Adler (2019:149) state that successful businesses are built on delivering customer satisfaction, and it is therefore important for organisations to prioritise the interest of customers. Researchers agree that "it is more expensive" for service providers to gain new customers than to maintain an existing customer due to customer replacement cost (Nastasoiu & Vandenbosch 2019:208; Yap & Kew 2007:50). Pizam, Shapoval and Ellis (2016:3) claim that the cost of replacing a new customer is about five times the cost of retaining a loyal customer in terms of monetary cost, time cost and the cost of resources in order to attract new customers to the business. From the above discussions, satisfying customers is paramount for every organisation, especially those in the shopping mall context. The outcome of customer satisfaction will negatively or positively influence customer behavioural intentions which are discussed further in the next chapter (Chapter 5).

4.6   SUMMARY

The concept of customer satisfaction has been an important concept for many organisations especially shopping malls due to its immense benefits in the generation of profits, competitive advantage and influence on positive behavioural intentions. The literature review on customer satisfaction was reviewed in this chapter. From the discussion, it is obvious that different scholars have used diverse definitions for customer satisfaction. It also became clear that customer satisfaction, in general, involves several interrelated variables rather than just a single variable. The different types of customer satisfaction, namely customers-based perspective, firms-based perspective, societal based perspective, transactional-based perspective,

cumulative/overall based perspective and emotional based perspective were also discussed in this chapter.

The chapter further explored the various theories which have been used to measure the level of customer satisfaction. They included the importance-performance analysis model (IPA), the Kano model, the three-factor theory, expectancy-disconfirmation theory, cognitive dissonance theory, the theory of equity and the theory of attribution. The final part of the chapter focused on selecting the model(s) that will guide the current study and provided a brief discussion of the outcomes of customer satisfaction. Considering the aim of this study, the three-factor theory (basic, performance and excitement factors) was found to be suitable to measure customer satisfaction in the current study. The outcomes of customer satisfaction include customer behavioural intentions which could be displayed in several ways such as customer loyalty, revisit intentions and positive word-of-mouth communication. In the following chapter, the concept of behavioural intentions is explored.

CHAPTER 5

BEHAVIOURAL INTENTIONS

5.1 INTRODUCTION

Chapter 4 dealt with a discussion on customer satisfaction with specific reference to the various perspectives of customer satisfaction, namely the customer-based perspective, firms-based perspective, societal based perspective, transactional specific satisfaction, the cumulative/overall satisfaction and emotional based customer satisfaction. Chapter 4 also provided a discussion on customer satisfaction with specific reference to the various theories that are used to measure customer satisfaction in the shopping mall context, namely importance-performance analysis (IPA), Kano model, the three-factor theory, expectancy-disconfirmation theory (EDT), theory of cognitive dissonance, the theory of equity and the theory of attribution. The chapter ended with an outcome of customer satisfaction which is the behavioural intentions of the customer; hence the need for the current chapter.

This chapter explores the concept of customer behavioural intentions to answer the second part of objective three of the study which is *"to study the literature on customer satisfaction and behavioural intentions to provide an understanding and the application thereof in shopping malls"*.

The chapter commences with the conceptualisation of behavioural intentions, followed by a comprehensive discussion on the theories of behavioural intentions and models that support each view, and a discussion on how behavioural intentions are measured. There are three outcomes of behavioural intentions, namely loyalty, word of mouth behaviour (WOM) and revisit intention. This chapter will review the literature on these three outcomes of behavioural intentions (loyalty, WOM and revisit intention). The final section provides a summary of the entire chapter.

5.2   THE CONCEPT OF BEHAVIOURAL INTENTIONS

In the field of consumer behaviour, it is not always possible to measure how consumers perform their purchasing behaviour or decision making (Majeed 2019:190; Ogbeide 2015:335; Stankevich 2017:7); therefore, there is a need to study the behavioural intentions of customers in order to understand them better. Various studies have been conducted on the theory of customers' behavioural intentions in various contexts (Amoah & Amoah 2019:3; Amoah et al 2016:424; Clemes, Dean & Thitiya 2020:5; Foroughi, Iranmanesh, Gholipour & Hyun 2019:377; Huang, Chang & Backman 2019:312; Nusairat, Hammouri, Al-Ghadir, Ahmad & Eid 2020:1930). Researchers believe that behavioural intentions and customers' satisfaction are closely related because the outcome of customers' satisfaction may reinforce the decision of customers to use a product or service again (Kim, Cho & Kim 2019:212; Kusumawardani & Aruan 2019; Namkung & Jang 2007:390; Oliver 1980:461).

Fishbein and Ajzen (1975) conceptualised behavioural intentions as an indicator of the actual behaviour of customers (Namkung & Jang 2007:390), while Namkung and Jang (2007:390) define behavioural intentions as the belief of people concerning what they plan to do under certain conditions. Behavioural intention is also defined as the likelihood of an individual to engage in specific behaviour such as retention and referral after using a product or patronising a service (Ladhari et al 2017:13). Herawati, Prajanti and Kardoyo (2019:2) put forward that behavioural intention is the process of making a purchase decision. Several authors such as Qadir (2018:714), Wu et al (2018:203) and Zeithaml, Berry and Parasuraman (1996:36) claim that behavioural intentions are an indicator which signal whether a customer will continue with a service provider or switch to a competitor. Amoah et al (2016:425) describe behavioural intentions as a consequence resulting from satisfaction. From the foregoing explanations, behavioural intentions can be summed up as the outcome of customer satisfaction with shopping malls resulting in either a positive (stay) or a negative (switch) behavioural decision, which could also lead to negative word of mouth.

Customers' behavioural intentions can either be positive (favourable) or negative (unfavourable), depending on the kind of satisfaction that the customer derives through his or her engagement with a service provider's products or services (Qadir 2018:714; Zeithaml et al 1996:36). Favourable behavioural intentions are the customers' positive commitment, remarks or comments such as disseminating positive information about an organisation, recommending the organisation to others, paying premium prices for products or services, spending more time with the organisation, remaining loyal to the company or repurchasing from the organisation (Amoah et al 2016:424; Cronin, Brady & Hult 2000:204; Molinari, Abratt & Dion 2008:368; Namkung & Jang 2007:390). On the contrary, unfavourable behavioural intentions is where customers exhibit characteristics such as saying negative things about the organisation, switching to another organisation, complaining about the organisation to external agencies or doing less business with the organisation in the future (Qadir 2018:714; Zeithaml et al 1996:36).

An understanding of customer behavioural intentions in any organisation is significant because the relationship between the customer and service provider will still exist in the future and will influence the profitability of the organisation (Foroughi et al 2019:5). The service providers' ability and capacity to connect well with customers will influence customers' behaviour to remain with the organisation and increase their repurchase intentions, spend more with the business and pay premium prices (Foroughi et al 2019:5; Zeithaml et al 1996:34).

There are several theories and models used to explain and predict customers' behavioural intentions. The theories and models commonly used to measure customer behavioural intentions include the Theory of Reasoned Action (TRA), Theory of Planned Behaviour (TPB) and Maslow's motivational theory or hierarchy of needs. The next section discusses these theories and the model of behavioural intentions in detail.

5.3 THEORIES OF BEHAVIOURAL INTENTIONS

Consumer behaviour encompasses the activities that involve action and encourage customer decision-making at the time of purchase, what to purchase, when to

purchase and when to utilise a given product or services (Herawati et al 2019:2). Consumer behaviour is central to every economic development and for that reason business organisations have to understand the nature and behaviour of customers in terms of their demographics, social status, age, reference group, cultural beliefs, religion, goal setting attitude, complexity, personality, emotions, perception and income level which all affect their choice of product and service offerings (Kuutti & Shrestha 2020:18; Majeed 2019:191; Mokhlis & Spartks 2020:88; Szmigin & Piacentini 2018:367). Consumer behaviour can be grouped into two factors which influence consumer behaviour, namely external factors and internal factors (Hawkins & Mothersbaugh 2010: 2; Hawkins, Mothersbaugh & Best 2016:2; Kuutti & Shrestha 2020:18). However, both the external and the internal factors work together to influence the behaviour and the decision making of the customers. The external influence of consumer behaviour are demographics, social status, reference group, cultural beliefs, subcultural, religion, family and marketing activities (Hawkins & Mothersbaugh 2010: 2; Hawkins et al 2016:2; Kuutti & Shrestha 2020:18), while the internal factors which influence consumer behaviour include perception, learning, past experience, memory, motivation, personality, emotions and attitudes (Hawkins & Mothersbaugh 2010: 2; Hawkins et al 2016:2; Kuutti & Shrestha 2020:18). Since the current study focuses on customer experience value, customer satisfaction and behavioural intentions which involve both the external and the internal influence of the customer behavioural intentions, this section presents and discusses the theories guiding customers' behavioural intentions.

5.3.1   Theory of Reasoned Action (TRA)

The Theory of Reasoned Action (TRA) was conceptualised by Fishbein and Ajzen in 1975 in the fields of sociology and psychology. The TRA was designed to understand the relationships that exist between belief, attitude, norms, intention and behaviour (Montano & Kasprzyk 2015:68; Okoro, Okolo & Mmamel 2019:407). The theory of TRA posits that customer behaviour is determined out of behavioural intentions to perform the actual behaviour (Okoro et al 2019:407). Figure 5.1 presents the model of the TRA.

FIGURE 5.1

THEORY OF REASONED ACTION
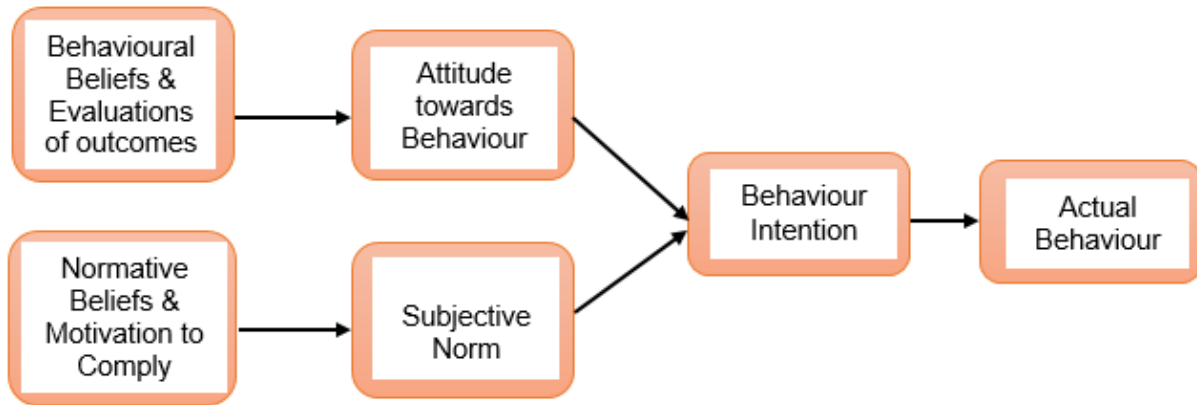
Source: Adapted from Ramayah (2020:52)

The behavioural belief and the customer evaluations of the outcomes influence the attitude of the customer towards the behaviour which influences the behavioural intentions of the customer to perform the actual behaviour. On the other hand, the normative beliefs and motivation of the customer forms the subjective norm which influences the behavioural intentions of the customer to perform the actual behaviour. The TRA suggests that there are two main factors which determine customer behavioural intentions, namely personal and social influences. The personal factors are classified as the customer's *attitude towards the behaviour*, which reflects the customer's judgement as to whether engaging in a behaviour is good or bad and whether the customer is in favour or not in favour of engaging in that behaviour (Ramayah 2020:52). The attitude towards the behaviour is influenced by the customer's behavioural beliefs and the assessment of the outcome (Pourgholamamiji, Shahsavari & Manookian 2019:5). Attitude is discussed in detail in Section 5.3.2.1 under the Theory of Planned Behaviour.

On the other hand, the social factor is classified as *subjective norms* which reflect the customer's perception about the social pressure within the social environment which influences the decision as to whether to perform or not to perform a behaviour (Ramayah 2020:52). The subjective norms are explained in more detail under the

Theory of Planned Behaviour in Section 5.3.2.2 In the TRA, the behavioural beliefs relate to the customer's belief that a particular behaviour will generate a specific outcome which reflects a customer's evaluations of the outcomes (Ramayah 2020:52). The normative beliefs relate to the belief that an individual or group of people have the notion to perform a behaviour as a motivation to achieve a given task. The subjective norms are formed through the normative belief and motivation to comply with the behaviour (Pourgholamamiji et al 2019:5). Furthermore, the behavioural beliefs and the evaluations of the behaviour outcomes influence attitude while the normative beliefs and the motivation to conform with specific referents (object, action, relationship or attributes) influence subjective norms (Ramayah 2020:52). The TRA acknowledges that attitude and subjective norms determine customers' behavioural intentions which in turn affect the actual behaviour of that person. In other words, factors which determine customer behavioural intentions are attitudes towards the given behaviour and subjective norms (Pourgholamamiji et al 2019:5). The TRA further claims that the behaviour of any individual is as a result of the individual's positive or negative behavioural intentions and influences which tend to become an individual's attitude towards a given behaviour and subjective norms (Bigne, Andreu, Hernandez & Ruiz 2018:1017; Dwivedi, Rana, Jeyaraj, Clement & Williams 2019:720). The TRA does not only help to predict customers' intentions and behaviour but also serves as a basis for service providers to recognise where and how to monitor customers' behavioural changes (Sheppard, Hartwick & Warshawn 1988:325).

The TRA has been used in many research studies such as in the area of human behaviour to explain the technological adoptions of customers (Dwivedi et al 2019:720). The TRA has also been utilised in a number of research contexts and proven to be a good predictor of customer behavioural intentions. For example, Alzahrani, Hall-Phillips and Zeng (2019:203) applied the TRA in the transportation sector in Saudi Arabia to study customers' behavioural intentions to adopt hybrid electric vehicles (HEVs). Saudi Arabia is a major producer of crude oil in the world, and their transport sector is a major contributor to fuel consumption and emissions, yet HEVs are not yet available in Saudi Arabia's market. The study used 847 respondents to identify the citizens who were ready to adopt the new HEV's technology using the

TRA predictors. The study found that it was appropriate to apply the TRA to predict the intentions of the citizens and the customers in Saudi Arabia to adopt HEVs. The study further indicated that both attitude and the subjective norms were good variables to predict Saudi Arabian customers' intention to adopt the new HEV technology. The study also demonstrated that there was a greater effect of the subjective norms of the customers to adopt the new technology (HEVs) than that of the attitude in the TRA model.

In the shopping mall context, Okoro et al (2019:400) acknowledge that the TRA is a good model to use to describe the factors which can enhance the customer shopping experience and patronage at shopping malls. Okoro et al (2019:407) applied the TRA to determine the factors influencing customer shopping patronage in a shopping mall in the Enugu Metropolis in Nigeria. The study used shopping experience factors such as convenience, location, socialisation, customers' service encounters and exploration and applied the TRA principles of attitude and subjective norms to determine the outcomes on behavioural intentions. The study examined the customers' attitudes towards the convenience, location of the shopping malls, staff/customer service, customers' attitude towards exploration and their attitude towards socialising in shopping malls. Their findings showed that all the factors influenced the attitude of customers regarding their intentions to visit the shopping mall. The study also applied the same principle to the subjective norms and revealed that the normative beliefs and motivation to conform to the norms influenced customers' behavioural intentions to patronise the shopping mall. The study acknowledged that the underlying principles of the TRA, namely attitude and subjective norms positively influenced the customers' behaviour towards the shopping malls. The study concluded that the TRA was a good predictor for customer behavioural intentions towards shopping mall patronage.

Despite the contributions of the TRA in literature, the theory has been criticised by some researchers and practitioners. One of the criticisms levelled against the theory is that the TRA does not have evidential support that links the behavioural attitudes and the actual attitude (Groening, Sarkis & Zhu 2018:1856). Another criticism of the TRA is that there is lack of support in addressing the role of customer habits

(behavioural attitudes, norms and the intentions of the person) and the actual behaviour of the person or the moral factor (Groening et al 2018:1856; Taherdoost 2018:961). These criticisms seem to support the initial view by Sheppard et al (1988:326) that the TRA model was developed to determine customer behaviour (for example, going to shop at a shopping mall), and not the outcomes or the events that come as a result of the behaviour; which becomes a limitation of the model (Sheppard et al 1988:326). Sheppard et al (1988:326) elaborated on this limitation by stating that the TRA model only deals with the behaviours which were under the customers' "free will" and control. This implies that actions that fall outside the jurisdiction of the customers, such as potential constraints, also fall outside the foundations within which the TRA model was established. Thus, these criticisms make the TRA incomplete as a viable model for generalising the prediction of customer behaviour (Sheppard et al 1988:326). In fact, a meta-analytic study conducted by Sheppard et al (1988) disclosed that "less than 20% of the 87 examined studies used Fishbein and Ajzen's 1975 TRA model as it was originally intended to be used". This largely supports the view that several authors are not in favour of the use of the TRA model to measure behavioural intentions.

As a result of these criticisms and shortcomings levelled against the TRA, the Theory of Planned Behaviour (TPB) was introduced to address these shortcomings through an additional element called perceived behavioural control (PBC) (Groening et al 2018:1856). An extension of the TRA was necessary to predict customer behaviour intention (Hsu & Huang 2012:392).

5.3.2 Theory of Planned Behaviour (TPB)

The Theory of Planned Behaviour (TPB) is an extension of the Theory of Reasoned Action (TRA) which was also conceptualised by Ajzen 1991 (Chan, Chong & Ng 2020:496; Hsu & Huang 2012:391; Samir & Sabbir 2019:224). The addition of the perceived behavioural control (PBC) to the original theory has been widely applied to predict various types of human behaviour (Conner 2020:171; Shin, Im, Jung & Severt 2018:23; Wang, Huang & Wang 2020:197). The TPB has been extensively

recommended for the prediction of human behaviour and behavioural intentions of customers (Bhutto, Zeng, Soomro & Khan 2019:601; Dean, Raats & Shepherd 2012:7; Hong, Ng, Yusof & Kaliappan 2019:437). Taherdoost (2018:961) argues that the inclusion of perceived behaviour control (PBC) has a direct influence on actual behaviour as well as the indirect effect on behavioural intentions. This view is supported by Verma and Chandra (2018:1154). The TPB model is presented in Figure 5. 2.

FIGURE 5.2

THE THEORY OF PLANNED BEHAVIOUR (TPB)
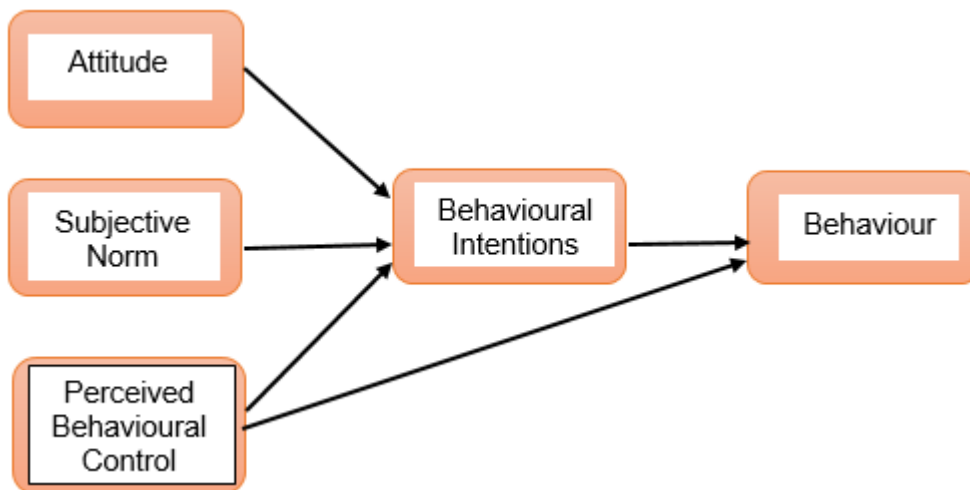
Source: Adapted from Verma & Chandra (2018:1154)

As displayed in Figure 5.2, there are three motivational factors, namely individuals' attitude, subjective norm and perceived behavioural control (PBC) which influence the intention of the customer to perform a behaviour (Chan et al 2020:496; Verma & Chandra 2018:1154). The introduction of the PBC has a direct relationship with either behavioural intentions or with behaviour. Therefore, the addition of the PBC in the TPB offers evidence about the potential constraints on the action as perceived by the customer and clarifies why intentions do not always forecast behaviour (Conner 2020:171). The TPB assumes that intention is a predictor of behaviour, which in itself is connected to past behaviour (Echegaray & Hansstein 2017:183). The TPB is

applicable in the areas of customers' behaviour over which the customer does not have complete personal control (Hsu & Huang, 2012:392). Consequently, the Theory of Planned Behaviour postulates that an individual with a more favourable attitude, superior subjective norms associated with behaviour and higher perceived behavioural control is expected to display a stronger intention to perform the behaviour (Shin et al 2018:23). The three components of the TPB (attitude, subjective norm and PBC) are explained below.

5.3.2.1   Attitude

Attitude is defined as a predictive characteristic through which an individual articulates the intention to involve him or herself in a certain behaviour (Kim et al 2019:17). Shneor and Munim (2019:58) describe attitudes as the overall assessments of individual behaviour, taking into account the extent to which the person views the behaviour to be favourable. Kalnicky, Brunson and Beard (2019:61) posit that individuals perform a specific behaviour if they have positive attitudes towards the behaviour; perceive a strong social norm favouring the behaviour (person's desire to do what others believe they should be doing); and/or expect their actions to have an anticipated effect. Echegaray and Hansstein (2017:183) attest that the attitude towards behaviour indicates the evaluation of the individual's action under certain circumstances either as negative or positive. Shin et al (2018:23) explain that attitude is the extent at which an individual has either a positive or a negative assessment of the behaviour in question.

Attitude has been extensively researched in the literature, especially its usefulness and impact on customer behaviour intentions (Fishbein & Ajzen 1975; Kim et al 2019:17; Liao, Shen & Shi 2020:34). Kim et al (2019:20) found that attitude is a predictor of customer behavioural intentions. Customers can exhibit two kinds of attitudes towards products and services. These are a positive or favourable attitude or negative or unfavourable attitude (Coovert & Goldstein 1980:1171; Engström & Fagerberg 2011:2; Patel, Gadhavi & Shukla 2017:12). A favourable or positive attitude is regarded as an affirmative behavioural intention towards a given product, service or a place while the negative or unfavourable attitude is the customer's negative behaviour towards a given

product or service which subsequently translates into negative word-of-mouth dissemination of information and switching. Negative attitudes arise from a customer's dissatisfaction with the service provider and, in turn, the customer will demonstrate negative behavioural intentions such as switching to a competitor's product, complaining bitterly and manifesting negative word-of-mouth behaviour (Kim et al 2019:31).

Verma and Chandra (2018:1154) claim that the higher the degree of the customers' positive attitude towards the behaviour of a product or service, the greater the likelihood to perform the intended behaviour concerning the product or service and vice versa. Several studies on the TPB have confirmed a direct influence between a positive attitude of customers and their revisit intention (Al Ziadat 2015:96; Chang 2013:61; Chen & Tung 2014:223; Suid, Nor & Omar 2017:10;). Based on the above definitions and discussions, attitude can be said to be an inner belief, feeling or a characteristic which drives a customer to behave in a certain manner regarding shopping. This suggests that the attitude of a person or customer influences his or her behavioural intentions. The next section discusses the subjective norms as the second motivational factor of the TPB.

5.3.2.2   Subjective norms

The second element in the TPB conceptualised by Ajzen (1985, 1991) is the subjective norm. The subjective norm is defined as the viewpoint of other people who are important to a customer or an individual and have the ability to influence the decision-making of the customer or individual (Verma & Chandra 2018:1154).   Shneor and Munim (2019:58) describe the subjective norm as the belief of an individual about what other people perceive about his or her behaviour. For example, members that have an influence on the behavioural intentions of the customers are friends, close relatives, opinion leaders, work associates, colleagues and religious leaders. Besides, the subjective norm also reflects the level of the individual perception of social desirability that the person should accomplish (Echegaray & Hansstein 2017:183). According to Shin et al (2018:23), the subjective norm characterises social influence in the theory

as a perceived social pressure to perform or not to perform a certain behaviour. Hsu and Huang (2012:392) put forward that in the service industry, customers turn to a particular group or social references for their judgement of a product or service and these individuals influence the customer or individual's abilities and belief in making choices or decisions. Several research studies have acknowledged that subjective norms in TPB have a direct influence on revisit intention of customers (Al Ziadat 2015:96; Chang 2013:61; Chen & Tung 2014:223; Suid et al 2017:10). The following section discusses the perceived behaviour control (PBC) as the third factor of TPB.

5.3.2.3   Perceived Behaviour Control (PBC)

The third element in the TPB is the perceived behavioural control (PBC) which was an extension introduced to the Theory of Reasoned Action (Ajzen 1991). The fundamental reason for adding the perceived behavioural control is that the basis for the behavioural performance of a customer is jointly determined by inspiration (intention) and capability (behavioural control) (Montano & Kasprzyk 2015:71). Abraham and Sheeran (2003:265) indicate that the PBC was derived from the concept of self-efficacy which denotes the individual's or customer's appraisal of his/her capability to perform or conduct a behaviour. Therefore, PBC is described as the measure of self-efficacy and perceived control which is an indication of how an individual feels when he or she has overcome an obstacle when executing an action (Echegaray & Hansstein 2017:183). Furthermore, PBC refers to the perceived ease or difficulty of performing a behaviour (Shin et al 2018:23). Hong et al (2019:438) describe the PBC as the perception of a customer on how he or she can control the various factors that either support or deter the necessary action needed to handle a specific condition. Shneor and Munim (2019:58) put forward that the PBC is the extent to which individuals perceive whether they had the required capacity to perform a certain behaviour, taking into account how easy or difficult the performance of that behaviour might be.

The TPB has received considerable empirical support to predict the behavioural intentions of customers in a diversity of contexts such as tourism (Ahmad, Kim, Anwer & Zhuang, 2020:230; Clark, Mulgrew, Kannis-Dymand, Schaffer & Hoberg 2019:649;

Gstaettner, Rodger & Lee 2017:2; Huang, Dai & Xu 2020:3; Japutra, Loureiro, Molinillo & Ekinci 2019:194; Seow, Choong, Moorthy & Chan 2017:3); banking and financial institutions (Rasheed 2020:6; Jebarajakirthy & Lobo 2014:240; Warsame & Ireri 2016:95); as well as retailing and shopping malls (Bhutto et al 2019:601; Ghazali, Soon, Mutum & Nguyen 2017: 156; Hong et al 2019:438).

Studies on PBC determining the behavioural intentions of customers have shown a direct influence on revisit intention of customers (Al Ziadat 2015:96; Chang 2013:61; Chen & Tung 2014:222-223; Suid et al 2017:10;). For example, Ghazali et al (2017: 161) carried out a study on consumers' value for buying organic food for healthy living purposes in Asia and found that customers who perceived a higher degree of behavioural control would tend to have stronger behavioural intentions to re-purchase as well. This lends support to the inclusion of PBC in the TPB to determine customers' behavioural intentions. For example, Verma and Chandra (2018:1158) applied the TPB to predict the customer behavioural intentions of young people visiting green hotels in India. The outcome of the study validates the reliability of the TPB model. According to the study, all the attributes of the TPB (attitude, subjective norm and PBC, influence the behavioural intentions of young customers to visit the green hotel in India. Nevertheless, the study concluded that among the three attributes of the TPB, attitude appears to be the most significant predictor of young customers' intentions to visit the green hotel in India. Suid et al (2017:12) applied the TPB in a study on inbound Muslims travelling within the tourist context in Malaysia. The study found that the main determinants of customers' behavioural intentions were the attitude, subjective norm and perceived behaviour which were used to predict an outcome of revisit intention. In the study of Han (2015:169), a model was developed which indicated that attitude, subjective norms and perceived behavioural control influence customer behavioural intentions in the travellers' pro-environmental (eco-friendly) behaviour in the green lodging (hotels) tourism context. Several studies which have used the TPB have reinforced the fundamental relationships linking attitude, subjective norms and PBC with the outcomes of behavioural intention such as revisit intention (Hsu & Huang 2012:394; Meng & Cui 2020: 3; Suid et al 2017:12). This implies that the TPB can be used to predict the behavioural intentions such as loyalty, word-of-mouth (WOM) and

revisit intentions which have been identified in this study as the outcomes of customer behavioural intentions.

Despite the numerous contributions of the TPB to researchers and practitioners, the theory has also received some criticism from researchers. For example, in the study of Verma and Chandra (2018:1155), most critique on the original TPB framework is rooted in the idea that some behaviours would depend not only on rational choices which are cost benefits evaluation inherent in TPB but also on the personal motive of moral values and personality. This criticism warrants a further review of the theory of motivation which is discussed in Section 5.3.3

5.3.3   Theory of motivation (TOM)

Motivation, which is made up of stimulations and intentions, has two components. These components are strength and direction which determine why a behaviour happens (Groening et al 2018:1858). Motivation is generally understood as a driving force behind all human behavioural actions (Tsang, Lee & Liu 2014:325). Customers engage in a behaviour for various reasons. For many years, an effort has been made by researchers to understand the reasons why people shop.

In several academic and business disciplines especially marketing, the Maslow's hierarchy of needs (MHoN) is the most widely used theory (Houghton, Pressey & Istanbulluoglu 2020:3; Idiegbeyan-Ose 2018:11); banking (Abusharbeh & Nazzal 2018:143; Nabi, Islam, Mahady & Abdullah 2017:3; Sudiardhita, Mukhtar, Hartono, Sariwulan & Nikensari 2018:1); tourism (Tsang et al 2014:326; Huang, Wu & Shi 2018:193); and retailing (Chang 2013:38; Dinesh & Panirchelvam 2018:60; Kurnaz 2017:111) to study the needs of customers. Shahrawat and Shahrawat (2017:941) claim that the MHoN emphasises the individual's needs in life because this is where most of the "behavioural actions" are located. In other words, the individual customer's attitude towards behavioural intentions to shop depends on the needs of the customer. According to Maslow (1970;1987), human needs consist of five levels, namely physiological needs, safety needs, social needs or love needs, esteem needs and self-actualisation. Maslow's hierarchy of needs is presented in Figure 5.3 with the basic

needs at the bottom of the pyramid and the self-actualisation needs at the peak of the pyramid.

FIGURE 5.3

MASLOW'S HIERARCHY OF NEEDS
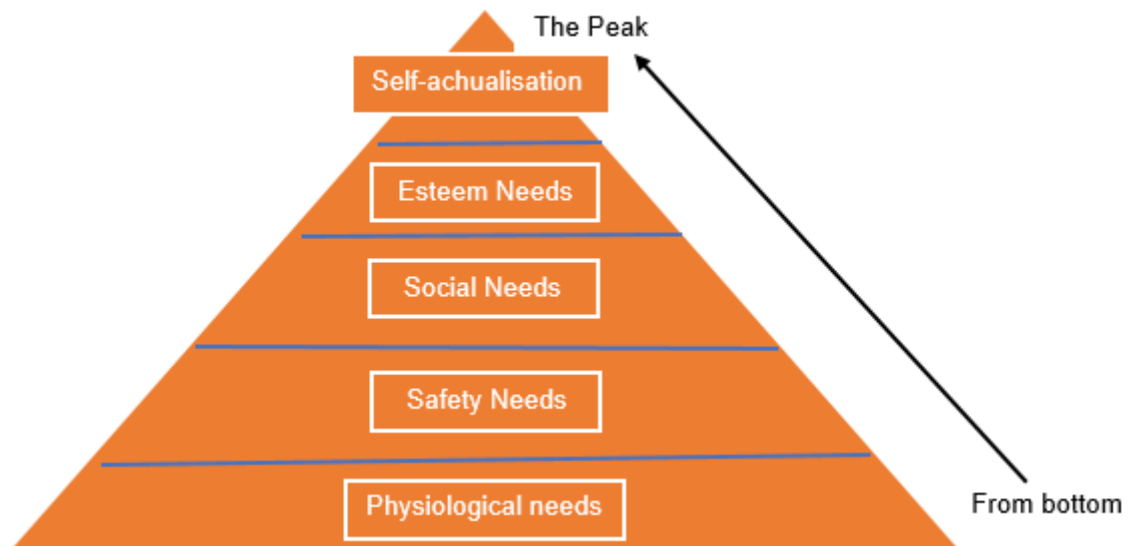
Source: Adapted from Shahrawat & Shahrawat (2017:940)

Maslow's theory suggests that certain essential needs must be satisfied first before higher-order needs can be met (Chang 2013:38). From the pyramid in Figure 5.3, physiological needs are the most basic, intrinsic needs vital for the survival of a person, such as the need for water, for food, and the need for shelter (Shahrawat & Shahrawat 2017:940). Physiological needs often drive the customer to move to a convenient place to purchase basic products to satisfy their most basic needs.

Security needs, the second of Maslow's levels, include the person's need for safety, security, stability, protection and freedom from fear and worry (Shahrawat & Shahrawat 2017:940). For example, in the context of shopping malls, the safety needs of customers might include the provision of security personnel at vantage points of the shopping mall to assure customers of their safety. When customers visit a shopping mall environment, good security, CCTV cameras to monitor their safety, and effective

security personnel to ensure their safety needs and those of their family might satisfy their safety needs.

The third level of needs proposed by Maslow is social needs. Shahrawat and Shahrawat (2017:940) explain social needs as a person's need to belong to others, the need for love and affection (e.g. social connections, community engagement or being a member of a religious group). The social needs drive individual customers' behavioural needs to shop (Kurnaz 2017:119). Key attractions of the shopping mall environment are for customers to have fun, enjoy their leisure or hang around with loved ones (Idoko et al 2019:201; Kushwaha et al 2017:274), and for an escape from the stress of daily routine (Idoko et al 2019:188; Moon & Han 2018:73; Sadachar & Fiore 2018:447). The provision of these shopping mall attractions might satisfy the social needs of individual customers and influence the behavioural intentions of individual customers to shop.

The fourth motivational need proposed by Maslow is the need for esteem. Shahrawat and Shahrawat (2017:940) claim that esteem needs can be defined from two perspectives, namely the esteem needs resulting from others and self-esteem (Shahrawat & Shahrawat 2017:940). According to Shahrawat and Shahrawat (2017:940), the esteem needs resulting from others include an externally derived need based on a person's reputation, respect, status, recognition, prestige and social success. On the other hand, self-esteem is experienced as a result of one's feelings of sufficiency and value based on the self-confidence and feelings of being safe on the inside (Shahrawat & Shahrawat 2017:940). Self-esteem influences the behavioural intentions of customers to shop (Chandon et al 2000:67; Kesari & Atulkar 2016:25). Due to social status, the behavioural intentions of customers with high self-esteem needs will influence them to visit the shopping mall. In the context of this study, a shopping mall is a place where international brands attract self-esteemed personalities such as celebrities to shop to satisfy their reputation, fame and characters. Kesari and Atulkar (2016:25) affirm that a shopping mall environment is an attractive place that offers status and first-class services to self-esteem customers.

The final motivation of a customer is to achieve self-actualisation needs or status which signifies the customer's desire for self-fulfilment (Chan et al 2020:497). People who attain this level tend to be self-aware and concerned with their personal growth. They tend to be less concerned with the opinions of others and are mostly concerned with satisfying their potential (Shahrawat & Shahrawat 2017:940). Kurmaz (2017:119) conducted a study to investigate the relationship between customers' perception for luxury products and their motivation in Turkey. The study showed that customers' desire for luxury products expresses their self-identity, they perceive themselves emotionally as successful people, feel authoritative for using luxury products and satisfy their self-actualisation status which is at the peak on the MHoN. The study further showed that the individual's value assessment of luxury perception of products and services has a positive and significant effect on the customers' hedonic motivation for shopping.

The five needs proposed by Maslow directly or indirectly influence the behavioural intentions of customers. Customers shop to satisfy basic needs, safety needs, social needs, esteem needs and self-actualisation needs. The satisfaction of one of the needs influences the customer's behavioural intentions to satisfy the next level of need. For example, a customer's visit to the shopping mall may be first to satisfy his or her basic needs such as buying food items. When these needs are met or satisfied, she or he will then focus on other needs such as safety within the mall.

When customers are satisfied, there are certain outcomes that they exhibit, namely loyalty, word-of-mouth dissemination of information and revisit intention or retention of the products and services of the service providers. The next section explores the outcomes of behavioural intentions to guide the current study.

5.4   OUTCOMES OF BEHAVIOURAL INTENTIONS

From the customer's perspective, behavioural intentions can be contextualised as customers' opinions of what they plan to do in a given situation (Wu & Li 2017:910). The latter could result in either a negative or positive action. If a customer is dissatisfied, it will lead to a negative action, and the possibility is great that a

dissatisfied customer will switch to another provider because there are many options available (Esbjerg et al 2012:445). On the contrary, scholars believe that positive behavioural intentions lead to positive word-of-mouth (Kumar et al 2014), loyalty (Delcourt et al 2013:524); and willingness to pay more (Chen & Fu 2015:30; Taylor et al 2018:47). The above premise suggests that behavioural intentions have certain outcomes. The outcomes relevant to the current study are discussed in the sections below.

5.4.1 Loyalty towards the mall

In the retail industry customer loyalty is a complex issue (Yeng & Mat 2013:1). Customer loyalty has been an important concept to organisations and scholars for decades (Ali, Kim, Li & Jeon 2018:4; Russell-Bennett, McColl-Kennedy & Coote 2007:1253; Shaikh, Karjaluoto & Häkkinen 2018:51). Customer loyalty is a continued commitment to a preferred organisation, product or service (Kursunluoglu 2014:531). Karadeniz, Pektaş and Topal (2013:52) define customer loyalty as retaining the right customers and getting them to purchase frequently in higher quantities. Meesala and Paul (2018:262) describe customer loyalty as the likelihood of the customer to repurchase a product or make use of a service from the same organisation. In the shopping mall context, customer loyalty is defined as the shopper's continuous repeat patronage of specific retail products and services within a particular shopping mall (Rabbanee, Ramaseshan, Wu & Vinden 2012:273).

5.4.1.1 Dimensions of customer loyalty

Loyalty can be viewed from a two-dimensional approach, namely attitudinal loyalty and behavioural loyalty. Several scholars have classified customer loyalty into two-dimensional approaches, namely attitudinal loyalty and behavioural loyalty (Al-dweeri, Moreno, Montes, Obeidat & Al-dwairi 2019:914; Ali et al 2018:4; Cossío-Silva, Revilla-Camacho, Vega-Vázquez & Palacios-Florencio 2016:1622; Khajeheian & Ebrahimi 2020:7; Kim et al 2015:175; Radder, Van Eyk & Swiegelaar 2015:94; Tankovic & Benazic 2018:1129).

Based on these dimensions, four stages of customer loyalty could be identified (Oliver 1997:394). These four stages are cognitive loyalty, affective loyalty, conative loyalty and action loyalty (Bi 2019:36; Gunawan 2019:574; Kim et al 2015:175; Oliver 1997:394; Yeng & Mat 2013:2). These stages are illustrated in Figure 5.4

FIGURE 5.4

THE FOUR STAGES OF CUSTOMER LOYALTY IN THE RETAILING CONTEXT
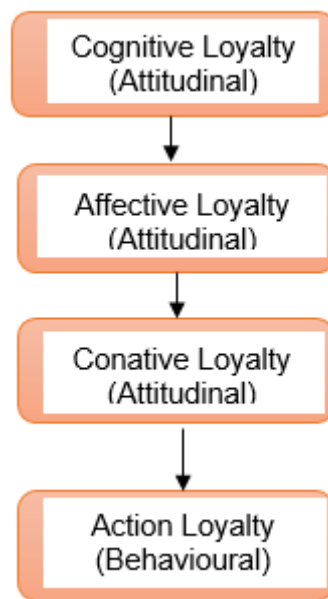
Source: Adapted from Yeng & Mat (2013:9).

Cognitive loyalty is linked to affective loyalty; affective loyalty also links to conative loyalty under the attitudinal loyalty dimension, while conative loyalty also links to action loyalty under the behavioural loyalty dimension. The core concept of Oliver's four stages of the customer loyalty model is that customer loyalty is in four levels and also progresses in stages. The initial three stages, namely cognitive, affective and conative loyalty, are classified as attitudinal loyalty, whereas the latter component, which is action loyalty, is classified as behavioural loyalty (Yeng & Mat 2013:2). Han and Hwang (2015:2) and Lee, Ng, Chan, Choy, Tai and Choi (2018:48), indicate that Oliver's four-loyalty model was grounded on both the attitudinal and behavioural loyalty aspects of the customer. The next section discusses the two dimensions of attitudinal loyalty

(cognitive, affective and conative loyalty) and behavioural loyalty (action loyalty) below. Attitudinal loyalty is discussed in detail below.

(a)   Attitudinal loyalty

The attitudinal facet is related to the cognitive, affective and conative phases while the action is related to the behavioural aspect of customer loyalty (Han & Hwang 2015:2; Lee et al 2018:48).

•   Cognitive loyalty

Cognitive loyalty refers to the customer's preference for a brand or product or service over another (Childs, Turner & Watchravesringkan 2019:35). It is the customer's commitment on the premise of the cost and benefits associated with the performance of products or service (Kim et al 2015:175). In other words, cognitive loyalty depends on the functional characteristics of the product. The cognitive loyalty stage is the stage at which customers seek information about the products, services and the service providers, and cognitive loyalty is also created on the value propositions provided by the service providers to the customers (Tariq & Mat 2018:104). Cognitive loyalty customers are those customers who can easily switch to a different competitor when they realise that there is a superior product offering from a competitor in terms of the cost and benefits associated with it. For example, in the shopping mall context, the cognitive loyal customers could be those customers who are interested in monetary saving such as a discount, payback and price reduction sales. This infers that when they do not receive the monetary saving value, they will not be satisfied and may demonstrate negative behavioural intentions by switching to a competitor. According to Matthews, Son and Watchravesringkan (2014:28), cognitive loyalty entails the customers' knowledge acquired concerning a product, service or a brand. In the study of Matthews et al (2014:27) which investigated brand equity as an antecedent to brand loyalty in the retail industry in the United States of America (USA), the study applied cognitive loyalty to measure customers' brand awareness, brand image, and brand-perceived quality. It was found that there is cognitive loyalty on the part of customers when customers become more aware of the brand. Yeng and Mat (2013:3) applied the

concept of cognitive loyalty to measure the customer loyalty level in the retail sector. The study found that perceived value (utility of the product or service) is positively associated with customer cognitive loyalty. Service quality, convenience, product quality, selection, atmosphere and promotion activities have a positive influence on customers' cognitive loyalty in the retail sector. The next section discusses affective loyalty.

- Affective loyalty

Affective loyalty is the customer's attitude to a brand or products, which includes the customer's appreciation for the product and satisfaction with the brand (Kim et al 2015:175). At the affective stage, customers are interested in searching for products (brands) and services offered by the service providers and based on that develop a positive perception about the service provider which in turn influences the customer satisfaction level (Tariq & Mat 2017:10). According to Matthews et al (2014:27), affective loyalty entails consumers' feelings, dispositions and emotional response to the product or brand. Matthews et al (2014:29) measured customers' affective loyalty compared with brand emotional value and brand satisfaction. The study indicated that a customer's positive feeling towards a product and a brand increased the consumers' satisfaction with the product or brand. The study further revealed negative brand emotion could also lead to product or brand dissatisfaction. In the study of Yeng and Mat (2013:4), it was found that there is a positive relationship between customer satisfaction, loyal programmes (e.g. loyalty card) and retailers' brand equity and affective loyalty. This implies that when customers become satisfied, they would retain affective loyalty. Conative loyalty, forming the third stage of customer loyalty under the attitudinal dimensional loyalty is discussed in the next section.

- Conative loyalty

Conative loyalty is the customer's behavioural intentions to repurchase specific products and brands (Kim et al 2015:175). At the conative stage, because customers are satisfied through the affective stages, the customer will "trust" the service provider to build attitudinal loyalty to the service provider (Tariq & Mat 2017:10). Customer trust

is the customer's perception of the service provider, concerning trustworthiness, dependability and accountability (Tariq & Mat 2018:104), which enable the customer to remain loyal (conative) to the service provider. Kim et al (2015:175) and Tariq and Mat (2018:104) emphasise that conative loyalty is more profound than cognitive and affective loyalty in terms of the customer's commitment level. In the study of Yeng and Mat (2013:5), it was found that the customer commitment level is associated with conative loyalty. In the study, customer commitment is classified into two, namely affective and calculative/continuance commitment. The customer affective commitment replicates the customer's sense of belonging and connection with the service provider (Yeng & Mat 2013:5). Continuance committed customers are loyal and demonstrate their loyalty by expressing their satisfaction with others. The proceeding section discusses the second dimension of loyalty which is behavioural loyalty.

(b)   Behavioural loyalty

The action stage or the behavioural loyalty stage is considered as the outcome of the first three stages, namely cognitive, affective and conation loyalty (Lee et al 2018:48). Behavioural loyalty is, therefore, the customer's repeat patronage or the number of times a customer selects the same products or services from the same service provider, while attitudinal loyalty is the customer's desire to continue a relationship with the service provider (Tankovic & Benazic 2018:1129).

•   Action loyalty

The fourth stage of customer loyalty is action loyalty, dimension of behavioural loyalty. Action loyalty refers to the customer's attitude turned into action to buy (Kim et al 2015:176). At the action stage, after customers are satisfied through the affective stage and have developed trust and built loyalty for the service provider at the conation stage, they will then take action (Tariq & Mat 2017:10). Customers at the action loyalty stage will translate behavioural intentions into the actual behaviour and would be ready to oppose any interruptions concerning such action (Tariq & Mat 2018:104). According to Tariq and Mat (2017:10), the action state occurs when customers purchase and

continue to patronise the products and services from the same service provider and disregard the attractive products and services being offered by competitors. Subsequently, at the action stage, customers recommend the products and services of the service providers to their friends and relatives. Apart from the four stages of customer loyalty, loyalty can also be classified into two-dimensional approaches.

Khajeheian and Ebrahimi (2020:7) distinguish between behavioural loyalty and attitudinal loyalty from the perspective that behavioural loyalty leads to repeat purchases of products or services, while attitudinal loyalty involves a personal attitude which includes emotions developed towards the products or services. Cossío-Silva et al (2016:1622) attest that there is a positive association between customers' behaviour and the level of attitudinal and behavioural loyalty with the products and services of the service providers. Khajeheian and Ebrahimi (2020:7), however, emphasise that attitudinal loyalty does not guarantee that customers would patronise the products or services of the service provider. Cossío-Silva et al (2016:1622) are of the view that attitudinal loyalty customers do not necessarily purchase the products and use the service of the service provider, yet they serve as a source of word-of-mouth communication and recommendation to other customers. Valipour, Noraei and Kavosh (2019:139) acknowledge that attitudinally loyal customers are advocates of the service providers and are willing to encourage other potential customers to patronise the offerings of the service provider through WOM. Mustapha, Hassan and Rahman (2019:211) add that attitudinally loyal customers exhibits buying behaviour, they have the willingness to recommend and engage in positive word of mouth (WOM) behaviours.

Mustapha et al (2019:211) claim that in contemporary marketing research, behavioural loyalty alone is not enough to determine the loyalty level of customers in a business; for there has to be attitudinal loyalty as well. Han and Hwang (2015:2) put forward the suggestion that owing to the complexity of dealing with customers, both attitudinal and behavioural loyalty is necessary to ascertain the exact loyalty level of customers. Ali et al (2018:4) found that, since there is a positive influence between behavioural loyalty and attitudinal loyalty, the business should focus on both behavioural and attitudinal

loyalty. Russell-Bennett et al (2007:1257) conducted a study on the antecedent of customer brand loyalty in the retail setting and construction firms. The findings of the study showed that there is a positive relationship between attitudinal and behavioural loyalty. This suggests that increasing attitudinal loyalty would result in increasing behavioural loyalty and vice versa.

According to Solimun and Fernandes (2018:79) and Rachmawati, Azis and Sutaryana (2018:739), strengthening the customer loyalty base by a service provider cannot be done spontaneously, for loyalty goes through several stages starting from obtaining potential customers until they become partners with the service provider. For example, when customers of a shopping mall become loyal partners then the customers become committed and faithful to the mall because the customers get all that they need at that particular shopping mall. Business organisations are interested in customers' loyalty due to the assumption that there is a higher possibility of retaining loyal customers who patronise more of the organisation's products and services which subsequently increases the profitability of the business (Kim, Vogt & Knutson 2015:171; Shaikh et al 2018:51).

In the context of shopping malls, El-Adly and Eid (2016:222) conducted a study with the aim of providing certain practical insights into shopping mall managers who intend to measure their customer perceived value, and to understand the relationship between the shopping mall environment, customer perceived value, customer satisfaction and customer loyalty in the United Arab Emirates (UAE). The study found that the shopping mall environment is an antecedent to customer perceived value and customer satisfaction; and that the shopping mall's environment has a significant positive effect on customer satisfaction as well as customer loyalty to the shopping malls. The study also showed that loyal shoppers will continue doing shopping in the same mall in the future because that is the only shopping mall that they shop at (El-Adly & Eid 2016:224). Also, shoppers as a result of their loyalty to the shopping malls would not like to change to another mall (El-Adly & Eid 2016:223). This is an indication that loyal customers shop at a particular shopping mall more than at any other mall.

Customer loyalty is a very important concept because it serves as a post-purchase evaluation of the offerings which include positive word-of-mouth communication and revisit intention (Ayuni 2017:170). Loyalty is an essential component which gives a competitive advantage for the survival of any business, and assists in gaining larger market share (Gunawan 2019:574; Rabbanee et al 2012:271; Rachmawati & Mohaidin 2019:482; Rachmawati et al 2018:739). In the context of the current study, loyalty is defined as a positive behavioural intention of a customer to remain committed and faithful to a specific shopping mall's products and services as a result of value received through their shopping experience. The second outcome of behavioural intentions deemed relevant to this study, namely word-of-mouth (WOM), will be explored in Section 5.4.2.

5.4.2 Word-of-mouth (WOM) behaviour

The concept of word-of-mouth behaviour has its foundation in the theory of cognitive dissonance which was conceptualised by Festinger (1962) (Saleem, Yaseen & Wasaya 2018:879). As emphasised previously in Chapter 4, Section 4.4.5, the theory of cognitive dissonance suggests that customers' satisfaction or dissatisfaction resulting from post-purchase evaluations is a function of customers' prior expectations of the performance of the products, which lead to either positive or negative word-of-mouth behaviour (Saleem et al 2018:879; Sharifi & Esfidani 2014:557). This implies that customer pre- and post-consumption evaluation is based on the experience and satisfaction which influence the customers' behavioural intentions to disseminate positive or negative word-of-mouth (WOM) information. Word-of-mouth information is informal communication between customers concerning their evaluation of goods or services which they have considered to be the best or worst in the marketplace (Ahmad 2012:104). Ahmad (2012:104) argues that a large proportion of customers rely on WOM more than on formal communication from the company's advertising.

Researchers believe that customers rely mostly on pre-purchase recommendations before engaging in a particular purchase choice (Hess & Ring 2016:320; Kim & Ko 2012:1483). Hess and Ring (2016:320) claim that pre-purchase WOM communication

is the main driver of 20%–50% of all purchases. According to Ahmad (2012:104), WOM is important because it plays a role in consumers' choice of products or services, especially when a product is important and of value. Ilackya and Venkatraman (2020:3749) acknowledge that contemporary businesses advertise little and depend heavily on their customers' WOM as free advertising due to its impact on sales. Past research has shown that there is a positive relationship between customer WOM referrals and new product and service acquisition by customers (Konuk 2019:104; Trusov, Bucklin & Pauwels 2009:93). Since WOM is usually formed and circulated through a more trustworthy and dependable source of information concerning products and services than an organisation's formal advertisements, customers usually rely on WOM communication to make a purchase decision (Chu & Kim 2011:48). Saleem et al (2018:880) attest that WOM communication is perceived to be credible and reliable information on the basis that it is generated through the customers' independent medium of information distribution.

WOM communication is not only disseminated through physical face to face interactions. In contemporary marketing techniques, WOM communication can also be done electronically which is termed as Electronic Word of Mouth (eWOM) communication. Chu, Lien and Cao (2019:28) define eWOM as any statement whether positively or negatively made by a customer concerning products or services of a service provider which is circulated to a multitude of people and establishments through the use of the internet. This has become possible through the emergence of internet-based WOM (Chu & Kim 2011:48). The emergence of several social media platforms has also changed how content is accessed and enables customers to share information, their experiences and their opinions about products and services through eWOM (Chu et al 2019:26; Hayes, Shan & King 2018:143; Ismagilova et al 2017:2).

Contemporary customers make decisions to patronise products or services by first searching for information and comments that other customers have already shared through electronic media to make themselves comfortable about taking the initiative (Erkan & Evans 2016:47). Through the use of the internet, various platforms have been created that customers can rely on to make a purchasing decision through eWOM

such as blogs, review websites, shopping websites, discussion forums, social media and social networking (Erkan & Evans 2016:47; Ismagilova et al 2017:2). Social media websites and platforms are relatively new and through this medium, eWOM customers can communicate and share with friends and acquaintances their experiences and the satisfaction derived from patronising a particular product or a service (Chu & Kim 2011:58; Erkan & Evans, 2016:47). For example, in the shopping mall context, when customers are shopping at the mall and having fun, they can take a 'selfie' about their experience at the mall and WhatsApp and give a positive eWOM message to friends and loved ones at ease. In the study of Vega-Vázquez, Castellanos-Verdugo and Oviedo-García (2017:1417), it was described that during tourism shopping, customers could call their friends, loved ones and through positive WOM, invite them also to their location which is made possible via internet-based electronic devices such as social media recommendations. It is believed that positive eWOM is a favourable outcome of customers' behavioural intentions. On the contrary, negative eWOM is a negative outcome of customers' behavioural intentions (Hayes et al 2018:148).

The concept of WOM communication has been applied in academia, the retail sector and other sectors (Fernandes & Pinto 2019:34; Hess & Ring 2016:320; Ilackya & Venkatraman 2020:3749; Ing, Ivan & Osman 2019:119; Konuk 2019:106; Mukerjee & Shaikh 2019:99; Taylor et al 2018:45; Vega-Vázquez et al 2017:1562; Verma, Sharma & Sheth, 2016:207). For example, the study of Taylor et al (2018:45) on increasing customer experience value and relationship quality within a pop-up restaurant in the USA found that customers who visited the pop-up restaurant because of the experience value (e.g. service excellence) attained satisfaction which influenced positive behavioural intentions. The study further indicated that customers who visited the pop-up restaurant gave positive WOM communication as an outcome of their behavioural intentions. The latter implies that, based on their satisfaction with the pop-up restaurant, customers will tell others and share their experience at the restaurant with friends and loved ones. The customers subsequently will recommend the services to others such as their friends (Yoon & Park 2018:116).

Konuk (2019:106) investigated the influence of food prices, perceived food quality and perceived value on customer satisfaction and behavioural intentions by WOM in organic food restaurants in Istanbul, Turkey. The study focused on investigating WOM behaviour in an organic food restaurant. The findings indicated that customers who were satisfied with the fairness of price, perceived food quality and perceived value about the organic food restaurant exhibited positive WOM behaviour. Customers further indicated their preparedness to disseminate and say positive things and give positive WOM information about the organic food restaurant to their acquaintances/friends, will recommend to people who seek advice and encourage other people to visit the restaurant (Konuk 2019:107).

In the context of the retail sector, Ing et al (2019:119) conducted a study to find the relationship between customer experience with in-store shopping, satisfaction and WOM behaviour of customers of the retail sector in Malaysia. The study concluded that customers who visit the retail shop (supermarket) do so because the supermarket is convenient to them and make them excited; they feel they have fun; and the experience creates a pleasant, joyous and happy mood. These factors influence their satisfaction and subsequently lead to positive WOM behaviour.

In the context of this study, WOM communication is defined as an informal conversation and recommendation that a customer expresses about his or her post-purchase satisfaction with a shopping mall to other members of his family or friends to entice them to make a purchase decision with the same shopping mall. Section 5.4.3 discusses revisit intentions.

5.4.3 Revisit intention

Revisit intention involves the customer's decision to repurchase and patronise a particular service provider's products or services which satisfied his/her need based on previous experience of that service provider's products and service (Ayuni 2017:171). Pattarakitham (2015:1073) define revisit intention in shopping malls as the shopper's intention to shop at a particular shopping mall in the future.

The concept of revisit intention has received considerable attention from scholars in various contexts (Ayuni 2017:171; Choo & Petrick 2014:374; Isa, Ariyanto & Kiumarsi 2020:55; Khan & Choudhury 2016:28; Kim, Kim & Hwang 2020:2; Konuk 2019:105; Meng & Cui 2020:5; Pattarakitham 2015:1073; Sadeghian, Hanzaee, Mansourian & Khonsiavash 2020:208; Simanjuntak, Nur, Sartono & Sabri 2020:805; Yan, Wang & Chau 2015:646). In a study by Tjandra and Muqarrabin (2019:11) customers' revisit intention was identified as an important aspect for the survival of shopping malls. This implies that shopping mall managers should prioritise the factors that influence revisit intention of shoppers to the mall. Service providers who are able to expose customers to a variety of elements of services such as ambience, atmosphere and smell, create a distinct opportunity for customers to experience value and influence them to revisit the shopping mall (Alias et al 2014:1). Khan and Choudhury (2016:28) believe that satisfying shoppers with the variety and quality products and services provided could change the behaviour of the customers and increase their desire to visit the mall often which is evidence of positive revisit intention.

Customers are also influenced by certain factors which determine their intention to revisit a specific service provider such as the customers' perception about the service provider (Abdulla, Khalifa, Abuelhassan & Ghosh 2019:309; Maxham & Netemeyer 2002:242; Papen, Niemand, Siems & Kraus 2019:727). Customer perception about shopping malls is an important factor which could affect his/her participation in the activities of the shopping mall, whether positive or negative. Customer perception is defined as a process through which a customer chooses, unifies and interprets stimuli into meaningful information (Kushwaha et al 2017:275). In the context of this study, customers' revisit intention of the shopping mall depends on the perception that customers have of the shopping mall. This includes both tangible (the mall's physical environment) and intangible (e.g. entertainment) elements of the shopping mall (Kushwaha et al 2017:275). The perception of the customer remains constant when the various attributes, such as personal attention and the physical aspects of service quality, are maintained (Ravindra, Kumari, Gowri, Kumar & Santosh 2013:15202). Ravindra et al (2013: 15202) argue that it is important for shopping mall managers to

adopt strategies that will motivate customers to have a positive perception about the shopping mall in the long term (Ravindra et al 2013: 15202).

Shimp and Andrews (2014:162) put forward that customers' expectations and experiences of products or service determine customers' perceptions. Furthermore, satisfied customers will remain in a good mood which can lead to positive behavioural intentions. In their study on customers' perception about the service of frontline employees, Papen et al (2019:727) discovered that customer perception affects the perceived relationship quality and satisfaction which in turn influence behavioural intentions, such as WOM intention and revisit intention. The study concluded that customers' perception of the service provider's staff and their interactions play a major role in the customers' evaluation of service experiences (Papen et al 2019:741). In the studies of Meng and Choi (2018:1655), Meng and Cui (2020:3), and Ghazali et al (2017:161) it was concluded that attitude, subjective norms and PBC significantly influence the revisit intention of customers.

Similarly, a study by Konuk (2019:106), which investigated the influence of food prices, perceived food quality and perceived value on customer satisfaction and behavioural intention within the organic food restaurants in Istanbul, Turkey, found that customers who are satisfied with the fairness of price, food quality and value of the organic food promise their revisit intention such as revisiting the organic food restaurant again in the future, they would like to come back to visit the restaurant and consider revisiting the restaurant very often Konuk (2019:107).

Based on the foregoing discussion, and for the purposes of this study, customer revisit intention is defined as a positive behavioural intention of the customer to repeat a shopping visit to the same mall, based on previous experience value derived from his or her satisfactory shopping experience. It should be emphasised that the success or failure of every business entity is dependent on the three outcomes of the behavioural intentions concept, namely loyalty, WOM and revisit intentions. These outcomes will determine the sustainability and profitability of the business. These suggest that, in

order for the shopping mall managers to stay in business, the outcome of customer behavioural intentions should be managed well.

5.5   SUMMARY

In this chapter behavioural intentions as an important concept for almost every business entity, specifically shopping malls in the context of the current study, was reviewed. The chapter discussed the concept of behavioural intentions and the theories and models used in the literature to measure customers' behavioural intentions. From the discussion, it was apparent that different scholars have used different definitions for behavioural intentions. Through a literature review, it is evident that behavioural intentions and related models have gone through a series of modifications, due to some criticisms and concern raised by various scholars. The different types of behavioural intentions models, namely Theory of Reasoned Action (TRA), the Theory of Planned Behaviour (TPB) and the theory of motivation were also discussed in this chapter.

Furthermore, the three outcomes of behavioural intentions, namely loyalty, WOM and revisit intention were explored. The three outcomes of behavioural intention are relevant in the context of the study because the survival of the shopping mall industry depends on the three outcomes of behavioural intentions. It also became clear that loyalty, in general, involves two dimensions (attitudinal and behavioural loyalty) and based on these two dimensions there are four stages of customer loyalty, namely cognitive loyalty, affective loyalty, conative loyalty and action loyalty. The chapter has therefore examined the theoretical underpinnings concerning behavioural intentions which is vital for enhancing the loyalty, WOM and revisit intentions of customers.

Chapter 6 focuses on the model developed for the study. This will highlight the independent, mediating and dependent variables. Chapter 6 also provides discussions on the researcher's proposed hypothetical model developed for the study, supported by empirical findings from the literature. Based on the empirical discussion of the factors, the researcher formulates a hypothesis for each of the factors.

CHAPTER 6
CONCEPTUAL MODEL AND HYPOTHESIS DEVELOPMENT

6.1 INTRODUCTION

Grounded on the literature in Chapter 2, which provided an overview of the retail sector, and Chapter 3, reviewing experience value, several dimensions and factors were found to influence customer experience value. Chapter 4 discussed the various theories used in the literature to measure customer satisfaction. Some of the theories discussed include the importance-performance analysis (IPA), Kano model, three-factor theory, expectancy-disconfirmation Theory (EDT) and theory of cognitive dissonance. The concept of behavioural intentions was explored in Chapter 5 and theories such as the Theory of Reasoned Action (TRA), the Theory of Planned Behaviour (TPB), and theory on motivation were extensively discussed. Chapter 5 also highlighted the outcomes of behavioural intentions, namely customer loyalty, WOM intentions and customers' revisit intentions.

The current chapter will assist to answer the fourth objective of the study, namely to "*develop a hypothesised model of factors influencing the customer experience value, the influence of customer experience value on satisfaction and behavioural intentions, including the mediating role that customer satisfaction* plays in the relationship *between customer experience value and behavioural intentions with selected shopping malls in Ghana*". This chapter presents the hypothetical framework for customer experience value, satisfaction and behavioural intentions for shopping malls in Ghana. Furthermore, the relationship between these three variables: experience value (independent or predictor variable), customer satisfaction (mediating variable) and behavioural intentions (dependent or outcomes variable) are explored and discussed. The chapter commences with a presentation of the hypothetical framework for the study based on the literature in various contexts of study. Thereafter, influence of the independent variable and its influence on the mediating variable are discussed. Next, the chapter presents evidence based on past studies discovering the relationship between Experience Value (EV) (independent variable) and Customer Satisfaction

(CS) (mediating variable). Furthermore, the relationship between Customer Satisfaction (CS) (mediating variable) and Behavioural Intentions (BI) (dependent variable) are presented in Table 6.1. This chapter ends with a summary.

6.2 THE HYPOTHETICAL FRAMEWORK

For the current study, it is postulated that four factors contribute to and influence the independent variable. The hypothetical framework has one mediating variable and one dependent variable. These variables (independent, mediating and dependent) were grounded on the theories discussed in Chapters 3, 4, and 5. The results of the empirical test will be presented in Chapter 8 of this study. Figure 6.1 presents the hypothetical framework for the study.

FIGURE 6.1

HYPOTHETICAL FRAMEWORK FOR CUSTOMER EXPERIENCE VALUE,
SATISFACTION, AND BEHAVIOURAL INTENTIONS
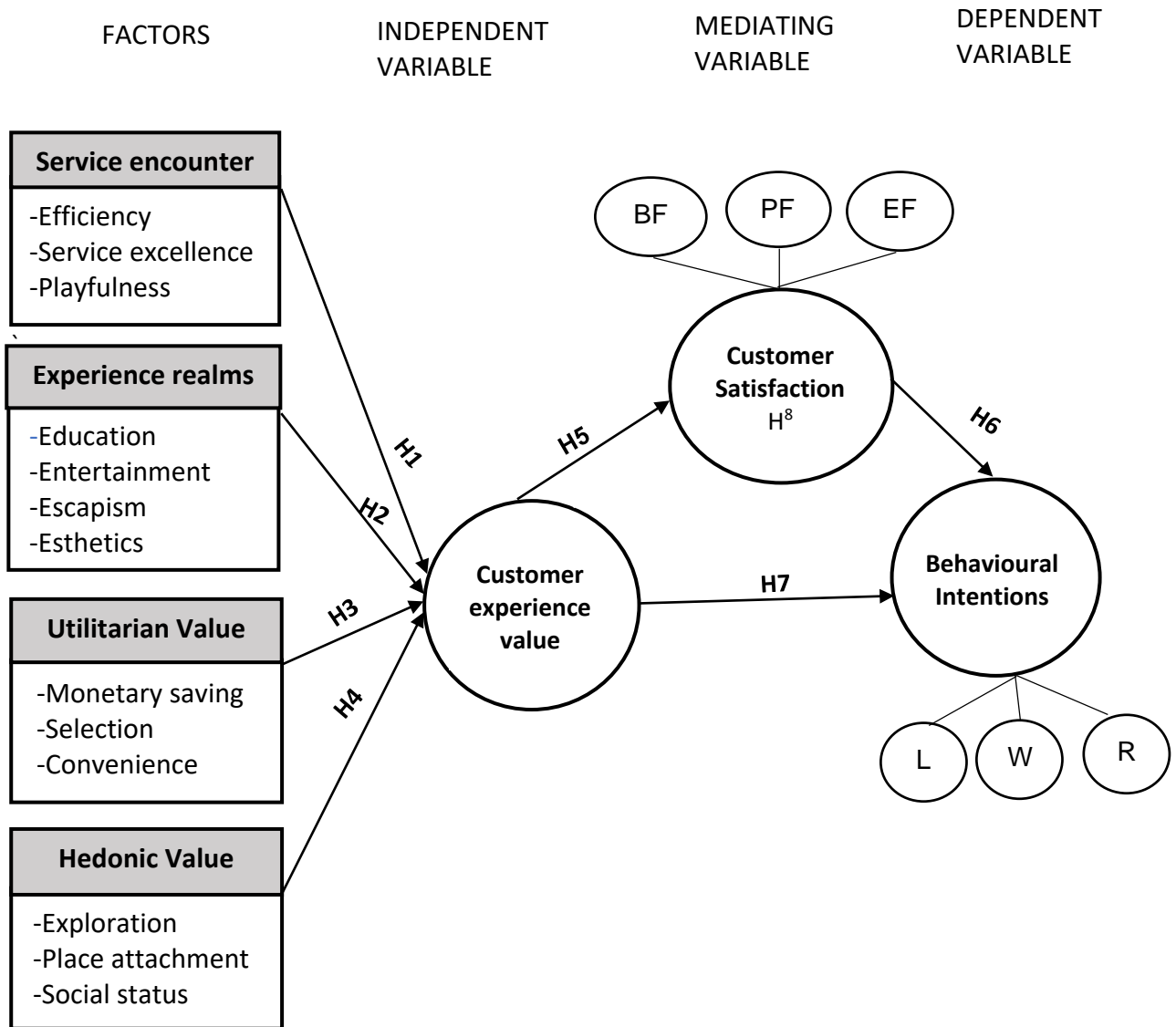
Source: Own construction

Note: BF=Basic factor; PF=Performance factor; EF=Excitement factor; L=Loyalty; W=Word of mouth; R=Revisit intention

The literature research which informed the hypothetical framework is discussed in the following sections.

6.3   INDEPENDENT VARIABLE: EXPERIENCE VALUE

As illustrated in Figure 6.1, in this study the independent variable (experience value) is a multidimensional construct measured by four factors. Scholars and service practitioners are interested in understanding the drivers of customer experience value (Khon & Ong 2014:627; Sarpong 2016:27; Shafiee & Es-Haghi 2017:1115) because experience value is expected to create customer satisfaction which propels organisations to increase their market share profitability and increase the behavioural intentions of customers. Experience value in this study is defined as the value derived from a four key factor construct, namely service encounters, the experience realms, utilitarian value and hedonic value (Keng et al 2007:360; Kesari & Atulkar 2016:28; Sadachar & Fiore 2018:451). The empirical support for the hypotheses of the four factors are presented and discussed in the subsequent sections. Service encounter is the first construct of the four factors which influence customer experience value and is discussed in Section 6.3.1.

6.3.1 Service encounter

To develop a hypothesised framework for this study, the service encounter concept and model were adopted through a rigorous literature review (Chapter 1, Section 1.6.2.2 and Chapter 3, Section 3.4.1) and were adapted from Keng et al (2007:360) and Wu and Liang (2009:589) to develop the hypothesised framework for this study. A service encounter refers to the "moment of truth" where a customer expresses his / her perception based on the service received (Zhou et al 2019:1).

In this study, three indicators were identified as core components of the service encounter, namely efficiency, service excellence and playfulness (Cetinsoz 2019:701; Jayasankaraprasad, Kumar & Venkata 2012:108; Keng et al 2007:360,361). Efficiency refers to the ability, capability and professionalism on the part of service providers, such as the staff, to provide unique and accurate interactive shopping services for shoppers. Efficiency enables service providers to deliver the greatest amount of outputs while employing the least amount of economic resources such as time and effort (Bagshaw 2020:46; Estriegana, Medina-Merodio & Barchino 2019:5). One of the

key responsibilities of service providers is to ensure that employees/staff are equipped to deliver accurate service excellence to customers (Martyn & Anderson 2018:4). Service excellence delivered by employees of service providers to customers is deemed to enhance customer satisfaction (Ahn, Lee, Back & Schmitt 2019:106; Hamid, Hisham & Abdullah 2016:927). Service excellence is related to the service providers' capabilities to reliably deliver outstanding personal interactive services to customers to satisfy them (Thomassen & de Haan 2016:5). In the current study, service excellence refers to the service provider's employees/staff's necessary action, expertise and suitable approaches exhibited when interacting with customers during their shopping experience.

Playfulness in the context of the current study refers to the attractiveness and activities within the physical environment of the shopping mall which create pleasure, cheerfulness and curiosity to the shoppers. Activities within the shopping environment which allow customers to have fun and pleasure are acknowledged as playfulness (Ahn et al 2019:106; Byun, Dass, Kumar & Kim 2017:228). Shopping malls that are able to provide adequate playfulness within the physical environment are likely to increase customers' or shoppers' satisfaction (Jayasankaraprasad et al 2012:108). Playful activities in a shopping mall include prompt gratification, window shopping, artworks, symbols that appeal to the five senses of shoppers (sight, smell, touch, sound and taste), social contact, and a playground for children (Cetinsoz 2019:702; Keng et al 2007:352). Playfulness and playful acts have restorative capabilities and can sometimes occur outside of the direct physical interest of the person. A degree of playfulness exists whenever the customer freely engages in an activity (Nigam 2012:72).

Several researchers have established that there is a significant relationship between service encounter and customer experience value (Barnes, Mattsson, Sørensen & Friis Jensen 2020:371; Gupta, Dasgupta & Chaudhuri 2012:12; Keng et al 2007:350). For example, Gupta et al (2012:19) conducted a study in the hospitality industry with a specific focus on a restaurant in India and found that service encounters, in terms of time waiting to serve customers, the physical ambience, interaction with other

customers and interaction with service staff at the restaurant) had a significant relationship with customer experience value. Keng et al (2007:350) conducted a study with the aim of investigating the relationship between service encounter and customer experience value with shoppers who have visited the three largest shopping malls in Northern Taiwan. The service encounter was grouped under personal and physical interaction encounters which include efficiency, service excellence, aesthetics and playfulness and their influence on customer experience value. The empirical results of the study revealed a significant relationship between service encounter and customer experience value in the selected shopping malls (Keng et al 2007:360).

Similarly, in the tourism industry, five-dimensional tourist service encounter interactions, namely personalisation, flexibility, co-creation, emotions and knowledge gain/learning were investigated by Barnes et al (2020:371) to ascertain their relationship with experience value. A total of 2,955 visitors were selected as respondents for the survey in three different locations which included four tourist destinations, six hotels and three retail outlets in Copenhagen, Denmark. The tourists were asked about their recent experience with service encounter interaction with the staff and it was found that the tourist service interaction encounters had a significant relationship with experience value (Barnes et al 2020:373). The current study anticipates establishing the applicability and influence of service encounter on customer experience value with selected shopping malls in Ghana. Therefore, on the basis of the discussions espoused above, it is hypothesised that:

H_1:   There is a significant relationship between service encounter and customer experience value.

6.3.2   Experience realms

In this study, four measuring indicators were identified as a core component of the experience realm, namely education, entertainment, escapism and esthetics (Sadachar & Fiore 2018:451; Pine & Gilmore 1999: 30). Education refers to the knowledge acquired by shoppers through their shopping activities, relating to such topics as being introduced to new products, new fashion, new songs, being exposed

to cultural diversity, and product demonstrations which enhance new skills and present new ideas. In the event of new product and service innovation, the ability of the service providers to provide demonstrations for shoppers who have visited the mall will assist to influence customer experience value through the acquisition of new knowledge about the uses of the product or service.

For the current study, entertainment refers to the activities which are attached to shopping malls to stimulate the shopper's excitement and enjoyment while shopping. These activities include music, movies, games, a kids play area and a live band which influence the satisfaction of customers. The purpose of entertainment in service delivery is to make customers feel happy, release their stress and to enhance the customers' interest in and concentration on the activities of the service providers (Atulkar & Kesari 2017:25; Chen & Lin 2018:294).

In this study, escapism refers to a deliberate attempt of an individual or shopper to divert their attention from normal daily routine activities. Service providers' ability to engage customers, shoppers or visitors fully in the various activities that they offer will enable these customers to immerse themselves in the involvement and also to experience satisfaction through escape (Amoah, Radder & van Eyk 2018:242). In this study, esthetics refers to the beauty, symbols, architectural designs, artworks, good scent and craftsmanship in and around the shopping mall environment which appeal to the shoppers and encourage them to stay longer and shop more. Previous empirical research findings pertaining to the four realms of experience and informing the inclusion of the 4Es as part of this study are presented below.

Based on an extensive search through the literature, a few researchers (Ji & Lee 2017:26; Sadachar & Fiore 2015:1; Sadachar & Fiore 2018:451) have investigated and found a significant relationship between the experience realms and customer experience value. For example, Sadachar and Fiore (2015:1) conducted a study to investigate the relationship between the dimensions of the experience economy and customer experience value in the context of shopping malls in India. Their study involved a survey comprising 552 shoppers as respondents selected for the data

collection and the statistical analysis. It was found that there is a significant relationship between the 4E realms of experience (education, entertainment, escapism and esthetics) and customer experience value (emotional value, social value and sensory value) in the two shopping malls in New Delhi, India. In their findings, they acknowledged that esthetics had the highest significant impact among the 4Es on experience value while education value had the least impact on customer experience value in the two shopping malls (Sadachar & Fiore 2015:2). The results of the study, however, provided empirical support for the idea that the 4Es constructs have a significant relationship on the experience value associated with the retail outlets in the shopping malls (Sadachar & Fiore 2015:2). The study further revealed that the 4Es have an influence on customer experience value, be it emotional, social or sensory value. Sadachar and Fiore (2018:451) also conducted a study on the four realms of experience with the purpose of observing the effectiveness of the experience offering of shopping malls in India. Their study explored the nature of shopping mall experience from an experience economy perspective using the 4Es (education, entertainment, escapism and esthetics) as originally proposed by Pine and Gilmore (1999:30), and their relationship on experience value and patronage intention toward shopping malls. The study found that the experience realms (4Es) significantly contribute to the customer experience value related to the shopping malls' merchandise retailers and service retailers (Sadachar & Fiore 2018:454).

Ji and Lee (2017:26) used the four realms of experience to examine how tourists derive experience value through camping in two nature-based campgrounds in Seoul, South Korea. The study found that there is a significant relationship between the 4Es (education, entertainment, escapism and esthetics) and customer experience value (environmental value, emotional value and economic value), with the study conducting a survey of 420 tourists as respondents (Ji & Lee 2017:27). The study results indicated that the 4Es have a significant influence on the experience value of the tourists who visit the two nature-based camping sites in Seoul, South Korea (Ji & Lee 2017:31). In another study within the retail sector (shopping malls) in India, Sadachar (2014:40) found a significant relationship between the 4Es and customer perceived value. The results of the study revealed that the model of the study which consisted of the 4Es

(education, entertainment, escapism and esthetics) and the experience value (emotional value, social value and sensory appeal value) were supported and there is a significant relationship between the 4Es and customer perceived value (Sadachar 2014:81). This study anticipates establishing the applicability and influence of the four realms of experience (education, entertainment, escapism and esthetics) on customer experience value with shopping malls in Ghana. Therefore, based on the empirical results put forward above, it is hypothesised in the current study that:

H$_2$:   There is a significant relationship between the experience realms and customer experience value.

6.3.3   Utilitarian value

The measuring indicators under utilitarian value were used as a basis from Kesari and Atulkar (2016:28) to develop the hypothesised framework for this study (Section 1.6.2.1). Han et al (2018:3062) describe utilitarian value as a customer's overall evaluation of the benefits, gains and the sacrifices or losses associated with shopping.

In this study, three measuring indicators were identified from the literature as a core component of utilitarian value, namely monetary saving, selection and convenience (Kesari & Atulkar 2016:28).   Monetary saving includes tangible rewards such as money-saving, discount coupons, cash-backs, cash rebates and discounted sales (Mimouni-Chaabane & Volle 2010:33; Radder et al 2015:96). In this study, monetary saving refers to direct or indirect benefits that a customer gains during their visit to the shopping mall which makes them spend less money than expected. In the context of the current study, selection refers to the freedom of choice of the shoppers to choose from a wide variety of products such as apparel, stationery, groceries, household products and services such as banking, ATM, cinema, food court, amusement area for kids and sitting areas within the shopping mall. This study further put forward that the selection of both products and services are needed to create experience value for the customer. Convenience in this study refers to the ability of the service provider to make a variety of products and services available to the shoppers which include easy access to the mall's physical environments, such as easy parking space to shoppers without

time wasting and energy. The ratio of input to time, energy, information search, mall's operating hours, location of products and the effort spent in relation to the output of obtaining a product or a service from the shopping mall refers to convenience for the customers (Anning-Dorson et al 2013:377; Deb 2012:30; Khare 2011:433; Seiders, Berry & Gresham 2000:80).

From the literature, only a few studies (Eun-Ju & Overby 2004:56; Van Oppen et al 2005:18) have found a significant relationship between utilitarian value and customer experience value. For example, Eun-Ju and Overby (2004:56) investigated the influence on how to create utilitarian value for online shoppers in terms of price savings, time savings and selection of products and services and its influence on customer experience value for online shopping activities in Korea. The study used an online survey technique to collect and analyse data from 817 respondents and found that there is a significant relationship between utilitarian value and customer experience value (Eun-Ju & Overby 2004:61). Similarly, in their study testing the effect of experience value and its impact on e-loyalty and a customer typology in online bookstores and CD stores in the Netherlands, Van Oppen et al (2005:18) found that utilitarian value has a significant relationship with customer experience value.

The current study envisages establishing the applicability and influence of the utilitarian value on customer experience value with shopping malls in Ghana. Hence, based on the existing research findings discussed above, the following hypothesis is formulated for the current study:

H_3:   There is a significant relationship between utilitarian value and customer experience value.

6.3.4   Hedonic value

Hedonic value is described as the value which is attained from the several sensory, pleasant and affective features of the shopping experience (Bakirtas et al 2015:92). In the development of the hypothesised framework for this study, the hedonic value factor was adapted from Kesari and Atulkar (2016:28), and in this study, three measuring

indicators were identified as core components of hedonic value, namely exploration, place attachment and social status (Kesari & Atulkar 2016:28). Based on the work by Kesari and Atulkar (2016:28) and Atulkar and Kesari (2017:25), exploration in this study refers to a shoppers' deliberate strategy and motive to find out exactly what they are looking for in the mall by focusing on discovering different routes and paths within the mall tenant mix to understand what is trending or prevailing in the market and eventually decide on what they are interested in. Shoppers' exploration of shopping malls may not take only one visit to the shopping mall to settle on a particular product or service or discover new trends.

In this study, place attachment is the customers' desire to associate with a shop or visit a particular shopping mall to which they are emotionally attached, or which enables them to feel at home every time they visit the mall. Place attachment is defined as a customer's evaluation of positive association with and loyalty to a retail outlet or shopping mall due to the excellent and effective delivery of products and services which generates comfort (Kesari & Atulkar 2016:25). Customers seeking social status are attracted to the retail sector, specifically shopping malls that offer quality branded products, branded items and service ranges at prime locations to boost their social reputation (Atulkar & Kesari 2017:31; Deb 2012:41). In this study, social status refers to the individual shopper's attainment of respect, social value, honour, lifestyle, personality trait, capability, reputation and self-esteem within society which is formed as a result of shopping at the mall. In this study, hedonic value is embodied by exploration, place attachment and social status to influence customer experience value within the selected shopping malls in Gnana.

Upon an extensive literature review, it was found that only Varshneya and Das (2017:53) and Van Oppen et al (2005:18) report that hedonic value has a significant relationship with customer experience value. For example, in their study to investigate the impact of customer experience value on customer loyalty of online retailing for books and CDs with respondents of 190 visitors in the Netherlands, Van Oppen et al (2005:18) found a significant relationship between hedonic value and customer experience value. Additionally, Varshneya and Das (2017:53), in their study measuring

the relationship between hedonic value and customer experience value in the context of retailing, found a significant relationship between hedonic value and customer experience value with customers in fashion retailing stores in Haryana, India. Their study aimed to investigate the fundamental dimensions of experiential value to offer a holistic view and to propose an operational instrument. The items of the proposed instrument demonstrated that customers derive experience value based on the hedonic value which includes social status, esteem and social approval. Hedonic value exerts a significant influence on customer experience value (Varshneya & Das 2017:55).

This study anticipates establishing the applicability and influence of hedonic value on customer experience value with selected shopping malls in Ghana. Therefore, the current study formulates the following hypothesis based on the aforementioned empirical discussions:

H_4: There is a significant relationship between hedonic value and customer experience value.

6.4 CUSTOMER SATISFACTION: MEDIATING VARIABLE

As depicted in the hypothetical framework (Figure 6.1), customer satisfaction serves as the mediating variable for this study. The mediating variable is an important aspect of the study since it helps to determine whether there is any sequence of relationships or association existing between the independent and the dependent variables developed for the study (Carlson, Rosenberger & Rahman 2016:1261).

In this study, customer satisfaction refers to the customers' realisation of experience value such as service encounters' efficiencies, service excellence and the playful nature of the shopping mall. Also, customer satisfaction relates to the shopper's enjoyment and excitement obtained through education, entertainment, escapism and esthetics on their visit to the mall which give them pleasure and fulfilment. In other words, the fulfilment derived by shoppers through monetary savings, selection, convenience, exploration, place attachment and social status is termed customer

satisfaction. Also, customer satisfaction in this study is defined as a customer's fulfilment derived through the three attributional factors, namely basic factors, the performance factors and excitement factors (Albayrak & Comen 2017:357).

The four factors, namely service encounter, experience realms, utilitarian value and hedonic value which influenced the customer experience value have been used to measure relationships with customer satisfaction in a different context. For example, numerous researchers have found that there is a significant and positive relationship between service encounter and customer satisfaction (Grandey, Fisk, Mattila, Jansen & Sideman 2005:46; Hsu 2018:9; Karunasena, Vijerathne & Muthmala 2018:189; Keng et al 2007:361; Söderlund & Rosengren 2010:165; Söderlund 2017:172; Tam 2019:279; Terblanche 2018:55; Wu & Liang 2009:592). Similarly, several studies in different contexts have found the four experience realms to significantly and positively influence customer satisfaction (Ali, Hussain & Omar 2016:33; Amoah & Amoah 2019:9; Çoban & Yetiş 2019:8; `Hosany & Witham 2010:357; Lee, Jeong & Qu 2019:13; Qu 2017:32; Quadri-Felitti & Fiore 2013:51; Radder & Han 2015:465; Sharma & Rather 2015:26; Song, Kim & Choe 2019:579; Song, Lee, Park, Hwang & Reisinger 2015:411).

Additionally, numerous studies in different contexts have found utilitarian value to significantly and positively influence customer satisfaction (Bakirtas et al 2015:96; Basaran & Buyukyilmaz 2015:13; Cachero-Martínez & Vázquez-Casielles 2017:547; El-Adly & Eid 2016:226; Hanzaee & Javanbakht 2013:2509; Kesari & Atulkar 2016:28; Kyguolienė, Zikienė & Grigaliūnaitė 2017:106; Lee & Kim 2018:1345; Luk, Sharma & Chen 2013:45; Mencarelli & Lombart 2017:18; Ryu, Han & Jang 2010:426; Stathopoulou & Balabanis 2016:5806). Apart from Bakirtas et al (2015:96), several studies in different contexts found that hedonic value has a significant and positive relationship with customer satisfaction. Such studies include Atulkar and Kesari (2017:30); Bakirtas et al (2015:96); Cachero-Martínez and Vázquez-Casielles (2017:547); Carlson et al (2016:1256); Chen, Liu, Huang and Liu (2019:4); El-Adly and Eid (2016:226); El-Adly (2019:328); Kesari and Atulkar (2016:28); Kyguolienė et al

(2017:106); Lee and Kim (2018:1345); Mencarelli & Lombart (2017:18); Ryu et al (2010:426); Stathopoulou & Balabanis (2016:5807).

Several studies (Choi 2015:122; Datta & Vasantha 2013:336; Griksaite 2016:73; Gunawan, Prabowo & Gunawan 2015:125; Hong, Kim & Oh 2020:66; Li & Cai 2014:101; Lin 2019:3155; Shah, Rajper, Ghumro & Mahar 2019:56; Van Embden 2020:36; Wu & Liang 2009:591) found a significant relationship between customer experience value and customer satisfaction in a different context. For example, in their study to investigate the impact of perceived experience value and service quality of auto maintenance and repair services of customers in Seoul in Korea, Hong et al (2020:66) found a significant relationship between experience value and customer satisfaction. Additionally, Van Embden (2020:36), in their study with the aim of measuring the relationship between customer perceived risk, customer experience value and satisfaction within the food truck context in Guelph, Ontario, Canada, found a significant relationship between customer experience value and customer satisfaction. Griksaite (2016:73), in their study on the relationship between customer experiential value and satisfaction in the peer to peer marketplace in Lithuania, found that customer experience value has a statistically significant relationship with customer satisfaction.

Similarly, Gunawan et al (2015:125) report that there is a significant relationship between customer experience value and customer satisfaction. The authors investigated whether customer experiential value influences customer satisfaction and creates loyalty for the Boka Buka restaurant, Indah mall in Indonesia. The study surveyed 150 respondents, particularly customers who have patronised from the restaurant more than twice. Equally, Li and Cai (2014:101), in their empirical study on the effects of customer experience value, satisfaction and E-loyalty in the online shopping setting in China, found a positive significant relationship between customer experience value and customer satisfaction. Datta and Vasantha (2013:334) conducted an empirical study of KFC in Chennai, India, with the main purpose of identifying the key drivers of customer experience value, customer satisfaction and customer loyalty. With a survey involving 246 KFC customers as respondents, the

study found that there is a significant relationship between customer experience value and customer satisfaction (Datta & Vasantha 2013:336). Wu and Liang (2009:591) found a significant relationship when they investigated the impact of experience value on customer satisfaction through service encounters in the luxury hotels and restaurants that customers visited in Taiwan.

A mediating variable is distinctly different from the independent variable, while mediating the relationship between the independent and dependent variable. The current study does not seek to measure the relationship between the individual factors (four factors) on customer satisfaction individually after it has been measured on experience value. But rather the current study seeks to measure satisfaction using a set of questions or a set of dimensions adapted from the three-factor theory's attributes, namely the basic factors, performance factors and excitement factors as illustrated in Section 4.4.8. Based on the findings and the empirical relationships discussed in Section 6.4 above, the current study formulates the following hypothesis:

H$_5$:   There is a significant relationship between customer experience value and satisfaction.

6.5   BEHAVIOURAL INTENTIONS: DEPENDENT VARIABLE

As illustrated in the hypothetical framework (Figure 6.1), behavioural intentions serve as the dependent variable in the current study. Behavioural intention is a conscious action of a customer to either perform or not to perform a future behaviour (Ahn et al 2019: 2211). Based on a detailed literature review in Chapter 5, three factors relevant to this study were found as the outcomes of behavioural intentions. They are loyalty, word of mouth (WOM) behaviour and revisit intentions. These three outcomes of behavioural intentions were selected based on empirical support in the previous literature, their theoretical significance and successful application in different research contexts. This section illustrates the various relationships between customer satisfaction and behavioural intentions that informed the formulation of the hypothesis between the mediating variable and the dependent variable. It is important to identify the direct and indirect effect of the mediating variable (satisfaction) on the dependent

variable (behavioural intentions), in determining the behavioural intentions of customers in the shopping malls in Ghana.

Over the past two decades, there has been ample evidence in the literature that there is a positive and significant relationship between customer satisfaction and behavioural intentions. Table 6.1 presents evidence based on past studies on the relationship between customer satisfaction (CS) (mediating variable) and behavioural intentions (BI) (dependent variable).

TABLE 6.1

RELATIONSHIP BETWEEN CUSTOMER SATISFACTION AND BEHAVIOURAL INTENTIONS

No.	Researchers/ Authors	Study/Research Area	Relationship between CS & BI (Empirical Findings)
1	Cronin et al (2000:206)	Assessing the effects of quality, value, and customer satisfaction on consumer behavioural intentions in service environments, Florida, USA	Direct relationship
2	Lee & Ku (2001:401)	The impact of service perceptions and product perceptions on the formation of fashion internet shoppers' satisfaction and purchasing behavioural intentions, Korea	Significant relationship
3	Wang & Lo (2002:56)	Service quality, customer satisfaction and behavioural intentions, China	Significant relationship
4	Burton, Sheather & Roberts (2003:299)	The effect of actual and perceived performance on satisfaction and behavioural intentions, Australia	Positive relationship
5	Choi, Cho, Lee, Lee & Kim (2004:919)	The relationships among quality, value, satisfaction and behavioural intentions in health care provider choice: A South Korean study	Statistically significant relationship

TABLE 6.1 (CONTINUED)

RELATIONSHIP BETWEEN CUSTOMER SATISFACTION AND BEHAVIOURAL INTENTIONS

6	Wahyuningsih (2005:314)	The relationships among customer value, satisfaction and behavioural intentions: A general structural equation model, Melbourne, Australia	Significant relationship
7	Van Birgelen, De Jong & De Ruyter (2006:374)	Multi-channel service retailing: The effects of channel performance satisfaction on behavioural intentions, Netherlands. Sitinjak, Pangaribuan	Significant and positive relationship
8	Namkung & Jang (2007:400)	The impact of food quality on customer satisfaction and behavioural intentions in restaurants, USA	Significant relationship
9	Chen (2008:715)	Investigating structural relationships between service quality, perceived value, satisfaction, and behavioural intentions for air passengers: Evidence from Taiwan	Direct effect relationship
10	Williams & Soutar (2009:426)	Value, satisfaction and behavioural intentions in an adventure tourism context	Significant relationship
11	Ryu et al (2010)	Relationships among hedonic and utilitarian value, satisfaction and behavioural intentions in the fast-casual restaurant industry	Significant relationship
12	Clemes, Gan & Ren (2011:554)	Synthesising the effects of service quality, value and customer satisfaction on behavioural intentions in the motel industry: An empirical analysis (New Zealand)	Direct and Significant relationship
13	Wahyuningsih (2012:9)	The effect of customer satisfaction on behavioural intentions: A study on consumer behaviour of car insurance consumers in Melbourne, Australia	Positively significant relationship
14	Hanzaee & Javanbakht (2013:2510)	The effects of shopping environment on consumption emotions, perceived value and behavioural intentions (Sarein city in Iran).	A positive and significant relationship

TABLE 6.1 (CONTINUED)

RELATIONSHIP BETWEEN CUSTOMER SATISFACTION AND BEHAVIOURAL INTENTIONS

15	Canny (2014:27)	Measuring the mediating role of dining experience attributes on customer satisfaction and its impact on behavioural intentions of casual dining restaurant in Jakarta	Significant relationship
16	Basaran & Buyukyilmaz (2015:13)	The effects of utilitarian and hedonic value on young consumers' satisfaction and behavioural intentions, Zonguldak, Turkey	Positive influence
17	Amoah et al (2016:429)	Perceived experience value, satisfaction and behavioural intentions, a guesthouse experience, Ghana	Positive relationship
18	Wang (2017:10)	Expectation, service quality, satisfaction, and behavioural intentions: Evidence from Taiwan's medical tourism industry	Significant positive relationship
19	Başarangil (2018:425)	The relationships between the factors affecting perceived service quality, satisfaction and behavioural intentions among theme park visitors, Istanbul, Turkey	Positive correlation relationship
20	Sitinjak, Pangaribuan & Tafriza (2019:38)	Do store atmosphere and perceived value matter in satisfying and predicting the millennials' behavioural intentions in a café setting? Pondok Indah shopping mall, Indonesia	Significantly relationship
21	Cuong & Long (2020:395)	The impact of service quality and brand image on customer satisfaction and behavioural intentions in Vietnam fashion market	Significant relationship

Source: Own construction

From Table 6.1, it is evident that several authors have demonstrated that customer satisfaction has a positive and significant relationship with behavioural intentions. Therefore, the following hypothesis is formulated for the current study in order to test the relationship between satisfaction and behavioural intentions within the context of the study:

H[6]:   There is a significant relationship between customer satisfaction and behavioural intentions.

6.6   CUSTOMER EXPERIENCE VALUE AND BEHAVIOURAL INTENTIONS

Several researchers have established that there is a significant relationship between customer experience value and behavioural intentions (Hashim et al 2018:13; Lin & Chiang 2010:291; Park 2012:71; Tsou, Chen, Yunhsin Chou & Chen 2019:1; Windira et al 2018:10; Yusof, Musa & Putit 2013:117). For example, Hashim et al (2018:13) conducted a study in the hospitality industry with a specific focus on 80 hotels in the Malaysian perspective in terms of testing the relationship between the independent variable (service encounters among the hotels staff and guests and perceived efficiency and perceived service excellence) and dependent variables (experience value and behavioural intentions). Hashim et al (2018:13) found that experience value had a significant relationship with behavioural intentions of the guests who visited the hotel. Windira et al (2018:10) conducted a study with the aim of attaining an outline of customer experience value and overview of behavioural intentions of tourists in Taman Buah Mekarsari Fruit Garden, an agrotourism destination. The customer experience value in their study comprised entertainment, economic value, atmosphere, enjoyment, escapism, efficiency and service excellence and its influence on behavioural intentions of the tourists. The empirical results of the study revealed a significant relationship between customer experience value and behavioural intentions (Windira et al 2018:10).

Similarly, Yusof et al's (2013:109) study in the tourism industry investigated the role of customer experience value in self-congruity and its influence on behavioural intentions. A total of 420 questionnaires were distributed to the tourists in the island destinations to get the visitors' perception about their recent visit in Malaysia. It was found that the tourists experience value has a significant relationship with behavioural intentions for revisit to the tourist island destination (Yusof et al 2013:117). The current study anticipates establishing the applicability and influence of customer experience value

on behavioural intentions with selected shopping malls in Ghana. Therefore, on the basis of the discussions espoused above, the following two hypotheses are formulated:

H_7:   There is a significant relationship between customer experience value and behavioural intentions.

H_8:   The relationship between experience value and behavioural intentions is insignificant when satisfaction is included in the model and is significantly related with experience value and behavioural intentions.

6.7   SUMMARY

This chapter presented the hypothesised framework developed for this study to investigate the relationship between customer experience value, satisfaction and behavioural intentions within the shopping mall industry. The hypothesised framework was based on an extensive literature review in diverse research contexts. The independent variable, namely experience value is measured by four factors, namely service encounter, experience realms, utilitarian value and hedonic value. Indicators such as efficiency, service excellence, education, entertainment, escapism, esthetics, monetary savings, selection, convenience, exploration, place attachment and social status were identified to measure each factor and to investigate their influence on customer experience value, customer satisfaction and behavioural intentions. Based on the aforementioned factors and its indicators, four hypotheses were formulated for the independent variable, one hypothesis was formulated for the mediating variable and two hypotheses for the dependent variable or outcomes. The conceptual framework and hypotheses served as the foundation for model development for shopping malls in Ghana.

The next chapter (Chapter 7) presents the research methodology chapter. Chapter 7 further addresses the various research philosophies and paradigms selected for the study, research design, population and sampling of the study, the sample size and selection technique, data collection both secondary and primary data collection and ethical considerations. The chapter also examines the measuring instrument and

reliability and validity; and the data analysis procedures adopted to analyse the data collected are addressed.

CHAPTER 7

RESEARCH METHODOLOGY

7.1   INTRODUCTION

Chapter 6 discussed the hypothetical framework of the study. The proposed relationships between the variables in the hypothesised framework were explained, which assisted in the formulation of various hypotheses for the study.

To find answers to the research questions for the study (Section 1.3), important decisions had to be made regarding the methodology which could provide direction and contribute to the results and help attain the objectives of the study. This chapter presents the research methodology adopted, along with the data analysis techniques which were utilised for the final analysis of the study. The chapter begins with a discussion on the research philosophy which includes ontology, epistemology, axiology and methodology philosophies. Thereafter, the methods of reasoning in research are articulated. The research philosophy is further expanded to include the various research paradigms which include positivism, postpositivism, interpretivism and pragmatism. Furthermore, the chapter explains the research design which is the blueprint of the entire research methodology. A discussion of the research design includes the population of the study, as well as the sampling process used.

Thereafter, the chapter presents the data collection methods, which include data from secondary sources and primary data collection. The chapter discusses the ethical considerations followed by the primary data collection procedures. This is proceeded by a discussion on the measuring instrument adopted for the collection of the primary data. Next, the chapter discusses the validity and reliability of the research instrument adopted for the study. The discussion of the data analysis comprises data cleaning, editing and coding, descriptive statistics, inferential statistics, structural equation modelling (SEM) and finally how the results are translated into a meaningful understanding. The chapter concludes with a summary of the entire chapter.

7.2   RESEARCH PHILOSOPHY

A research process is governed by a research philosophy as this provides the basis of the actual knowledge on various assumptions which the researcher makes (Jain 2019:8). Also, the research philosophical basis indicates the entire framework which the researcher adopts to complete the research study (Jain 2019:9). Research philosophy refers to the development of knowledge in a particular field, based on a particular system of principles and assumptions (Saunders et al 2015:124). Research philosophy is guided by assumptions, beliefs, values and culture (Antwi & Hamza 2015:218). Several researchers indicate that research philosophy can be grouped into four fundamentals beliefs, namely ontology, epistemology, axiology and methodology (Al Ahmadi 2019:7; Killam 2013:6; Saunders et al 2009:119; Wahyuni 2012:69). These beliefs are discussed further in Sections 7.2.1 to 7.2.4.

7.2.1   Philosophy of ontology

The philosophy of ontology is founded on the assumption and nature of reality (Gunbayi 2020:38; Kaushik & Walsh 2019:1; Saunders et al 2007:133). Ontology deals with the position of what is the nature of reality and is mostly concerned with asking questions about what exists and trying to find out how it operates (Chalmers 2011:556; Ludwig & El-Hani 2019:7). Also, ontology makes the researcher become aware of the nature of reality. In other words, the ontology belief system enlightens the human senses about the social world and similarly informs the researcher what can be studied about it and how to do so (Leavy 2017:12).

When undertaking a research study, the researcher is making assumptions concerning what will be studied and how it relates to the world; and in doing so two basic positions exist within the ontology philosophy, namely realism and nominalism (Neuman 2014:94). Realism assumes that the world exists independently of humans and their clarifications of it, which makes it easier and less problematic to access what is in the real world (Neuman 2014:94). On the other hand, the assumption of the nominalist is that there is no direct experience of reality by humans, but human experience of the real-world constantly occurs through a lens of clarifications and inner subjectivity

(Neuman 2014:94). Subjective beliefs impact what researchers understand and how researchers experience reality (Neuman 2014:94). The philosophy of ontology clears the variance about the nature of reality and how people perceive reality and enables researchers to understand how it impacts the behaviour of people (Easterby-Smith, Thorpe & Jackson 2015:46).

7.2.2 Philosophy of epistemology

Epistemology deals with the view on what constitutes acceptable knowledge and what can be known (Gunbayi 2020:38). The epistemology philosophy emphasises that knowledge can be proven through empirical testing by a researcher to decide whether the knowledge is absolute; knowledge can confirm or disconfirm absolute truth and also help in the generalisation of the research result (Al Ahmadi 2019:19; Thesismind 2019:1). The sole role of research in epistemology is to collect reliable data and generate absolute truth and understanding about knowledge of the result from a particular research area (Al Ahmadi 2019:20; Thesismind 2019:1). Researchers usually adopt the use of the epistemology philosophy for scientific research purposes due to its assistance in finding the desired information without any discrepancies or doubt.

7.2.3 Philosophy of axiology

The philosophy of axiology was created from a Greek word *axios* which means *value*, to address the nature of ethical human behaviour (Killam 2013:6). In research studies, axiology philosophy encompasses what the researcher trusts and believes are ethical and guides the decision making of the study (Killam 2013:6). According to Wahyuni (2012:69), the philosophy of axiology is grounded on ethical behaviour and further encompasses the role that value plays in research and the attitude of the researcher based on the subject being studied. Axiology is the values and morals in research and the researcher's stance (Gunbayi 2020:38; Kaushik & Walsh 2019:1; Wahyuni 2012:70). It is believed that knowledge involves the collection of data and it is also objective; therefore, knowledge constitutes the autonomy of the values, interest and mood of the investigator (Al Ahmadi 2019:20). Value, therefore, is a key attribute or

concept of axiology. In the axiological context, value involves the study of the benefit of human life, human activities, deeds and human actions (Tomyuk, Shutaleva, Dyachkova & Dudchik 2020:433). More specifically, anything which has meaning to an individual, such as social groups, is considered as a value which is a core concept of axiology (Tomyuk et al 2020:434). In the axiology stance, researchers organise a scientific method to collect data in order to ascertain objectivity and impartiality during the process of the investigations (Al Ahmadi 2019:20). In axiology beliefs, the researcher accepts that research is value-laden and that researchers are sometimes biased by worldview, culture, experiences and upbringing (Wahyuni 2012:70; Yilmaz 2013:316).

7.2.4   Philosophy of methodology

Researchers often use the term *methodology* and *method* interchangeably, yet there are distinct and unique differences. Methodology is the path behind the research procedures or how the researcher should conduct the research (Sileyew 2019:1). The methodology philosophy refers to the various methods and procedures that are suitable, which is fundamental to providing a foundation for the method to be utilised in the study (Gunbayi 2020:38). A research methodology is a philosophy on its own which significantly outlines the variety of the entire knowledge in research, while the method is a research technique applied to conduct a research study (McGregor & Murnane 2010:419). Additionally, in research studies, the combination of research methods and theories create the methodology, which demonstrates how the research study will be executed (Leavy 2017:16).

Based on the various research philosophies discussed, Table 7.1 summarises the fundamental beliefs and characteristics of the research philosophies and their paradigms.

TABLE 7.1

FUNDAMENTAL BELIEFS AND CHARACTERISTICS OF RESEARCH
PHILOSOPHIES/PARADIGMS

Philosophy	Research paradigms			
Fundamental Beliefs	Positivism (*Naive realism)*	Postpositivism (Critical realism)	Interpretivism (*Constructivism)*	Pragmatism
Ontology: The position or nature of reality	External, objective and independent of social actors	Objective, exists independently of human thoughts and beliefs or knowledge of their existence, but is interpreted through social conditioning	Socially constructed, subjective, may change, reality is subjective and multiple	External, multiple views chosen to best achieve an answer to the research question
Epistemology: The view on what constitutes acceptable knowledge	Only observable phenomena can provide credible data, focus on causality and laws such as generalisation, reducing phenomena to simplest elements	Only observable phenomena can provide credible data and facts, focus on explaining within a context(s)	Subjective meanings and social phenomena, focus on the details of the situation, the reality behind these details, subjective meaning and motivation action	Either or both observable phenomena and subjective meanings can provide acceptable knowledge dependent upon the research question

TABLE 7.1 (CONTINUED)

FUNDAMENTAL BELIEFS AND CHARACTERISTICS OF RESEARCH
PHILOSOPHIES/PARADIGMS

Axiology: The role of values in research and the researcher's stance	Value-free and etic, research is undertaken in a value-free way, the researcher is independent of the data and maintains an objective stance	Value-laden and etic, research is value-laden, the researcher is biased by worldview, culture, experiences and upbringing	Value-bound and emic, research is value bound, the researcher is part of what is being researched, cannot be separated and so will be subjective	Value-bound and etic-emic, value plays a large role in the interpretation of the results, the researcher adopting both objective and subjective points of view
Research methodology: The model behind the research procedures	Quantitative	Quantitative or qualitative	Qualitative	Quantitative and qualitative (Mixed or multi-method design)

Source: Adapted from Wahyuni (2012:70); Yilmaz (2013:316)

From Table 7.1, each philosophy is associated with a specific research paradigm, namely positivism, postpositivism, interpretivism and pragmatism (Wahyuni 2012:70). Section 7.3 discusses the different paradigms and based on that the researcher selects the philosophy and paradigm which best suits the current study.

7.3   RESEARCH PARADIGMS

Research paradigm originates from a Greek word called "*paradeigma*" which is translated as *"pattern" (*Killam 2013:5)*.* Paradigm is the manner in which an individual or researcher views and interprets the world, and also serves as a basic framework to aid the researcher in everything done in the research "as a lens on a pair of glasses" (Killam 2013:5). The research paradigms have several advantages. For example, the research paradigms enable the researcher to be better informed by identifying which paradigms are the most suitable for the study, based on the objectives stipulated for

the study (Easterby-Smith et al 2015:45). The research paradigms also enable the researcher to select and clarify the research approach; the researcher's knowledge about the research philosophy and paradigms also helps to distinguish which of the research designs will work and which will not; and also supports the researchers to recognise, create and suggest how to adapt research designs from a different subject or knowledge contexts (Easterby-Smith et al 2015:46). Research paradigms can be grouped under four main assumptions, namely positivism, postpositivism, interpretivism and pragmatism (Wahyuni 2012:70; Yilmaz 2013:316). Based on the philosophical assumptions illustrated in Table 7.1 and the associated research paradigm, the following section will explain the four paradigms.

7.3.1 Positivism paradigm (Naive realism)

Positivism is also known as naive realism due to the shared belief which is applicable across various contexts (Wahyuni 2012:71). The principle of the positivism paradigm holds that researchers could be certain only when the knowledge is created through the use of a scientific process utilising empirical methodology based on data collected through experiments and observation (McGregor & Murnane 2010:421; Peng & Shiyu 2019:212). Positivism is a scientifically based technique which deals with the significance of rules and principles to develop a hypothesis which can be proven or verified to understand the motives of human behaviour and forecasts for the future (Fordjour & Chan 2020:7). Positivism uses quantitative research techniques and holds that there is one objective reality (Tsang 2014:175). Positivism researchers adopt the use of some of the characteristics of positivism's well-structured quantitative methodology, such as a survey, which allows the researcher to statistically analyse the result (Saunders et al 2003:113). The quantitative research approach encompasses and is characterised by the collection of numerical data and uses statistical analysis to build the result (Creswell & Creswell 2017:211; Peña, Manaois & Pasana 2020:3). The quantitative approach allows any future possible changes to be made effectively by adapting the model used for the study (López et al 2020:1276). Similarly, the positivism paradigm is deductive in nature because it stems from both the social and natural sciences, including psychology, life sciences and behavioural science, and allows

researchers to test the hypothesis developed for the study (Khatwani & Panhwar 2019:127; Ullah, Hossain, Azizuddin & Nawaz 2020:358).

7.3.2 Postpositivism paradigm (Critical realism)

Postpositive or critical realism emerges as a substitute to positivist and interpretive research (Bygstad & Munkvold 2011:1). A post-positivism viewpoint of ontology holds that the social world is real and autonomous of the human knowledge which is governed by various mechanisms (Ellaway, Kehoe & Illing 2020:3). Postpositivist investigators view research analysis and study as a sequence of logically correlated steps and make claims of knowledge based on objectivity, standardisation, empirical reasoning and controls within the research development (Kaushik & Walsh 2019:1). Advocates of the postpositivist paradigm or critical realism argue that events observed in the empirical field are insufficient for causes and effects, causal mechanisms are tendencies and whether effects are generated depends on other factors (Bonell, Moore, Warren & Moore 2018:2; Thanh &Thanh 2015:24). Postpositivism allows the individual researcher to consider the role of value as an instrument or as a framework in social phenomena (Ellaway et al 2020:4). Under the postpositivism paradigm, the researcher can decide either to utilise the quantitative method or the qualitative approach.

7.3.3 Interpretivism paradigm (Constructivism)

The interpretivism paradigm is an epistemological position that necessitates social scientists to hold the subjective meaning of social action and argue that there is neither universal truth nor worldview (Bryman 2008:13; Kankam 2019:86). According to Iyamu (2020:3) and Walsham (2015), the interpretivist paradigm starts with the principle that an individual's knowledge about what is a reality and human actions are socially created. Interpretivism is an integral part of qualitative research which emphasises the importance of interpretation and observation in understanding the lived experience of people (Ormston et al 2014:13). In most cases, the data analysis methods adopted by researchers who use the interpretivism paradigm include in-depth interviews. It is theoretically proven that interpretivism or constructivism paradigm researchers clearly

understand the world through the respondents' perception and previous experience which the researchers use to construct and interpret understanding based on the information gathered (Thanh & Thanh 2015:24). More precisely, the interpretivism paradigm reinforces researchers in terms of exploring the world by giving meaning to the understanding of people or society. Researchers who use the interpretivism paradigm normally rely on the opinions of respondents for the topic being investigated (Kankam 2019:87).

7.3.4 Pragmatism

The pragmatic paradigm allows the researcher to adopt the use of both the quantitative method and the qualitative method or mixed or multi-method design concurrently in the research study (Abutabenjeh & Jaradat 2018:247; Armitage 2007:3; Maarouf 2019:2). This means that the researcher has the liberty to choose which of the methods and procedures will make the study easier and comfortable to meet the objectives of the study. Due to the flexible nature of pragmatism, Maarouf (2019:5) describes it as being about the notion of "what works" and it is mainly denoted as the pragmatic theory of truth. According to the axiology belief of pragmatism, value plays a role in the interpretation of the research results. Based on this, researchers adopt both objective and subjective points of view (Wahyuni 2012:70). In practice, pragmatism researchers do not consider knowledge as a final or perfect result, neither universal nor absolute, but rather knowledge is always in a process which can be reviewed and improved upon (Creswell & Poth 2016:64). The pragmatism researchers adopt several approaches to collect and analyse data other than limiting themselves to only one approach (Creswell & Poth 2016:64; Maarouf 2019:5). In this regard, pragmatism researchers' core role is to connect actions with beliefs and consequences; the interpretations of the consequences will generate revised belief, which will also produce a new action and that will also lead to further consequences (Morgan 2020:66). Thus, this paradigm utilises the mixed-method approach. The next section discusses the various reasoning methods in research.

7.4   METHODS OF REASONING IN RESEARCH

In research studies, there are various reasoning methods available to the researcher to adopt and apply. Reasoning is defined as a research process whereby the researcher uses already existing knowledge to draw conclusions, decisions, make projections and predictions, or provide construct explanations (Withrow-Clark 2020:1). There are three reasoning methods or approaches, namely inductive, abductive and deductive. Using the inductive reasoning approach, the researcher first starts with the specifics or series of specific observations which will guide and lead the researcher to draw a general conclusion based on what is true and known (Mitchell & Education 2018:104; O'Reilly 2016:548; Withrow-Clark 2020:1). The inductive approach is usually limited in scope in terms of accumulated evidence; and afterwards, the researcher gathers evidence, seeks partners, and forms theories and hypotheses to explain what is seen in the research which has become known (Mitchell & Education 2018:104; Withrow-Clark 2020:1). With the inductive reasoning method, the generalisation of the conclusion is usually not certain and not likely in terms of gathered evidence. With the abductive reasoning method, the researcher begins with an incomplete set of observations and proceeds to the likely possible explanations of the observation to explain what is known or most likely (Bradford 2017:1; O'Reilly 2016:548; Withrow-Clark 2020:1). It can be emphasised that abductive reasoning bridges the gap between the inductive and the deductive reasoning method. With deductive reasoning, the researcher starts with a general view which will lead the researcher to make a series of specific guaranteed conclusions based on what is the truth and known (Mitchell & Education 2018:104; O'Reilly 2016:548; Withrow-Clark 2020:1). The deductive approach forms theories, is concerned with testing and confirming hypotheses to explain and draws a conclusion on what is seen in the research which has become known (O'Reilly 2016:548; Withrow-Clark 2020:1). The deductive reasoning approach can be illustrated in the figure below which is also known as the "top-down" reasoning approach (Trochim 2020:1).

FIGURE 7.1

DEDUCTIVE REASONING: TOP-DOWN APPROACH
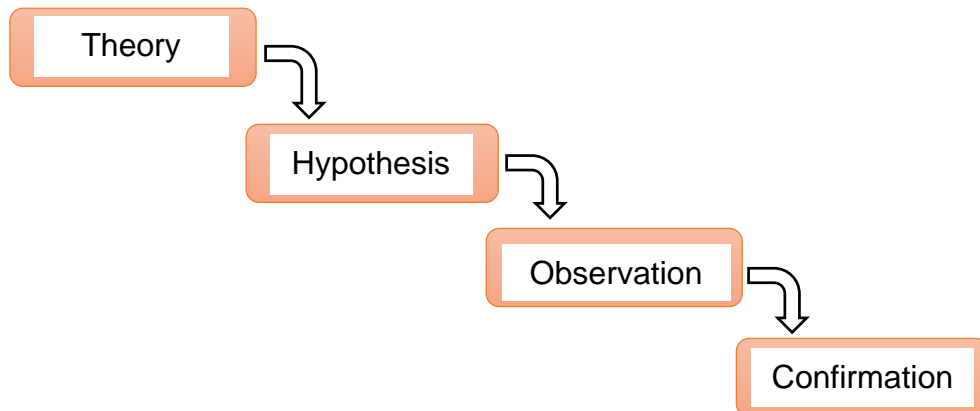
Source: Adapted from Trochim (2020:1)

The researcher first starts with the available theories about the topic of interest; then narrows down from the theories to a specific hypothesis which can be tested to support the theories; then narrows down further after collecting data (observations) to address the hypothesis; finally based on the data collected (observation) tests the hypothesis with the specific data for confirmation with the original theories (Trochim 2020:1). The current study utilised the deductive reasoning method because it is the most appropriate for the aim and the objective of the study. The reasons for the selection are further discussed in Section 7.5 which describes the research paradigm and reasoning method selected for the study.

7.5 RESEARCH PARADIGM AND REASONING METHOD SELECTED FOR THE STUDY

Firstly, based on the research objectives, the research question, and upon considering the various research philosophies and paradigms discussed in the previous sections, the positivism research paradigm was selected as a suitable research paradigm for this study. Based on the ontological perspective, the positivism paradigm focuses on an objective and independent stance of social actors. The positivism paradigm using the beliefs of the ontological philosophy assisted the researcher to clear the variance

about reality and how people perceive reality and enabled the researcher to understand how it impacts on the behaviour of people or the respondents of the study.

The epistemology perspective of positivism denotes that only observable phenomena can provide credible data which direct the researcher to focus on causality and laws such as generalisation and reducing phenomena to the simplest elements (Wahyuni 2012:70). On the grounds of this statement, the positivism paradigm was selected for the current study because it allowed the researcher to generalise the research findings, based on the sample selected for the study.

The axiology perspective guiding the positivism paradigm is described as value-free and etic (Wahyuni 2012:70). Etic is a research approach whereby the researcher maintains an outsider's viewpoint through neutrality and distances himself or herself from the respondents so that the researcher can find out what is exactly the truth (Killam 2013:22). Research is conducted in a value-free manner, the researcher is independent of the data and maintains an impartial position (Gunbayi 2020:38; Wahyuni 2012:70). Based on this statement, the positivism paradigm was chosen for this study because it allowed the researcher to take an objective stance in the interpretations of the research results. In this regard, it can be stated that the results of the study are all independent and free from manipulation and bias.

The methodology philosophy guiding the positivism paradigm is a quantitative method. The quantitative research method helped the researcher to measure the aspects of the problem identified and to understand their effects on the studied variables. It also assisted in gathering data in a quantifiable way and to minimise bias in the process of data analysis (Burrell & Clare 2018:2).

Finally, the study followed the positivism paradigm with the use of the deductive reasoning approach. The choice was based on the fact that deductive reasoning is quantitative in nature which allows the development and testing of hypotheses based on existing trusted concepts and theories in specific contexts which are suitable in the present study (Postnikova & Nilsson 2019:17; Trochim 2020:1; Ullah et al 2020:358). Quantitative research also involves measuring and testing the association between

variables to reveal patterns, relationships or causal connections (Leavy 2017:9). In this study, the deductive reasoning approach was used since the study is quantitative and also involves concepts and theories which have been discussed in the previous chapters which also applied the deductive approach. The deductive reasoning approach allowed the study to formulate the hypothetical framework based on the aim and objectives of the study as discussed in Chapter 6. Based on this, the positivism paradigm was selected and used in the study to permit incorporating the quantitative research approach in testing the hypotheses formulated. Research design is discussed in the following Section 7.6.

7.6   RESEARCH DESIGN

For any research development to be fully completed and achieve the aim and objectives of the study, the researcher has to cautiously select a research design for the study (Jain 2019:5). Fordjour and Chan (2020:6) and Akhtar (2016:69) define a research design as the master plan that directs the process of the research study in order to achieve the set objective. Based on the research design, the researcher will be able to select the most appropriate research methodology, sampling procedures, design of the collection instruments, data collection method, and types of analysis of the data collected (Abhijeet 2019:1; Harris 2020:24). The research design further directly impacts on the validity and reliability of the study (De Vaus 2014:182).

Based on the objectives of the study, the researcher can choose from a variety of research designs (Abutabenjeh & Jaradat 2018:240), which acknowledges that there is no one best research design. Consequently, the researcher's selection of a particular research design is influenced by several factors, for example availability of adequate resources to conduct the research, such as the time available to conduct the research, logistics and objectives of the study (Abhijeet 2019:1; Harris 2020:22). Research design can be broadly classified into three categories, namely exploratory, causal and descriptive research (Abhijeet 2019:1; Arora & Mahankale 2012:39; Ghauri, Grønhaug & Strange 2020:284). Depending on the research question of the study, a researcher can adopt more than one research design for a particular study to enable the

researcher to achieve the aim of the research (Arora & Mahankale 2012: 39; Jain 2019:5). The three research designs are discussed below.

7.6.1 Exploratory research design

An exploratory investigation is where the researcher explores a new researchable idea or experiment phenomenon to get an understanding thereof (Amoah 2016:110). Every research study, first of all, starts with an exploratory study then the rest of the process can follow (Arora & Mahankale 2012:39). Exploratory research is a process whereby the researcher formulates the research topic, based on the review of the literature and subsequently proceeds to converse with participants in the field (Arora & Mahankale 2012:39). According to Ghauri et al (2020:64), because exploratory research is unstructured research, it requires great skill of the researcher when being conducted. Some of the key skills required include the researcher's ability to observe, the capability to collect information efficiently, skills in construction, explanation and theorizing (Ghauri et al 2020:64). The following are some of the tools mostly used to conduct an exploratory study: secondary data, literature search, personal interview, focus group, experience survey and case study (Beri 2013:71). The selection of any of these tools is based on the objectives of the study. Therefore, based on the objectives of this study, the exploratory research design was utilised as one of the appropriate research designs for this study. The exploratory research design specifically assisted the researcher to formulate the research topic and identified the variables for the hypothesised framework based on a rigorous review of the literature. The causal research design is discussed in Section 7.6.2.

7.6.2 Causal research

The second research design is the causal research design. Causal research is also referred to as explanatory research which is undertaken for the purposes of ascertaining cause and effect relationships (Dudovskiy 2019:1). The effectiveness of causal research lies in the identification of differences between variables (Abhijeet 2019:1). Causal research assists to establish whether or not there is a definite pattern or relationship between two or more variables of the investigation and analysis

(Dudovskiy 2019:1). Causal research is well known for the use of control procedures in experimental studies to test the cause, effect and causal relationships among variables (Abhijeet 2019:1; Ghauri et al 2020:64). Causal research also helps the researcher to identify the effect of an independent variable on a dependent variable. Researchers who make use of causal research seek to execute three objectives, namely manipulation, measurement and control (Abhijeet 2019:1). Causal research design was not appropriate for this study since the researcher was not seeking for causes and effects. The descriptive research design was used for this study and is therefore discussed in Section 7.6.3.

7.6.3 Descriptive research

The descriptive research design aims at determining the nature of a situation as it exists and answers the questions of what, who, where, how and when a situation occurred (Akhtar 2016:75). According to Malhotra (2010:106), descriptive research measures market characteristics or functions, for example attitude and behaviours of customers, customers' perception about a product or service, and the determinants of the degree to which a market variable influences shoppers' behaviour in a shop. Descriptive research aims to represent accurately the characteristics of a particular group or situation, and it is widely used in the social sciences, as in socio-economic surveys and activity analysis due to its accuracy (Akhtar 2016:76). Furthermore, some of the key characteristics of descriptive research design are that it is well organised, has precise rules, and has accurate procedures in information gathering and analysis (Ghauri et al 2020:64).

The descriptive research design, was deemed appropriate for the current study because it describes vital information about the respondent's opinions, attitudes, behaviour and experiences. Also, in circumstances where there is a phenomenon under investigation, as in the case in the current study, descriptive research design is the most appropriate method to use because it assists in describing all the characteristics of the population systematically (Bhat 2020:1) and helps the researcher to establish the relationship between the variables investigated (Curtis et al 2015:2). Furthermore, in line with previous studies in the retail industry, specifically shopping

malls, several authors have used the descriptive research design in their studies (Bhandari & Mehta 2016:98; Chansoriya & Dubey 2019:496; Hati 2019:148; Shukla, Vyas & Pandya 2015:1007).

In this study, both exploratory and descriptive research design were utilised as appropriate research designs.

7.7 POPULATION AND SAMPLING

In this section, the target population of the study is described. Similarly, how the sampling method and the respondents of the study were selected, is also clarified.

7.7.1 Target population

The target population of a study includes groups of individuals, events or objects on which a study is conducted in order to generalise a conclusion (Fox & Bayat 2010:52). Ahmad (2012:105) defines the population of a study about a shopping mall as all the shoppers who visit the shopping mall at any time to purchase goods or services or for other related activities. The population of this study includes all the customers or other persons who shopped at or visited the selected shopping malls during the time of the data collection process. In other words, the target population consists of shoppers who have shopped at the selected shopping malls or participated in any other related activities such as entertainment including those who were visiting for the first time. There are nine shopping malls currently functioning and operating in Ghana. Due to financial and logistical constraints, four (4) out of the nine (9) shopping malls currently in Ghana were appropriately selected. These malls were selected for the study based on the fact that all the four shopping malls are located in the two big cities in Ghana, namely Accra, the capital city and Kumasi, the second biggest city in Ghana.

7.7.2 Sampling

In sampling, the researcher focuses on a phenomenon when setting out the purpose to collect data. In this regards the criterion for choosing the respondents are those who can provide pertinent data to meet the objective of the study (Harris 2015:10). Malhotra

(2010:402) defines sampling as a process of choosing parts of analysis from a larger population. Sampling is a procedure deployed by researchers to select smaller portions of a pre-determined target population to serve as a data collection source for a study (Meng 2013:1; Oghenekevwe, Njideka & Sylvia 2020:27; Sharma 2017:749). Before the researcher can determine the sample for the study, the sample frame needs to be defined which refers to the list of all the components of the population in which the researcher is interested (Leavy 2017:76; Lehan 2016:1). In the selection of appropriate and suitable respondents for the study (Section 7.7.1), only those aged 18 and older and have shopped or participated in related activities in the selected shopping malls were selected for the completion of the questionnaires. The next section discusses the sampling method selected for the study.

7.7.3   Sampling method

To answer the research question of the study, the researcher should collect data from the entire population. However, since the researcher will neither have the time nor the resources to collect data from and analyse the entire population of the study, a sampling technique is applied to reduce the number of the target population suitable for the study (Taherdoost 2016:18). The sampling method is the process and the technique of selecting from the total population. Sampling methods in quantitative research are broadly categorised into two major types, namely probability or random sampling and non-probability or non-random sampling methods (Gogtay & Thatte 2016:66; Taherdoost 2016:20). Each of the two sampling methods has its own numerous sub-types and, associated advantages and disadvantages (Gogtay & Thatte 2016:66). Figure 7.2 illustrates the types of sampling methods.

FIGURE 7.2

TYPES OF SAMPLING METHODS
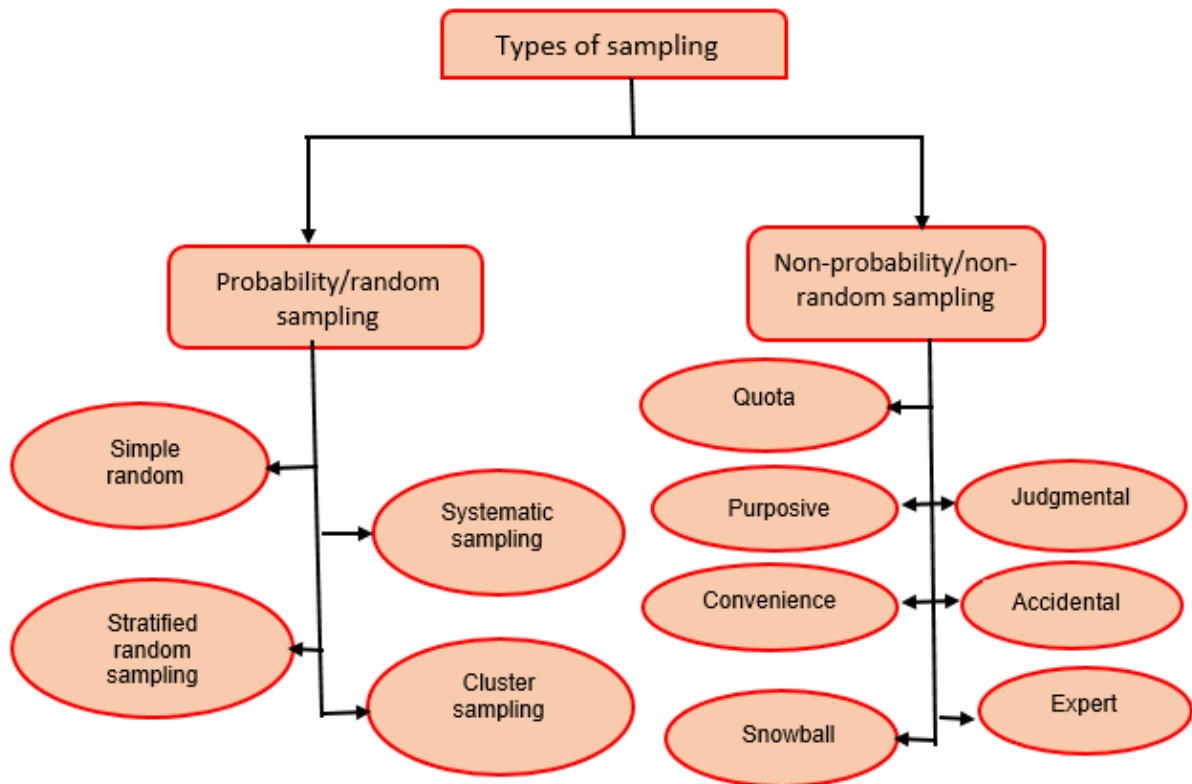
Source: Adapted from Kumar (2019:297); Taherdoost (2016:20)

From Figure 7.2 the probability or random sampling methods are classified into simple random, systematic, stratified and cluster sampling. On the contrary, the non-probability or non-random sampling methods include quota, purposive or judgemental, convenience or accidental, expert and snowball sampling. Sections 7.7.3.1 to 7.7.3.5 explore the various sampling methods.

7.7.3.1   Probability sampling

Probability sampling is also termed random sampling or representative sampling which gives every member of the population a known (non zero), equal or independent chance of being included in the sample (Alvi 2016:12; Gogtay & Thatte 2016:67; Kumar 2019:296; Sharma 2017:749; Taherdoost 2016:20). Probability sampling is the more

acceptable sampling method when a researcher wants to make a fair interpretation about a target population (Smith & Dawber 2019:3). Probability sampling is a well-known sampling method based on thorough mathematical ideologies to ensure some level of accuracy (Cornesse et al 2020:22). It usually involves more research work; however, it is accurate and effective (Sharma 2017:749). To effectively execute probability sampling, the researcher must incorporate some conventions and assumptions in the study (Smith & Dawber 2019:3). The inclusion of the conventions and the assumptions of effective probability sampling are that firstly, a sample frame is required for the study which is supposed to be comprehensive enough to contain all the units of the target population (Smith & Dawber 2019:3). Secondly, each element on the sampling frame has a non-zero presence chance, which is used to randomly select the components to be in the sample of the study (Smith & Dawber 2019:3). The types of probability sampling are discussed below.

- Simple random sampling (SRS)

In selecting a probability sample, the simple random sampling is the most basic and common method used by researchers (Ghoshet al 2013:1740; Kumar 2019:302; Ruane 2016:243). In the simple random sampling process, each member or individual of the target population has an equal opportunity to be included in the sample selection (Acharya, Prakash, Saxena & Nigam 2013:330; Wilson 2014:215). Since it is a principal and basic type of research method, it can either be used as a sampling technique in itself by researchers or can be used as a foundation or a structure for more multifaceted research procedures (Meng 2013:1).

Some of the advantages of simple random sampling are the easiness in implementation, it is the best and the fairest way of undertaking a research study which allows each respondent to have an equal chance of being selected and finally, it is free from bias (Sharma 2017:750). Despite the various advantages stated, SRS possesses disadvantages. Two key disadvantages are that it operates only with the comprehensive list of all the representatives of the population in question and secondly, it is tedious and costly to manage (Sharma 2017:750).

- Systematic sampling

According to Kumar (2019:309), systematic sampling has some characteristics or features of both the probability/ random sampling and the non-probability/ non-random sampling methods and therefore is considered as a mixed method. However, systematic sampling has been mainly considered as a probability sampling technique in numerous literature sources (Gray 2019:228; Taherdoost 2016:20; Wiid & Diggines 2013:189). In this study, systematic sampling is, therefore, considered as a probability sampling technique. In systematic sampling, it is important that the researcher has a sampling framework for the target population, therefore it is useful in circumstances where records for the research population are regularly sustained (Kumar 2019:309). In this technique, the sample frame is initially divided into a number of sections called intervals. The first subject or interval is randomly selected and then the successive subjects are selected through intermittent processes based upon the position of the first interval (Acharya et al 2013:331; Kumar 2019:309).

Some of the advantages of systematic sampling are that it has a reasonable cost of execution, external validity is high and it is also very simple to design and verify (Acharya et al 2013:331), suitable in cases where a larger population is involved (Etikan & Bala 2017:216). One weakness of systematic sampling is the likelihood of decreases in the representation of the target population (Taherdoost 2016:23).

- Stratified random sampling

Stratified sampling is a sampling process where the researcher, firstly, divides a target population into smaller, separate and independent strata (subgroups or divisions) (Martínez-Mesa, González-Chica, Duquia, Bonamigo & Bastos 2016:329; Sharma 2017:750). The strata are based on common characteristics or attributes. The researcher then randomly selects elements from each of the divisions or strata to form part of the sample (Acharya et al 2013:331; Sharma 2017:750; Xu & Buchanan 2019:138). With stratified random sampling, the researcher attempts to arrange or classify the population so that those selected in the stratum are homogeneous following the characteristics for which it was stratified (Kumar 2019:303).   In

quantitative research, stratified random sampling is divided into two categories, namely proportionate stratified random sampling and disproportionate stratified random sampling (Lambin & Schuiling 2012:169; Lynn 2019:254; Martínez-Mesa et al 2016:329). Proportional stratified sampling is where the number of elements from each of the strata is selected according to its percentage in the total population, while the disproportionate stratified sampling does not give consideration to the size or percentage of the stratum (Kumar 2019:303). In other words, proportionate stratified sampling uses an equal sampling fraction in each of the strata. On the other hand, in disproportionate stratified sampling, each of the strata uses different sampling fractions. One key benefit of using stratified random sampling is the likelihood of fair representation of all groups in the target population (Acharya et al 2013:331; Gray 2019:229). The disadvantages are that this sampling method involves accurate information on percentages of each of the strata in the population, and stratifying lists are costly to execute (Acharya et al 2013:331).

- Cluster sampling

In research, if the population is too big for instance when it involves a city or entire nation, it becomes difficult in terms of cost and logistics for the researcher to undertake such studies. In this regard, cluster sampling is more practical and appropriate. Cluster sampling allows, therefore, the researcher to divide the population to be sampled using identifiable characteristics (geographical locations, district, areas, schools) into groups called clusters and to subsequently pick elements among each of the clusters using a simple random sampling technique (Acharya et al 2013:331; Kumar 2019:303). Cluster sampling uses a number of levels or stages of sampling. They are single-stage, double stage and multiple stage cluster sampling (Nafiu 2012:166). The multi-stage is the most complex form of the cluster sampling technique.

Cluster sampling has the advantage of being easy to implement, and cost-effective to execute (Taherdoost 2016:23). One of the benefits of cluster sampling is that the researcher can use a probability sample to select respondents without relying on a sample frame. Cluster sampling has the limitation of bias, in the sense that if the

clusters were selected based on a biased opinion, then it will likely affect the bias of the answers of the entire population of the study (Sharma 2017:751).

7.7.3.2 Non-probability sampling

Non-probability sampling is also known as non-random sampling where every element of the population does not have a chance of participation in the investigation (Alvi 2016:13; Etikan, Musa & Alkassim 2016:1). Random selection is not an important technique in nonprobability sampling in choosing the sample from the target population of the study, but instead, the researcher adopts subjective approaches to choose which elements of the population should be selected for the sample (Etikan et al 2016:1). Non-probability sampling does not represent all the members of the population because it is the researcher who determines the respondents to be selected, based on specific characteristics set aside as a criterion for the data collection (Cant, van Heerden & Ngambi 2010:138). The types of non-probability sampling methods are explained below.

- Quota sampling

Quota sampling is a unique non-random sampling technique which chooses respondents non-randomly based on a pre-specified fixed quota (Ruvalcaba & Eaton 2020:3). In quota sampling, the target population is deliberately divided into smaller groups based on their distinct characteristics; which are considered to be appropriate for the study, such as gender, race, ethnicity, income, qualification and age (Daniel 2012:21; Martínez-Mesa et al 2016:328). Then the researcher, based on these individual characteristics, builds the quota but not based on random selection (Maestripieri, Radin & Spina 2019:88). Quota sampling is non- random sampling yet the control and distribution of the population, which is divided into groups, are similar to random sampling (Acharya et al 2013:332; Elliott & Valliant 2017:249). It is considered as a non-probability version of stratified sampling, where the respondents are deliberately selected by the researcher while in stratified sampling they are randomly selected from a sample list (Lambin & Schuiling 2012:170; Maestripieri et al 2019:88). One key advantage of quota sampling is that it is less expensive in terms of

cost compared with random sampling methods since quota sampling can be done quickly (Maestripieri et al 2019:89). One key disadvantage of quota sampling is that it does not guarantee the inclusion of sampling population characteristics that are not built into the quota groupings (Maestripieri et al 2019:89). Quota sampling delivers some amount of bias in its selection as a non-probability sampling method (Ruvalcaba & Eaton 2020:8).

- Convenience / accidental sampling

Convenience sampling can also be termed accidental sampling (Patten & Newhart 2017:90; St. Joseph University 2020:1) or availability sampling (De Andrade, Braga, Gonçales, Silva & Da Silva Filho 2020:365). Convenience sampling refers to a selection of sampling techniques which suit the researcher to select respondents who are suitably and accessibly available at the time of data collection (De Andrade et al 2020:365; Denscombe 2014:43). Also, the researcher can decide on the participants to be included in the convenience sample based on subjective techniques (de Matos Castilho, Zanin & Flório 2020:3). It is convenient because it enables the researcher to select the sample elements that meet certain applied criteria such as ease of access to the location, easy access to respondents, availability of time, and willingness and readiness to participate in the study (Etikan et al 2016:2; Wilson 2014:219). Convenience sampling has an advantage that it is less costly, effective and can be implemented easily (Jager, Putnick & Bornstein 2017:3). One disadvantage of convenience sampling is a possible bias in selecting respondents as non-probability sampling; another is that it is not possible to generalise the results to the entire population (Jager et al 2017:3).

- Purposive / Judgmental sampling

Purposive sampling is a non-probability sampling technique where respondents are selected for a specific purpose (Denscombe 2014:41; Wilson 2014:219). Purposive sampling is also known as judgmental sampling, intentional sampling or deliberate sampling (Johnson & Christensen 2014:265; Neuman 2014:273; St. Joseph University 2020:1; Wilson 2014:219). Purposive sampling enables researchers to select a specific

unit or element that is of interest and importance to the study (Dane 2011:125; Neuman 2014:145). As a result, it enables the researcher to develop the sampling framework by combining different sampling strategies which would be the best fit for the research objectives (Ames, Glenton & Lewin 2019 :3). This type of sampling enables the researcher to predetermine the type and the number of respondents using his or her best judgement (Kumar 2019:307). This, in effect, saves time and resources because the researcher can contact only those who, in his opinion, have the required information and are willing to participate in the study. One advantage of the purposive sampling method is that it provides justification for the researcher to generalise the sample which is being studied when the generalisation is theoretical, analytical and reasonable in nature (Sharma 2017:751). One limitation of purposive sampling is that it can be prone to biasness on the part of the researcher; for instance, if the researcher does not base his judgement on the right criteria (Sharma 2017:751).

- Snowball sampling

Snowball sampling is also known as a chain referral sampling technique and is utilised when it becomes difficult to find potential respondents for the study (Gogtay & Thatte 2016:67; Rajendran, Angel & Sharon 2018:14295). In snowball sampling, one or a group of respondents refers the researcher to other potential respondents and each of the respondents is asked to suggest further respondents with the same criteria needed by the researcher for inclusion (Denscombe 2014:42; Patten & Newhart 2017:115; Ruane 2016:247). In this regard, the sample size would be increasing as and when a referral is made by the respondent (Kirchherr & Charles 2018:1). It is normally more practical to implement snowball sampling when the researcher does not have a sampling frame of any sort so snowball sampling enables the researcher to first make contact with one appropriate respondent and from that moves to another and another (Denscombe 2014:43; Gray 2019:238). An advantage of the snowballing sampling technique is the usefulness and effectiveness to locate sensitive and difficult respondents which would not have been possible to locate using any of the other sampling techniques (Gogtay & Thatte 2016:67). Snowballing usually becomes difficult and expensive to implement when the sample keeps growing bigger and bigger

through referrals (Etikan & Bala 2017:216). Since snowballing solely relies on referrals, the researchers are mostly exposed only to respondents who share similar personalities and characteristics (Gogtay & Thatte 2016:67). This would result in a biased sample.

- Expert sampling

Expert sampling entails the inclusion and consent of opinions of participants who are experts in the field of study in which the population is to be investigated (Etikan & Bala 2017:215). Expert sampling calls for experts in a specific field and is more appropriate when a new area of research is being investigated to ascertain whether the study needs to be undertaken (Etikan et al 2016:3). Expert sampling comprises professionals and specialists in a specific field of study only. It can also mean that the sample consists of experts or the most popular and experienced users of a product or service in a specific field to ascertain their opinion in a particular field (Ghosh et al 2013:1740). Expert sampling can be used in both quantitative or qualitative studies, yet it is more appropriate in qualitative research where experts in a specific field of research are involved and can be contacted for the study and be added until saturation point (Kumar 2019:309). However, expert sampling can also be used in quantitative research; but in this case, the number of experts in a specific field for the study can be contacted without considering any saturation point (Kumar 2019:309). One advantage of using expert sampling is the ability for the researcher to ascertain a better constructive opinion of experts in an area of research which provides confirmation of validity in the sampling (Etikan & Bala 2017:215). The disadvantages of expert sampling arise from the difficulty in getting individual experts in the field of study and sometimes experts can give a biased judgement.

7.7.4 Sampling method selected for the study

After careful consideration of the various sampling methods available, the non-probability sampling method was chosen for the collection of primary data for the current study because there is no sampling frame available representing the target population. In this regard, the researcher specifically utilised a purposive sampling

approach in selecting the respondents. The target respondents were selected based on the criteria that the person has shopped at the shopping mall before and those that are visiting for the first time. Data was collected from respondents exiting the selected shopping malls between the hours of 10:00 to 18:00 GMT, from Monday to Sunday. The data were collected during the months of December 2020 and January 2021. Due to the large size of the target population, the researcher engaged the services of ten fieldworkers to assist in the administering of the questionnaires during the data collection. Prior to the data collection, the researcher trained the fieldworkers on how to screen and recruit respondents to complete the questionnaires. The field workers were also trained on how to observe all ethical protocols associated with the study.

In the selection of appropriate and suitable respondents for the study, only those customers/shoppers who were 18 years of age and older were selected for the completion of the questionnaires. The limit on age becomes pivotal as individuals aged less than 18 years are legally considered as minors with inadequate capacity for independent decision in the Ghanaian setting. It took approximately 15 minutes for the respondents to complete each questionnaire.

7.7.5 Sample size

Sample size is defined as the number of individuals selected from a larger population for investigation purposes (Aaker, Kumar, Leone & Day 2013:327; Alvi 2016:11). For researchers to avoid sampling errors or some biases in their studies, the sample size must be of adequate and acceptable size (Taherdoost 2017:237). In quantitative research studies, the appropriateness of a sample size fundamentally depends on the objectives of the study, the intended purposes of the study and the kind of relationship the researcher seeks to establish in the intended research study. In the association and the testing of hypotheses for quantitative studies, the sample size is an important determinant of the accuracy of the study, because it is generally acknowledged by scholars that the bigger the sample size the greater the precision and the level of accuracy in the findings of the research study (Kumar 2019:311; Lang, Larouche & Tremblay 2019:109).

According to Gay et al (2012:139), the following general rules and guidelines help in the determination of sample size.

- For smaller populations, where N = 100 or less, there is no point in sampling; therefore, use the entire population as a sample.
- For a population size of about N = 500, 50% of the population should be sampled.
- For a population size around N = 1,500, 20% of the population should be sampled.
- However, if a population size is beyond a certain point of about N = 5,000, then population size becomes almost irrelevant and a sample size of 400 will be acceptable.

Gay et al (2012:139) further emphasise, based on previous experience, that in a situation where it is uncertain what the population size is, it is relatively safe to sample 400, but to be more confident in the study a sample size of 500 respondents is recommended. Equally, other researchers and authors have also used other determinations to calculate the required sample size. For example, Taherdoost (2017:238) suggests that if researchers want a sample size built on the desired accuracy with a confidence level of 95%, then a population of 5,000 should have 357 as a sample size, and for a population of 10,000 and above a sample size of 370 is acceptable. Similarly, Bartlett et al (2001:48) recommend a sample size of 370 for a population of 10,000 and above to be appropriate. Nevertheless, these figures are recommended as minimums, but if it is possible for the researcher to interrogate more respondents, then the sample size can be increased to a number suitable for the researcher based on the objective of the study (Gay et al 2012:139). When the sample size also becomes too large for a particular study it will lead to inaccuracies and erroneous conclusions (Oribhabor & Anyanwu 2019:1).

To the best of the researcher's knowledge, no statistics could be found on the number of shoppers who have shopped in shopping malls in Ghana or participate currently in the shopping mall activities in Ghana. However, based on the recommendations and guidelines of Gay et al (2012:139), Bartlett et al (2001:48) and Taherdoost (2017:238), for the selection of sample size for this study, it is assumed that the number of shoppers in Ghana exceeds the prescribed maximum limit of 5,000 and 10,000. On the basis of

this, the study aimed at collecting 500 completed questionnaires as the sample size to be on the safer and more confident side. A total of 125 respondents for each of the four selected shopping malls was targeted to attain the total sample size of 500.

7.8   DATA COLLECTION METHODS

Data collection is the process of gathering data from the respondents (Quinlan et al 2015:153; Zikmund, Babin, Carr & Griffin 2013:67). In this section, the data collection method used to collect data in order to answer the research question and address the objectives of the study are described. Data can be sourced from either secondary or primary sources (Du Plooy, Davis & Bezuidenhout 2014:103; Ghauri et al 2020:154). To achieve the objectives of the study, both secondary and primary data were collected for the study. The procedures used in the process of collecting secondary sources are discussed in the next section.

7.8.1   Collecting information from secondary sources

Secondary data, also known as archival data (Hair, Risher, Sarstedt & Ringle 2019:6), is already existing data collected, analysed and interpreted by someone else for another purpose (Amoah 2016:118; Berndt & Petzer 2011:42). In other words, secondary data is data collected for some other purpose than the current study. In a research study, it is always recommended that researchers should first of all start with secondary data (Foley 2018:1). In this regard, secondary data sources were utilised for the grounding of the theoretical chapters in this study. The study initially utilised the secondary data due to the following reasons: it helped in the formulation of the research question, it helped in the formulation of the research problem statement, it helped in the selection of the appropriate research methodology to adopt in the study, and it helped in comparing or benchmarking the research results or findings (Ghauri et al 2020:154).

Secondary data can be obtained from using data that stem from company databases, social media (e.g. Instagram, Facebook, YouTube, WhatsApp), online databases, literature published in journals (trade and academic journals), customer databases,

national statistical bureaus or publicly accessible survey data, and books (Agung & Darma 2019:743; Collins 2010:121; Du Plooy et al 2014:103; Hair et al 2019:6). In order to develop a theoretical framework for the current study on customer experience value, satisfaction and behavioural intentions within selected shopping malls in Ghana, most of the secondary data were sourced from books, electronic databases such as Science Direct, Z-library, and EbscoHost, journal articles, full-text databases, shopping reports and retailing textbooks. In this study, all the secondary data collected are presented in Chapters 1 to Chapter 6 which assisted with the answering of the research objectives indicated below.

- Study the literature on customer experience value to provide an understanding and application thereof within shopping malls.
- Explore the factors that influence customer experience value from different contexts and in different countries (e.g. tourism, hospitality and shopping malls) in order to identify the factors relevant to shopping malls in Ghana.
- Study the literature on customer satisfaction and behavioural intentions to provide an understanding and the application thereof in shopping malls.
- Develop a hypothesised model of factors influencing the customer experience of value, influence on satisfaction, and behavioural intentions with selected shopping malls in Ghana.
- Based on previous research, develop a measuring instrument to serve as a basis of the empirical investigation of the study.

In this study, the researcher subjected all the secondary sources to critical evaluation and scrutiny based on Granderson's (2018:1) six criteria for evaluating the validity and reliability of the secondary data. These criteria include the following.

- Who collected the data?

Knowing who originally collected the data that the researcher is consulting for the study is significant in the selection of the type of secondary data to use. The 'who factor' gives comfort and impact in the determination of content validity and reliability to the researcher's study (Granderson 2018:1). In this study, the secondary data was mostly

collected from the original authors; and in instances where secondary sources were necessary, these were cross-checked to the original author before cited and used, bearing in mind the originality of the author who collected the data. Secondary data sources used for the study were all collected from well-established and credible publishers of both online documents and hard copy books, including google scholar, and journals with a high impact factor which helped the researcher to evaluate the reliability of the data.

- What is the purpose or the goal for the data collection?

It is essential to establish the purpose or goal of the secondary data being sought for the present study to gauge the objectivity of that study so that there will not be bias. In this study, all the secondary sources were retrieved from well-documented sources and credible, established journals where there is no likelihood of the publisher pushing his/her own agenda. If this were not the case, the integrity of the current study might be questioned and the content validity of the study might be compromised. The current study used secondary data sources after checking the purpose and the goal behind the data collection as they provided information on the data collection method, the scope of the study, the sample size, the methodology which all impacted on the content validity of the current study. Although secondary data was not collected for the present study, the selected secondary data were deemed useful for this study as they suited and were related to the current study.

- When was the data collected?

In the current study, secondary data sources were selected on the principle of "the right place and the right time" based on the latest trends in the context of the study (Granderson 2018:1). The study made use of relevant data which were not very old and the few data sources that were over a decade old were cautiously considered because of their originality and the citing of the original author who conceptualised either the theory or the framework. The criterion of when the data was collected was also in line with the procedures and agreed number of years accepted at the Nelson Mandela University Marketing department. Therefore, in this study, the secondary data

were selected based on the relevance, suitability, credibility and accuracy of the information available in the context of the current study.

- How was the data collected?

In the current study, the secondary data was selected taking into consideration the methodology which was used to collect the secondary data by the original author. The study compared and contrasted with other researchers to look out for any inconsistencies, and how explanations were given in the study to improve the credibility of the current study. The current study examined how data were collected for the secondary data and in most cases followed the same methodology which was used to obtain the result to assist in the current study. Knowing how the data was collected also informed the current study about important information which serves as relevant criteria on the population of the current study.

- What type of data was collected?

Not all secondary data applies to the present study. For this reason, the researcher was careful and critical when selecting the type of information which was most appropriate for the goals and objectives of the study (Granderson 2018:1). In the current study, all secondary data were carefully selected from sources and contexts which are applicable to the current study taking into consideration the aim and objectives of the current study.

- Whether the data is consistent with other data from other sources?

The researcher should ensure that the secondary data collected is consistent with other sources by comparing and contrasting the findings with other findings (Granderson 2018:1). Inconsistencies may arise as a result of the methodology used to collect the data. For this reason, in the current study, the researcher evaluated the secondary data by selecting multiple data sources of similar data to safeguard consistency in the study. The researcher exercised care when selecting the secondary data to ensure reliability, trust and consistency as appropriate to the current study.

After the collection of the secondary data, the primary data was collected through the use of questionnaires. However, before primary data was collected from the respondents, the questionnaire and the methodology to be followed was subjected to scrutiny for ethical clearance by the Nelson Mandela University (NMU) ethics committee. Ethical consideration was granted for the commencement of the data collection for the study. Ethical consideration is comprehensively discussed in section 7.13. The next section discusses the primary data collection processes.

7.8.2 Collecting information from primary data sources

Since no existing data is available on customer experience value, satisfaction and behavioural intentions within selected shopping malls in Ghana, primary data was needed to help in answering the research questions of the study. Although primary data can be collected through observation, interview or a survey (Sonne, Ingstrup & Hansen 2018:28), the survey method was used to obtain the necessary data for the study. A survey was used since it allows the researcher to sample many respondents. According to Fox and Bayat (2010:79), survey research allows the researcher to conduct an investigation on a large scale, especially where the sample of respondents is drawn from a large population. Surveys also allow the researcher to measure several variables and test multiple hypotheses and gather information from respondents about their previous behaviour, experiences or characteristics (Fox & Bayat 2010:79; Neuman 2014:168). The procedures used in the process of collecting primary data sources are espoused in the next section.

7.8.3 Primary data collection approaches

As has been indicated in Section 7.3.1, the positivism research paradigm which employs the use of a quantitative approach was selected as a suitable research method for this study based on the research objectives. In this section, the methods of collecting primary data are discussed. Primary data are the original data collected by the researcher (Quinlan 2011:240). Although primary data can be collected through experiment or observation, interview or a survey (Sonne, Ingstrup & Hansen 2018:28), in this study the survey method was utilised to collect the necessary primary data. In

survey methods, the researcher collects data from the respondents through several methods which include telephone survey (line phone or mobile phone communications), mail (by post or web-based internet), and personal interviews such as self-administered face-to-face interviews (Jackson 2015:17; Ponto 2015:168; Wiid & Diggines 2013:110).

In this study, the primary data was collected using self-administered structured questionnaires. A self-administered questionnaire is a type of questionnaire developed to be completed by the respondents without the involvement of the researcher or the interviewer. Belisario, Jamsek, Huckvale, O'Donoghue, Morrison and Car (2015:4) further emphasise that self-administered questionnaires are mostly preferred by researchers because they enable the researcher to cover a wide range of the population with limited resources. The questionnaires were self-administered to the respondents with the help of trained fieldworkers at the selected shopping malls.

7.8.3.1   Data collection instruments

A self-administered structured questionnaire was designed and administered to gather the needed information on the shopping malls. As discussed earlier in Section 1.10.4, a questionnaire is a data collection instrument consisting of a series of questions and other prompts to gather information from participants (Abawi 2013:3). A structured questionnaire is viewed as an appropriate data gathering method in a quantitative survey to enable a large number of respondents to be reached (Quinlan 2011:326). The choice of a structured questionnaire was made because it ensures that the respondents are asked the same, simple, clear and concise questions (Quinlan 2011:326).

 According to van Eyk (2010:37), a research survey is viewed as credible only when the questions asked are also credible. For that reason, the questionnaire should be structured and constructed well enough to enable the participants to provide relevant and sufficient answers to the questions posed. Thus, questions in the questionnaire must be easily understandable, clear, accurate and aimed at a precise objective (Pride & Ferrell 2010: 144; van Eyk 2010:37).

The questionnaire used for the study was developed on the basis of relevant and suitable existing literature which is related to the current study. The study made use of a five-point Likert scale, closed-ended and structured dichotomous questions to elicit responses (Section 7.8.3.4 for Likert scale discussion). The role of the respondents is to select the appropriate answer by ticking or marking an answer which best expresses their views (van Eyk 2010:38).

7.8.3.2 Questionnaire structure

All the questions were written in English and categorised under three sections – Section A, B and C. Section A comprises the cover letter highlighting the purpose of the study, as well as an assurance of the respondent's privacy and confidentiality. Section A further provided the necessary instruction for the respondents to follow when completing the questionnaires. In Section B, a five-point Likert scale type of question ranging from "strongly disagree" to "strongly agree" was used. The questions consist of statements that measure respondents' shopping experience value, their level of satisfaction with their shopping experience at the mall, and their behavioural intentions. Section C comprises a closed-ended, dichotomous type of question to gather information on the respondent's demographic profile such as age, gender, occupation and country of origin.

7.8.3.3 Measurement scale

Scales are the method of measuring and organising the respondents on the basis of their answers to questions which were asked of them in the research study (Kumar 2019:486). According to Boone and Boone (2012:1), the Likert scale was developed to address the difficulty of measuring character and personality traits. Likert (1932) developed a technique for measuring attitudinal scales to address the difficulties. The original Likert scale, established in the 1930s, used a five answer alternative scale built on the respondent's agreement with a question ranging from Strongly disagree (1), disagree, undecided, agree, and strongly agree (5) (Boone & Boone 2012:1; Sandiford & Ap 2003:3). Since then, the Likert scale, as a research technique, has evolved (Sandiford & Ap 2003:3). It has become the most commonly used measuring tool in

research studies and allows the respondents to express the extent to which they agree or disagree with, or feel or think about a certain question asked in a study (Maree & Pietersen 2012:167; McLeod 2019:1). The individual ratings of agree or disagree are the Likert items.

In this study, a five-point Likert scale with end-points 1= strongly disagree, and 5=strongly agree, was selected and utilised based on the following reasons. Firstly, the five-point Likert scale is popular and ubiquitously utilised in the literature (Kam 2020:2; Sandiford & Ap 2003:3; Shardlow, Cooper & Zampieri 2020:3), it has also recently been used by several researchers and authors to measure customer experience value (Fan et al 2020:167; Izogo, Jayawardhena & Adegbola 2020:25; Lacap 2020:82), customer satisfaction (Cuong 2020:1667; Kim et al 2020:4; Lacap 2020:82) and behavioural intentions (Cuong 2020:1667; Muslim, Harun, Ismael & Othman 2020:5; Wu & Tsui 2020:7). Secondly, the five-point Likert scale was selected over the other types of measuring scales, such as semantic differential scale, because feedback and responses collected through the five-point Likert scale are easy to code, easy to calculate total scores to arrive at the outcome of the study, and it is generally very easy to interpret the results of the study.

7.8.3.4   Sources of scaled questions

In the studies of Amoah (2016:123), and Saunders et al (2009:374), it was suggested that the researcher can either adopt or adapt available questions from existing validated studies to develop a questionnaire for the study, or can develop an entirely new research question based on a detailed process of scale development. To the best of the researcher's knowledge and upon a rigorous search of the previous literature, no available scale for measuring customer experience value, satisfaction and behavioural intentions regarding shoppers' experiences in shopping malls in Ghana could be found. On the basis of this, the researcher developed 50 items based on previous literature with specific emphasis on customer experience value, satisfaction and behavioural intentions deduced from different contexts to constitute the measuring scale for the current study.

In this study, Annexure B provides the sources of scale items (Questionnaire items), while Annexure A includes the questionnaire. Section A of Annexure A contains the cover letter for the data collection. Section B consists of the questionnaire itself. The first column represents the code, the second column represents the specific question used in the questionnaire (item) and the third column shows the level of agreement or disagreement related to the question asked. Section B is divided into three sections, the first section presents the items measuring the four factors of experience value, namely service encounter, experience realms, utilitarian value and hedonic value. The second section measures customer satisfaction using the three attributes of the three-factor theory, namely basic factors, performance factors and excitement factors. The final section relates to the three outcomes of behavioural intentions, namely loyalty, word of mouth and revisit intention used to measure behavioural intentions. In addition, Section C (demographic factors) of the questionnaire was used to collect data concerning the respondents' demographic profiles which include gender, age, nationality, highest educational qualification, occupation and the number of visits to the shopping mall, which is the shopping frequency.

One of the key aspects of the research study is to safeguard the validity and reliability to ensure the credibility of the entire study. To achieve this, the subsequent sections will discuss validity and reliability aspects of the study.

7.9   VALIDITY OF THE MEASURING INSTRUMENT

Valid research produces reliable data which is obtainable through professionally executed practices based on sound scientific procedures (Amoah 2016:125; Cooper & Schindler 2007:22). Validity is defined as the degree to which an idea is correctly measured (Heale & Twycross 2015:66). Data is said to be valid if the results of the study are accurate and effective enough to measure the desired objectives of the study (Yilmaz 2013:318). In the next sections, the types of validity are discussed, namely construct, internal, external, content and face validity; concurrent, convergent and discriminant validity.

7.9.1 Construct validity

Construct validity reflects an estimated truth about the conclusion of the research which shows that the operationalisation of the study accurately replicates what it was intended to attain (Trochim 2020:1). It is a statistically based research instrument procedure to measure the quality of the research instrument against what was intended (Kumar 2019:272). It also measures whether the questionnaire developed for the study can measure the intended theoretical concept and directly impacts on the suitability of the measurement-based inferences (Lechien et al 2019:2). Additionally, construct validity regulates how the instrument measures the proposed concept, since, if a different concept is measured by the instrument rather than the proposed concept then the result of the entire study will be disputed or doubtful (Jonas 2018:154). For this reason, to ensure measurement or construct validity, the measure ought to be highly reliable (Jonas 2018:154). For example, in construct validity after analysing the data, the researcher then used statistics measures to establish the influence of the construct or variables (independent) on the overall variance (dependent). The contribution of the variable (independent) to the overall variance (dependent) is an indication of the degree of validity of the instrument; and the greater the variance attributable to the construct, the higher the construct validity of the instrument (Kumar 2019:273). The study made use of confirmatory factor analysis (CFA) to examine construct validity (CFA is discussed in Section 7.11.3 under inferential statistics).

7.9.2 Internal validity

Internal validity verifies causal relationships. Internal validity is the degree to which a causal relationship between an action and the outcome of an event can be established (Yilmaz 2013:318). It also indicates whether the relationship between two variables is causal. It is also referred to as the elimination of alternative clarifications for the observed associations based on the measurement procedure (Eisend & Kuss 2019:186). In practice, the core role of the establishment of internal validity is to ascertain whether the variation in a dependent variable can really be ascribed to the assumed cause, which is as a result of the change in an independent variable, or

whether the insufficiencies of the methods used as well as the measurements used are accountable for the outcomes (Eisend & Kuss 2019:186). Internal validity of a research study is not a "yes or no" kind of concept but rather it reflects how confident the researcher can be with the research findings based on the truthfulness and trustworthiness of the research findings in order to avoid any questionable remarks about the findings (Cuncic 2020:1). In the current study, internal validly was tested based on the empirical findings which supported the hypothetical framework's relationship between the influences of the independent variable (experience value), on the mediating variable (satisfaction) and the eventual impact on the dependent variable (behavioural intentions) developed for the present study.

7.9.3 External validity

The external validity reflects the degree to which one can generalise research results (Yilmaz 2013:318). It is on the basis of the external validity that quantitative researchers seek to create representative samples (Bryman & Bell 2015:51; Jonas 2018:155). According to Eisend and Kuss (2019:188), if a research result can answer the following four considerations for external validity, then the research findings can meet the external validity test and therefore the results can be generalised.

- In the research study, can the findings obtained from a characteristically smaller number of respondents (groups, persons, organisation) be transferred to the equivalent population?
- Can the results possibly be generalised to the objectives of the study (e.g. customers' attitude to products, service and the retailers)?
- Can the results obtained from the study be transferrable to another context, taking into account other cultural, environmental and time differences?
- Can another researcher get the same results when applying different methods for investigation such as a different measurement instrument or do the results of the study depend on the method?

Based on the four external validity considerations by Eisend and Kuss (2019:188), external validity in this study, generalising the results throughout the entire world

beyond the specified parameters of the area of study, should be done with a degree of caution. The results can be generalised only in a specific context with cultural and environmental characteristics similar to that of Ghana and even with that, caution must be observed.

7.9.4   Content validity

Content validity indicates that the research questionnaire is suitable for the intended purpose, with the items and concept applying to the population of the study (Lechien et al 2019:2). Face validity is a component of content validity therefore the test of content validity in this study is similar to that of face validity. In research studies, the inclusion of questions and objects in research measuring instruments is justified by relating them to the objectives of the research. The procedure of justifying the inclusion of the questions or objects in the research instrument is called face validity (Kumar 2019:477). Face validity can be justified in various ways. To achieve face validity, experts, specialists and professionals in a specific area and field of the study are contacted to determine whether or not the measures used in the study are relevant and conform to the concept which it studied (Amoah 2016:125). For the purposes of this study, four subject experts in the field of marketing at recognised public universities in Ghana and South Africa were approached to review the content and relevance of the measuring instrument in an attempt to ensure face validity. The studies of Amoah (2016:123) and Nunnally (1978:45) indicated that the use of experts is acceptable for certifying content validity.

The process of taking the measuring instrument to the experts for scrutiny and validation signified the first stage in ensuring content validity in the current study. It must be emphasised that the expert opinions were only utilised for the scale development and not as the main methodology. The study also checked the content validity by pre-testing of the questionnaire (Section 7.9.8 discuses pre-testing).

7.9.5 Concurrent validity

Concurrent validity is one of the most commonly used concepts in psychology and social science, and relates to the extent to which empirical findings of a particular test, measurement or study correspond with another previously established measurement, test or findings for the same construct (Williams 2015:1). Checking for concurrent validity occurs when the researcher wants to find out how effective a research instrument is by comparing it with another already researched criterion or credible findings by another researcher (Kumar 2019:473). Concurrent validity is judged by how well an instrument is likened when the second valuation is done concurrently (Kumar 2019:473). Concurrent validity can be done by the researcher by matching the research results in relation to the literature review chapters in the same study to determine whether the findings conform to literature or if the study produces entirely different findings. In this study, concurrent validity was measured by comparing the research results to similar findings by different researchers in similar contexts. The result of this comparison between the empirical findings of this study and those of the literature review, reported on in Chapters 2 - 6, are presented in Chapters 8 and 9.

7.9.6 Convergent validity

Convergent validity measures the capability of the items of the same concept or construct to correlate or relate when measured by two separate instruments (Bryman & Bell 2015:170; Lechien et al 2019:2). In other words, convergent validity denotes the degree to which a specified test measures similar thing as other tests supposed to measure the hypothesis, theory or construct (Thoma et al 2018:1). Convergent validity can be measured further to ascertain factors that serve as a sufficient measure for validity. In this study, the extraction of CFA assisted in establishing the convergent validity of the study.

7.9.7 Discriminant validity

Discriminant validity is the degree to which conceptually similar ideas are separate. For instance, a low cross-construct correlation is an indication of discriminant validity

(Nusair & Hua 2010:316). With the use of the inter-construct correlation matrix, the level of discriminant validity was verified (Samar et al 2017:518). The extraction of the CFA also assisted in establishing the discriminant validity of the study.

7.9.8 Pre-test of the questionnaire

Pre-testing is a technique of ensuring that the questions asked in the questionnaire work as planned and are understood by those potential respondents who are expected to answer them meaningfully (Hilton 2017:21; Perneger, Courvoisier, Hudelson & Gayet-Ageron 2015:147). In quantitative research, the researchers mostly adopt the same procedures to be used to conduct the main survey to execute the pre-test (Babonea & Voicu 2011:1225), to establish the strengths and the weaknesses of the measuring instrument. In the implementation of pre-testing of the questionnaires, the process followed by the researcher must answer and pass the following questions (Babonea & Voicu 2011:1224).

- Do the questions in the questionnaire measure what they are supposed to measure?
- Do the participants understand all the terms in the questions asked?
- Are all the questions understood in the same way by all the respondents?
- Did the closed questions offer at least one answer choice that would apply to every participant?
- Does the questionnaire produce a positive impression, inspiring individuals to answer?
- Are the alternative answers provided correct in terms of the question asked?
- Does any part of the questionnaire introduce any bias from the investigator?

According to Babonea and Voicu (2011:1224), if the pilot test can answer the above questions correctly then the pre-test procedures can be used for the main field survey. In this study, a pilot study of 50 respondents was conducted (Annexure L) to ascertain whether the questions were easy to understand and not too long for the respondents to complete (Babonea & Voicu 2011:1225). The number of 50 respondents for the pilot study was determined based on the recommendations of Perneger et al (2015:147),

and Tools4dev (2014:5), who suggest 6% or more of the final sample should serve as the sample for the pre-test. The reliability of each of the proposed indicators of customer experience value, customer satisfaction and behavioural intentions was pilot tested by calculating Cronbach alpha coefficients for each proposed factor. The study adopted Hulin et al's (2001) and Ursachi et al's (2015:681) recommendation of a generally accepted rule that Cronbach's alpha of 0.6 - 0.7 indicates an acceptable level of reliability, and >0.7 a very good level. All of the factors utilised in the pilot study had Cronbach alpha scores above 0.7 (see results from the pilot study in Annexure L) Therefore, the items measuring the various factors in the pilot study demonstrate acceptable and good internal consistency as the Cronbach alphas exceeded the minimum threshold (Hulin et al 2001; Ursachi et al 2015).

The final sample for this study consists of 500 respondents (Section 7.7.5), therefore a pilot study of 50 respondents represents 10% of the final sample size. The potential respondents were purposefully selected in the shopping malls in Accra (West Hills Mall & Achimota Mall), on 28th November 2020. According to Amoah (2016:123), the feedback obtained from the participants in the pre-testing of the questionnaires may result in some modifications to be made to the final questionnaire. The respondents did not find it difficult to read, understand and answer any of the questions in the pilot study. No changes or adjustments were made in the final questionnaire. The preliminary results confirmed adequate reliability of the measuring instrument. Furthermore, the pilot study assisted the researcher and the research team (fieldworkers) to understand the COVID-19 safety protocols prior to the main data collection (Section 7.14). After carefully discussing the various types and classifications of validity, Section 7.10 elaborates on the reliability measures of the study.

7.10   RELIABILITY OF THE MEASURING INSTRUMENT

In research studies, the reliability tests are essential to demonstrate and verify accuracy level, consistency level and the precision of the instrument in selecting the constructs (Hapsari 2018:6). According to Yilmaz (2013:317), reliability is defined as

the degree to which the measuring instrument is consistent with the variables measured, every time it is used for the same subject matter and under similar conditions. Mostly, reliability estimates evaluate the stability of measures, internal consistency of measuring instruments and dependability of instrument scores (Yilmaz 2013:318).

Internal reliability can also be termed internal consistency; whose purpose is to measure the degree of similarity among items that are articulated to measure a particular hypothesis or concept (Jonas 2018:157). Several diverse indicators are used to determine the internal reliability in research studies. In this study, the Cronbach alpha (CA) coefficients were established to determine the internal reliability for the study.

- Cronbach's alpha (CA)

In quantitative research studies, to determine and analyse reliability, the Cronbach alpha coefficient is appropriate to use (Asadollahi-Kheirabadi & Mirzaei 2019:7). According to Tavakol and Dennick (2011:53), the alpha coefficient value measures the internal consistency of the measuring instrument between zero, which represents no reliability and 1, which means that the measuring instrument is reliable. In determining the internal consistency of the measuring instrument in this study, Cronbach alpha coefficients were utilised. Cronbach alpha (CA) between 0.7 and 0.9 are considered reliable (Su, Denadai, Ho, Lai & Lo 2020:65; Tavakol & Dennick 2011:54; Terziev & Petkova-Georgieva 2019:518; Wu & Tsui 2020:10). A general accepted rule is that Cronbach alpha of 0.6 to 0.7 represents an acceptable level of reliability, and 0.8 or more denotes a very good level. However, values higher than 0.95 are not essentially good, since they might be a sign of redundance (Hulin et al, *2001;* Ursachi, Horodnic & Zait 2015:681*).* In line with the general rule, the CA's in the current study ranged between 0.684 and 0.875 (Table 8.33). The results confirmed adequate reliability of the measuring instrument.

7.11 DATA ANALYSIS

Data analysis is the process of evaluating the data collected for the purpose of permitting the researcher to test the hypotheses of the study or to answer the research question (Gay et al 2012:6; Quinlan et al 2015:8). The data analysis generally encompasses the application of one or more statistical procedures (Gay et al 2012:6). The data analysis includes editing and coding, descriptive statistics, inferential statistics, factor analysis and structural equation modelling (SEM). The subsequent sections discuss these analysis techniques.

7.11.1 Cleaning, editing and coding the data

In the analysis of research data, cleaning the data plays a crucial role in guaranteeing the quality of the data (Lian, Fu & Ju 2020:2). In this study, the researcher subjected all the raw data collected to data cleaning for quality assurance purposes before proceeding for editing. According to van Eyk (2010:42), research data that has been mistakenly posted or formatted can create confusion and mix-up in the final data analysis procedures. Based on this statement, the data obtained from the questionnaires administered were firstly cleaned and edited to rectify mistakes. During the cleaning process it was realised that 14 of the 500 questionnaires obtained have errors. Some of the errors included respondents neglecting to answer one or more of the questions about their demographic profile, respondents selecting more than one answer, or no variation in the answers to the statements. In order to achieve the targeted 500 questionnaires, an additional 14 questionnaires were collected and cleaned for data analysis. The captured edited data were verified again for any possible typing errors. After it was edited, the data was coded with numerical scores and afterwards captured on an MS Excel spreadsheet. Thereafter, IBM Statistical Package for Social Sciences (SPSS) version 24 was employed to process the gathered data.

7.11.2 Descriptive statistics

Descriptive research utilises both secondary and primary data collection procedures. Secondary research provides relevant information analysis which includes figures,

numbers and statistics, while primary research is mostly concerned with the acquisition of more current and related information (van Eyk 2010:25). Descriptive statistical analysis is one of the most basic statistical tools in quantitative data analysis, which describes the features of the data collected, provides summaries of the sample, measures, and demonstrates graphical analysis for the study (Trochim 2020:1; Trochim & Donnelly 2001:14). Researchers use descriptive statistics for data analysis to describe what is found and what the data confirms and what the data shows about the data collected (Trochim 2020:1).

In the current study, a variety of descriptive statistics was used and the subsequent procedures were followed in reporting the descriptive statistics analysis. The results of the analysis are reported in Chapter 8. The following sections explain the descriptive statistical analysis used in the study.

- Descriptive statistics for determining the measures of central tendency

The study analysed the measures of central tendency in four measures as suggested by Shayib (2018:50), namely the mean, mode, median and the mid-range. The mean, also known as the arithmetic average, was calculated when all the values in the data set were totalled and divided by the number of the observations (Shayib 2018:51). The mode is classified as the most frequent data point in the sample, which is considered as the least informative measure among the elements under central tendency measures (Shayib 2018:53). In other words, the mode depicts the value which occurs most regularly. The median is the value in a range of numerical data, which separates the range into two equal parts as the middle score in the distribution. The final central tendency technique is the mid-range, which determines the centre of the data, as an average of two extreme values in a dataset (Shayib 2018:55). The result of the calculation of the measures of central tendency is reported in Chapter 8.

- Descriptive statistics for determining the measures of variability/dispersion

After measuring the central tendency of the variables involved, the next step is to know the amount of variability or dispersion in the variables. Dispersion indicates the degree

to which the data is spread out, while variability measures the existence of individual differences such as individual attitude and buying behaviour (Shayib 2018:55). The most commonly used descriptive measures of variability or dispersion which were utilised in the study are variance, standard deviation (SD) and coefficient of variation (CV). The variance is the average squared deviation of the value in the sample from the mean score which is denoted as σ^2; while the square root of the variance indicates the value of the standard deviation (Nesselroade & Grimm 2019:102). The coefficient of variation (CV) expresses the measure of variability proportional to the mean (Goto & Mascie-Taylor 2007:254) in percentage terms. In other words, the CV is equivalent to SD divided by the mean, converted to a percentage.

- Descriptive statistics for determining statistical variables

Descriptive statistical variables are grouped into two main classes depending on the level of measurement, namely qualitative variables also known as a categorical variable (e.g. sex and marital status) and quantitative variables such as age and income (United Nations 2016:173). There are two key types of categorical variables, namely nominal variables (e.g. sex and marital status) and ordinal variables such as educational level (United Nations 2016:173). In the current study, the descriptive statistical variables were used to report the frequency totals and the percentages of the profiles of the respondents used in the study. There are several categorical variables utilised in the current study such as gender, educational level, nationality and marital status (Caiola & Reiter 2010:33; United Nations 2016: 173). The quantitative variables are age and the Likert scale items. In this study, the results and analysis concerning the profiles and the characteristics of the respondents for the study have been presented in the form of frequency distribution tables, charts and figures. The findings of the categorical variables are presented in Chapter 8.

7.11.3 Inferential statistics

Inferential statistics is one of the most comprehensive statistical techniques used to describe data (Guetterman 2019:12). Specifically, the inferential statistics techniques enable researchers to leverage data collected from a particular sample to draw

meaningful conclusions about the population of the research study (Calin-Jageman & Cumming 2019:271; Guetterman 2019:12). The inferential statistical component of the data analysis consists of confirmatory factor analysis (CFA), Pearson product moment of correlation, t-test and ANOVA, correlation and regression analysis, and structural equation modelling (SEM) to examine the relationships between the hypothesised variables. A brief explanation of these techniques is given below.

- Confirmatory factor analysis (CFA)

According to Mason et al (2019:2), CFA is used to evaluate the competences of the hypothetical model developed for the research study. The study made use of CFA to scrutinise construct validity and also to inspect whether the study's measurement model was fit for each of the models used. The CFA was used in confirming the appropriate number of factors in the study.

- Pearson product moment of correlation

Pearson's product moment of correlation is also known as the Pearson coefficient. The Pearson coefficient is the most commonly used technique to measure and describe the linear dependence between two variables (Saccenti, Hendriks & Smilde 2020:1). The key uses of the correlation are to observe, quantify and examine if a linear relationship exists between two or more variables (Saccenti et al 2020:1; Guetterman 2019:12). According to Her and Wong (2020:73), the Pearson coefficient measures the strength of a linear correlation between two continuous variables, with boundaries of -1 to $+1$. A coefficient of 0 shows no linear correlation between the two variables, while coefficients of -1 indicate perfect negative correlation and $+1$ indicate a perfect positive correlation (Her & Wong (2020:73). The strength of the correlation is measured by the magnitude of the Pearson coefficient where $|r| < 0.3$ = Weak relationship; $0.3 < |r| < 0.5$ = Medium relationship and $|r| > 0.5$ = Strong relationship (Kim 2018:3). The study utilised the Pearson product moment correlation to ascertain the strength of the relationship between the four factors of customer experience value, three attributional factors of satisfaction and three outcome factors of behavioural intentions (Section 8.9). There was an inter-correlation and integration between all the factors identified to

contribute to experience value, satisfaction and behavioural intention in the study. The results of the Pearson coefficient statistical analysis for the study can be found in Chapter 8, Table 8.35.

- *p*-value, t-test and ANOVA

In this study, the p-value was utilised to regulate the level of significance. A *p*-value of <0.05 was considered to be statistically significant (Rao, Nagula, Srinivas & Otikunta 2019:2; Wasserstein, Schirm & Lazar 2019:1). If the *p*-value is greater than 0.05 then it is not significant. t-tests equate groups to examine whether the difference of means between two groups is statistically significant (Guetterman 2019:12). Analysis of variance (ANOVA) is another inferential statistical technique (Guetterman 2019:12). The purpose of ANOVA in the current study was to test whether there was a significant difference between the means of two or more groups investigated in the research (Ali & Bhaskar 2016:666). In this study, a significance level of <0.05 was utilised.

- Regression analysis

Regression analysis, an inferential statistics technique, inspects and observes how one or more variables forecast another variable (Guetterman 2019:12). The regression analysis in the current study was used to test if a specific regression coefficient was significantly different from the given value which mostly has a mean value of zero (0) (Paolella 2019:27). The regression analysis helped in the study to estimate the unknown parameters in the regression model; it enabled the study to check the model adequacy in determining the competences of the quality of the model; it assisted the study to confirm the causes and effects and the relationships between the variables (Montgomery, Peck & Vining 2012:26-27).

7.11.4 Structural equation modelling (SEM)

The final analysis of the data involved the use of structural equation modelling (SEM). SEM is also known as causal analysis or covariance structures (Keith 2019:258). SEM is an advanced version of linear modelling procedures, such as multiple regression analysis, which in the current study was used to assess whether the hypothesised

model fits and if it is consistent with the data collected (Astrachan et al 2014:116). SEM is also a multivariant analytical approach which was utilised to test the relationships between the variables (Astrachan et al 2014:116). Furthermore, SEM was useful in this study because it enabled the effective evaluation of the measurement models and structural path. The independent, mediating and dependent variables in the model were accurately tested using SEM (Astrachan et al 2014:117).

SEM offers an appropriate mechanism by considering measurement errors in the observed variables in a model or framework of a study (Wang & Wang 2020:1). SEM was used in the current study to examine the model fit. In the current study, the following indices were also utilised for the research analysis, namely chi-square, comparative fit index (CFI), goodness-of-fit (GFI) and adjusted goodness-of-fit (AGFI), root-mean-square error approximation (RMSEA). All the indices have been discussed in step 4 under model testing in the next section. The following sections discuss the steps in SEM which were applied in this study.

SEM analysis involves the following five key steps, namely model specification, model identification, model estimation, model testing or evaluation and model modification (Thakkar 2020:29). These steps are diagrammatically illustrated in Figure 7.3 and discussed briefly in the subsequent subsections and its implementation in the current study is also discussed.

FIGURE 7.3

STEPS IN STRUCTURAL EQUATION MODELLING ANALYSIS
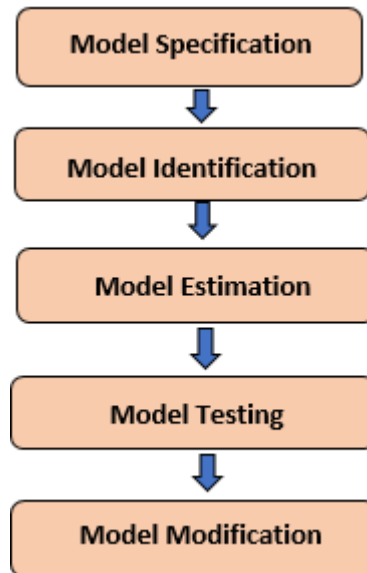
Source: Adapted from Thakkar (2020:29)

The following section discusses the steps applicable for the model analysis in the current study.

Step 1. Model specification

In SEM analysis, model specification is the first step. The model specification or model evaluation is executed before the data collection which involved the researcher correctly specifying the SEM that the study wants to test based on the formulation of the model grounded on theories and empirical findings (Thakkar 2020:30; Wang & Wang 2020:2). The development of the framework or the hypothetical model defines the variables and their relationships as derived from previous literature and theories. There are many other forms of evaluating and specifying the model which the researcher was interested in using. In the study of Wang and Wang (2020:3), one of the most effective ways to describe a research model using the SEM analysis is the path diagram as recommended by Wright (1934), which allows the researcher to formulate the model utilised for the study in a direct and appealing style. Numerous

conventions are utilised when developing the SEM path diagram, whereby the observed variables, also known as measured variables, manifest variables or indicators are presented in boxes in the model, and latent variables which are also known as factors are presented in circles or ovals (Wang & Wang 2020:3). In the SEM path diagram, the relationships between variables are shown by lines; no line linking variables suggests that there is no direct connection that has been hypothesised among the corresponding variables. Those lines with a single arrow signify a hypothesised straight association amongst two variables, with the head of the arrow directing toward the variable which is being influenced by another variable (Wang & Wang 2020:3). It is important that before the researcher subjects the model to SEM analysis for testing, the relationship among the variables in the path diagram should be specified and established (Thakkar 2020:30).

In the current study, a hypothetical framework for measuring customer experience value, satisfaction and behavioural intentions was presented in Chapter 1 and discussed further in Chapter 6. The model specification and evaluation using a path diagram have been illustrated in the current study's hypothesised framework as demonstrated in Figure 6.1. The anticipated relationships were confirmed and accepted in Chapter 8 after the model was tested using the SEM analysis with the various indicators (Figure 8.13).

Step 2. Model identification

The second fundamental step in specifying a SEM analysis is model identification. The key task of model identification is to ascertain whether a unique solution or value for each and every unknown parameter can be formed for the model or not (Thakkar 2020:30; Wang & Wang 2020:11). In the model identification, there should be a theoretical unique estimate for each variable to be identified by the model, which is dependent on the parameters as being free, fixed and constrained (Thakkar 2020:30). The free parameters are generally unidentified and for that reason need to be estimated. The fixed parameters are the types which are fixed at a specific value such as 0 or 1; while the constrained parameters are the types which are unidentified,

nevertheless constrained to one or more extra parameters (Thakkar 2020:30). The hypothetical model formulated for the study was based on a strong theoretical foundation. This provides confidence in the model identification stage.

Step 3. Model estimation

Model estimation is the third step in SEM analysis. The model estimation follows the prescribed model requirement based on the empirical study to attain the best forecast of the data (Avkiran & Ringle 2018:135). The SEM analysis model estimation takes into account an evaluation of the parameters of the theoretical model in a manner in which the theoretical parameter values will give a covariance matrix close to the observed covariance matrix (Thakkar 2020:30). With SEM analysis, iterative features are used which is also referred to as the fitting function. Researchers utilise the fitting function to reduce the differences between the observed covariance matrix and the assessed theoretical covariance matrix, which improves the main estimates of a parameter with iterative calculation sequence (Thakkar 2020:30). This approach reduced the discrepancies between the empirical and projected data matrix (Avkiran & Ringle 2018:135).

Step 4. Model testing

Model testing or model evaluation is the fourth step in SEM analysis. The main purpose of the model testing is for the researcher to regulate the goodness of fit existing between the developed hypothetical model and the sample data to ascertain how well the observed data fit into the restricted structure (Byrne 2016:7). In practice, SEM assists in simultaneous analysis of both indirect and direct relationships between manifest (observed) and latent variables (Thakkar 2020:31). During the model testing, two key conceptually separate models, namely the structural and the measurement model are involved. It is however important for the researcher to safeguard that the observed variable selected for the latent variable is a real measure of hypothesis or construct (Thakkar 2020:31). In this study, all the observed variables utilised for the latent variables were measured by the hypothesis or construct.

The processes of the model test or evaluation indices of SEM are mostly grounded on model fit indices to test the single path coefficient, for example, *p*-value as well as the standard error and for the overall model such as chi-square (χ2), and root-mean-square error approximation (RMSEA) (Thakkar 2020:31). Three types of evaluation indices are used to test the model fit in SEM analysis, namely absolute fit indices, incremental fit indices and parsimony fit indices. Table 7.2 illustrates the classifications of the three types of model fit indices and their cut-off point with SEM analysis.

TABLE 7.2

CLASSIFICATIONS OF MODEL FIT INDICES AND THEIR CUT-OFF VALUE

MODEL FIT INDICES	NAME/ KEY CONCERNS	CUT-OFF VALUE
(a) Absolute fit indices		
Model chi-square (χ2)	Chi-square (use only for sample *n* < 200 or *p* > 0.05)	Insignificant result (*p* > 0.05)
χ2/df	Relative/normed chi-square (use only for sample *n* > 200 or if *p* < 0.05)	Value of <2.0
CMIN/df	Minimum discrepancy per degree of freedom	<0.05 or < 0.08
RMSEA	Root mean square error of approximation	Value between 0.08 and 0.10 (mediocre fit), <0.08 (good fit)
GFI	The goodness of fit statistics exhibit bias towards samples	Value >0.90 or >0.95 (use 0.95 if factor loading and number of samples are low)
AGFI	Adjusted goodness of fit statistics needs to be accompanied by other indices	Value of > 0.80
SRMR	Standardised root mean square residual	Value < 0.05 or < 0.08

TABLE 7.2 (CONTINUED)

CLASSIFICATIONS OF MODEL FIT INDICES AND THEIR CUT-OFF VALUE

(b) Incremental fit indices		
CFI	Comparative fit index Revised version of NFI Less affected by sample size	Value of > 0.95 or >0.90
Hoelter	Hoelter's critical N.	> 200
(c) Parsimony fit indices		
PGFI	Parsimony goodness of fit index	Value of > 0.90
PNFI	Parsimony normed fit index	Value of > 0.90

Source: Adapted from Thakkar (2020:33); Xia & Yang 2019:409

It must be mentioned that these cut-offs are not strict rules but are just rules of thumb, and that the goodness-of-fit indices should be close to those cut-offs (Hair, Black, Babin & Anderson 2019:635).

(a) Thakkar (2020:33), classifies the model fit indices and their cut-off values under three key types of evaluation indices, used to test the model fit in SEM analysis, namely absolute fit indices, incremental fit indices and parsimony fit indices.

The first classification of model fit indices and their cut off point is the absolute fit indices. The absolute fit indices measure collectively the general and overall goodness of fit for the structure of the model and the measurement thereof (Thakkar 2020:31). It also indicates which of the variables in the model has the most dominance among the models and how well the model fits into the sample data (Thakkar 2020:31). The various model fit indices which were applied in this study include but were not limited to the following: chi-square ($\chi2$), root-mean-square error approximation (RMSEA), goodness-of-fit (GFI), adjusted goodness of fit (AGFI) and standardised root mean

square residual (SRMR). The various cut-off value points have been illustrated in Table 7.2. A brief discussion on these indices are provided below.

- Chi-square

A chi-square test, symbolised by χ2, is the most frequently used tool to measure and test statistical fit of a model, and χ2 is also used with high degrees of freedom to ascertain the probability that the model of the study is accurate (Keith 2019:308). In research analysis, chi-square is one of the most reliable methods which syndicates parameter estimation as well as model testing by counting all the measurement doubts or uncertainties in the analysis (Witkov & Zengel 2019:5). In the analysis of research data using chi-squire (χ2), the researcher wants to obtain a smaller χ2 and particularly one which is not statistically significant (Keith 2019:308). In the current study, the CMIN/df was within the recommended threshold of < 3.00 or < 5.00 (Pham 2020:725) (Table 8.40).

- Root-mean-square error approximation (RMSEA)

Root mean square error approximation (RMSEA) is an absolute fit index which assesses the extent to which a hypothesised model is extracted from a perfect model (Xia & Yang 2019:409). Wang and Wang (2020:22), in their study, interpreted the values of RMSEA as follows: 0 signifies a perfect fit; <0.05 signifies a close fit; when it is between 0.05–0.08, then it signifies fair fit; between 0.08–0.10 implies mediocre fit; and the poor fit is signified by >0.10. From the given indications of a model fit of RMSEA, it can be seen that RMSEA is bounded at 0, because in theory, the RMSEA does not have a maximum due to the fact that the alternative model can deviate from the planned model (Cheung 2015:36). However, the RMSEA value of 0.6 is an acceptable cut-off for the model fit (Hu & Bentler 1999: 27; Wang & Wang 2020:22). The RMSEA indices in the current study exhibited a value below the recommended value of < 0.10. This shows an acceptable fit between the model and the observed data (Table 8.40).

- Goodness-of-fit (GFI)

In the work of Byrne (2016:101), it was further indicated that goodness of fit rather emphasises estimating a sample size which will be adequate to yield a suitable model fit for the chi-square (χ2) test. This affirms the fact that goodness of fit was propounded as an alternative to χ2. Under the goodness of fit statistics, a value greater than 0.90 or 0.95 is recommended as a cut-off point, however, if the factor loading and the number of samples are low then a cut-off value of 0.95 is acceptable (Thakkar 2020:33). Therefore, for the current study, a cut-off value of 0.95 is suitable and acceptable to show a good model fit. In this regard, any value greater than 0.95 or > 0.90 for GFI will be suitable and acceptable to show a good model fit for the current study. In this study, the GFI values fell within the recommended thresholds, indicating a suitable model fit index (Table 8.40).

- Adjusted goodness of fit (AGFI)

The AGFI regulates the number of degrees of freedom in the specified model which makes it different from the GFI. The AGFI statistics need to be conveyed by other indices and a cut-off of greater than 0.80 is acceptable (Thakkar 2020:33). AGFI indices ranging from zero (0) to one (1) and all values closer to 1.00 are indicators of a good fit (Byrne 2016:96). Based on the above, any value greater than > 0.80 for AGFI will be suitable and acceptable to show a good model fit for the current study. In this study AGFI values met the recommended thresholds therefore specifies a good model fit (Table 8.40).

- Standardised root mean square residual (SRMR)

The standardised root mean square residual (SRMR) is one of the most popular of standardised effect size model fits which can be applied to indicate a statistical test of close fit indices as an alternative to the RMSEA (Shi, Maydeu-Olivares & DiStefano 2018:677). In this study the SRMR showed a value falling within the required < 0.05 or < 0.08 cut-off point signifying a good model fit for this study (Table 8.40).

(b) Incremental fit indices

The second classification of model fit indices and their cut off points is the incremental fit indices. Incremental fit indices are also known as relative fit indices or comparative fit indices (Thakkar 2020:32). The SEM incremental/comparative or relative fit index, which was used in the current study, was the comparative fit index (CFI). The Bentler comparative fit index (CFI) is an incremental fit index which evaluates the fitness of the hypothetical model to the baseline model otherwise known as the model with the worst fit indices (Xia & Yang 2019:409). In this study, the CFI showed a value slightly below the recommended thresholds (CFI=> 0.95 or > 0.90) of goodness-of-fit indices demonstrating adequate model fit for the study (Table 8.40). Furthermore, Hoelter depicts a value far above the recommended >200 indicating that the sample size of 500 respondents is sufficient for the study (Table 8.40).

(c) Parsimony fit indices

Parsimony fit indices are the third and final classification of model fit indices. The SEM estimation procedure in this category is mainly reliant on data when there is a nearly saturated or complex model. For this reason, a less rigorous hypothetical model that paradoxically offers better fit indices is required (Thakkar 2020:32). The parsimony fit includes the following parsimony model fit index (PGFI) and parsimony normed fit index (PNFI). This category was not considered in the present study as the absolute and incremental fit indices adequately confirmed the intended model of the study. It is believed that researchers generally find it difficult to specify a common procedure for a model fit to enable the researcher to differentiate clearly between a good model and a bad model. In the study of Thakkar (2020:32), Hair, Black, Babin, Anderson and Tatham (2012) outline the following recommendations for the researcher to follow in determining the model fit which was also followed in the current study.

- The researchers should use three to four indices of different types to verify the goodness of the model fit.

- The index cut-off values must be adjusted based on the grounds of the model features.

- The researcher should utilise multiple indices to inspect the goodness of the model fit which will enable the researcher to regulate which model is better when the set of acceptable models are equated with the assistance of multiple indices.

From the discussion, it can be emphasised that the most commonly used model fit evaluations and testing are the minimum discrepancy per degree of freedom (CMIN/df), root-mean-square error approximation (RMSEA), goodness-of-fit (GFI), adjusted goodness of fit (AGFI), root mean square residual (RMR) and standardised root mean square residual (SRMR) (Thakkar 2020:33). However, one cannot say that one test is a better determinant of a model fit than another (Cheung 2015:21). But the main important issues are that these model indices may have substantial meaning and interpretation, therefore it cannot indicate which one is better than the other from the statistical viewpoint. For that reason, researchers should stipulate models based on theories in order to confirm the directions of the physical structure of the models (Cheung 2015:21).

Step 5. Model modification

Model modification is the fifth and final stage of SEM analysis. Model modification occurs in research studies where the researcher specifies the proposed hypothetical model or framework based on literature and existing empirical findings and then fits the proposed framework or model to the data available. Most often, the proposed model or framework developed fails to fit into the precise data available to the researcher when the SEM application analysis is applied (Byrne 2016:8; Wang & Wang 2020:27). In this regard, the likely sources of lack of model fit must be investigated to ascertain which of the specifications of the model is wrong or mistaken. The researcher then eliminates the non-significant parameters from the hypothetical model which is referred to as theory trimming, and further examines the standard residual matrix of the model, referred to as fitted residuals (Thakkar 2020:33; Wang & Wang 2020:27). At this stage, the researcher tries to amend the model in order to explore the

best-fit model which will fit into the data precisely (Thakkar 2020:33). After this process, the model would be modified or amended and retested making use of the already existing data collected for the study (Wang & Wang 2020:27). This step was not considered in the present study as the proposed hypothetical framework (based on literature and empirical findings) fit precisely into the data available to the researcher when the SEM application analysis was applied which confirmed it as a good model. The model fit indices exhibited an acceptable fit of the measurement model for this study, as seen in Table 8.40.

7.12   TRANSLATING THE ANALYSIS RESULTS INTO UNDERSTANDING

The final stage of the research analysis is to translate and convert all the analysis into a simple format which can easily be understood by readers and practitioners. At this level, the researcher should be able to demonstrate how well the collected data answers the research question after analysis, and affirms or disproves the hypothesised framework developed for the study (Ferrell, Niininen, Lukas, Schembri & Pride 2015:102; Jonas 2018:171). To translate the analysis results into understanding, the study in the subsequent chapters provides a synopsis of the study, highlights and deliberates on the most relevant findings, presents a conclusion on all the study findings and proposes possible recommendations for practitioners and for. Section 7.13 below discusses ethical considerations followed for the data collection.

7.13   ETHICAL CONSIDERATIONS

All organisations are governed by ethics and over the years the concept of ethics has progressed to accommodate the changing values, needs and expectations of those who hold a stake in their organisation (Kumar 2019:356). As a key component of social research, ethics is defined as a practical science which focuses on how to put values into action and relationships between human beings, creatures and the physical world (Brydon-Miller et al 2015:597). The moral principles that guide research work are called research ethics (Denscombe 2014:5). The following four ethical considerations, namely informed consent, respect for privacy and confidentiality, beneficence-do not

harm and vulnerable groups of people were followed in the entire study and during the collection of data.

- Informed consent

Informed consent is the process whereby the respondents are made aware of the type of information the researcher wants to obtain from them, why the data is being collected, what purpose the data would be used for, how the respondents are requested to participate in the study, and how the data collected will directly or indirectly affect the respondents (Kumar 2019:358).To ensure that a high level of ethical consideration was adopted in this study, all respondents were adequately briefed about the study and their permission obtained before administering the questionnaires to them. Potential respondents were informed that they were allowed to withdraw at any stage should they opt to discontinue the answering of the questionnaires. The cover letter attached to the questionnaire informed the participant of the voluntary nature of their participation and the option to stop participation without any consequences. The cover letter also informed respondents that the research was being undertaken as part of a PhD research study and that the research was intended for academic purposes only. As part of the informed consent, the respondents were asked to sign the consent form before the questionnaires were administered to them for completion. A clause and space were provided on the consent form where the respondents could provide their email addresses to request feedback on the research findings.

- Respect for confidentiality

Confidentiality in the research process suggests that the information or data obtained during the research study is not under any circumstances to be exposed without proper permission from the respondents (Farrugia 2019: 49). The privacy of the respondents was also protected through the non-disclosure of their identities during the research process (Fouka & Mantzorou 2011:6). Researchers generally assure respondents of anonymity or confidentiality (Johnson & Christensen 2014:142). Although the data was collected from the respondents in public places (shopping malls), the privacy and

confidentiality of the respondents were assured by the researcher. In this study, anonymity, privacy and confidentiality of the respondents' personal information were observed. The anonymity of the respondents was protected by not instructing respondents to indicate their names, physical address, contacts or identity on the questionnaires. Furthermore, to ensure the privacy and confidentiality of the respondents, all the data collected and the findings of the study were aggregately reported. In addition to ensuring the confidentiality of the data collected, the identifiable data was encrypted and securely stored with a computer protected password.

- Beneficence - Do not harm

Beneficence refers to the Hippocratic oath which is one of the ethical principles meaning "be of benefit, do not harm" (Fouka & Mantzorou 2011:5; Gonçalves et al 2019:52). The principle of beneficence in research ethics relates to the responsibilities of the researchers to ensure that the respondents' well-being is at all times protected (Farrugia 2019: 50). In undertaking a research study, the researcher is obliged ethically to evaluate the anticipated benefits of the research against the possible risk of harm to ensure that it does not cause harm to the respondents (Farrugia 2019: 50). For example, the principle of beneficence includes the respondent's right to freedom from harm and any discomfort or embarrassment; the right of the respondent to protection from being exploited or misused in the research study (Barrow, Brannon & Khandhar 2019:1). The research did not cause harm to the participants or respondents. The entire study was conducted with integrity to ensure that it did not cause harm to the respondents or tarnish their image (Fouka & Mantzorou 2011:5). The researcher ensured that none of the questions asked resulted in the embarrassment of the respondents both psychologically and emotionally. When there is no physical risk identified, and psychological and emotional risk is minimal in a research study due to no changes in the participants' thought procedures or emotions, participants will be exposed to no harm or risk (Jonas 2018: 172). To address this, the thoughts of the respondents were not exposed or altered in the research process; therefore, there were no risks exposed to the respondents in this study. The research also ensured

that other types of risk, separate from the physical, psychological and emotional risks, such as legal and social risk, were also taken into consideration.

- Vulnerable groups of people

According to the World Health Organisation (WHO), the vulnerable group of people includes children, women who are pregnant, elderly and very old people, and people who are sick (WHO 2020:1). Care was taken when respondents were approached. Vulnerable groups were not used as part of the target population and were excluded in the entire study. All respondents were 18 years of age or older.

7.14   COVID-19 SAFETY PROTOCOLS CONSIDERATION

All COVID-19 safety protocols applicable in Ghana where the data collection was conducted were adhered to. The researcher provided sufficient disposable masks and hand sanitisers for all the field workers. Sanitisers were given to the respondents prior to and after administering the questionnaires. Only respondents wearing nose and mouth masks were approached. Social distancing was fully observed when administering the questionnaire. In summary, the following COVID-19 measures were applied to safeguard both the researcher and respondent.

- The researcher and the fieldworkers wore a mask and gloves at all times.
- The researcher and the fieldworkers maintained the prescribed social distancing when recruiting respondents.
- Potential respondents not adhering to the regulation of wearing a mask were not approached
- The survey (self-administered questionnaire) was attached to a clipboard which was handed to the respondent to complete with a pen which was disinfected with a disinfectant spray after use by every participant.
- The completed survey was dropped in a box by the respondent.

7.15   SUMMARY

The chapter provided a detailed description of the methodological procedures followed in the current study. The chapter commenced with a discussion on the research philosophy, namely ontology, epistemology, axiology and methodology philosophies. The research philosophy was further expanded to include the various research paradigms which included positivism, postpositivism, interpretivism and pragmatism as well as the methods of reasoning in research. Furthermore, the chapter discussed the research design as a blueprint of the entire research methodology which served as the framework of the study. A discussion of the research design which included the population of the study, as well as the sampling process used, which consisted of the sampling method, sample size, probability and non-probability sampling followed.

Thereafter, the chapter presented the data collection methods available to researchers, and explored the two types of data collection methods which included data from secondary sources, and primary data collection and subsequently discussed the primary data collection procedures. This was proceeded by a discussion on the measuring instrument adopted for the collection of the primary data. The chapter further discussed the validity and reliability of the research instrument adopted for the study for integrity and credibility purposes. The discussion of the data analysis comprised data cleaning, editing and coding. Various statistical approaches such as descriptive statistics, inferential statistics and structural equation modelling (SEM) were utilised to guide the analysis of the study. Finally, how the results were translated into a meaningful understanding as well as the ethical and COVID-19 safety protocol considerations applicable to the study were discussed in this chapter. The presentation of the statistical figures and findings obtained from the analysis described in this chapter are practically illustrated and explained in Chapter 8.

CHAPTER 8

PRESENTATION, INTERPRETATION AND DISCUSSION OF RESULTS

8.1   INTRODUCTION

Chapter 7 provided a detailed description of the methodological procedures followed in the current study. The chapter discussed the various research philosophies namely ontology, epistemology, axiology and methodology which were elaborated on to include the various research paradigms, namely positivism, postpositivism, interpretivism and pragmatism as well as the methods of reasoning in research. Chapter 7 further discussed the research design followed which included the population of the study, as well as the sampling process used. Data collection methods, the research instrument used to source the required data, and data analysis procedures adopted were extensively discussed in Chapter 7.

Chapter 8 aims to address the fifth, sixth, seventh and the last objectives of the study as indicated in Chapter 1, Section 1.5, which is *"based on previous research, develop a measuring instrument to serve as a basis of the empirical investigation of the study"; "conduct an empirical investigation into the factors influencing customer experience value of shopping malls in Ghana"; "empirically test the influence of customer experience value on customer satisfaction, the influence of customer experience value on behavioural intentions, the influence of customer satisfaction on behavioural intentions, as well as the mediating role that customer satisfaction plays in the relationship between customer experience value and behavioural intentions" and "highlight the implications resulting from the empirical study and make recommendations to managers of shopping malls that may assist the operation of shopping malls in Ghana and, to propose a model of customer experience value, satisfaction and behavioural intentions in the context of shopping malls in Ghana to serve as a guideline for shopping mall operations in the retail market"*.

Chapter 8 focuses on the presentation, interpretation and discussion of results. The chapter starts with the response rate obtained for the study. Thereafter, data on the

demographic profiles of the respondents are presented. This is followed by the descriptive statistics related to the scaled items that measured customer experience value, customer satisfaction and behavioural intentions activities in the shopping malls. Next, the chapter discusses descriptive statistics focusing on the central tendency and dispersion of the data, mean scores and standard deviation. Thereafter, the validity and reliability of the measuring instrument are reported. Other components of the chapter include the factor scores and correlation between the identified variables utilising Pearson's product-moment correlations. The final sections of this chapter will report the SEM results, testing of the hypothesis, t-test and the ANOVA test results. The chapter ends with a conclusion.

8.2   RESPONSE RATE

Five hundred (500) self-administered questionnaires were collected in four selected shopping malls in Ghana. After cleaning the raw data, 14 of the questionnaires were found to be unusable due to errors. Some of the errors include no indication of gender, age or nationality, respondents selecting more than one answer, or no variation in the answer to the statements. The researcher aimed to obtain a 100% response rate. Therefore, an additional 14 questionnaires were collected from two of the selected shopping malls with the help of two trained field workers. This resulted in a total of 500 usable questionnaires obtained for the study. Thus, a 100% response rate was achieved for the study. The findings presented in this chapter are based on the 500 usable questionnaires obtained from respondents.

8.3   PROFILE OF RESPONDENTS

Section C (Annexure A) of the questionnaire was used to obtain the respondents' demographic profiles. Six questions were asked of respondents which include gender, age, nationality, the highest level of education, occupation and shopping frequency. The results obtained are reported below. Firstly, the gender distribution of the respondents is displayed in Table 8.1.

TABLE 8.1

RESPONDENTS' GENDER DISTRIBUTION

Gender	Frequency	Percentage
Male	232	46.4
Female	268	53.6
Total	**500**	**100**

The results indicate that 232 (46.4%) were male while 268, representing 53.6% of the total respondents, were female. The results suggest that more females participated in the study than males. However, it must be noted that the margin of difference between the females and males is not extensive; therefore, there would not be gender bias in the report. Next, the age groups of respondents are shown in Figure 8.1.

FIGURE 8.1

RESPONDENTS' AGE PROFILE
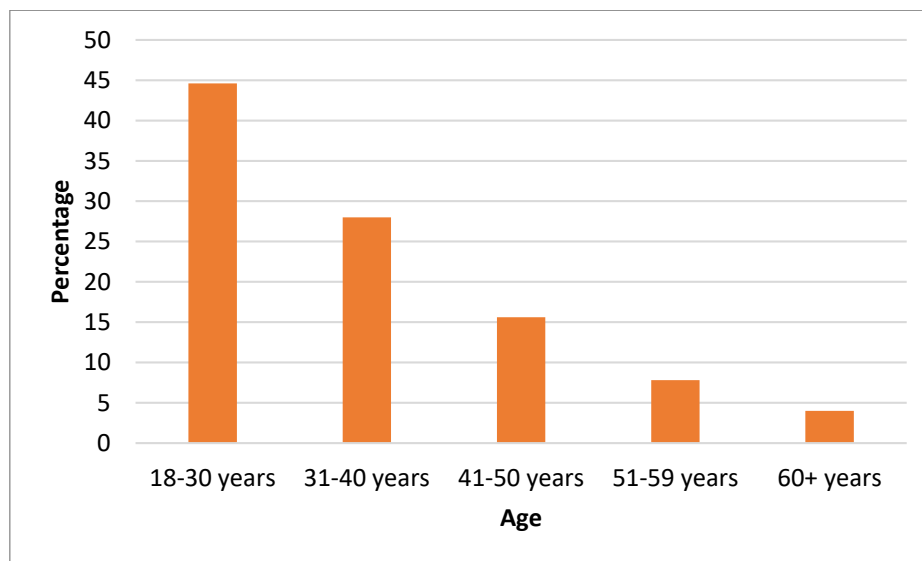
The results in Figure 8.1 depict that the age group between 18-30 years were the most represented in the study. This age group constituted 223 of the total respondents which represents 44.6%. The results seem to suggest that the respondents aged between 18-30 years were more willing to participate and patronise the activities of the shopping malls in Ghana than the older generations. This is consistent with the finding of Anku and Ahorbo (2017:21) that the younger generation is the driving force in the growth of the retail sector in Ghana. This was followed by the age group between 31-40 years

which constituted 140 of the respondents representing 28% of the valid respondents. A total of 78 respondents (15.6%) were between 41-50 years old. There were 39 respondents aged 51-59, constituting 7.8% of the total respondents. The age group from 60 years and above represented the smallest group with 20 respondents representing 4% of the sample. The unequal distribution between respondents who are 30 years and younger and those older than 60 years could be attributed to the fact that the survey was administered at the selected shopping malls, and the aged often struggle to drive for shopping so they engage their children to do their shopping on their behalf. Next, the respondents' nationality is presented in Table 8.2.

TABLE 8.2

RESPONDENTS' NATIONALITY

Nationality	Frequency	Percentage
Ghanaian	454	90.8
Foreign national	46	9.2
Total	**500**	**100**

As shown in Table 8.2, the vast majority of the respondents (90.8%) were Ghanaians. Only 9.2% were foreign nationals. The significant difference between the Ghanaian nationals and the foreign nationals can be attributed to the closure of most of the tourists' destinations in the country because of the COVID-19 pandemic in 2020. Also, at the time of the data collection, most of the inland and sea borders to Ghana were closed which hindered visitors from neighbouring countries from entering Ghana with only a few foreign nationals entering the country by air. The respondents' highest educational level is reported in Table 8.3.

TABLE 8.3

HIGHEST EDUCATIONAL LEVEL OF RESPONDENTS

Highest education	Frequency	Percentage
Less than high school	31	6.2
High school	159	31.8
Diploma/Degree	241	48.2
Post-graduate qualification	69	13.8
Total	**500**	**100**

From Table 8.3, it can be seen that almost half of the total respondents which represent 48.2% possessed a diploma or a first degree while 13.8% of the respondents possessed a post-graduate qualification. This could be an indication that shopping malls in Ghana are mostly patronised by shoppers who possess a tertiary qualification. Furthermore, 31.8% of the respondents had a high school qualification and only 6.2% had a qualification lower than a high school level. Next, the respondents' current occupation which consists of self-employed, government sector employment, private sector employment and the unemployed is illustrated in Table 8.4.

TABLE 8.4

RESPONDENTS' CURRENT OCCUPATION

Occupation	Frequency	Percentage
Self-employed	99	19.8
Government sector employment	54	10.8
Private sector employment	175	35.0
Student	151	30.2
Unemployed	21	4.2
Total	**500**	**100**

As shown in Table 8.4, 35% of the respondents were employed in the private sector. The results of the study confirmed the literature (Hendriks 2017:163) that about 85% of the total employment in Ghana is from the private sector (specifically the informal sector). Just under a third of the respondents (30.2%) were students. The large number of students (30.2%) who frequented the shopping mall can be attributed to the school suspension in Ghana due to the coronavirus pandemic at the time of the data collection. As a result, many of the youth, spent time at the various shopping malls for various experiences. Less than a fifth of the respondents were self-employed (19.8%) and 10.8% were employed in the government sector. Only 4.2% of the respondents were unemployed. The last component of the respondent's profile sought information about respondents' shopping frequency. The results obtained are shown in Figure 8.2.

FIGURE 8.2

SHOPPING FREQUENCIES OF RESPONDENTS
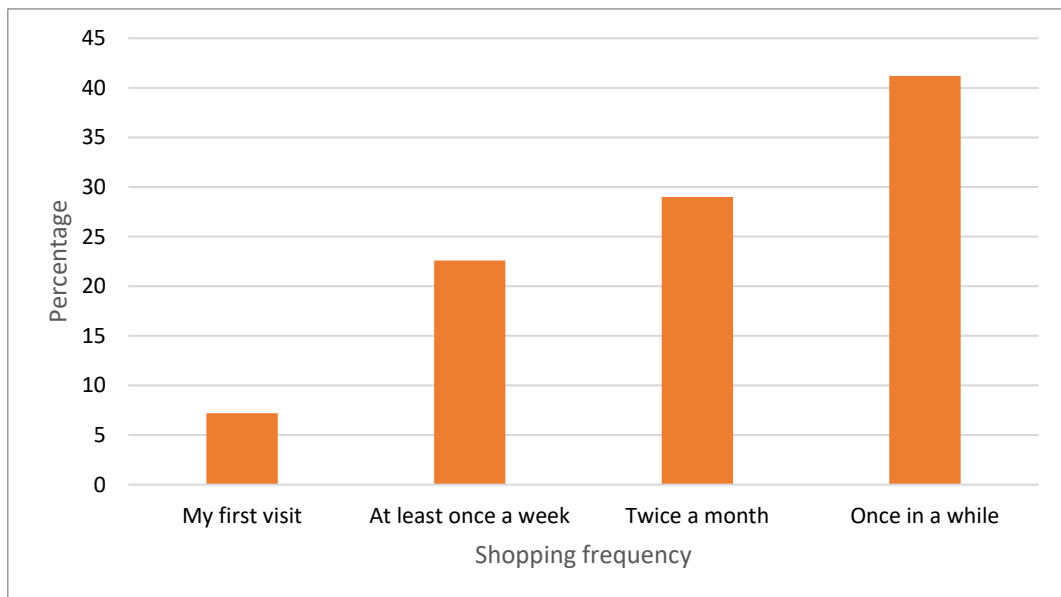
The results indicate that a large proportion of the respondents visited the selected shopping malls once in a while (41.2%). About a third (29%) of the respondents frequented the shopping malls twice a month. The results also indicate that 22.6% of the respondents visited the shopping mall once a week while 7.2% of the respondents visited the shopping mall for the first time when the data was collected.

8.4   DESCRIPTIVE STATISTICS OF SCALED ITEMS

The descriptive statistics intended to measure the respondents' experience value, satisfaction and behavioural intentions within the selected shopping malls in Ghana are presented in this section. Descriptive statistics help to identify frequencies and percentages of responses to statements asked in the survey questionnaire. The level of agreement or disagreement of the respondents were ascertained by asking them questions relating to their experience value, satisfaction and behavioural intentions within shopping malls in Ghana. As indicated in the questionnaire (Section B of ANNEXURE A), the results of the items intended to measure customer experience value (service encounter, experience realms, utilitarian value and hedonic value) are reported first, this will be followed by items used to measure the level of customer

satisfaction and finally, items measuring behavioural intentions are reported on. A list of statements was grouped into different factors based on the comprehensive literature review in which respondents could express their level of agreement or disagreement on a 5-point Likert scale by ticking (✓) the appropriate response (1=strongly disagree and 5=strongly agree).

8.4.1 Abbreviations of variables in the study

To ease the reading of the descriptive statistics and inferential results, a summary of abbreviations for all the variables used to measure each factor and the coding utilised has been illustrated in Table 8.5.

TABLE 8.5

ABBREVIATIONS OF VARIABLES AND ITEM CODING

Experience value (EV): Independent variable	Abbreviations of items
Service encounter (SE)is measured by:	
Efficiency (EF)	SE1.EF- SE3.EF
Service excellence (SE)	SE4.SE- SE6.SE
Playfulness (PL)	SE7.PL- SE8.PL
Experience realm (ER) is measured by:	
Education (ED)	ER1.ED- ER2.ED
Entertainment (EN)	ER3.EN- ER4.EN
Escapism (EX)	ER5.EX- ER7.EX
Esthetics (ET)	ER8.ET- ER9.ET
Utilitarian value (UV) is measured by:	
Monetary saving (MS)	UV1.MS- UV3.MS
Selection (SN)	UV4.SN= UV5.SN
Convenience (CV)	UV6.CV- UV9.CV
Hedonic value (HV)is measured by:	
Exploration (EX)	HV1.EX- HV3.EX
Place attachment (PA)	HV4.PA- HV6.PA
Social status (SS)	HV7.SS- HV8.SS

TABLE 8.5 (CONTINUED)

ABBREVIATIONS OF VARIABLES AND ITEM CODING

Customer satisfaction (CS): Mediating variable	Abbreviations of items
Basic factors (BF)	CS1.BF- CS3.BF
Performance factors (PF)	CS4.PF- CS5.PF
Excitement factors (EF)	CS6.EF- CS8.EF
Behavioural intentions (BI): Dependent variables	Abbreviations of items
Loyalty (LT)	BI1.LT- BI4.LT
Word of mouth (WM)	BI5.WM- BI6.WM
Revisit intention (RI)	BI7.RI- BI8.RI

Source: Own construction

8.4.2   Descriptive statistics of the respondents' experience value: Service encounter

The respondents' rating of service encounter items and the percentage distribution per statement are reported in Table 8.6. Items 1 to 3 measured efficiency of the service encounter, items 4 to 6 measured the service excellence of the service encounter, while items 7 and 8 measured the playfulness of the service encounter (ANNEXURE F). In order to make a clear assessment of the data, the frequency and the percentage distribution results are regrouped into a combined scale where strongly disagree and disagree are combined and termed disagree to some extent. The columns of agree and strongly agree are also combined and referred to as agree to some extent. The items in each scale (disagree to some extent, neutral and agree to some extent) were ranked in descending percentage order of agreement and presented as such. Table 8.6. illustrates the results of the combined respondents' rating of service encounter items.

TABLE 8.6

COMBINED RESPONDENTS' RATING OF SERVICE ENCOUNTER ITEMS:
PERCENTAGE DISTRIBUTION

Coding	Items	Disagree to some extent		Neutral		Agree to some extent	
		Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
SE8.PL	I enjoy shopping at this shopping mall because it has several fun activities.	20	4%	60	12%	420	84%
SE6.SE	I think this shopping mall is excellent in the products and services that it offers.	20	4%	75	15%	405	81%
SE7.PL	I feel playful when I shop at this shopping mall.	26	5.2%	73	14.6%	401	80.2%
SE5.SE	When I think of this shopping mall, I think of service excellence.	17	3.4%	84	16.8%	399	79.8%
SE4.SE	Staff in most of the shops in this shopping mall offer friendly services.	31	6.2%	72	14.4%	397	79.4%
SE1.EF	Employees of this shopping mall are consistently courteous and polite to shoppers.	40	8%	82	16.4%	378	75.6%
SE3.EF	Shopping at this mall makes my life easier.	41	8.2%	83	16.6%	376	75.2%
SE2.EF	The interaction of the shops' staff with me at this shopping mall is unique.	33	6.6%	104	20.8%	363	72.6%

Source: Compiled from statistical results

From Table 8.6, it can be noted that a large proportion of the respondents showed some level of agreement with all the statements related to service encounters. The largest proportion of 84% enjoyed shopping at the mall because the mall offers several fun activities and 81% of the respondents agreed to some extent that the shopping mall is excellent in its products and service offerings. A significant number of respondents (80.2%) felt playful when shopping at the shopping mall. A large number

of the respondents, constituting 79.8% and 79.4% respectively, indicated that when they think of the particular shopping mall, they think of service excellence and also felt that the staff of the shops in the shopping mall offers friendly services. Those respondents who agreed that the employees of the malls are consistently courteous and polite to shoppers constitute 75.6% (SE1.EF), while 75.2% indicated that their life becomes easier when they shop at the shopping mall due to service encounter efficiency (SE3.EF). Three hundred and sixty-three (363), representing 72.6%, also felt that the efficient interactions of staff of the shopping mall are unique. The mean score and standard deviation for the items measuring service encounter are presented in Table 8.7.

TABLE 8.7

MEAN SCORES AND STANDARD DEVIATION: SERVICE ENCOUNTER

Code	Items	Mean scores	Standard Deviation
SE1.EF	Employees of this shopping mall are consistently courteous and polite to shoppers.	3.88	0.857
SE2.EF	The interaction of the shops' staff with me at this shopping mall is unique.	3.89	0.883
SE3.EF	Shopping at this mall makes my life easier.	3.94	0.958
SE4.SE	Staff in most of the shops in this shopping mall offer friendly services.	3.98	0.853
SE5.SE	When I think of this shopping mall, I think of service excellence.	4.04	0.779
SE6.SE	I think this shopping mall is excellent in the products and services that it offers.	4.03	0.779
SE7.PL	I feel playful when I shop at this shopping mall.	4.04	0.826
SE8.PL	I enjoy shopping at this shopping mall because it has several fun activities.	4.11	0.807

Source: Compiled from statistical results

A review of Table 8.7 shows that the mean scores for the items ranged from M=3.88 to M=4.11. The highest mean scores (Items SE8.PL, SE7.PL, SE5.SE and SE6.SE) related to playfulness and service excellence items of the service encounter factor measuring experience value. Although items SE1.EF *(Employees of this shopping mall*

are consistently courteous and polite to shoppers) and SE2.EF (The interaction of the shops' staff with me at this shopping mall is unique) of the efficiency indicators of service encounter factor, appeared to attract the lowest mean scores of M=3.88 and M=3.89 respectively, it must be emphasised that if 3 is neutral, any mean score above 3 indicates a level of agreement. The standard deviation values for the items varied from 0.779 to 0.958. Item SE3.EF, measuring efficiency, had the highest standard deviation value (0.958) while Items SE5.SE and SE6.SE, measuring service excellence, had the lowest standard deviation (0.779). All the standard deviation values were below 2.0 which indicates that there are no issues of outliers (Yang, Rahardja & Fränti 2019:2). Regarding the mean scores, the data show that most of the respondents were positive (or in agreement to some extent) about the service encounter provided by the selected shopping malls. The results suggest that the respondents generally had positive service interaction feedback regarding the efficiency of mall staff, service excellence of the mall and the physical playfulness nature within the shopping mall environment.

8.4.3 Descriptive statistics of the respondents' experience value: Experience realms

Table 8.8 depicts the respondents' rating of experience realms items and the percentage distribution for each item. Nine items were used to measure experience realms. Items 1 and 2 measured the education aspect of experience realms, items 3 and 4 measured entertainment aspects of experience realms, while items 5 to 7 measured escapism and finally, items 8 and 9 measured the esthetics aspects of the experience realms to measure customer experience value (ANNEXURE G). In order to make a clear illustration out of the data, the frequency and the percentage results distribution are regrouped into a combined scale where strongly disagree and disagree are combined and termed disagree to some extent. The columns of agree and strongly agree are also combined and referred to as agree to some extent. Table 8.8. shows the results of the combined respondents' rating of experience realms items.

TABLE 8.8

COMBINED RESPONDENTS' RATING OF EXPERIENCE REALMS ITEMS:

PERCENTAGE DISTRIBUTION

Coding	Items	Disagree to some extent		Neutral		Agree to some extent	
		Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
ER9.ET	The shopping mall settings (e.g., mall layout, beauty, decoration, fixtures and lighting) are very attractive to me.	10	2%	64	12.8%	282	85.2%
ER4.EN	I feel excited (e.g., music, taking selfie pictures and hanging out) at this shopping mall.	17	3.4%	59	11.8%	424	84.8%
ER8.ET	I feel a sense of harmony with the surroundings of this shopping mall.	14	2.8%	74	14.8%	412	82.4%
ER1.ED	I learn a lot (e.g., new things, ideas) during my visits to this shopping mall.	21	4.2%	70	14.0%	409	81.8%
ER2.ED	My visits to this shopping mall are a real learning experience.	22	4.4%	85	17.0%	393	78.6%
ER6.EX	This shopping mall is a good place to go to when I am feeling stressed.	22	4.4%	71	14.2%	407	78.4%
ER3.EN	All of the activities at this shopping mall are fun and joyful.	35	7%	75	15.0%	390	78%
ER5.EX	When I visit this shopping mall, I feel as though I am living in a different time or place.	47	9.4%	71	14.2%	238	76.4%
ER7.EX	While shopping at this shopping mall, I am able to temporarily forget about all my problems.	68	13.6%	90	18.0%	342	68.4%

Source: Compiled from statistical results

The results in Table 8.8 indicate that a large proportion of the respondents (85.2%) were attracted to the shopping mall based on the esthetics aspects of the experience realms which include the mall settings namely the mall layout, decoration, fixtures and lighting. Regarding the entertainment aspects of the experience realms, 84.8% of the respondents agreed to some extent that they feel excited through music, taking selfie pictures and hanging out at the shopping mall. Similarly, 82.4% of the respondents agreed to some extent that they feel a sense of harmony with the surroundings of the shopping mall. A large proportion of the respondents (81.8%) indicated that they learn a lot through new things and ideas during their visits to this shopping mall, while 78.6% believed that their visit to the shopping mall is a learning experience. A large number of the respondents (78.4%) agreed to some extent that the shopping mall is a good place to escape when they are feeling stressed and 78% of the respondents felt that all the activities at the shopping mall are fun and joyful. Similarly, a greater proportion (76.4%) of the respondents agreed to some extent that they escape to the shopping mall because when they visit the mall they feel as though they are living in a different time or place. Other respondents (68.4%) indicated that although they may have problems, while shopping at the shopping mall, they are able to temporarily forget about all their problems. The mean scores and standard deviation for experience realms are reported in Table 8.9.

TABLE 8.9

MEAN SCORES AND STANDARD DEVIATION: EXPERIENCE REALMS

Code	Items	Mean scores	Standard Deviation
ER1.ED	I learn a lot (e.g., new things, ideas) during my visits to this shopping mall.	4.05	0.825
ER2.ED	My visits to this shopping mall are a real learning experience.	4.02	0.834
ER3.EN	All of the activities at this shopping mall are fun and joyful.	4.01	0.868
ER4.EN	I feel excited (e.g., music, taking selfie pictures and hanging out) at this shopping mall.	4.19	0.794
ER5.EX	When I visit this shopping mall, I feel as though I am living in a different time or place.	3.96	0.956

TABLE 8.9 (CONTINUED)

MEAN SCORES AND STANDARD DEVIATION: EXPERIENCE REALMS

Code	Items	Mean scores	Standard Deviation
ER6.EX	This shopping mall is a good place to go to when I am feeling stressed.	4.12	0.823
ER7.EX	While shopping at this shopping mall, I am able to temporarily forget about all my problems.	3.76	1.082
ER8.ET	I feel a sense of harmony with the surroundings of this shopping mall.	4.11	0.782
ER9.ET	The shopping mall settings (e.g., mall layout, beauty, decoration, fixtures and lighting) are very attractive to me.	4.21	0.767

Source: Compiled from statistical results

From the results in Table 8.9, it can be seen that the mean scores for the experience realms factors range from M=3.76 to M=4.21. The standard deviation ranges between 0.767 and 1.082 which depict measures of variability or dispersion in the study. With the exception of two escapism items (ER6.EX and ER5.EX) which were 3.76 and 3.96 respectively, all the mean scores were above 4.0 (agree). The results suggest that the experience realms (education, entertainment, escapism and esthetics) as a contributing factor to customer experience value within the shopping malls in Ghana implies that the respondents were in agreement to some extent with the statements. An esthetics item (ER9.ET) had the highest mean score (M=4.21) which seems to indicate that the shopping mall settings such as the mall layout, beauty, decoration, fixtures and lighting are very attractive to shoppers and serve as a contributing factor to customer experience value. These results point to the fact that the respondents received favourable experience realm benefits which comprise education, entertainment, escapism and esthetics within the selected shopping malls in Ghana. This is consistent with previous research by Sadachar and Fiore (2018:451) who also used the experience realms (4Es) constructs in the shopping mall context in India and found that experience realms (4Es) significantly contribute to customer experience value related to the shopping malls' merchandise and service retailers.

8.4.4 Descriptive statistics of the respondents' experience value: Utilitarian value

Table 8.10 shows the respondents' rating of utilitarian value items and the percentage distribution per item. Nine items were sourced from the literature to measure utilitarian value. Items 1 to 3 measured the monetary saving as an indicator of utilitarian value, items 4 and 5 measured selection aspects of utilitarian value, while items 6 to 9 measured convenience as an indicator of utilitarian value (ANNEXURE H). The three indicators (monetary savings, selection and convenience) were used to measure customers' responses to items on utilitarian value

In order to present clearer and simplified data, the frequency and the percentage results distribution are regrouped into a combined scale where strongly disagree and disagree are combined and termed disagree to some extent. The columns of agree and strongly agree are also combined and referred to as agree to some extent. Table 8.10 illustrates the results of the combined respondents' rating of utilitarian value items.

TABLE 8.10

COMBINED RESPONDENTS' RATING OF UTILITARIAN VALUE ITEMS: PERCENTAGE DISTRIBUTION

Coding	Items	Disagree to some extent		Neutral		Agree to some extent	
		Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
UV8.CV	The parking space at this shopping mall is sufficient and practical (e.g., well-demarcated parking).	15	3%	60	12.0%	425	85%
UV5.SN	I can make the best choice because this shopping mall offers a variety of brands, products and services.	14	2.8%	63	12.6%	423	84.6%
UV4.SN	This shopping mall offers a variety of spacious retail stores under one roof.	20	4%	62	12.4%	418	83.6%

TABLE 8.10 (CONTINUED)

COMBINED RESPONDENTS' RATING OF UTILITARIAN VALUE ITEMS:
PERCENTAGE DISTRIBUTION

UV9.CV	The facilities such as ATM, washrooms, and cleanliness of the facilities attract me to visit this shopping mall.	25	5%	67	13.4%	408	81.6%
UV3.MS	I visit this shopping mall to save my time spent on searching for products.	19	3.8%	80	16.0%	401	80.2%
UV6.CV	This shopping mall's operating hours are suitable to my schedule.	25	5%	84	16.8%	391	78.2%
UV2.MS	This shopping mall offers me quality products at discounted rates.	32	6.4%	85	17.0%	383	76.6%
UV7.CV	The location of this shopping mall is convenient to my work/ home.	59	11.8%	100	20.0%	341	68.2%
UV1.MS	I visit this shopping mall to get competitive prices.	64	12.8%	99	19.8%	337	67.4%

Source: Compiled from statistical results

The results in Table 8.10 illustrate that a significant proportion of the respondents (85%) showed some level of agreement that the parking space at the shopping mall was sufficient and practical (e.g. well-demarcated parking). This was followed by 84.6% of respondents who felt that they can make the best choice because the shopping mall offers them a variety of brands, products and services. Furthermore, 83.6% of the respondents agreed to some extent that the shopping mall offers a variety of spacious retail stores under one roof to select from. More than three quarters (81.6%) of the respondents indicated that the facilities such as ATM, washrooms and cleanliness of the facilities are convenient and therefore attract them to visit the shopping mall. Furthermore, 80.2% of the respondents indicated that they visit the shopping mall to save their time spent on searching for products, while 78.2% of the respondents felt that the shopping mall's operating hours were suitable for their

schedule, and 76.6% agreed to some extent that the shopping mall offers quality products at discounted rates. The results further show that 68.2% of the respondents showed some level of agreement that the location of the shopping mall was convenient to work/ home while 67.4% agreed to some extent that they visit the shopping mall for competitive prices. These results point to the fact that the respondents received a favourable utilitarian value experience which comprises monetary savings, selection and convenience within the selected shopping malls in Ghana. The results are in line with previous research by Kesari and Atulkar (2016:28) who also measured utilitarian value which comprises monetary saving, selection and convenience in the shopping mall context. The mean scores and standard deviation for the items measuring utilitarian value are highlighted in Table 8.11.

TABLE 8.11

MEAN SCORES AND STANDARD DEVIATION: UTILITARIAN VALUE

Code	Items	Mean scores	Standard Deviation
UV1.MS	I visit this shopping mall to get competitive prices.	3.7	0.967
UV2.MS	This shopping mall offers me quality products at discounted rates.	3.98	0.904
UV3.MS	I visit this shopping mall to save my time spent on searching for products.	4.07	0.801
UV4.SN	This shopping mall offers a variety of spacious retail stores under one roof.	4.09	0.815
UV5.SN	I can make the best choice because this shopping mall offers a variety of brands, products and services. `	4.12	0.751
UV6.CV	This shopping mall's operating hours are suitable to my schedule.	3.99	0.839
UV7.CV	The location of this shopping mall is convenient to my work/ home.	3.79	0.989
UV8.CV	The parking space at this shopping mall is sufficient and practical (e.g., well demarcated parking).	4.15	0.766
UV9.CV	The facilities such as ATM, washrooms, and cleanliness of the facilities attract me to visit this shopping mall.	4.09	0.856

Source: Compiled from statistical results

From the results shown in Table 8.11, it is evident that the mean scores for the utilitarian value factor range from 3.7 to 4.15. On the other hand, the standard deviation ranges from 0.751 to 0.989. Based on the mean scores, the following monetary saving and convenience items (UV1.MS, UV2.MS, UV6.CV and UV7.CV) were within the range of 3.7 and 3.99. In the regrouped tables, any figure above 3 indicates a level of agreement. The mean scores relating to selection items were 4.09 and 4.12. Also, item UV8.CV (The parking space at this shopping mall is sufficient and practical (e.g., well-demarcated parking), and UV9.CV (The facilities such as ATM, washrooms, and cleanliness of the facilities attract me to visit this shopping mall) had mean scores of 4.15 and 4.09 respectively. Overall, respondents expressed a high level of agreement with the items measuring utilitarian value. This suggests that utilitarian value influences customers' attitude toward the shopping mall in Ghana; thus, providing an understanding of customers' intentions to shop at the shopping malls in Ghana. This is consistent with the study of Kesari and Atulkar (2016:28).

8.4.5 Descriptive statistics of the respondents' experience value: Hedonic value

Table 8.12 describes the respondents' rating of hedonic value items and the percentage distribution per item. A total of eight items were identified from previous studies and by the researcher to measure hedonic value within the selected shopping malls in Ghana. Items 1 to 3 measured the exploration aspects of hedonic value, items 4 to 6 measured place attachment, while items 7 and 8 measured social status (ANNEXURE I). The three indicators (exploration, place attachment and social status) were used to measure customers' responses to items on hedonic value.

The frequency and the percentage results in Table 8.12 are regrouped into a combined scale where strongly disagree and disagree are combined and termed disagree to some extent. The columns of agree and strongly agree are also combined and referred to as agree to some extent. Table 8.12 illustrates the results of the combined respondents' rating of hedonic value items.

TABLE 8.12

COMBINED RESPONDENTS' RATING OF HEDONIC VALUE ITEMS:

PERCENTAGE DISTRIBUTION

Coding	Items	Disagree to some extent		Neutral		Agree to some extent	
		Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
HV1.EX	This shopping mall is a good place to discover what is new (e.g., new products, fashion, technology).	17	3.4%	52	10.4%	431	86.2%
HV2.EX	Most of the stores in this shopping mall create curiosity and excitement for the products and services that they offer.	19	3.8%	72	14.4%	406	81.8%
HV6.PA	I feel secure in this place (shopping mall).	17	3.4%	77	15.4%	406	81.2%
HV3.EX	I feel a sense of adventure (exploring) while shopping at this shopping mall.	30	6%	64	12.8%	406	81.2%
HV4.PA	I know this place (shopping mall) very well.	22	4.4%	97	19.4%	381	76.2%
HV8.SS	shop from this shopping mall to maintain my personal lifestyle.	40	8%	88	17.6%	372	74.4%
HV7.SS	I shop at this shopping mall to enhance my social status and self-esteem.	38	7.6%	95	19.0%	367	73.4%
HV5.PA	I miss this place (shopping mall) when I am not here.	56	11.2%	100	20.0%	344	68.8%

Source: Compiled from statistical results

The results in Table 8.12 show that a large proportion of the respondents agreed to some extent with all the statements related to hedonic value (exploration, place attachment and social status). The items in each scale (disagree, neutral and agree) were ranked in descending percentages. The largest proportion (86.2%) of the respondents indicated that the shopping mall is a good place to explore and discover

what is new, for example new products, fashion, technology, and 81.8% felt that most of the stores in the shopping mall create curiosity and excitement for the products and services that they offer. Furthermore, 81.2% of the respondents were attached to the shopping mall because they feel secure, while 81.2% agreed to some extent that they feel a sense of adventure (exploring) while shopping at this shopping mall, while 76.2% confirmed that they know the shopping mall very well with 74.4% of respondents indicating that they shop at the shopping mall to maintain their personal lifestyle. The results also show that 73.4% of the respondents felt that they shop at this shopping mall intending to enhance their social status and self-esteem. Lastly, 68.8% of those who completed the questionnaire stressed that they miss the shopping mall when they are not there. The mean scores and standard deviation for the items measuring hedonic value are highlighted in Table 8.13.

TABLE 8.13

MEAN SCORES AND STANDARD DEVIATION: HEDONIC VALUE

Code	Items	Mean scores	Standard Deviation
HV1.EX	This shopping mall is a good place to discover what is new (e.g. new products, fashion, technology).	4.21	0.793
HV2.EX	Most of the stores in this shopping mall create curiosity and excitement for the products and services that they offer.	4.11	0.812
HV3.EX	I feel a sense of adventure (exploring) while shopping at this shopping mall.	3.95	0.825
HV4.PA	I know this place (shopping mall) very well.	4.01	0.848
HV5.PA	I miss this place (shopping mall) when I am not here.	3.78	0.984
HV6.PA	I feel secure in this place (shopping mall).	4.08	0.791
HV7.SS	I shop at this shopping mall to enhance my social status and self-esteem.	3.9	0.901
HV8.SS	shop from this shopping mall to maintain my personal lifestyle.	3.9	0.893

Source: Compiled from statistical results

The mean scores displayed in Table 8.13 range from 3.78 to 4.21. The highest mean scores (items HV1.EX = 4.21 and HV2.EX = 4.11) are all related to the exploration aspect of hedonic value. Items HV6.PA (I feel secure in this place (shopping mall) with

a mean score of 4.08 and item HV4.PA (I know this place (shopping mall) very well) with a mean score of 4.01 were all place attachment indicators used to measure hedonic value. The lowest scores, but above 3.0 (neutral) and closer to 4.0 (agree), were observed for place attachment items HV5.PA (I miss this place (shopping mall) when I am not here.) with a mean score of M=3.78. Item HV7.SS (I shop at this shopping mall to enhance my social status and self-esteem) with a mean score of 3.9, and item HV8.SS (shop from this shopping mall to maintain my personal lifestyle) with a mean score of 3.9 were social status indicators used to measure hedonic value were among the items, with which respondents agreed to the lowest degree. All the hedonic value factor indicators (exploration, place attachment and social status) appeared to have above-average mean scores which demonstrate a high level of agreement with all the statements. Also, the standard deviations varied from 0.791 to 0.984, suggesting that there are no concerns of potential outliers in the study. Overall, respondents expressed a high level of agreement with the items measuring hedonic value. This suggests that hedonic value influences customers' attitude toward shopping malls in Ghana; thus, providing an understanding of customers' intentions to shop at the malls. This is consistent with the study of Kesari and Atulkar (2016:29).

8.4.6 Descriptive statistics of the respondents' level of satisfaction

Table 8.14 contains the results of respondents' overall rating of their satisfaction items and the percentage distribution per item. Eight items were sourced in the literature and used to measure customer satisfaction. Items 1 to 3 measured customer satisfaction using basic factors, items 4 and 5 measured customer satisfaction utilising performance factors as measuring indicators, while items 7 and 8 measured customer satisfaction using excitement factors as measuring indicator of customer satisfaction (ANNEXURE J). The three indicators (basic, performance and excitement factors) were used to measure customers' responses to items on customer satisfaction. The frequency and the percentage results distribution are regrouped into a combined scale where strongly disagree and disagree are combined and termed disagree to some extent. The columns of agree and strongly agree are also combined and referred to as

agree to some extent. Table 8.14. illustrates the results of the combined respondents' rating of customer satisfaction items.

TABLE 8.14

COMBINED RESPONDENTS' RATING OF CUSTOMER SATISFACTION ITEMS: PERCENTAGE DISTRIBUTION

Coding	Items	Disagree to some extent		Neutral		Agree to some extent	
		Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
CS5.PF	I am satisfied with the overall shopping mall facilities for both children and adults.	11	2.4%	49	9.8%	440	88%
CS6.EF	Overall, I feel satisfied with this shopping mall because it excites me, it is fun and it entertains me.	13	2.6%	59	11.8%	428	85.6%
CS2.BF	I am satisfied with the overall services provided (e.g., safety, security, information available) to me on my visits.	25	5.0%	58	11.6%	417	83.4%
CS3.BF	I am satisfied with the overall cleanliness (e.g., washrooms, floors) of the environment of this shopping mall.	14	2.8%	69	13.8%	417	83.4%
CS7.EF	Overall, I am satisfied with the shopping mall's atmosphere (e.g., temperature, noise level, scent).	29	5.8%	63	12.6%	408	81.6%
CS4.PF	I am satisfied with the hours of operation of this shopping mall.	25	5.0%	71	14.2%	404	80.0%
CS8.EF	Overall, I am satisfied with the promotion offers (e.g., discounts, low prices, sales) at this shopping mall.	32	6.4%	88	17.6%	380	76%
CS1.BF	I am satisfied with the general prices of products and services offered at this shopping mall.	41	8.2%	84	16.8%	375	74%

Source: Compiled from statistical results

When evaluating respondents' level of satisfaction, the results indicate that 88% of respondents indicated to some extent that they were satisfied with the overall shopping mall facilities for both children and adults. A large proportion (85.6%) indicated that, overall, they felt satisfied with this shopping mall because it excites them, it is fun and the shopping mall provides facilities that entertain them. Overall, 83.4% of the respondents were of the opinion that they were satisfied with the overall services provided at the shopping mall such as safety, security, information available, and another 83.4% respondents indicated they were satisfied to some extent with the overall cleanliness in the shopping mall such as the washrooms, floors and the general environment of the shopping mall. From the data, it emerged that 81.6% of the respondents felt that overall, they were satisfied with the shopping mall's atmosphere (e.g. temperature, noise level, scent), and 80.0% indicated that they were satisfied with the hours of operation of this shopping mall. Furthermore, 76% of the respondents indicated that they were satisfied with the promotion offers such as discounts, low prices, sales at the shopping mall, while 74% agreed to some extent that they were satisfied with the general prices of products and services offered at this shopping mall. The mean scores and standard deviation for the items measuring customer satisfaction are illustrated in Table 8.15.

TABLE 8.15

MEAN SCORES AND STANDARD DEVIATION: CUSTOMER SATISFACTION

Code	Items	Mean scores	Standard Deviation
CS1.BF	I am satisfied with the general prices of products and services offered at this shopping mall.	3.90	0.918
CS2.BF	I am satisfied with the overall services provided (e.g., safety, security, information available) to me on my visits.	4.07	0.809
CS3.BF	I am satisfied with the overall cleanliness (e.g., washrooms, floors) of the environment of this shopping mall.	4.16	0.794
CS4.PF	I am satisfied with the hours of operation of this shopping mall.	3.98	0.789
CS5.PF	I am satisfied with the overall shopping mall facilities for both children and adults.	4.16	0.708

TABLE 8.15 (CONTINUED)

MEAN SCORES AND STANDARD DEVIATION: CUSTOMER SATISFACTION

Code	Items	Mean scores	Standard Deviation
CS6.EF	Overall, I feel satisfied with this shopping mall because it excites me, it is fun and it entertains me.	4.19	0.779
CS7.EF	Overall, I am satisfied with the shopping mall's atmosphere (e.g., temperature, noise level, scent).	3.99	0.873
CS8.EF	Overall, I am satisfied with the promotion offers (e.g., discounts, low prices, sales) at this shopping mall.	3.96	0.883

Source: Compiled from statistical results

A review of Table 8.15 shows that the mean scores for the items ranged from 3.90 to 4.19. The highest mean score of 4.19 (Item CS6.EF: Overall, I feel satisfied with this shopping mall because it excites me, it is fun and it entertains me) related to excitement factors of customer satisfaction. Item CS1.BF (I am satisfied with the general prices of products and services offered at this shopping mall) which relates to the basic factor of customer satisfaction, appeared as the lowest mean score of 3.90. The standard deviation values for the items varied from 0.708 to 0.918. Item CS1.BF, measuring basic factors, had the highest standard deviation value (0.918) while Item CS5.PF` measuring performance had the lowest standard deviation of 0.708. All the standard deviation values were below 2.0 which indicates that there are no issues of outliers (Yang et al 2019:2). Regarding the mean scores, the data show that most of the respondents were positive about their satisfaction level obtained at the selected shopping malls. Overall, respondents expressed a high level of agreement with the items measuring customer satisfaction. This suggests that the basic, performance and excitement factors provided by the mall managers influence customers' satisfaction with the shopping malls in Ghana; thus providing an understanding of customers' intentions to shop at the malls. This is consistent with the studies of Albayrak (2018:120), Bohl (2012:6), Fajriyati et al (2020:10), Füller & Matzler (2008:124), Han et al (2019:10) and Zhang et al (2019:8).

8.4.7   Descriptive statistics for the respondent's behavioural intentions

Table 8.16 shows the respondents' rating of behavioural intentions items and the percentage distribution per item. In total, eight items were identified in the literature and used to measure behavioural intentions within the selected shopping malls in Ghana. Items 1 to 4 measured customer loyalty, items 5 and 6 measured word of mouth (WOM), and items 7 and 8 measured customers' revisit intentions as the final outcome of behavioural intentions (ANNEXURE K). The three outcomes' indicators (loyalty, WOM and revisit intention) were used to measure customers' responses to items on behavioural intentions.

For a better interpretation of the results, the frequency and the percentage results distribution on behavioural intentions are regrouped into a combined scale where strongly disagree and disagree are combined and termed disagree to some extent. The columns of agree and strongly agree are also combined and referred to as agree to some extent. Presented in Table 8.16 are the results of the combined respondents' rating of behavioural intentions items.

TABLE 8.16

COMBINED RESPONDENTS' RATING OF BEHAVIOURAL INTENTIONS ITEMS:
PERCENTAGE DISTRIBUTION

Coding	Items	Disagree to some extent		Neutral		Agree to some extent	
		Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
BI7.RI	I intend to visit this shopping mall again.	10	2%	52	10.4%	438	87.6%
BI6.WM	I will recommend this shopping mall to other people who seek my advice.	12	2.4%	59	11.8%	429	85.8%
BI5.WM	I will say positive things to my friends about this shopping mall.	9	1.8%	68	13.6%	423	84.6%
BI8.RI	I intend to visit this shopping mall frequently.	28	5.6%	67	13.4%	405	81.0%

TABLE 8.16 (CONTINUED)

COMBINED RESPONDENTS' RATING OF BEHAVIOURAL INTENTIONS ITEMS:
PERCENTAGE DISTRIBUTION

BI3.LT	I shop at this shopping mall more than I shop at any other shopping mall.	44	8.8%	67	13.4%	389	77.8%
BI4.LT	I am committed and faithful to this shopping mall because I get all that I need here.	30	6%	84	16.8%	386	77.2%
BI2.LT	This is the only shopping mall that I do all my shopping at.	68	13.6%	68	13.6%	364	72.8%
BI1.LT	I would not like to change to another shopping mall.	51	9.6%	100	20.0%	349	69.8%

Source: Compiled from statistical results

As displayed in Table 8.16, a large proportion of the respondents demonstrated their agreement to some extent with all the eight statements in relation to their future behavioural intentions at the shopping mall. The largest portion (87.6%) indicated their intention to visit the shopping mall again, and 85.8% indicated that they will recommend the shopping mall to other people who seek their advice. Furthermore, 84.6% of the respondents agreed to some extent that they will say positive things about the shopping mall to their friends. A large number of respondents (81.0 %) agreed to some extent that they intend to visit the shopping mall frequently, while 77.8% agreed to some extent that they shop at a specific shopping mall more than they shop at any other shopping mall. A total of 77.2% of the respondents indicated that they are committed and faithful to the shopping mall because they get all that they need there. The results further show that 72.8% of the respondents expressed their loyalty and said this is the only shopping mall that I do all my shopping at, while 69.8% confirmed that they would not like to change to another shopping mall. The mean scores and standard deviation for items measuring behavioural intentions are reported in Table 8.17.

TABLE 8.17

MEAN SCORES AND STANDARD DEVIATION: BEHAVIOURAL INTENTIONS

Code	Items	Mean scores	Standard Deviation
BI1.LT	I would not like to change to another shopping mall.	3.83	0.953
BI2.LT	This is the only shopping mall that I do all my shopping at.	3.86	1.034
BI3.LT	I shop at this shopping mall more than I shop at any other shopping mall.	3.94	0.892
BI4.LT	I am committed and faithful to this shopping mall because I get all that I need here.	3.98	0.88
BI5.WM	I will say positive things to my friends about this shopping mall.	4.15	0.73
BI6.WM	I will recommend this shopping mall to other people who seek my advice.	4.15	0.721
BI7.RI	I intend to visit this shopping mall again.	4.16	0.705
BI8.RI	I intend to visit this shopping mall frequently.	4.06	0.849

Source: Compiled from statistical results

From the results presented in Table 8.17, the mean scores for the behavioural intentions range between 3.83 and 4.16, while the standard deviation ranges between 0.705 and 1.034. With exception of the loyalty items (BI1.LT, BI2.LT, BI3.LT and BI4.LT) which are within a range of 3.83 and 3.98, all the mean scores of WOM and revisit intention are above 4.0 (agree). The results infer that respondents' behavioural intentions (loyalty, WOM and revisit intention) within the context of shopping malls in Ghana are high for this study. This is consistent with the study of Konuk (2019:107) who tested the mediation role of CS in the outcomes of behavioural intentions such as WOM and revisit intention. The data gathered also suggest that revisit intention item (BI7.RI) and WOM items (BI5.WM & BI6.WM) have the highest mean scores (M=4.16) and (M=4.15) respectively. This seems to indicate that the respondents intend to visit this shopping mall again, agree to say positive things to friends about the shopping mall and will recommend the shopping mall to other people who seek their advice. Overall, respondents expressed a high level of agreement with the items measuring behavioural intentions. This is consistent with the study of Konuk (2019:107).

8.5 CENTRAL TENDENCY AND DISPERSION FOR SCALED ITEMS

Table 8.18 presents the central tendency and dispersion for all the intended items measuring the factors of experience value, customer satisfaction and behavioural intentions in the shopping mall context. The first column (factors) depicts the various items measuring the indicators of customer experience value, namely service encounters, experience reams, utilitarian value and hedonic value. The first column also shows the item codes used to measure customer satisfaction and behavioural intentions. The second column depicts the number of respondents (sample size=500) used for the study. The third and fourth columns depict the minimum values ranging from 1 and the maximum values equal to 5, as measured on the 5-point Likert scale on the questionnaires. The fifth and sixth columns contain the median and the mode values respectively. The final two columns contain the mean scores and the standard deviation values for all the items measuring the factors of experience value, customer satisfaction, and behavioural intentions.

TABLE 8.18

CENTRAL TENDENCY AND DISPERSION OF DATA: SCALED ITEMS

Factors	N	Minimum	Maximum	Median	Mode	Mean	Standard Deviation
Experience value - Service encounters							
SE1.EF	500	1	5	4	4	3.88	0.85
SE2.EF	500	1	5	4	4	3.89	0.88
SE3.EF	500	1	5	4	4	3.94	0.95
SE4.SE	500	1	5	4	4	3.98	0.85
SE5.SE	500	1	5	4	4	4.04	0.77
SE6.SE	500	1	5	4	4	4.03	0.77
SE7.PL	500	1	5	4	4	4.04	0.82
SE8.PL	500	1	5	4	4	4.11	0.80

TABLE 8.18 (CONTINUED)

CENTRAL TENDENCY AND DISPERSION OF DATA: SCALED ITEMS

Factors	N	Minimum	Maximum	Median	Mode	Mean	Standard Deviation
Experience value - Experience realms							
ER1.ED	500	1	5	4	4	4.05	0.82
ER2.ED	500	1	5	4	4	4.02	0.83
ER3.EN	500	1	5	4	4	4.01	0.86
ER4.EN	500	1	5	4	4	4.19	0.79
ER5.EX	500	1	5	4	4	3.96	0.95
ER6.EX	500	1	5	4	4	4.12	0.82
ER7.EX	500	1	5	4	4	3.76	1.08
ER8.ET	500	1	5	4	4	4.11	0.78
ER9.ET	500	1	5	4	4	4.21	0.76
Experience value - Utilitarian							
UV1.MS	500	1	5	4	4	3.70	0.96
UV2.MS	500	1	5	4	4	3.98	0.90
UV3.MS	500	1	5	4	4	4.07	0.80
UV4.SN	500	1	5	4	4	4.09	0.81
UV5.SN	500	1	5	4	4	4.12	0.75
UV6.CV	500	1	5	4	4	3.99	0.83
UV7.CV	500	1	5	4	4	3.79	0.98
UV8.CV	500	1	5	4	4	4.15	0.76
UV9.CV	500	1	5	4	4	4.09	0.85
Experience value - Hedonic							
HV1.EX	500	1	5	4	4	4.21	0.79
HV2.EX	500	1	5	4	4	4.11	0.81
HV3.EX	500	1	5	4	4	3.95	0.82
HV4.PA	500	1	5	4	4	4.01	0.84
HV5.PA	500	1	5	4	4	3.78	0.98
HV6.PA	500	1	5	4	4	4.08	0.79
HV7.SS	500	1	5	4	4	3.90	0.90
HV8.SS	500	1	5	4	4	3.90	0.89

TABLE 8.18 (CONTINUED)

CENTRAL TENDENCY AND DISPERSION OF DATA: SCALED ITEMS

Factors	N	Minimum	Maximum	Median	Mode	Mean	Standard Deviation
Customer satisfaction							
CS1.BF	500	1	5	4	4	3.90	0.91
CS2.BF	500	1	5	4	4	4.07	0.80
CS3.BF	500	1	5	4	4	4.16	0.79
CS4.PF	500	1	5	4	4	3.98	0.78
CS5.PF	500	1	5	4	4	4.16	0.70
CS6.EF	500	1	5	4	4	4.19	0.77
CS7.EF	500	1	5	4	4	3.99	0.87
CS8.EF	500	1	5	4	4	3.96	0.88
Behavioural intentions							
BI1.LT	500	1	5	4	4	3.83	0.95
BI2.LT	500	1	5	4	4	3.86	1.03
BI3.LT	500	1	5	4	4	3.94	0.89
BI4.LT	500	1	5	4	4	3.98	0.88
BI5.WM	500	1	5	4	4	4.15	0.73
BI6.WM	500	1	5	4	4	4.15	0.72
BI7.RI	500	1	5	4	4	4.16	0.70
BI8.RI	500	1	5	4	4	4.06	0.84

Source: Compiled from statistical results

From the data, it emerged that the mean scores for all the intended factors ranged between 3.70 and 4.21 on the 5-point Likert scale. Item ER9.ET which measured experience realms, specifically an esthetics indicator, scored the highest mean score (M=4.21). This seems to indicate that customers' overall experience value through the shopping mall settings (e.g. mall layout, beauty, decoration, fixtures) while shopping at the shopping malls is an important contributing factor to customer experience value. The data also indicates that item UV1.MS which measures the utilitarian factor had the lowest mean score (M=3.70). This seems to suggest that although shoppers visit the shopping mall to get competitive prices (functional value), it may not be their main motive of visiting the shopping malls but rather for experience (emotional) value purposes since emotional value item had the highest mean score. From the results,

the median for service encounter items (SE5.SE, SE6.SE, SE7.PL, SE8.PL); experience realms items (ER1.ED, ER2.ED, ER3.EN, ER4.EN, ER6.EX, ER8.ET, ER8.ET); utilitarian value items (UV3.MS, UV4.SN, UV5.SN, UV8.CV, UV9.CV); hedonic value items (HV1.EX, HV2.EX, HV4.PA, HV6.PA); customer satisfaction items (CS2.BF, CS3.BF, CS5.PF, CS6.EF); and behavioural intentions items (BI5.WM, BI6.WM, BI7.RI, BI8.RI) were lower than the mean scores suggesting that the data is positively skewed (Spatz 2011:49). The results also indicate that the mean scores for service encounter items (SE1.EF, SE2.EF, SE3.EF, SE4.SE); experience realms item (ER7.EX); utilitarian value items (UV1.MS, UV2.MS, UV6.CV, UV7.CV); hedonic value items (HV3.EX, HV5.PA, HV7.SS, HV8.SS); customer satisfaction items (CS1.BF, CS4.PF, CS7.EF, CS8.EF); and behavioural intentions items (BI1.LT, BI2.LT, BI3.LT, BI4.LT) were lower than the median. This suggests that the data for these items are negatively skewed. The standard deviation ranges from 0.70 (lowest) and 1.08 (highest). Experience realms item (ER7.EX) and behavioural intentions item (BI2.LT) had the highest standard deviations value with 1.08 and 1.03 respectively, while behavioural intentions item (BI7.RI) had the lowest standard deviation value of 0.70. Since all the standard deviation values are below 2.0, there are no concerns of outliers in the data (Yang et al 2019:2).

8.6 VALIDITY OF MEASURING INSTRUMENT

Based on the extensive literature review provided in Chapters 3-6, four factors were identified to measure experience value, namely service encounter, experience realms, utilitarian value and hedonic value. Experience value was identified as an independent variable, while customer satisfaction was proposed as a mediating variable to measure shopper's satisfaction, and behavioural intentions was identified as the dependent variable. The content and face validity of the measuring items of these factors were extensively reviewed by the two subject experts in marketing, specifically experience marketing, in a public university in South Africa. Thereafter, the measuring instrument was also reviewed and improved upon by the opinions of two subject experts in the field of marketing from two recognised public universities in Ghana in an attempt to ensure face and content validity (Section 7.9.4). Furthermore, validity based on CFA

analysis on all the intended items measuring the various variables was performed to ascertain the validity of the data set. In this section, the CFA for the four measuring factors of customer experience value, customer satisfaction and behavioural intentions are reported and discussed. In the next Subsection (8.6.1), the CFA for service encounter factor is presented and discussed.

8.6.1 CFA for service encounter factor

As depicted in the hypothetical framework (Figure 6.1), service encounter serves as the first construct under the four factors that influence experience value (independent variable) for this study (Section 6.3.1). As illustrated in Figure 6.1 and discussed in Section 6.3.1, service encounter is measured by three indicators, namely efficiency, service excellence and playfulness. The CFA provides empirical support for the three measuring indicators for service encounter. Table 8.19 shows the regression weights for the CFA for service encounter as a factor of experience value.

TABLE 8.19

CFA REGRESSION WEIGHTS FOR SERVICE ENCOUNTER

Item	Relationship	Factor	Estimate	S.E.	C.R	p-value
SE1.EF	<---	Service Encounter	1			
SE2.EF	<---	Service Encounter	1.164	0.134	8.705	***
SE3.EF	<---	Service Encounter	0.828	0.126	6.597	***
SE4.SE	<---	Service Encounter	1.213	0.134	9.031	***
SE5.SE	<---	Service Encounter	1.003	0.117	8.596	***
SE6.SE	<---	Service Encounter	0.689	0.103	6.712	***
SE7.PL	<---	Service Encounter	0.633	0.105	6.004	***
SE8.PL	<---	Service Encounter	0.792	0.109	7.242	***

Source: Compiled from statistical results

The regression weights as presented in Table 8.19 provide adequate evidence to confirm the significant relationship between the measuring indicator items of service encounter (efficiency, service excellence, playfulness) and service encounter. This is consistent with the previous literature to confirm concurrent validity. For example, the regression results revealed that there is a significant relationship between efficiency

(SE1.EF=1.0, SE2.EF =1.164, SE3.EF=0.828) and service encounter in the context of shopping malls in Ghana. This result is consistent with previous studies of Kent et al (2007:358) and Walls (2013:185), who also measured service encounter utilising efficiency in different contexts. Similarly, the results of the current study showed that there are significant relationships between service excellence (SE4.SE=1.213, SE5.SE=1.003, SE6.SE=0.689) and service encounter in the shopping malls in Ghana. The result is consistent with previous studies by Kent et al (2007:358) and Tsai and Wang (2017:62), who also used service excellence to measure service encounter. The results also show that there is a significant relationship between playfulness and service encounter (SE7.PL=0.633, SE8.PL=0.792). This is also consistent with previous literature of Kent et al (2007:358) who in their studies measured service encounter using playfulness in the shopping mall context. The consistency and the similarity with the present results and previous studies confirm the concurrent validity of the measuring items. The results of the empirical study have revealed that in the context of shopping malls in Ghana, three indicators, namely efficiency, service excellence and playfulness can be used to test the service encounter interaction level of shoppers when they visit the mall. The goodness of fit indices and path diagram for the service encounter is also reported.

The goodness-of-fit indices for service encounter are shown in Table 8.20. Recommended Cut-offs for good fit are (CMIN/df=< 3.00; GFI= > 0.95; CFI=> 0.95; SRMR= < 0.05; RMSEA= < 0.08, Hoelter > 200) and Cut-offs for adequate fit are (CMIN/df=< 5.00; GFI= > 0.90; CFI=> 0.90; SRMR= < 0.08; RMSEA=< 0.10). These cut-offs are just rules of thumb and are not strict rules, the goodness-of-fit indices should be close to those cut-offs (Hair, Black, Babin & Anderson 2019:635). A report on the goodness-of-fit indices of service encounter are shown in Table 8.20.

TABLE 8.20

GOODNESS-OF-FIT INDICES FOR SERVICE ENCOUNTER ITEMS

Absolute/ predictive fit:	Abbr.	Target	Observed/indices
Chi-square (Minimum was achieved)	χ²		64.677
Degree of freedom	df		20
Minimum discrepancy per degree of freedom	CMIN/df	< 3.00 or < 5.00	3.234
Standardized root means square residual	SRMR	< 0.05 or < 0.08	0.0461
Goodness-of-fit	GFI	> 0.95 or > 0.90	0.969
Adjusted goodness of fit	AGFI	> 0.80	0.944
Bentler comparative fit index	CFI	> 0.95 or > 0.90	0.92
Root mean square error of approximation	RMSEA	< 0.10	0.067
Hoelter's critical N.	Hoelter	>200	290

Source: Compiled from statistical results

It has to be emphasised that the CMIN/df is the value obtained when the Chi-square (χ²) is divided by the degrees of freedom df (χ²/df). The CMIN/df is one of the goodness of fit indices. Therefore, in the subsequent sections, only the CMIN/df and the other goodness of fit indices will be reported instead of the Chi-square (χ²) and the degrees of freedom (df).

As shown in Table 8.20, the CMIN/df is 3.234 which is within the threshold of < 3.00 or < 5.00, while SRMR indicates a value of 0.0461 which is also within the required threshold (< 0.05 or < 0.08). Both the GFI and AGFI exhibit a model fit of 0.969 and 0.944 respectively. The CFI shows a value of 0.92, above the recommended thresholds of goodness-of-fit indices which are considered an adequate model fit. The RMSEA shows a good fit as it equals 0.067, well within the recommended value of less than < 0.10, while the Hoelter index shows a value of 290 far above the recommended threshold of >200. The results provide adequate evidence of validity for service

encounter as a factor in the current study. The fit indices in the current study indicate an acceptable fit of the measurement model for the first construct to influence experience value. Figure 8.3 presents the path diagram for the service encounter factor.

FIGURE 8.3

PATH DIAGRAM - SERVICE ENCOUNTER
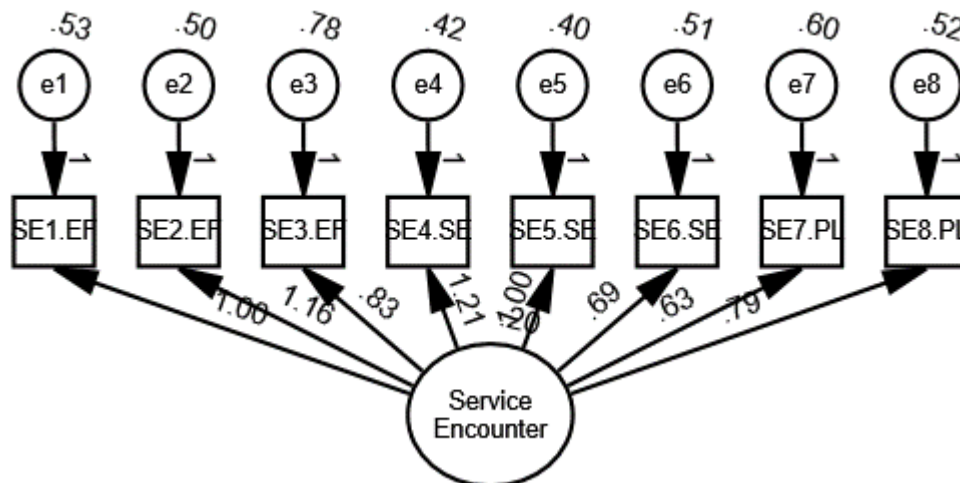
Source: Compiled from statistical results

In Subsection 8.6.2, the CFA for experience realm factor is confirmed, presented and discussed.

8.6.2 CFA for experience realm factor

As shown in the hypothetical framework (Figure 6.1), experience realms serve as the second construct under the four factors to influence experience value (independent variable) for this study (Section 6.3.2). As illustrated in Figure 6.1, and discussed in Section 6.3.2, four measuring indicators were identified as a core component of the experience realms, namely education, entertainment, escapism and esthetics. The CFA provides empirical support for the four measuring indicators for experience realms. Table 8.21 shows the regression weights for the CFA for experience realms as a factor of experience value.

TABLE 8.21

CFA REGRESSION WEIGHTS FOR EXPERIENCE REALMS

Item	Relationship	Factor	Estimate	S.E.	C.R	p-value
ER1.ED	<---	Experience Realms	1			
ER2.ED	<---	Experience Realms	0.718	0.15	4.777	***
ER3.EN	<---	Experience Realms	1.219	0.211	5.773	***
ER4.EN	<---	Experience Realms	1.35	0.217	6.215	***
ER5.ES	<---	Experience Realms	1.346	0.233	5.78	***
ER6.ES	<---	Experience Realms	1.049	0.192	5.461	***
ER7.ES	<---	Experience Realms	1.39	0.253	5.484	***
ER8.ET	<---	Experience Realms	1.22	0.204	5.992	***
ER9.ET	<---	Experience Realms	0.96	0.179	5.356	***

Source: Compiled from statistical results

The regression weights as presented in Table 8.21 offer adequate evidence to confirm the significant relationship between the measuring indicator items of experience realms (education, entertainment, escapism and esthetics) and experience realms. This is consistent with the previous studies to confirm concurrent validity. For example, the regression results revealed that there is a significant relationship between education (ER1.ED=1.0, ER2.ED= 0.718) and experience realms in the context of shopping malls in Ghana. This result is consistent with previous studies of Güzel (2014:525) and Sadachar and Fiore (2018:453), who also found education to influence experience realms in a different context. Similarly, the results of the current study showed that there are significant relationships between entertainment (ER3.EN=1.219, ER4.EN=1.35) and experience realms in the shopping malls in Ghana. The result is consistent with previous studies by Güzel (2014:525) and Sadachar and Fiore (2018:453) who also used entertainment to measure experience realms. The results, furthermore, show that there is a significant relationship between escapism and experience realms (ER5.ES= 1.346, ER6.ES=1.049, ER7.ES=1.39). This is also consistent with previous literature namely, Güzel (2014:525), Sadachar and Fiore (2018:453), Khare 2011:112 and Amoah (2016:285), who, in their studies, measured experience realms using escapism. Also, the results of the current study showed that there are significant relationships between esthetics (ER8.ET=1.22, ER9.ET=0.96)

and experience realms in the shopping malls in Ghana. The result is consistent with previous studies by Radder and Han (2015:463) and Sadachar and Fiore (2018:453) who also used esthetics to measure experience realms. The consistency and the similarity with the present results and previous studies confirm the concurrent validity of the measuring items. The results of the empirical study have revealed that in the context of shopping malls in Ghana, four measuring indicators of experience realms, namely education, entertainment, escapism and esthetics can be used to test the level of shoppers' experience realms activities when they visit the shopping mall. The goodness-of-fit indices and path diagram for the experience realms are reported in Table 8.22.

TABLE 8.22

GOODNESS-OF-FIT INDICES MODEL FOR EXPERIENCE REALMS ITEMS

Absolute/ predictive fit:	Abbr.	Target	Observed/indices
Chi-square (Minimum was achieved)	χ^2		70.469
Degree of freedom	df		24
Minimum discrepancy per degree of freedom	CMIN/df	< 3.00 or < 5.00	2.936
Standardized root means square residual	SRMR	< 0.05 or < 0.08	0.0451
Goodness-of-fit	GFI	> 0.95 or > 0.90	0.969
Adjusted goodness of fit	AGFI	> 0.80	0.943
Bentler comparative fit index	CFI	> 0.95 or > 0.90	0.918
Root mean square error of approximation	RMSEA	< 0.10	0.062
Hoelter's critical N.	Hoelter	>200	305

Source: Compiled from statistical results

As evident in Table 8.22, the CMIN/df of 2.936 is within the threshold of < 3.00 or < 5.00, while SRMR shows a value of 0.0451 which is also within the required threshold (< 0.05 or < 0.08). The GFI shows a model fit value of 0.969, while the AGFI exhibits

a model fit of 0.943. The CFI displays a value of 0.918, above the recommended thresholds of goodness-of-fit indices which are considered an adequate model fit. The RMSEA shows a good fit for the model as it equals 0.062, which is less than the recommended value of less than < 0.10, while the Hoelter index exhibits a value of 305, far above the recommended threshold of >200. The results provide enough evidence of validity for experience realms as a factor in the current study. The goodness-of-fit indices in the current study indicated an acceptable fit of the measurement model for the second construct (experience realms) to influence experience value. Figure 8.4 presents the path diagram for the experience realm factor.

FIGURE 8.4

PATH DIAGRAM - EXPERIENCE REALMS
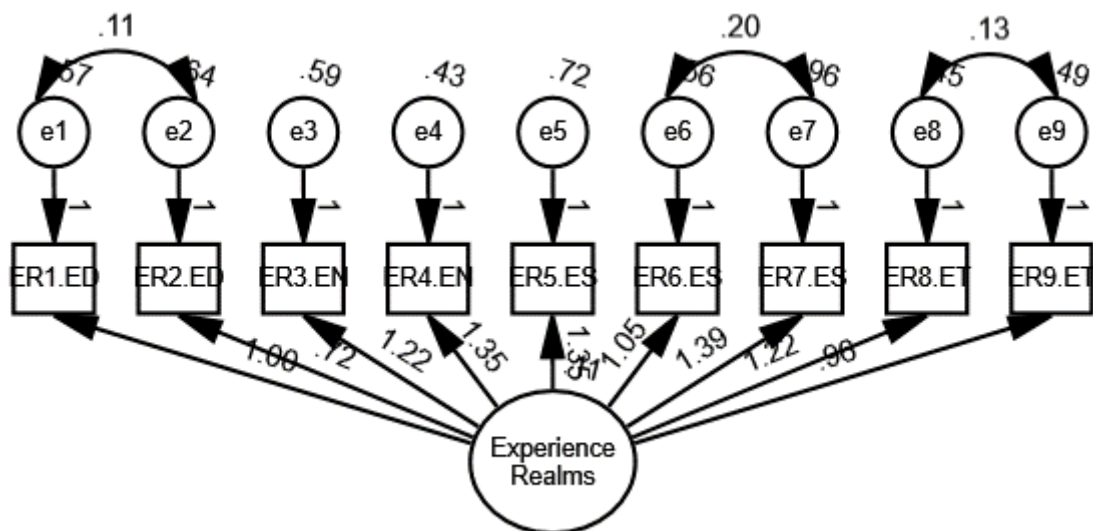
Source: Compiled from statistical results

In Subsection (8.6.3) below, the CFA for utilitarian value is presented and discussed.

8.6.3 CFA for utilitarian value factor

As depicted in the hypothetical framework (Figure 6.1), utilitarian value serves as the third construct under the four factors to influence experience value (independent

variable) for this study (Section 6.3.3). As illustrated in Figure 6.1 and discussed in Section 6.3.3, three measuring indicators were identified from the literature as a core component of utilitarian value, namely monetary saving, selection and convenience. The CFA provides empirical support for the three measuring indicators for utilitarian value. Table 8.23 shows the regression weights for utilitarian value as a factor of experience value.

TABLE 8.23

CFA REGRESSION WEIGHTS FOR UTILITARIAN VALUE

Item	Relationship	Factor	Estimate	S.E.	C.R	p-value
UV1.MS	<---	Utilitarian value	1			
UV2.MS	<---	Utilitarian value	1.482	0.303	4.896	***
UV3.MS	<---	Utilitarian value	1.520	0.298	5.099	***
UV4.SN	<---	Utilitarian value	1.699	0.326	5.208	***
UV5.SN	<---	Utilitarian value	1.644	0.313	5.257	***
UV6.CV	<---	Utilitarian value	1.314	0.272	4.826	***
UV7.CV	<---	Utilitarian value	1.256	0.282	4.455	***
UV8.CV	<---	Utilitarian value	1.331	0.267	4.983	***
UV9.CV	<---	Utilitarian value	1.353	0.28	4.841	***

Source: Compiled from statistical results

The regression weights as presented in Table 8.23 provide adequate evidence to confirm the significant relationship between the measuring indicator items of utilitarian value (monetary saving, selection and convenience) and utilitarian value. This is consistent with the previous literature to confirm concurrent validity. For example, the regression results reveal that there is a significant relationship between monetary saving (UV1.MS=1.0, UV2.MS=1.482, UV3.MS=1.52) and utilitarian value in the context of shopping malls in Ghana. This result is consistent with previous studies of Kesari and Atulkar (2016:27) and Chandon et al (2000:68), who also measured service encounter utilising efficiency in different contexts. Similarly, the results of the current study show that there are significant relationships between selection (UV4.SN=1.699, UV5.SN=1.644) and utilitarian value in the shopping malls in Ghana. The result is consistent with previous studies El-Adly and Eid (2016:223) and Kesari and Atulkar

(2016:27) who also used selection to measure utilitarian value in the shopping mall context. The results also show that there is a significant relationship between convenience and utilitarian value (UV6.CV=1.314, UV7.CV=1.256, UV8.CV=1.331, UV9.CV=1.353). This is consistent with previous literature of Idoko et al (2019:194), El Hedhli et al (2013:860) and Kesari and Atulkar (2016:27) who in their studies measured service encounter using playfulness in the shopping mall context. The consistency and the similarity with the present results and previous studies confirm the concurrent validity of the measuring items. The results of the empirical study have revealed that in the context of shopping malls in Ghana, three indicators, namely monetary saving, selection and convenience can be used to test the functional value (utilitarian value) of shoppers when they visit the mall. The goodness-of-fit indices and path diagram for utilitarian value are reported in Table 8.24.

TABLE 8.24

GOODNESS-OF-FIT INDICES MODEL FOR UTILITARIAN VALUE ITEMS

Absolute/ predictive fit:	Abbr.	Target	Observed/indices
Chi-square (Minimum was achieved)	χ^2		63.162
Degree of freedom	df		27
Minimum discrepancy per degree of freedom	CMIN/df	< 3.00 or < 5.00	2.339
Standardized root means square residual	SRMR	< 0.05 or < 0.08	0.0412
Goodness-of-fit	GFI	> 0.95 or > 0.90	0.972
Adjusted goodness of fit	AGFI	> 0.80	0.954
Bentler comparative fit index	CFI	> 0.95 or > 0.90	0.933
Root mean square error of approximation	RMSEA	< 0.10	0.052
Hoelter's critical N.	Hoelter	>200	372

 Source: Compiled from statistical results

As shown in Table 8.24, the CMIN/df is 2.339 which is within the threshold of < 3.00 or < 5.00, while SRMR indicates a value of 0.0412 which is also within the required threshold (< 0.05 or < 0.08). The GFI and AGFI exhibit a model fit of 0.972 and 0.954 respectively. The CFI showed a value of 0.933, above the recommended thresholds

of goodness-of-fit indices which are considered an adequate model fit. The RMSEA shows a good fit for the model as it equals 0.052, well within the recommended value of less than < 0.10, while the Hoelter index shows a value of 372, far above the recommended threshold of >200. The results of the CFA show ample evidence of validity for utilitarian value as a factor in the current study. The goodness of fit indices in the current study indicate an acceptable fit of the measurement model for the third construct (utilitarian value) to influence experience value. Figure 8.5 presents the path diagram for the utilitarian value factor.

FIGURE 8.5

PATH DIAGRAM - UTILITARIAN VALUE
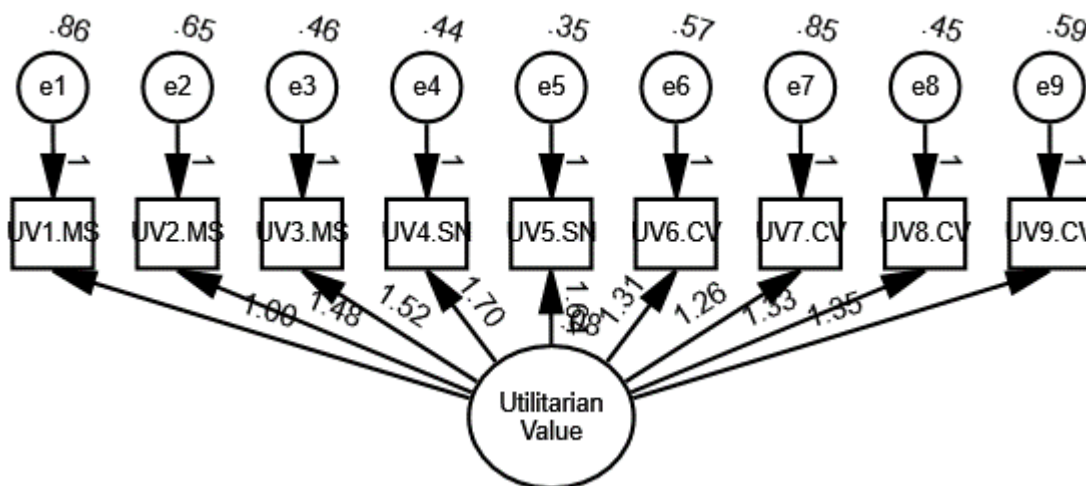
Source: Compiled from statistical results

In Subsection 8.6.4, the CFA for the hedonic value factor is presented and discussed.

8.6.4 CFA for hedonic factor

As shown in the hypothetical framework (Figure 6.1), hedonic value serves as the fourth construct under the four factors to influence experience value (independent variable) for this study (Section 6.3.4). As illustrated in Figure 6.1 and discussed in Section 6.3.4, three measuring indicators were identified as a core component of the hedonic value, namely exploration, place attachment and social status. The CFA

provides empirical support for the three measuring indicators for hedonic value. Table 8.25 shows the regression weights for the CFA for hedonic value as a fourth factor of experience value.

TABLE 8.25

CFA REGRESSION WEIGHTS FOR HEDONIC VALUE

Item	Relationship	Factor	Estimate	S.E.	C.R	p-value
HV1.EX	<---	Hedonic value	1			
HV2.EX	<---	Hedonic value	1.346	0.206	6.531	***
HV3.EX	<---	Hedonic value	1.107	0.236	4.685	***
HV4.PA	<---	Hedonic value	1.105	0.239	4.618	***
HV5.PA	<---	Hedonic value	1.688	0.326	5.173	***
HV6.PA	<---	Hedonic value	1.524	0.285	5.341	***
HV7.SS	<---	Hedonic value	1.409	0.285	4.942	***
HV8.SS	<---	Hedonic value	1.51	0.296	5.106	***

Source: Compiled from statistical results

The regression weights as presented in Table 8.25 offer adequate evidence to confirm the significant relationship between the measuring indicator items of hedonic value (exploration, place attachment and social status) and hedonic value. This is consistent with the previous studies to confirm concurrent validity. For example, the regression results revealed that there is a significant relationship between exploration (HV1.EX=1.0, HV2.EX=1.346, HV3.EX= 1.107) and hedonic value in the context of shopping malls in Ghana. This result is consistent with previous studies of Idoko et al (2019:194), Kesari and Atulkar (2016:27), Khare (2011:112) and Melewar et al (2013:210), who also utilised exploration to measure hedonic value in a different context. Similarly, the results of the current study show that there are significant relationships between place attachment (HV4.PA=1.105, HV5.PA=1.688, HV6.PA=1.524) and hedonic value in the shopping malls in Ghana. The result is consistent with a previous study of Lewicka (2010:43) who also used place attachment to measure hedonic value. The results also show that there is a significant relationship between social status and hedonic value (HV7.SS =1.409, HV8.SS =1.51). This is consistent with a previous study of Kesari and Atulkar (2016:27), who in their study

measured hedonic value using social status. The consistency and the similarity between the present results and previous studies confirm the concurrent validity of the measuring items. The results of the empirical study have revealed that in the context of shopping malls in Ghana, three measuring indicators, namely exploration, place attachment and social status can be used to test the level of shoppers' emotional value (hedonic value) activities when they visit the shopping mall. The report on the goodness of fit indices for hedonic value as a fourth factor is shown in Table 8.26.

TABLE 8.26

GOODNESS-OF-FIT INDICES MODEL FOR HEDONIC VALUE ITEMS

Absolute/ predictive fit:	Abbr.	Target	Observed/indices
Chi-square (Minimum was achieved)	χ^2		28.952
Degree of freedom	df		18
Minimum discrepancy per degree of freedom	CMIN/df	< 3.00 or < 5.00	1.608
Standardized root means square residual	SRMR	< 0.05 or < 0.08	0.0331
Goodness-of-fit	GFI	> 0.95 or > 0.90	0.985
Adjusted goodness of fit	AGFI	> 0.80	0.971
Bentler comparative fit index	CFI	> 0.95 or > 0.90	0.98
Root mean square error of approximation	RMSEA	< 0.10	0.035
Hoelter's critical N.	Hoelter	>200	498

Source: Compiled from statistical results

As shown in Table 8.26, the CMIN/df is 1.608 which is within the threshold of < 3.00 or < 5.00, while SRMR indicates a value of 0.0331 which is also within the required threshold (< 0.05 or < 0.08). Equally the GFI and AGFI exhibit a model fit of 0.985 and 0.971 respectively.   The CFI exhibits a value of 0.98, above the recommended thresholds of goodness-of-fit indices which are considered an adequate model fit. The RMSEA shows a good fit for the model as it equals 0.035, well below the recommended value of < 0.10, while the Hoelter index shows a value of 498, far above the recommended threshold of >200. The results of the CFA provide sufficient evidence of validity for hedonic value as a factor in the current study. The goodness-of-fit indices

in the current study indicate an acceptable fit of the measurement model for the fourth factor (hedonic value) to influence experience value. Figure 8.6 presents the path diagram for the hedonic value factor.

FIGURE 8.6

PATH DIAGRAM - HEDONIC VALUE
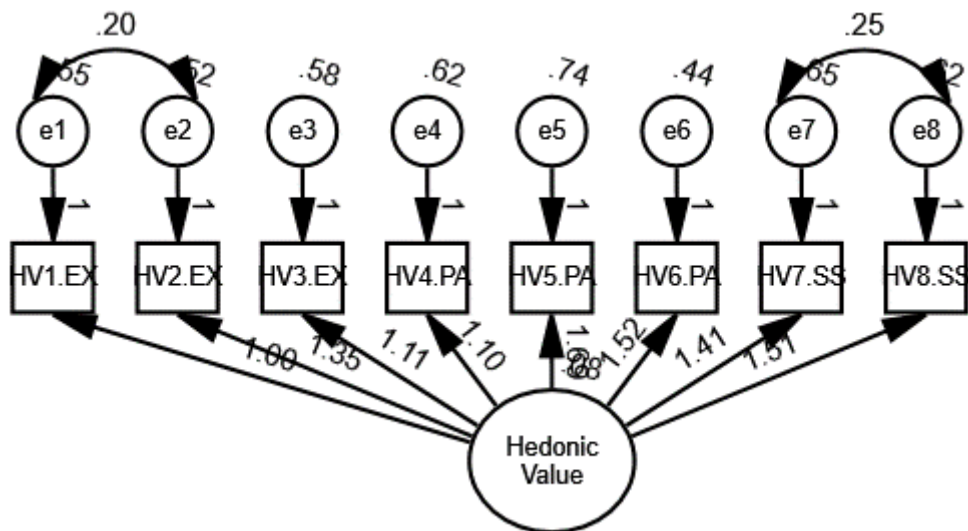
Source: Compiled from statistical results

In Subsection 8.6.5, the CFA for the overall experience value as a construct (independent variable) is presented and discussed.

8.6.5 CFA for independent variable: Experience value

As illustrated in Figure 6.1 in this study, experience value (independent variable) is a multidimensional construct which comprised of four factors, namely service encounter (efficiency, service excellence and playfulness), experience realms (education, entertainment, escapism and esthetics), utilitarian value (monetary savings, selection and convenience) and hedonic values (exploration, place attachment and social status). Scholars and service practitioners are interested in understanding the drivers of customer experience value because experience value is expected to facilitate customer satisfaction which propels organisations to increase their market share and profitability and improves the behavioural intentions of customers. The CFA provides

empirical support for the four factors measuring the independent variable. Table 8.27 shows the regression weights for experience value (independent variable).

TABLE 8.27

CFA REGRESSION WEIGHTS FOR INDEPENDENT VARIABLE: EXPERIENCE VALUE

Item	Relationship	Factor	Estimate	S.E.	C.R	p-value
Service encounter	<---	Experience value	1			***
Experience realms	<---	Experience value	1.273	0.194	6.572	***
Utilitarian value	<---	Experience value	0.927	0.176	5.272	***
Hedonic value	<---	Experience value	1.215	0.183	6.642	***

Source: Compiled from statistical results

The regression weights in Table 8.27 indicate adequate evidence to confirm the significant relationships between all the four factors and customer experience value. The current study anticipated establishing the relationship between service encounter and customer experience value within selected shopping malls in Ghana. Therefore, in Section 6.3.1, it was hypothesised that: There is a significant relationship between service encounter and customer experience value. The empirical results presented in Table 8.27 confirm that there is a significant relationship between service encounter and experience value. This result is consistent with previous studies that have also established that there is a significant relationship between service encounter and customer experience value (Barnes, Mattsson, Sørensen & Friis Jensen 2020:371; Gupta, Dasgupta & Chaudhuri 2012:12; Keng et al 2007:350). Therefore, the similarity in the results of this study and previous studies affirms the concurrent validity of the current study. Based on the results in the context of shopping malls in Ghana, customer experience value is measured by service encounter which comprises efficiency, service excellence and playfulness.

Similarly, this study anticipated establishing the applicability and relationship of the four realms of experience (education, entertainment, escapism and esthetics) on customer

experience value within shopping malls in Ghana. Therefore, based on the literature in Chapter 3 and Chapter 6, it was hypothesised that: There is a significant relationship between the experience realms and customer experience value. As indicated in Table 8.27, the regression weights confirmed that there is a significant positive relationship between experience realms and experience value. The results of the current study are consistent with previous studies (Sadachar & Fiore 2015:1; Sadachar & Fiore 2018:451; Ji & Lee 2017:26) who found a significant relationship between experience realms and customer experience value. It can therefore be argued that in the context of shopping malls in Ghana, customer experience value is measured by experience realms which comprise education, entertainment, escapism and esthetics.

Furthermore, this study envisaged establishing the relationship between utilitarian value and customer experience value within shopping malls in Ghana. Based on the previous research studies discussed in Chapters 3 and 6, the following hypothesis was formulated for the current study: There is a significant relationship between utilitarian value and customer experience value. As indicated in Table 8.27 of the regression weights, the results also confirmed that there is a significant relationship between utilitarian value and experience value. The results are consistent with previous studies who also found a significant relationship with customer experience value (Eun-Ju & Overby 2004:56; Van Oppen et al 2005:18). The similarity of the results in the current study and previous studies, therefore, affirms concurrent validity. This is an indication that, in the context of the current study, three measuring indicators are core components of the utilitarian value, namely monetary saving, selection and convenience which together measure experience value.

Finally, the current study anticipated establishing the relationship between hedonic value and customer experience value within the selected shopping malls in Ghana. Therefore, based on the discussions espoused in the literature review chapters (Chapters 3 and 6), it was hypothesised that: There is a significant relationship between hedonic value and customer experience value. Based on the results from the regression weights, this study has confirmed that there is indeed a significant relationship between hedonic value and experience value. The results are consistent

with previous studies (Van Oppen et al 2005:18; Varshneya & Das 2017:53). This implies that, in the context of shopping malls in Ghana, hedonic value is embodied by exploration, place attachment and social status to influence customer experience value.

The goodness-of-fit indices and the path diagram for the independent variable are presented below. The report on the goodness-of-fit indices for experience value (independent variable) is shown in Table 8.28.

TABLE 8.28

GOODNESS-OF-FIT INDICES MODEL FOR OVERALL EXPERIENCE VALUE ITEMS

Absolute/ predictive fit:	Abbr.	Target	Observed/indices
Chi-square (Minimum was achieved)	χ^2		1016.791
Degree of freedom	df		514
Minimum discrepancy per degree of freedom	CMIN/df	< 3.00 or < 5.00	1.978
Standardized root means square residual	SRMR	< 0.05 or < 0.08	0.053
Goodness-of-fit	GFI	> 0.95 or > 0.90	0.889
Adjusted goodness of fit	AGFI	> 0.80	0.872
Bentler comparative fit index	CFI	> 0.95 or > 0.90	0.845
Root mean square error of approximation	RMSEA	< 0.10	0.044
Hoelter's critical N.	Hoelter	>200	279

Source: Compiled from statistical results

As shown in Table 8.28, the CMIN/df is 1.978 which is within the threshold of < 3.00 or < 5.00, while SRMR indicates a value of 0.053 which is also within the required threshold (< 0.05 or < 0.08). Both the GFI and AGFI exhibit a model fit of 0.889 and 0.872 respectively. The CFI shows a value of 0.845, slightly below the recommended thresholds of goodness-of-fit indices, however considered an adequate model fit. The RMSEA shows a good fit for the model as it equals 0.044, well below the recommended value of less than < 0.10, while the Hoelter index shows a value of 279, far above the recommended threshold of >200. The results of the CFA show sufficient evidence of

validity that service encounter, experience realms, hedonic value, and utilitarian value measure experience value in the context of the current study. The goodness-of-fit indices in the current study indicate an acceptable fit of the measurement model for the independent variable (experience value). The path diagram for the independent variable (experience value) is presented in Figure 8.7 where ellipses represent latent variables and rectangles represent measuring items.

FIGURE 8.7

PATH DIAGRAM - EXPERIENCE VALUE
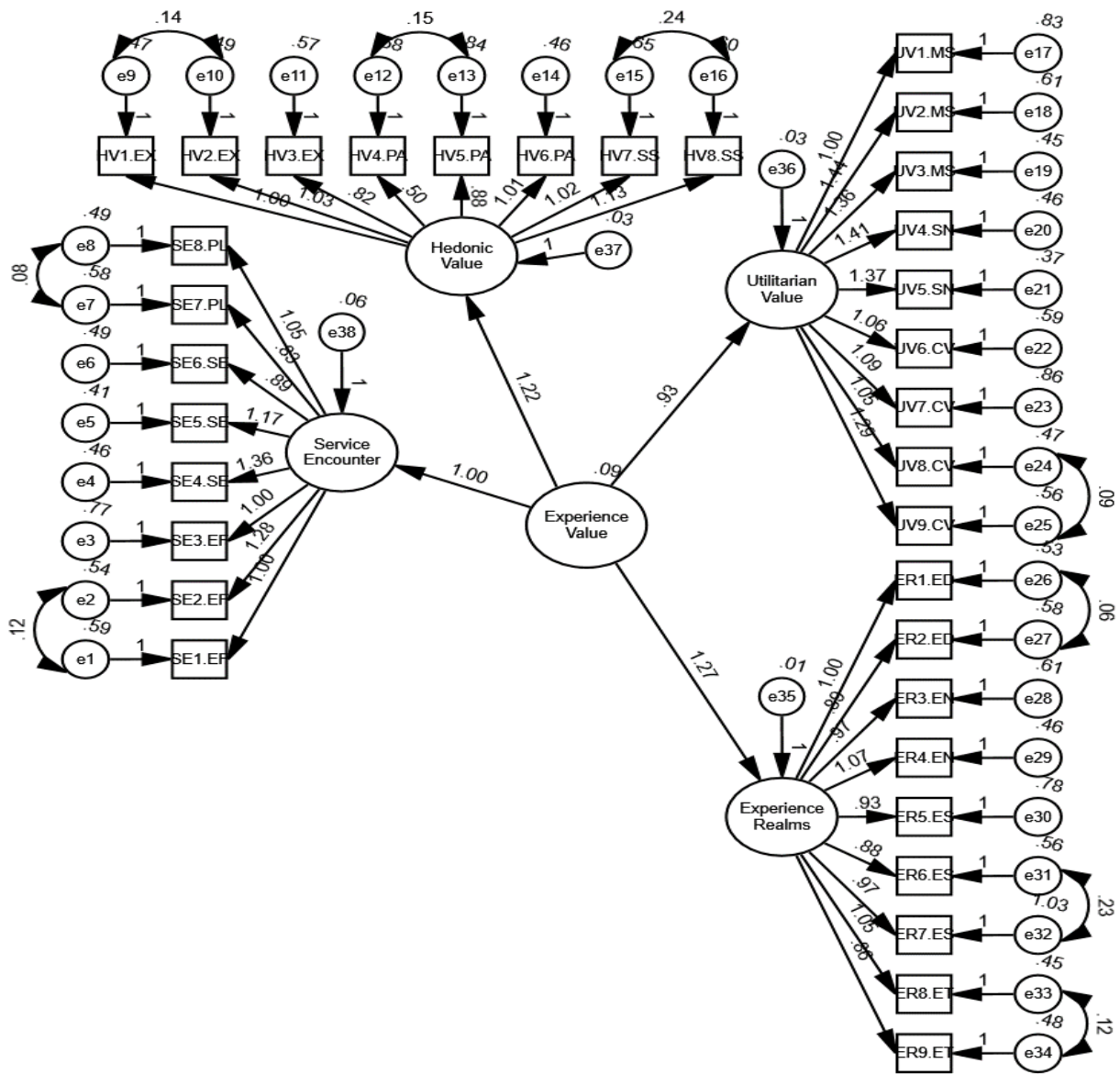
Source: Compiled from statistical results

Based on the CFA results for the independent variables (experience value), the first research question of the study, namely: "*What are the factors which influence customer experience value?" and the fourth objective of the study, namely "develop a hypothesised model of factors influencing the experience value of customers"* have been addressed. In Subsection 8.6.6, the CFA for customer satisfaction as a mediating variable is confirmed, presented and discussed.

8.6.6 CFA for the mediating variable: Customer satisfaction

As depicted in the hypothetical framework (Figure 6.1), customer satisfaction serves as the mediating variable for this study. As illustrated in Figure 6.1, discussed in Chapter 6 and Section 6.4, customer satisfaction is measured by three attributional factors, namely basic factors, performance factors and excitement factors. The CFA provides empirical support for the three attributional factors for customer satisfaction. Table 8.29 shows the regression weights for overall customer satisfaction.

TABLE 8.29

REGRESSION WEIGHTS: CUSTOMER SATISFACTION

Item	Relationship	Factor	Estimate	S.E.	C.R	p-value
CS1.BF	<---	Customer satisfaction	1			
CS6.EF	<---	Customer satisfaction	1.373	0.204	6.744	***
CS4.PF	<---	Customer satisfaction	1.064	0.174	6.124	***
CS3.BF	<---	Customer satisfaction	1.09	0.177	6.171	***
CS2.BF	<---	Customer satisfaction	0.893	0.161	5.538	***
CS5.PF	<---	Customer satisfaction	1.172	0.177	6.624	***
CS8.EF	<---	Customer satisfaction	0.838	0.165	5.069	***
CS7.EF	<---	Customer satisfaction	1.162	0.191	6.088	***

Source: Compiled from statistical results

The regression weights as presented in Table 8.29 provide adequate evidence to confirm the significant relationship between the measuring items of customer satisfaction (basic factors, performance, excitement factors). This is consistent with the

previous literature to confirm concurrent validity. For example, the regression results revealed that there is a significant relationship between the basic factors (CS1.BF=1.0, CS3.BF=1.09, CS2.BF=0.893) and customer satisfaction in the context of shopping malls in Ghana. This result is consistent with previous studies of Albayrak (2018:120), Fajriyati et al (2020:10), Füller and Matzler (2008:124) and Zhang et al (2019:8) who also measured customer satisfaction utilising the basic factors in different contexts. Similarly, the results of the current study show that there are significant relationships between the performance factors (CS4.PF=1.064, CS5.PF=1.172) and customer satisfaction in the shopping malls in Ghana. The result is consistent with a previous study (Zhang et al 2019:8) who also used performance factors to measure customer satisfaction.   The results show that there is a significant relationship between excitement factors and customer satisfaction. This is also consistent with previous literature namely, Füller and Matzler (2008:124), Bohl (2012:6), Han et al (2019:10) and Fajriyati et al (2020:10) who in their studies measured customer satisfaction using the excitement factors. The consistency and the similarity between the present results and previous studies confirm the concurrent validity of the measuring items. The results of the empirical study have revealed that, in the context of shopping malls in Ghana, the items measuring the three-factor theory of satisfaction consisting of basic, performance and excitement factor attributes can be used to measure the satisfaction level of shoppers when they visit the mall. Table 8.30 reports on the goodness-of-fit indices of customer satisfaction as a mediating variable.

TABLE 8.30

GOODNESS-OF-FIT INDICES MODEL FOR CUSTOMER SATISFACTION ITEMS

Absolute/ predictive fit:	Abbr.	Target	Observed/indices
Chi-square (Minimum was achieved)	χ^2		68.568
Degree of freedom	df		20
Minimum discrepancy per degree of freedom	CMIN/df	< 3.00 or < 5.00	3.428
Standardized root means square residual	SRMR	< 0.05 or < 0.08	0.048
Goodness-of-fit	GFI	> 0.95 or > 0.90	0.966
Adjusted goodness of fit	AGFI	> 0.80	0.938

TABLE 8.30 (CONTINUED)

GOODNESS-OF-FIT INDICES MODEL FOR CUSTOMER SATISFACTION ITEMS

Absolute/ predictive fit:	Abbr.	Target	Observed/indices
Bentler comparative fit index	CFI	> 0.95 or > 0.90	0.9
Root mean square error of approximation	RMSEA	< 0.10	0.07
Hoelter's critical N.	Hoelter	>200	229

Source: Compiled from statistical results

Table 8.30 shows that the CMIN/df is 3.428 which falls within the recommended threshold of < 3.00 or < 5.00, while SRMR indicates a value of 0.048 which is within the required < 0.05 or < 0.08. The GFI and AGFI show a model fit index of 0.966 and 0.938 respectively, far above the recommended thresholds (GFI=> 0.95 or > 0.90, AGFI= > 0.80). The CFI shows a value of 0.9 which is within the recommended thresholds (CFI=> 0.95 or > 0.90). The RMSEA shows a good fit for the model with a value of 0.07, which is below the recommended value of < 0.10, while Hoelter shows a value of 229, above the recommended >200, signifying the sample size is adequate for the study. This result indicates that all the indices are within the recommended thresholds of goodness-of-fit indices. Therefore, the data for customer satisfaction as a mediating variable has a good model fit, signifying adequate validity for the data. Figure 8.8 presents the path diagram for the mediating variable.

FIGURE 8.8

PATH DIAGRAM - CUSTOMER SATISFACTION
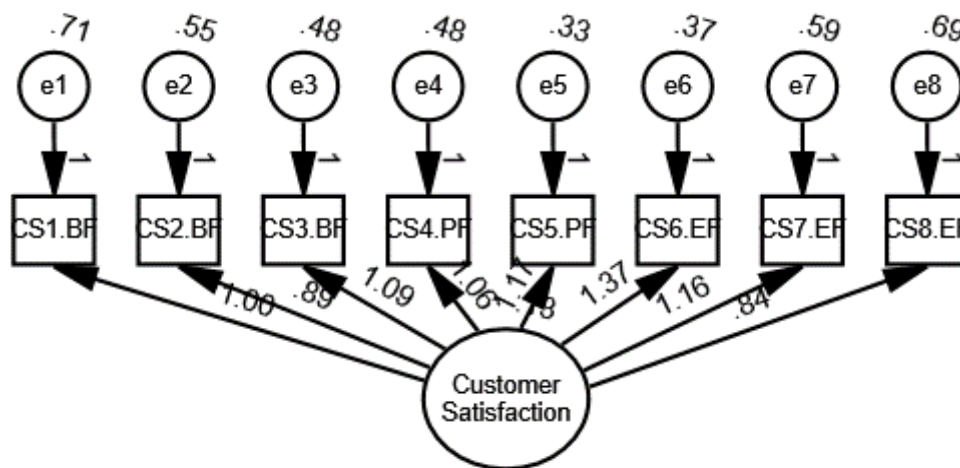
Source: Compiled from statistical results

In Subsection 8.6.7, the CFA for behavioural intentions (dependent variable) is confirmed, presented and discussed.

8.6.7 CFA for the dependent variable: Behavioural intentions

As illustrated in the hypothetical framework (Figure 6.1), behavioural intentions serve as the dependent variable for this study. The analysis helps to determine whether there is any effect or influence of the value of an independent variable on the dependent variable. As illustrated in Figure 6.1, discussed in Chapter 5 and Section 6.5, behavioural intentions are measured by three outcomes, namely loyalty, word of mouth (WOM) behaviour and revisit intentions. The CFA provides empirical support for the three outcomes for behavioural intentions. Table 8.31 shows the regression weights for the overall behavioural intentions.

TABLE 8.31

REGRESSION WEIGHTS: BEHAVIOURAL INTENTIONS

Item	Relationship	Factor	Estimate	S.E.	C.R	p-value
BI1.LT	<---	Behavioural Intentions	1			
BI8.RI	<---	Behavioural Intentions	1.116	0.194	5.746	***
BI7.RI	<---	Behavioural Intentions	1.062	0.177	6.006	***
BI6.WM	<---	Behavioural Intentions	0.962	0.165	5.825	***
BI5.WM	<---	Behavioural Intentions	1.299	0.204	6.357	***
BI4.LT	<---	Behavioural Intentions	1.75	0.265	6.597	***
BI3.LT	<---	Behavioural Intentions	1.628	0.252	6.47	***
BI2.LT	<---	Behavioural Intentions	1.784	0.246	7.253	***

Source: Compiled from statistical results

The regression weights as presented in Table 8.31 offer adequate evidence to confirm the significant relationship between the measuring items of behavioural intentions (customer loyalty, WOM behaviour, revisit intention). This is consistent with previous studies to confirm concurrent validity. For example, the regression results reveal that there is a significant relationship between the items measuring customer loyalty (BI1.LT=1.0, BI4.LT= 1.75, BI3.LT=1.628, BI2.LT=1.784) and behavioural intentions in the context of shopping malls in Ghana. This result is consistent with previous studies of El-Adly and Eid (2016:223-224), who also measured behavioural intention utilising customer loyalty in a different context. Similarly, the results of the current study show that there are significant relationships between the items measuring word-of-mouth (BI6.WM=0.962, BI5.WM=1.299) and behavioural intention in the shopping malls in Ghana. The result is consistent with a previous study (Konud 2019:107) which also used WOM to measure behavioural intentions. The results show that there is a significant relationship between the items measuring revisit intention and behavioural intentions. This is also consistent with previous literature of Konud (2019:107) who

measured behavioural intentions using the revisit intention. The consistency and similarity between the present results and previous studies confirm the concurrent validity of the measuring items. The results of the empirical study have revealed that in the context of shopping malls in Ghana, the items measuring the three outcomes of behavioural intentions consisting of loyalty, WOM and revisit intention indicators can be used to test the level of shoppers' behavioural intentions when they visit the shopping mall. The report on the goodness-of-fit indices of behavioural intention as a dependent variable is presented in Table 8.32.

TABLE 8.32

GOODNESS-OF-FIT INDICES MODEL FOR BEHAVIOURAL INTENTIONS ITEMS

| Absolute/ predictive fit:	Abbr.	Target	Observed/indices
Chi-square (Minimum was achieved)	χ^2		77.634
Degree of freedom	df		16
Minimum discrepancy per degree of freedom	CMIN/df	< 3.00 or < 5.00	4.852
Standardized root means square residual	SRMR	< 0.05 or < 0.08	0.0531
Goodness-of-fit	GFI	> 0.95 or > 0.90	0.96
Adjusted goodness of fit	AGFI	> 0.80	0.91
Bentler comparative fit index	CFI	> 0.95 or > 0.90	0.924
Root mean square error of approximation	RMSEA	< 0.10	0.088
Hoelter's critical N.	Hoelter	>200	206

Source: Compiled from statistical results

The results in Table 8.32 show the CMIN/df of 4.852 which is within the recommended threshold of < 3.00 or < 5.00, while SRMR indicates a value of 0.0531 which is within the required < 0.05 or < 0.08. The GFI and AGFI show a model fit index of 0.96 and 0.91 respectively, above the recommended thresholds (GFI=> 0.95 or > 0.90, AGFI= > 0.80). The CFI shows a value of 0.924 which is within the recommended thresholds (CFI=> 0.95 or > 0.90). The RMSEA shows a good fit for the model with a value of 0.088, which is below the recommended value of < 0.10, while Hoelter shows a value of 206, above the recommended >200 signifying the sample size is adequate for the

study. This result of the dependent variable (BI) indicates that the CFA shows reasonable validity of the factor structures, as all the indices are within the recommended thresholds of goodness-of-fit indices. Therefore, the data has a good model fit. Figure 8.9 presents the path diagram for behavioural intentions.

FIGURE 8.9

PATH DIAGRAM - BEHAVIOURAL INTENTIONS
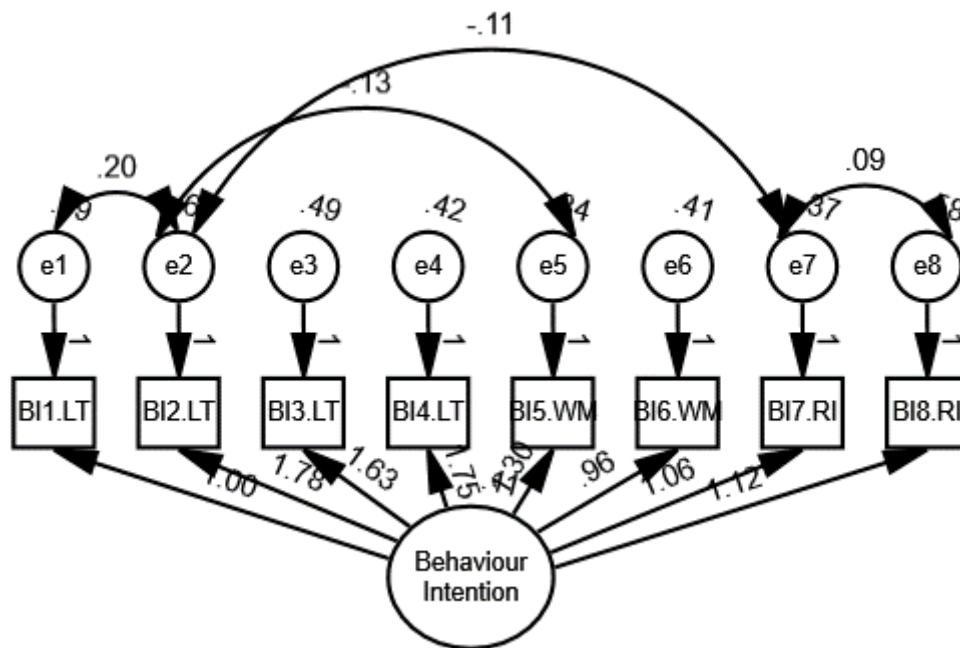
Source: Compiled from statistical results

In the next section, the reliability of the factors and the measuring instrument is reported.

8.7   RELIABILITY OF FACTORS AND THE MEASURING INSTRUMENT

Generally, reliability estimates evaluate the internal consistency of measuring instruments, and the dependability of instrument scores (Yilmaz 2013:318). The reliability of each of the proposed indicators of customer experience value, customer satisfaction and behavioural intentions was tested by calculating Cronbach alpha

coefficients for each proposed factor. Table 8.33 shows the internal consistency for all the scale items.

TABLE 8.33

INTERNAL CONSISTENCY FOR THE SCALE ITEMS

(COMPLETE DATA SET, n=500)

Variables	Factors	Number of Items	Cronbach's Alpha
Independent variable	Service Encounter	8	0.716
	Experience realms	9	0.695
	Utilitarian value	9	0.701
	Hedonic value	8	0.684
	Experience value	**34**	**0.875**
Mediating variable	Customer satisfaction	8	0.691
Dependent variable	Behavioural intentions	8	0.757

Source: Compiled from statistical results

This study adopted Hulin et al's (2001) and Ursachi et al's (2015:681) recommendation of a generally accepted rule that Cronbach's alpha of 0.6 - 0.7 indicates an acceptable level of reliability, and >0.7 a very good level. All of the factors in this study had Cronbach alpha scores above 0.60. Therefore, the items measuring the various factors in the study demonstrate acceptable and good internal consistency as the Cronbach alphas exceeded the minimum threshold (Hulin et al 2001; Ursachi et al 2015).

8.8   FACTOR SCORES DESCRIPTIVE STATISTICS

This section presents the results of the factor scores for all the factors measuring experience value, customer satisfaction and behavioural intentions. A mean score ranging between 1 and 2.333 is categorised as low; mean scores of factors ranging between 2.333 and 3.666 are categorised as medium, while factor scores with a mean ranging between 3.666 and 5 is categorized as a high factor score (Tam, Hang, Linh, Duong & Dat 2019:38). The results of the factor scores are displayed in Table 8.34.

TABLE 8.34

FACTOR SCORES

Label	n	Minimum	Maximum	Mean	Std. Deviation	Category
Service Encounter	500	1	5	3.99	0.48	High
Experience Realm	500	1	5	4.04	0.46	High
Utilitarian Value	500	1	5	3.99	0.46	High
Hedonic Value	500	1	5	3.99	0.47	High
Experience Value	500	1	5	4.01	0.37	High
Customer Satisfaction	500	1	5	4.05	0.46	High
Behavioural Intentions	500	1	5	4.02	0.51	High
Valid N (listwise)	500					

Source: Compiled from statistical results

As illustrated in Table 8.34, the four indicators of experience value, namely service encounters, experience realms, utilitarian value and hedonic value have a high mean score ranging from 3.99 to 4.04 and a standard deviation ranging between 0.46 and 0.48. Experience value also has a high factor score with a mean of 4.01 and a standard deviation value of 0.37. The mean score for the mediation variable (customer satisfaction) is 4.05 with a standard deviation value of 0.46 also falling in the high factor score category. The dependent variable, namely behavioural intentions also falls on the high factor score side with a mean score of 4.02 and the highest standard deviation value of 0.51.

The customer satisfaction factor as a mediating variable attracts the highest mean score of 4.05 and service encounter, utilitarian and hedonic value attract the lowest mean score of 3.99. The minimum value was 1 and the maximum value was 5 for all the factors in the study. Based on the mean scores, the results suggest that all the factors scored high mean values, indicating a very high level of respondents' agreement with all the statements, although some of the factors performed better than others.

8.9   CORRELATION AMONG FACTORS

This section presents the correlation analysis among the identified factors of experience value, experience value, customer satisfaction and behavioural intentions. The correlation coefficient was firstly computed to observe the distribution and the relationship among the identified factors. The Pearson product-moment of correlation was used to assess the relationship among the factors measuring EV, CS and BI. Table 8.35 shows the results of the Pearson product-moment correlations for the independent, mediating and dependent factors. It has to be noted that correlation is significant at 0.1 level while those factors marked with ** have correlation significant at the 0.01 level (2-tailed).

TABLE 8.35

RELATIONSHIPS AMONG FACTOR SCORES

	Service Encounter	Experience Realm	Utilitarian Value	Hedonic Value	Experience Value	Customer Satisfaction	Behavioural Intentions
Service Encounter	1.000	0.499**	0.476**	0.450**	0.767**	0.487**	0.461**
Experience Realm		1.000	0.572**	0.558**	0.823**	0.508**	0.465**
Utilitarian Value			1.000	0.515**	0.801**	0.572**	0.457**
Hedonic Value				1.000	0.793**	0.543**	0.490**
Experience Value					1.000	0.662**	0.589**
Customer Satisfaction						1.000	0.536**
Behavioural intentions							1.000

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

Source: Compiled from statistical results

As seen from Table 8.35, the results indicate that there is a strong positive relationship among all the factors investigated in the study. Kim (2018:3) suggests that the strength

of correlation is measured as follows: |r| < 0.3= Small relationship; 0.3 < |r| < 0.5= Medium relationship and |r| > 0.5= Large relationship. The largest (strongest) relationship was found between experience realms and experience value (0.823) and utilitarian value and experience value (0.801). This suggests a strong positive relationship. Also, the strong correlation supports the notion of the integration of experience realms and experience value. The smallest (yet significant) correlation was found between service encounter and hedonic value (0.450). This also suggests that there is support for the integration of service encounter and hedonic value. All the correlations presented in Table 8.40 are significant. This, therefore, implies that there is inter correlation and integration between all the factors identified to contribute to experience value, satisfaction and behavioural intentions as proposed in the study.

8.10 STRUCTURAL EQUATION MODEL (SEM) ANALYSIS

The results of the study also involved structural equation modelling (SEM). SEM is an advanced version of linear modelling procedures, which in the current study, is utilised to assess whether the hypothesised model fits and if it is consistent with the data collected (Astrachan et al 2014:116). Furthermore, SEM was useful in this study because it enables effective evaluation of the measurement models and structural paths. The independent, mediating and dependent variables in the model were tested using SEM. SEM analysis utilising the IBM SPSS (version 26) and AMOS computer software was performed to test the proposed hypothesised model. Subsequently, the assessment of the mediation model: overall SEM (independent, mediating, dependent variables) and the summary of all the factors' goodness-of-fit indices are discussed and presented in this section. The SEM assessment of the mediation model (independent, mediating and dependent) is presented in Section 8.10.1. The SEM results help to address objectives 6 and 7 of the study, namely "*conduct an empirical investigation into the factors influencing customer experience value of shopping malls in Ghana*" and "*empirically test the influence of customer experience value on customer satisfaction, the influence of customer experience value on behavioural intentions, the influence of customer satisfaction on behavioural intentions, as well as*

the mediating role that customer satisfaction plays in the relationship between customer experience value and behavioural intentions".

8.10.1 Assessment of mediation model: Overall SEM (independent, mediating, dependent variables)

The overall SEM consisting of the independent, mediating and dependent variables was performed. The study investigated whether, by adding the mediating variable (customer satisfaction), the relationship between the independent variable (experience value) and the dependent variable (behavioural intentions) becomes insignificant. In order to assess the mediation model, the following tests were conducted:

- Whether there is a significant relationship between the independent variable (EV) and mediating variable (CS);
- Whether there is a significant relationship between the independent variable (EV) and dependent variable (BI);
- Whether there is a significant relationship between the mediating variable (CS) and dependent variable (BI); and
- Whether there is a significant relationship between the independent variable (EV), mediating variable (CS) and dependent variable (BI).

Based on the hypothesised framework displayed in Figure 6.1, the following SEM relationships are presented and discussed in the subsections below in order to assess the mediation model.

8.10.1.1 Relationship between the independent variable (EV) and mediating variable (CS)

As illustrated in the hypothetical framework (Figure 6.1), experience value serves as the independent variable while customer satisfaction serves as the mediating variable for this study. Table 8.36 shows the regression weights for the SEM for overall experience value and overall customer satisfaction.

TABLE 8.36

SEM REGRESSION WEIGHTS: EXPERIENCE VALUE AND CUSTOMER
SATISFACTION

Item	Relationship	Factor	Estimate	S.E.	C.R	p-value
Customer satisfaction	<---	Experience value	1.156	0.183	6.331	***

Source: Compiled from statistical results

The regression weights as presented in Table 8.36 offer adequate evidence that there is a significant relationship between customer experience value and customer satisfaction. The results suggest that in the context of shopping malls in Ghana, customer experience value significantly influences customer satisfaction. The results of the current study are consistent with several studies (Choi 2015:122; Datta & Vasantha 2013:336; Griksaite 2016:73; Gunawan, Prabowo & Gunawan 2015:125; Hong, Kim & Oh 2020:66; Li & Cai 2014:101; Lin 2019:3155; Shah, Rajper, Ghumro & Mahar 2019:56; Van Embden 2020:36; Wu & Liang 2009:591) who also found a significant relationship between customer experience value and customer satisfaction in different contexts. Figure 8.10 presents the path diagram for the independent variable and the mediating variable.

FIGURE 8.10

RELATIONSHIP BETWEEN INDEPENDENT VARIABLE AND MEDIATING VARIABLE
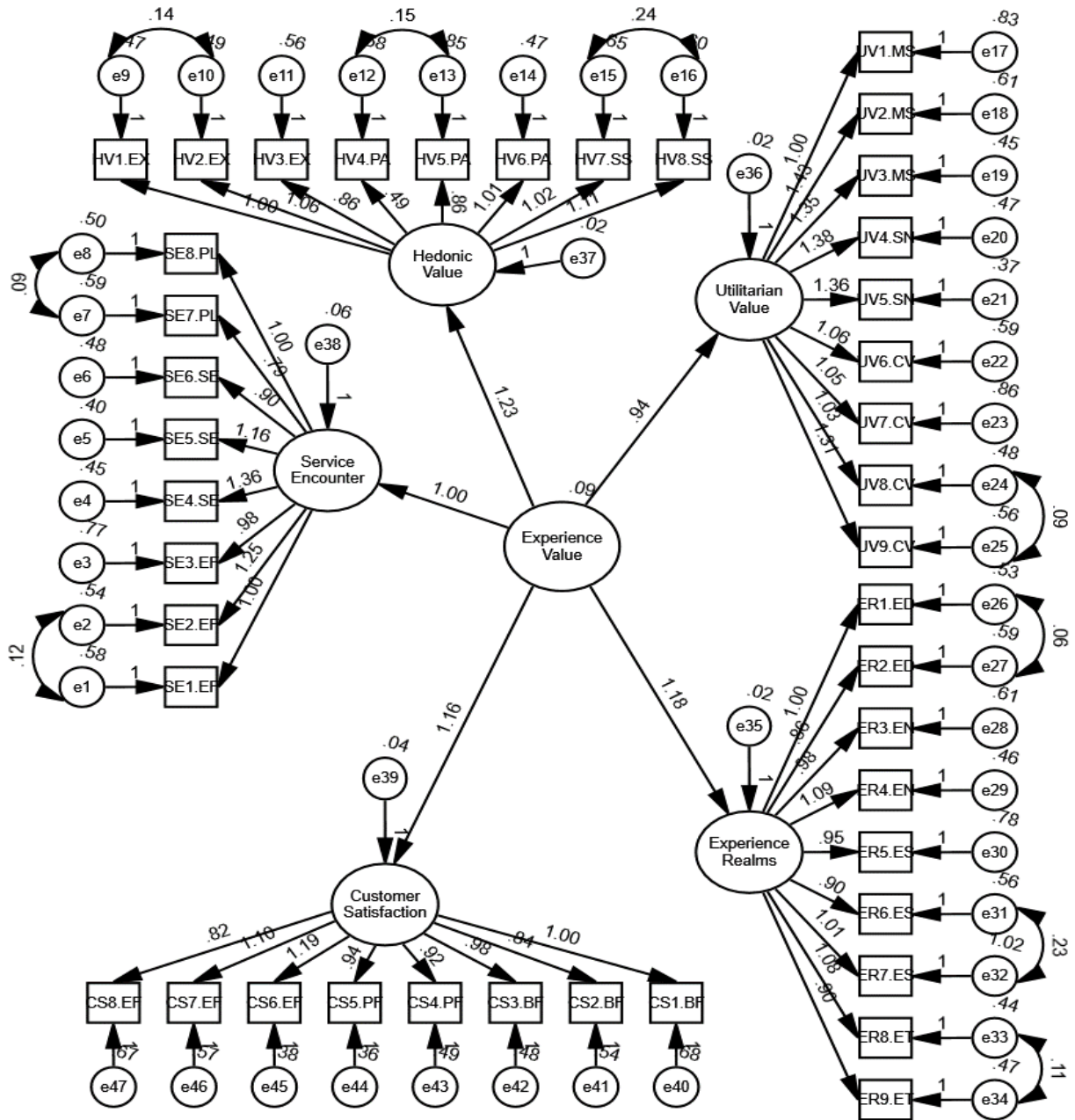
Source: Compiled from statistical results

8.10.1.2 Relationship between the mediating variable (CS) and dependent variable (BI)

Table 8.37 reports on the regression weights showing the relationship between customer satisfaction and behavioural intentions.

TABLE 8.37

SEM REGRESSION WEIGHTS: OVERALL CUSTOMER SATISFACTION AND BEHAVIOURAL INTENTIONS

Item	Relationship	Factor	Estimate	S.E.	C.R	p-value
Behavioural intentions	<---	Customer satisfaction	0.618	0.116	5.35	***

Source: Compiled from statistical results

The regression weights as presented in Table 8.37 reveal that there is a significant relationship between customer satisfaction and behavioural intentions in the context of shopping malls in Ghana. The results of the current study are consistent with several studies by Amoah et al (2016:429), Basaran and Buyukyilmaz (2015:13), Başarangil (2018:425), Cuong and Long (2020:395), Sitinjak, Pangaribuan and Tafriza (2019:38) and Wang (2017:10) who also found a significant relationship between customer experience value and customer satisfaction in different contexts. Figure 8.11 presents the paths diagram for the mediating variable (CS) and the dependent variable (BI).

FIGURE 8.11

PATH DIAGRAM - RELATIONSHIP BETWEEN MEDIATING VARIABLE AND
DEPENDENT VARIABLE
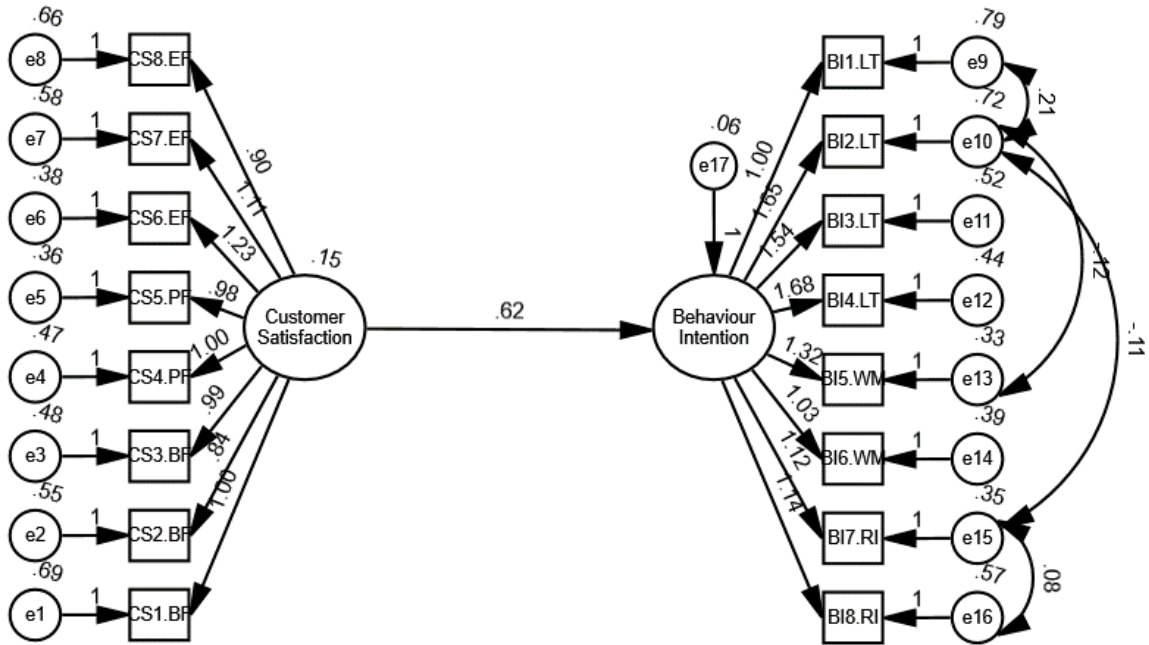
Source: Compiled from statistical results

8.10.1.3   Relationship between the independent variable (EV) and dependent
variable (BI)

As illustrated in the hypothetical framework (Figure 6.1), experience value serves as
the independent variable while behavioural intentions serve as the dependent variable
for this study. Table 8.38 shows the regression weights for the relationship between
experience value and behavioural intentions.

TABLE 8.38

SEM REGRESSION WEIGHTS FOR EXPERIENCE VALUE AND BEHAVIOURAL
INTENTIONS

Item	Relationship	Factor	Estimate	S.E.	C.R	p-value
Behavioural Intentions	<---	Experience value	0.818	0.148	5.521	***

Source: Compiled from statistical results

The regression weights as presented in Table 8.38 offer adequate evidence that there is a significant relationship between customer experience value and behavioural intentions. This suggests that in the context of shopping malls in Ghana, experience value significantly influences customers' behavioural intentions. This result is consistent with several researchers who found that there is a significant relationship between customer experience value and behavioural intentions (Hashim et al 2018:13; Lin & Chiang 2010:291; Park 2012:71; Tsou et al 2019:1; Windira et al 2018:10; Yusof et al 2013:117) in different contexts. In Figure 8.12, the path diagram for the independent variable and the dependent variable are presented.

FIGURE 8.12

RELATIONSHIP BETWEEN INDEPENDENT VARIABLE AND DEPENDENT
VARIABLE
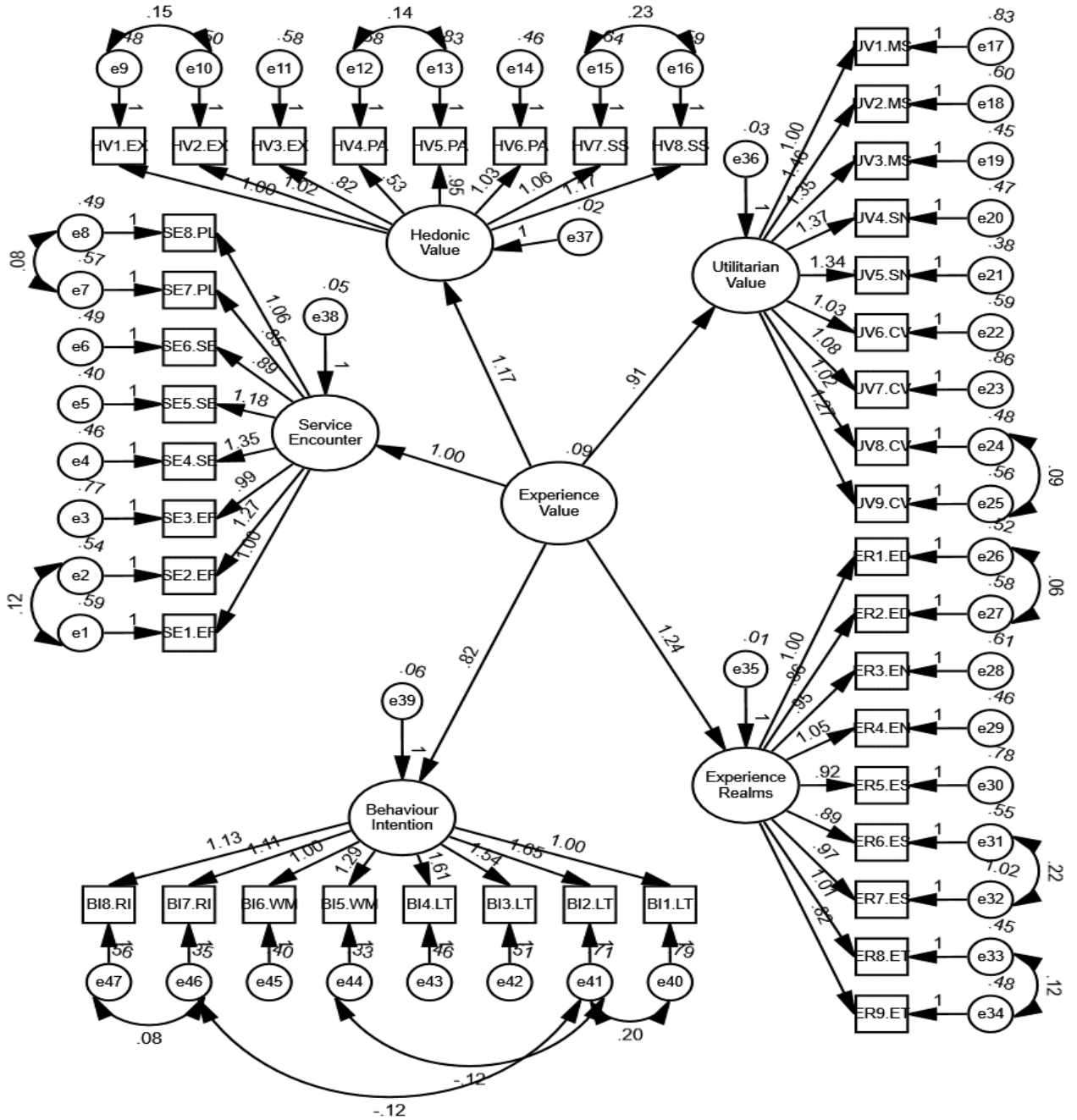
Source: Compiled from statistical results

8.10.1.4 Relationship between the independent (EV), mediating (CS), and dependent
    variable (BI)

As illustrated in the hypothetical framework (Figure 6.1), experience value serves as
the independent variable, customer satisfaction serves as the mediating variable, while
behavioural intentions serve as the dependent variable for this study. Table 8.39 shows
the SEM regression weights for the relationship between experience value, customer
satisfaction and behavioural intentions.

TABLE 8.39

SEM REGRESSION WEIGHTS: EXPERIENCE VALUE, SATISFACTION AND
BEHAVIOURAL INTENTIONS

Item	Relationship	Factor	Estimate	S.E.	C.R	p-value
Customer satisfaction	<---	Experience value	1.162	0.18	6.457	***
Hedonic value	<---	Experience value	1.185	0.172	6.878	***
Utilitarian value	<---	Experience value	0.928	0.17	5.471	***
Experience realms	<---	Experience value	1.175	0.174	6.733	***
Service encounter	<---	Experience value	1			***
Behavioural intentions	<---	Experience value	0.506	0.195	2.588	0.01
Behavioural intentions	<---	Customer satisfaction	0.267	0.143	1.861	0.063

Source: Compiled from statistical results

From Table 8.39, the results show that there is a significant relationship between
experience value as an independent variable and customer satisfaction. There is also
a significant relationship between the four factors measuring experience value
(hedonic value, utilitarian value, experience realms, service encounter) and experience
value. The results further reveal that experience value has a significant relationship
with behavioural intentions. However, the results indicate that the relationship between
the mediating variable (customer satisfaction) and the dependent variable (behavioural
intentions) is insignificant. The latter suggests that when using the secondary factor

(experience value), as the independent factor, customer satisfaction was not found to mediate the relationship between experience value and behavioural Intentions. The overall goodness-of-fit indices for the full model are presented in Table 8.40.

TABLE 8.40

OVERALL GOODNESS-OF-FIT INDICES MODEL FOR EXPERIENCE VALUE, SATISFACTION & BEHAVIOURAL INTENTIONS ITEMS

Absolute/ predictive fit:	Abbr.	Target	Observed/indices
Chi-square (Minimum was achieved)	χ^2		2226.969
Degree of freedom	df		1155
Minimum discrepancy per degree of freedom	CMIN/df	< 3.00 or < 5.00	1.928
Standardized root means square residual	SRMR	< 0.05 or < 0.08	0.0544
Goodness-of-fit	GFI	> 0.95 or > 0.90	0.837
Adjusted goodness of fit	AGFI	> 0.80	0.82
Bentler comparative fit index	CFI	> 0.95 or > 0.90	0.805
Root mean square error of approximation	RMSEA	< 0.10	0.043
Hoelter's critical N.	Hoelter	>200	285

Source: Compiled from statistical results

The goodness- of- fit indices for the overall experience value, customer satisfaction and behavioural intentions are shown in Table 8.40. The goodness -of- fit indices show an acceptable fit of the measurement model. The CMIN/df is 1.928, considerably lower than the recommended threshold of < 3.00 or < 5.00, while SRMR indicates a value of 0.0544, also falling below the required < 0.05 or < 0.08 cut-off point, suggesting a good model fit for the study. Also, the GFI is slightly below the threshold (0.837) and AGFI shows 0.82 which is within the recommended thresholds (AGFI= > 0.80), therefore indicating a good model fit index. The CFI shows a value of 0.805 which is slightly below the recommended thresholds (CFI=> 0.95 or > 0.90) of goodness-of-fit indices demonstrating adequate model fit for the study. The RMSEA displays a good fit for the model of a value of 0.043, better than the recommended value of < 0.10, while Hoelter depicts a value of 285, above the recommended >200, suggesting the sample size is

sufficient for the study. The summary of all the goodness-of-fit indices for the individual factors is shown in Table 8.41.

TABLE 8.41

SUMMARY OF ALL THE GOODNESS-OF-FIT INDICES FOR INDIVIDUAL FACTORS

Factor	Cronbach α	CMIN/df	GFI	SRMR	CFI	RMSEA
Service encounter	0.716	3.234	0.969	0.0461	0.92	0.067
Experience realms	0.695	2.936	0.969	0.0451	0.918	0.062
Utilitarian value	0.701	2.339	0.972	0.0412	0.933	0.052
Hedonic value	0.684	1.608	0.985	0.0331	0.98	0.035
Overall experience value	0.875	1.978	0.889	0.053	0.845	0.044
Customer satisfaction	0.69	3.428	0.966	0.048	0.9	0.07
Behavioural intentions	0.757	4.852	0.96	0.0531	0.924	0.088

Source: Compiled from statistical results

Based on the indices observed for Cronbach α, CMIN/df, GFI, SRMR, CFI and RMSEA, the results suggest that the CFAs in the study show reasonable validity and reliability of the factor structures. Based on the latter, the final model is presented in Figure 8.13, indicating the assessment of the SEM overall mediation (independent, mediating and dependent variables). From the model, ellipses signify latent variables, rectangles signify measured items, and circles represent errors.

FIGURE 8.13

PATH DIAGRAM - FULL MODEL (EXPERIENCE VALUE, SATISFACTION &
BEHAVIOURAL INTENTIONS)
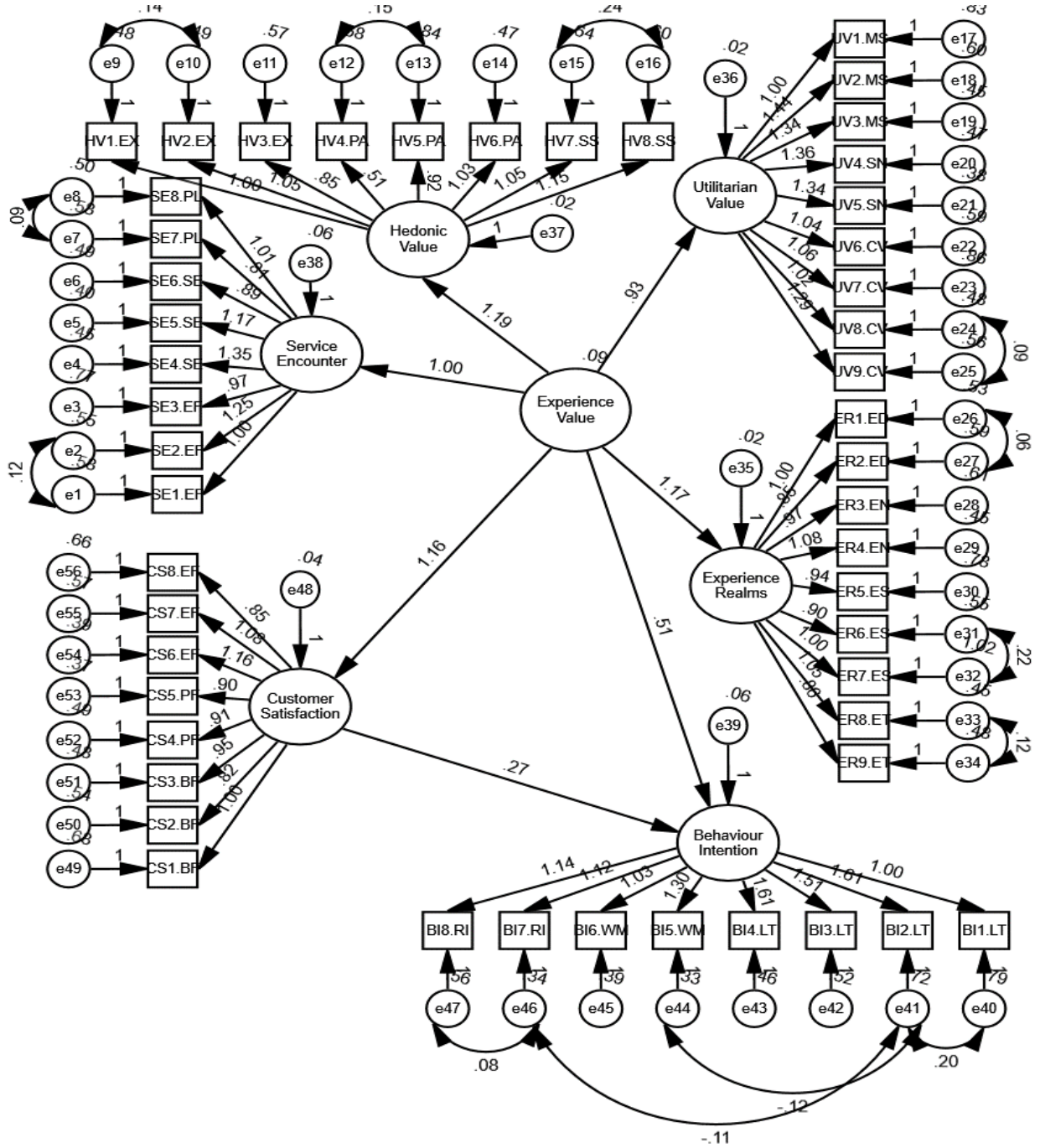
Source: Compiled from statistical results

As illustrated in Table 8.39 and displayed in the path diagram in Figure 8.13, hypotheses H_1 to H_4 (Section 1.8) predicted that service encounter, experience realms, utilitarian value and hedonic value would be related and contribute to customer experience value. As shown in Table 8.39, service encounter, experience realms, utilitarian value and hedonic value have a significant relationship with customer experience value for shopping malls in Ghana. Thus, H_1 to H_4 are supported. Overall experience value was found to be significantly associated with customer satisfaction for shopping malls in Ghana. Thus, H_5, predicted for the study, is supported.

Customer satisfaction was examined with hypothesis H_6. As shown in Table 8.39 customer satisfaction was significantly associated with behavioural intentions for shopping malls in Ghana. Similarly, there is a significant relationship between experience value and behavioural intentions for shopping malls in Ghana. Thus, H_7 (Section 1.8) is supported. H_8(Section 1.8) predicted that the relationship between experience value and behavioural intentions is insignificant when satisfaction is included in the model and significantly related to experience value and behavioural intentions for shopping malls in Ghana. Therefore, H_8 gained support. From the results using the secondary factor, experience value, as the independent factor, customer satisfaction was not found to mediate the relationship between experience value and behavioural intentions.

8.11   TESTING OF THE HYPOTHESES

Based on the correlation coefficients (Section 8.9) and SEM results (Section 8.10), the following hypotheses (as presented in Section 1.8) formulated for the study can be confirmed. Presented in Table 8.42 are the results of the hypotheses tested.

TABLE 8.42

TESTING THE HYPOTHESES

H	HYPOTHESES	Supported/ Not supported
H_1:	There is a significant relationship between service encounter and customer experience value.	Supported
H_2:	There is a significant relationship between experience realms and customer experience value.	Supported
H_3:	There is a significant relationship between utilitarian values and customer experience value.	Supported
H_4:	There is a significant relationship between hedonic values and customer experience value.	Supported
H_5:	There is a significant relationship between customer experience value and satisfaction.	Supported
H_6:	There is a significant relationship between customer satisfaction and behavioural intentions.	Supported
H_7:	There is a significant relationship between customer experience value and behavioural intentions.	Supported
H_8:	The relationship between experience value and behavioural intentions is insignificant when satisfaction is included in the model and is significantly related with experience value and behavioural intentions.	Supported

Source: Researcher's own construction based on statistical results

The next sections discuss the differences in the demographic characteristics of the respondents using the Levene test, and the independent t-tests. Based on the results of the Levene test, ANOVAs were calculated, and Welch and Games-Howell tests were conducted to ascertain whether any significant differences could be determined. Although these tests do not form part of the objectives of this study, the findings will assist shopping mall managers to strategically target and satisfy specific needs of shoppers.

8.12 INDEPENDENT SAMPLE TESTS (T-TEST) FOR GENDER

The Levene test was conducted to ascertain the homogeneity of variances that exist between gender and variables in the study. As the Levene's test for equality of variances for gender (Table 8.43) and all the variables was insignificant, the condition of homogeneity of variances is met. Therefore, an independent samples t-test was

performed to examine whether there is a significant difference between the gender for the population sampled and the variables investigated in the study. Table 8.43 presents the t-test results of the gender of the respondents. The results in Table 8.43 show that there were significant differences for service encounter (t=2.189, df=498, sig=0.029) and utilitarian value (t=2.079, df=498, sig=0.038) factors based on the gender of the respondents in the sampled population. This suggests that the gender of the respondents plays an important role in influencing the shoppers' service encounter interactions and utilitarian value activities on their visit to the shopping malls.

TABLE 8.43

INDEPENDENT SAMPLE TEST: GENDER

| | | Levene's Test for Equality of Variances | | t-test for Equality of Means | | | | | 95% Confidence Interval of the Difference | |
		F	Sig.	T	Df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Service Encounter	Equal variances assumed	0.262	0.609	2.189	498	0.029*	0.09559	0.04367	0.00979	0.1814
	Equal variances not assumed			2.192	490.307	0.029	0.09559	0.04361	0.0099	0.18128
Experience Realm	Equal variances assumed	0	0.994	0.173	498	0.863	0.00723	0.04182	-0.07493	0.08939
	Equal variances not assumed			0.173	485.649	0.863	0.00723	0.04186	-0.07502	0.08949
Utilitarian Value	Equal variances assumed	0.027	0.87	2.079	498	0.038*	0.08654	0.04162	0.00477	0.16831
	Equal variances not assumed			2.08	487.986	0.038	0.08654	0.04161	0.00478	0.16831
Hedonic Value	Equal variances assumed	0.077	0.781	1.428	498	0.154	0.06124	0.04288	-0.023	0.14548
	Equal variances not assumed			1.43	489.97	0.153	0.06124	0.04283	-0.02291	0.14538
Experience Value	Equal variances assumed	0.003	0.953	1.854	498	0.064	0.06265	0.03379	-0.00374	0.12904
	Equal variances not assumed			1.854	487.951	0.064	0.06265	0.03379	-0.00374	0.12904
Customer Satisfaction	Equal variances assumed	0.347	0.556	0.387	498	0.699	0.01604	0.04147	-0.06544	0.09751
	Equal variances not assumed			0.384	473.157	0.701	0.01604	0.04172	-0.06595	0.09802
Behavioural Intentions	Equal variances assumed	0.059	0.809	0.327	498	0.744	0.01524	0.04655	-0.07621	0.10669
	Equal variances not assumed			0.329	494.202	0.742	0.01524	0.04636	-0.07584	0.10632

*p<0.05

Source: Compiled from statistical results

Upon investigation of the group statistics for gender (Table 8.44), male respondents scored significantly higher (M=4.0415, SD=0.48191) than the female respondents (M=3.9459, SD=0.49137) for service encounter. Cohen's d (0.19644) between males and females for service encounter indicates that there is a small practical significance. Furthermore, male respondents scored significantly higher (M=4.0455, SD=0.46375) than the female respondents (M=3.959, SD=0.46441) for utilitarian value. Cohen's d (0.18639) shows that there is a small practical significance.

TABLE 8.44

GROUP STATISTICS FOR GENDER

	Gender	N	Mean	Std. Deviation	Std. Error Mean	Cohen's d
Service Encounter	Male	232	4.0415	0.48191	0.03164	0.19644
	Female	268	3.9459	0.49137	0.03002	
Utilitarian Value	Male	232	4.0455	0.46375	0.03045	0.18639
	Female	268	3.959	0.46441	0.02837	

Source: Compiled from statistical results

The next section presents the independent sample test for nationality.

8.13 INDEPENDENT SAMPLE TESTS (T-TEST) FOR NATIONALITY

The Levene test was conducted to investigate the homogeneity of variances that exist between the nationality of the respondents and variables in the study. The results obtained are shown in Table 8.45. The Levene test results showed no significant differences between the nationality of shoppers and variables in the study. Therefore, the test of homogeneity of variances is satisfied. The independent sample test was conducted to investigate where significant differences occurred. The independent sample test of the nationality of the respondents is presented in Table 8.45. It emerged that there were significant differences for service encounter (t=2.442, df=498, sig=0.015) and utilitarian value (t=2.135, df=498, sig=0.033) factors based on the nationality of the respondents. The results suggest that the perceived experience value based on the service encounter and the utilitarian value of the shoppers on their visit to the malls differed, based on the nationality of shoppers.

TABLE 8.45

INDEPENDENT SAMPLE TEST: NATIONALITY

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	Df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Service Encounter	Equal variances assumed	0.012	0.914	2.442	498	0.015*	0.18379	0.07527	0.03591	0.33167
	Equal variances not assumed			2.442	54.53	0.018	0.18379	0.07525	0.03295	0.33463
Experience Realm	Equal variances assumed	0.956	0.329	0.2	498	0.842	0.0144	0.07215	-0.12736	0.15616
	Equal variances not assumed			0.176	51.943	0.861	0.0144	0.08171	-0.14958	0.17837
Utilitarian Value	Equal variances assumed	0.929	0.336	2.135	498	0.033*	0.15331	0.07179	0.01225	0.29437
	Equal variances not assumed			1.792	51.103	0.079	0.15331	0.08553	-0.0184	0.32502
Hedonic Value	Equal variances assumed	0.085	0.771	1.344	498	0.179	0.09948	0.074	-0.04591	0.24487
	Equal variances not assumed			1.324	54.156	0.191	0.09948	0.07516	-0.05119	0.25015
Experience Value	Equal variances assumed	0.019	0.89	1.934	498	0.054	0.11274	0.05829	-0.00178	0.22727
	Equal variances not assumed			1.716	52.032	0.092	0.11274	0.06568	-0.01906	0.24455
Customer Satisfaction	Equal variances assumed	2.19	0.14	1.174	498	0.241	0.08393	0.07146	-0.05648	0.22433
	Equal variances not assumed			0.946	50.499	0.348	0.08393	0.08868	-0.09414	0.262
Behavioural Intentions	Equal variances assumed	0.388	0.534	0.541	498	0.589	0.04345	0.0803	-0.11431	0.20122
	Equal variances not assumed			0.578	56.271	0.566	0.04345	0.07519	-0.10715	0.19405

*p<0.05

Source: Compiled from statistical results

Upon review of the group statistics for nationality (Table 8.46), Ghanaian respondents scored significantly higher (M=4.0072, SD=0.48645) than the foreign nationals (M=3.8234, SD=0.48632) for service encounter. Cohen's d (0.37789) between Ghanaians and foreign nationals for service encounter depicts that there is a small practical significance. As regards utilitarian value, Ghanaian respondents scored significantly higher (M=4.0132, SD=0.45312) than foreign nationals (M=3.8599, SD=0.56191). Cohen's d (0.30034) shows that there is a small practical significance.

TABLE 8.46

GROUP STATISTICS FOR NATIONALITY

	Nationality	N	Mean	Std. Deviation	Std. Error Mean	Cohen's d
Service Encounter	Ghanaian	454	4.0072	0.48645	0.02283	0.37789
	Foreign National	46	3.8234	0.48632	0.0717	
Utilitarian Value	Ghanaian	454	4.0132	0.45312	0.02127	0.30034
	Foreign National	46	3.8599	0.56191	0.08285	

Source: Compiled from statistical results

8.14 LEVENE TEST OF HOMOGENEITY OF VARIANCE FOR AGE AND VARIABLES IN THE STUDY

The Levene test was performed to investigate the homogeneity of variances between the age of the respondents and the factors identified in the study. The results of the Levene test are displayed Table 8.47.

TABLE 8.47

RESULTS OF THE LEVENE TEST OF HOMOGENEITY OF VARIANCES FOR AGE ON VARIABLES

		Levene Statistic	df1	df2	Sig.
Service encounter	Based on Mean	1.03	4	495	0.391
Experience realm	Based on Mean	2.875	4	495	**0.022***
Utilitarian value	Based on Mean	1.046	4	495	0.383
Hedonic value	Based on Mean	3.031	4	495	**0.017***
Experience value	Based on Mean	4.578	4	495	**0.001***
Customer satisfaction	Based on Mean	1.318	4	495	0.262
Behavioural intentions	Based on Mean	4.672	4	495	**0.001***

*p<0.05

Source: Compiled from statistical results

The results displayed in Table 8.47 indicate that there are significant differences between the variances of age and experience realm, hedonic value, experience value and behavioural intentions. No significant differences were found in the variances for

age and service encounter, utilitarian value and customer satisfaction. The results suggest that the test of homogeneity of variances is violated for service encounter, utilitarian value and customer satisfaction. Based on the results of the Levene test of homogeneity, ANOVA test was conducted on age and service encounter, utilitarian value and customer satisfaction. Table 8.48 reports on the ANOVA results of the respondents' age and service encounter, utilitarian value and customer satisfaction.

TABLE 8.48

ANOVA RESULTS OF RESPONDENTS' AGE

		Sum of Squares	df	Mean Square	F	p-value
Service Encounter	Between Groups	1.745	4	0.436	1.837	0.12
	Within Groups	117.505	495	0.237		
	Total	119.249	499			
Utilitarian Value	Between Groups	2.12	4	0.53	2.473	0.044*
	Within Groups	106.077	495	0.214		
	Total	108.197	499			
Customer Satisfaction	Between Groups	0.979	4	0.245	1.148	0.333
	Within Groups	105.541	495	0.213		
	Total	106.52	499			

*$p<0.05$

Source: Compiled from statistical results

As indicated in Table 8.48, the results of the ANOVA test show a significant difference based on the respondents' age and utilitarian value (F=2.473, p=0.044). The results suggest that the choice of the shopper's desire for utilitarian value differed by their age groups.

Since there was a significant difference in the results of the Levene test of homogeneity for experience realm, hedonic value, experience value, behavioural intentions and age of the respondents, the robust test of equality of means using the Welch test was used to determine the overall difference. The results are presented in Table 8.49.

TABLE 8.49

RESULTS OF ROBUST TEST FOR EQUALITY OF MEANS BETWEEN AGE AND VARIABLES

		Statistica	df1	df2	Sig.
Experience realm	Welch	1.661	4	96.966	0.165
Hedonic value	Welch	2.583	4	96.019	**0.042***
Experience value	Welch	3.264	4	96.436	**0.015***
Behavioural intentions	Welch	3.653	4	101.74	**0.008***

*p<0.05

Source: Compiled from statistical results

As displayed in Table 8.49, the Welch test for equality of means revealed that significant differences exist between the age of respondents and hedonic value, experience value and behavioural intentions.

Based on the Welch test, the Games-Howell test (Multiple Comparisons) was utilised to investigate where significant differences exist. It has to be noted that only the groupings and data where significant differences were found are presented and interpreted. The results of the Games-Howell test are presented in Table 8.50.

TABLE 8.50

THE GAMES-HOWELL TEST (MULTIPLE COMPARISONS) FOR AGE OF RESPONDENTS

		(I) Age	(J) Age	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
							Lower Bound	Upper Bound
Experience Value	Games-Howell	18-30 years	31-40 years	-0.09385	0.04051	0.142	-0.2049	0.0173
			41-50 years	-.12375	0.04409	0.043*	-0.2452	-0.0023
			51-59 years	-0.00641	0.06094	1	-0.1777	0.1649
			60+ years	-0.19387	0.08098	0.15	-0.432	0.0442
		31-40 years	18-30 years	0.09385	0.04051	0.142	-0.0173	0.2049
			41-50 years	-0.0299	0.04442	0.962	-0.1523	0.0925
			51-59 years	0.08744	0.06118	0.611	-0.0845	0.2594
			60+ years	-0.10002	0.08117	0.733	-0.3385	0.1385
		41-50 years	18-30 years	.12375*	0.04409	0.043*	0.0023	0.2452
			31-40 years	0.0299	0.04442	0.962	-0.0925	0.1523
			51-59 years	0.11734	0.0636	0.357	-0.0609	0.2956
			60+ years	-0.07012	0.08301	0.914	-0.3126	0.1723
		51-59 years	18-30 years	0.00641	0.06094	1	-0.1649	0.1777
			31-40 years	-0.08744	0.06118	0.611	-0.2594	0.0845
			41-50 years	-0.11734	0.0636	0.357	-0.2956	0.0609
			60+ years	-0.18746	0.09306	0.279	-0.4538	0.0789
		60+ years	18-30 years	0.19387	0.08098	0.15	-0.0442	0.432
			31-40 years	0.10002	0.08117	0.733	-0.1385	0.3385
			41-50 years	0.07012	0.08301	0.914	-0.1723	0.3126
			51-59 years	0.18746	0.09306	0.279	-0.0789	0.4538

TABLE 8.50 (CONTINUED)

THE GAMES-HOWELL TEST (MULTIPLE COMPARISONS) FOR AGE OF
RESPONDENTS

		(I) Age	(J) Age	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
							Lower Bound	Upper Bound
Behavioural Intentions	Games-Howell	18-30 years	31-40 years	-0.13344	0.05801	0.147	-0.2926	0.0257
			41-50 years	-0.1393	0.06184	0.166	-0.3097	0.0311
			51-59 years	-0.12328	0.07265	0.443	-0.3267	0.0801
			60+ years	-.29683*	0.08547	0.013	-0.5451	-0.0486
		31-40 years	18-30 years	0.13344	0.05801	0.147	-0.0257	0.2926
			41-50 years	-0.00586	0.06558	1	-0.1865	0.1748
			51-59 years	0.01016	0.07587	1	-0.2016	0.2219
			60+ years	-0.16339	0.08822	0.362	-0.4178	0.0911
		41-50 years	18-30 years	0.1393	0.06184	0.166	-0.0311	0.3097
			31-40 years	0.00586	0.06558	1	-0.1748	0.1865
			51-59 years	0.01603	0.07883	1	-0.2038	0.2358
			60+ years	-0.15753	0.09078	0.426	-0.4181	0.1031
		51-59 years	18-30 years	0.12328	0.07265	0.443	-0.0801	0.3267
			31-40 years	-0.01016	0.07587	1	-0.2219	0.2016
			41-50 years	-0.01603	0.07883	1	-0.2358	0.2038
			60+ years	-0.17356	0.09847	0.408	-0.4539	0.1068
		60+ years	18-30 years	.29683*	0.08547	0.013	0.0486	0.5451
			31-40 years	0.16339	0.08822	0.362	-0.0911	0.4178
			41-50 years	0.15753	0.09078	0.426	-0.1031	0.4181
			51-59 years	0.17356	0.09847	0.408	-0.1068	0.4539

* The mean difference is significant at the 0.05 level

Source: Compiled from statistical results

It can be seen from Table 8.50 that a significant difference exists between 18-30 years
and 41-50 years (p=0.043) for experience value. In the context of the current study,
experience value is influenced by service encounter, experience realms, utilitarian
value and hedonic value. The results suggest that respondents who are between 18-
30 years and 41-50 years differ significantly based on their experience of value attained
at the shopping mall. The results further seem to suggest that respondents between

18-30 years and 41-50 years of age visit the shopping mall knowing exactly what they want and do that in order to attain experience value.

Similarly, in Table 8.50, there is a significant difference between 18-30 years and 60+ years (p=0.013) for behavioural intentions. In the context of the current study, behavioural intentions are measured by three indicators namely loyalty, word of mouth, and revisit intentions. This implies that respondents between 18-30 years and 60+ years differ significantly based on their behavioural intentions at the shopping malls. It might seem to suggest that respondents between 18-30 years of age would be willing to revisit the shopping mall while respondents who are 60+years of age would not intend to revisit the shopping mall and vice versa. Table 8.51 presents the results of the descriptive statistics for age.

TABLE 8.51

DESCRIPTIVE STATISTICS OF RESPONDENTS' AGE

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Min	Max
						Lower Bound	Upper Bound		
Experience Value	18-30 years	223	3.9534	0.42385	0.02838	3.8974	4.0093	2.31	4.65
	31-40 years	140	4.0472	0.34201	0.0289	3.99	4.1043	2.95	4.65
	41-50 years	78	4.0771	0.29793	0.03373	4.0099	4.1443	3.03	4.79
	51-59 years	39	3.9598	0.33674	0.05392	3.8506	4.0689	3.01	4.5
	60+ years	20	4.1472	0.33919	0.07585	3.9885	4.306	3.17	4.56
	Total	500	4.0072	0.37774	0.01689	3.974	4.0404	2.31	4.79
Behavioural Intentions	18-30 years	223	3.9344	0.56749	0.038	3.8595	4.0093	2	5
	31-40 years	140	4.0679	0.51862	0.04383	3.9812	4.1545	2	5
	41-50 years	78	4.0737	0.43087	0.04879	3.9766	4.1709	3	4.75
	51-59 years	39	4.0577	0.38671	0.06192	3.9323	4.183	3.13	4.88
	60+ years	20	4.2313	0.34239	0.07656	4.071	4.3915	3.5	5
	Total	500	4.015	0.51859	0.02319	3.9694	4.0606	2	5

Source: Compiled from statistical results

The descriptive statistics in Table 8.51 aim to examine the mean scores within the age groups where significant differences were found for experience value and behavioural intentions. The results have also shown that the 18-30 years and 41-50 years groups' average score for experience value differed. However, it must be emphasised that the 41-50 years' group has a significantly higher score for experience value

(mean=4.0771, SD=0.29793) compared with the 18-30 years' group (mean=3.9534, SD= 0.42385). This implies that in the context of shopping malls in Ghana, the age group between 41-50 years old might have been more appreciative of experience value activities offered by the shopping mall compared with the other age groups.

The results have also shown that the 18-30 years and 60+ years groups' average score for behavioural intentions differs. The 18-30 years' group has a lower mean score for behavioural intentions (mean=3.9344, SD=0.56749) than the 60+ years group (mean=4.2313, SD=0.34239). This suggests that in the context of shopping malls in Ghana, the age group of 60+ years old might have been more appreciative of the activities offered by the shopping malls and therefore exhibited favourable behavioural intentions outcomes such as loyalty, WOM and revisit intentions. The next section presents the results for respondents' education.

8.15   LEVENE TEST OF HOMOGENEITY OF VARIANCE FOR EDUCATION AND VARIABLES IN THE STUDY

The homogeneity of variance using the Levene test was performed for respondents' education and factors identified in the study. The results of the Levene test are displayed in Table 8.52.

TABLE 8.52

RESULTS OF THE LEVENE TEST OF HOMOGENEITY OF VARIANCES FOR EDUCATION ON VARIABLES

		Levene Statistic	df1	df2	Sig.
Service encounter	Based on Mean	0.938	3	496	0.422
Experience realm	Based on Mean	1.466	3	496	0.223
Utilitarian value	Based on Mean	0.364	3	496	0.779
Hedonic value	Based on Mean	1.347	3	496	0.259
Experience value	Based on Mean	0.764	3	496	0.515
Customer satisfaction	Based on Mean	1.472	3	496	0.221
Behavioural intentions	Based on Mean	1.192	3	496	0.312

*p<0.05

Source: Compiled from statistical results

The results displayed in Table 8.52 show that no significant differences exist based on the education level of the respondents and all the factors in the study. The results suggest that the condition of homogeneity of variances is satisfied for education and all the factors in the study. Therefore, the ANOVA test (Table 8.53) is employed to examine whether there is a significant difference between education and the factors in the study.

TABLE 8.53

ANOVA RESULTS OF RESPONDENTS' EDUCATION

		Sum of Squares	df	Mean Square	F	p-value
Service Encounter	Between Groups	0.212	3	0.071	0.295	0.829
	Within Groups	119.037	496	0.24		
	Total	119.249	499			
Experience Realm	Between Groups	0.484	3	0.161	0.742	0.527
	Within Groups	107.812	496	0.217		
	Total	108.296	499			
Utilitarian Value	Between Groups	0.649	3	0.216	0.997	0.394
	Within Groups	107.549	496	0.217		
	Total	108.197	499			
Hedonic Value	Between Groups	1.754	3	0.585	2.577	0.053
	Within Groups	112.561	496	0.227		
	Total	114.316	499			
Experience Value	Between Groups	0.562	3	0.187	1.315	0.269
	Within Groups	70.64	496	0.142		
	Total	71.202	499			
Customer Satisfaction	Between Groups	0.765	3	0.255	1.196	0.311
	Within Groups	105.755	496	0.213		
	Total	106.52	499			
Behavioural Intentions	Between Groups	0.392	3	0.131	0.485	0.693
	Within Groups	133.808	496	0.27		
	Total	134.2	499			

* p <0.05

Source: Compiled from statistical results

The results displayed in Table 8.53 show no significant difference exist between the identified factors and the respondent's educational level. This suggests that the

educational level of the respondents in the context of shopping malls does not play any significant role on the customer experience value factors (service encounter, experience reams, utilitarian value, hedonic value), customer satisfaction and behavioural intentions. The next section presents the results of the respondents' occupation.

8.16 LEVENE TEST OF HOMOGENEITY OF VARIANCE FOR OCCUPATION AND VARIABLES IN THE STUDY

The test of homogeneity of variances using the Levene test was performed on occupation of the respondents and variables in the study. The results are presented in Table 8.54.

TABLE 8.54

RESULTS OF THE LEVENE TEST OF HOMOGENEITY OF VARIANCES FOR OCCUPATION ON VARIABLES

		Levene Statistic	df1	df2	Sig.
Service encounter	Based on Mean	3.078	4	495	**0.016***
Experience realm	Based on Mean	1.99	4	495	0.095
Utilitarian value	Based on Mean	2.451	4	495	**0.045***
Hedonic value	Based on Mean	1.457	4	495	0.214
Experience value	Based on Mean	3.968	4	495	**0.004***
Customer satisfaction	Based on Mean	1.974	4	495	0.097
Behavioural intentions	Based on Mean	1.423	4	495	0.225

*p<0.05

Source: Compiled from statistical results

It emerged from the results in Table 8.54 that significant differences exist between the occupation of the respondents and service encounter, utilitarian value and experience value. This suggests that the condition of homogeneity of variances is not satisfied for service encounter, utilitarian value and experience value. Based on the Levene test, ANOVA test was conducted to investigate whether there are significant differences between the occupation of the respondents and experience realm, hedonic value,

customer satisfaction and behavioural intentions. The ANOVA results for the respondents' occupation is depicted in Table 8.55.

TABLE 8.55

ANOVA RESULTS OF RESPONDENTS' OCCUPATION

		Sum of Squares	df	Mean Square	F	p-value
Experience realm	Between Groups	1.447	4	0.362	1.676	0.154
	Within Groups	106.848	495	0.216		
	Total	108.296	499			
Hedonic value	Between Groups	1.944	4	0.486	2.141	0.075
	Within Groups	112.372	495	0.227		
	Total	114.316	499			
Customer satisfaction	Between Groups	1.612	4	0.403	1.902	0.109
	Within Groups	104.908	495	0.212		
	Total	106.52	499			
Behavioural Intentions	Between Groups	1.409	4	0.352	1.313	0.264
	Within Groups	132.791	495	0.268		
	Total	134.2	499			

* $p < 0.05$

Source: Compiled from statistical results

In Table 8.55, the ANOVA results indicate that there is no significant difference between the respondents' occupation and the following factors: experience realms, hedonic value, customer satisfaction, and behavioural intentions. The results imply that the occupation of shoppers plays a minimal role on how shoppers have experience value in term of experience realms, hedonic value, satisfaction and their future behavioural intentions in the context of shopping malls.

Based on the results of the Levene's test of homogeneity for service encounter, utilitarian value and experience value and occupation of the respondents, the robust test of equality of means using the Welch test was conducted to determine the overall difference. The results are presented in Table 8.56.

TABLE 8.56

RESULTS OF ROBUST TEST FOR EQUALITY OF MEANS BETWEEN
OCCUPATION AND VARIABLES

		Statistica	df1	df2	Sig.
Service encounter	Welch	2.217	4	112.01	0.072
Utilitarian value	Welch	2.31	4	112.14	0.062
Experience value	Welch	3.263	4	111.09	0.014*

*p<0.05

Source: Compiled from statistical results

It is evident from the robust test results for equality of means displayed in Table 8.56 that significant differences exist between the occupation of the respondents and experience value. This implies that the occupation or employment status of the respondents plays a significant role in how respondents perceive experience value. Based on the robust test results, Games-Howell test (Multiple Comparisons) was conducted to investigate where significant differences exist. It has to be noted that only the groupings and data where significant differences were found are presented and interpreted. The result of the Games-Howell test is presented in Table 8.57.

TABLE 8.57

THE GAMES-HOWELL TEST (MULTIPLE COMPARISONS) FOR OCCUPATION
OF RESPONDENTS

Independent Variable		(I) Occupation	(J) Occupation	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
							Lower Bound	Upper Bound
Experience value	Games-Howell	Self-employed	Government Sector Employment	0.06071	0.06887	0.903	-0.1301	0.2515
			Private Sector Employment	-0.06261	0.04931	0.71	-0.1987	0.0735
			Student	0.05571	0.05474	0.847	-0.095	0.2064
			Unemployed	-0.11092	0.07441	0.574	-0.3226	0.1008
		Government Sector Employment	Self-employed	-0.06071	0.06887	0.903	-0.2515	0.1301
			Private Sector Employment	-0.12332	0.05827	0.224	-0.2862	0.0396
			Student	-0.005	0.06293	1	-0.1799	0.1699
			Unemployed	-0.17163	0.08063	0.224	-0.3995	0.0563

TABLE 8.57 (CONTINUED)

THE GAMES-HOWELL TEST (MULTIPLE COMPARISONS) FOR OCCUPATION
OF RESPONDENTS

Independent Variable		(I) Occupation	(J) Occupation	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
							Lower Bound	Upper Bound
Experience value	Games-Howell	Private Sector Employment	Self-employed	0.06261	0.04931	0.71	-0.0735	0.1987
			Government Sector Employment	0.12332	0.05827	0.224	-0.0396	0.2862
			Student	.11832	0.0406	0.031*	0.0068	0.2298
			Unemployed	-0.04831	0.06473	0.943	-0.2377	0.1411
		Student	Self-employed	-0.05571	0.05474	0.847	-0.2064	0.095
			Government Sector Employment	0.005	0.06293	1	-0.1699	0.1799
			Private Sector Employment	-.11832	0.0406	0.031*	-0.2298	-0.0068
			Unemployed	-0.16663	0.06895	0.136	-0.3653	0.0321
		Unemployed	Self-employed	0.11092	0.07441	0.574	-0.1008	0.3226
			Government Sector Employment	0.17163	0.08063	0.224	-0.0563	0.3995
			Private Sector Employment	0.04831	0.06473	0.943	-0.1411	0.2377
			Student	0.16663	0.06895	0.136	-0.0321	0.3653

* $p < 0.05$

Source: Compiled from statistical results

With regards to experience value, the results displayed in Table 8.57 indicates that there are significant differences between respondents who are students and those employed in the private sector. This suggest that the perceived experience value for students differs from respondents employed in the private sector. Upon review of the descriptive statistics (Table 8.58), those employed in the private sector scored significantly higher (M=4.0666, SD=0.30792) than students (M=3.9483, SD=0.40879).

TABLE 8.58

DESCRIPTIVE STATISTICS OF RESPONDENTS' OCCUPATION

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
Experience value	Self-employed	99	4.004	0.43251	0.04347	3.9177	4.0903	2.31	4.79
	Government Sector Employment	54	3.9433	0.39254	0.05342	3.8361	4.0504	2.99	4.62
	Private Sector Employment	175	4.0666	0.30792	0.02328	4.0207	4.1125	3.17	4.67
	Student	151	3.9483	0.40879	0.03327	3.8826	4.014	2.83	4.65
	Unemployed	21	4.1149	0.27678	0.0604	3.9889	4.2409	3.64	4.59
	Total	500	4.0072	0.37774	0.01689	3.974	4.0404	2.31	4.79

Source: Compiled from statistical results

8.17 LEVENE TEST OF HOMOGENEITY OF VARIANCE FOR SHOPPING FREQUENCY AND VARIABLES IN THE STUDY

The test of homogeneity of variances using the Levene test was performed on the shopping frequency of the respondents and variables in the study. The results are presented in Table 8.59.

TABLE 8.59

RESULTS OF THE LEVENE TEST OF HOMOGENEITY OF VARIANCES FOR SHOPPING FREQUENCY ON VARIABLES

		Levene Statistic	df1	df2	Sig.
Service encounter	Based on Mean	0.782	3	496	0.504
Experience realm	Based on Mean	0.797	3	496	0.496
Utilitarian value	Based on Mean	1.055	3	496	0.368
Hedonic value	Based on Mean	3.289	3	496	**0.021***
Experience value	Based on Mean	2.115	3	496	0.097
Customer satisfaction	Based on Mean	0.507	3	496	0.678
Behavioural intentions	Based on Mean	3.266	3	496	**0.021***

*$p<0.05$

Source: Compiled from statistical results

As displayed in Table 8.59, a significant difference exists between shopping frequency of respondents and hedonic value and behavioural intentions. This implies that the condition of homogeneity of variances is not met for either hedonic value or behavioural intentions. Therefore, the ANOVA test was conducted on the variables where the condition of homogeneity was satisfied. Table 8.60 depicts the ANOVA results of the respondents' shopping frequency.

TABLE 8.60

ANOVA RESULTS OF RESPONDENTS' SHOPPING FREQUENCY

		Sum of Squares	df	Mean Square	F	p-value
Service Encounter	Between Groups	0.259	3	0.086	0.36	0.782
	Within Groups	118.991	496	0.24		
	Total	119.249	499			
Experience Realm	Between Groups	0.566	3	0.189	0.868	0.458
	Within Groups	107.73	496	0.217		
	Total	108.296	499			
Utilitarian Value	Between Groups	0.058	3	0.019	0.089	0.966
	Within Groups	108.139	496	0.218		
	Total	108.197	499			
Experience Value	Between Groups	0.241	3	0.08	0.56	0.641
	Within Groups	70.961	496	0.143		
	Total	71.202	499			
Customer Satisfaction	Between Groups	0.184	3	0.061	0.286	0.835
	Within Groups	106.336	496	0.214		
	Total	106.52	499			

* $p < 0.05$

Source: Compiled from statistical results

Displayed in Table 8.60, the ANOVA results for respondents' shopping frequency yield no significant difference between respondents' shopping frequency and any of the factors identified in the study: service encounters (F=0.36, p=0.782), experience realms (F=0.868, p=0.458), utilitarian value (F=0.089, p=0.966), experience value (F= 0.56, p=0.641), and customer satisfaction (F=0.286, p=0.835). This indicates that the respondents' shopping frequency to the shopping malls does not play any meaningful

role in the service encounter, experience realms, utilitarian value, experience value or customer satisfaction factors.

Since the results of the Levene's test of homogeneity indicate a significant difference for hedonic value and behavioural intentions and shopping frequency of the respondents, the robust test of equality of means using the Welch test was conducted to determine the overall difference. The results are presented in Table 8.61.

TABLE 8.61

RESULTS OF ROBUST TEST FOR EQUALITY OF MEANS BETWEEN SHOPPING FREQUENCY AND VARIABLES

		Statistica	df1	df2	Sig.
Hedonic value	Welch	2.12	3	150.207	0.1
Behavioural intentions	Welch	1.678	3	144.002	0.174

*p<0.05

Source: Compiled from statistical results

Upon reviewing the results displayed in Table 8.61, no significant differences were found for hedonic value (p>0.05) or behavioural intentions (p>0.05) and shopping frequency of the respondents. This suggests that the shopping frequency of the respondents is not based on hedonic value attained by shoppers nor their behavioural intentions to the shopping malls.

8.18   CONCLUSION

The empirical results of the current study were presented in this chapter. The discussions on the response rate obtained from the self-administered survey commenced this chapter. Chapter 8 also reported on the profile variables of the respondents. The chapter covered the analysis of the respondents' gender, age group, nationality, highest educational level passed, occupation and the respondents' shopping frequencies. This was proceeded by the discussions on the descriptive statistics of the items intended to measure the respondents' experience value, satisfaction and behavioural intentions reported for the selected shopping malls in

Ghana. Furthermore, the chapter presented and discussed the descriptive statistics focusing on the central tendency and dispersion of the data, using mean scores and standard deviations.

The chapter reported on the validity of the measuring instrument, in the form of CFA regression analysis. Thereafter, the reliability of each of the identified factors proposed for the current study was tested and the results from Cronbach alpha coefficients verified that the scale was internally reliable. Consequently, all factors were deemed reasonably reliable in this study. The factor score for each of the factors were also conducted. Other components of the chapter included inferential statistics to assess the correlation between the identified variables utilising Pearson's product-moment correlations. The results indicate that there is inter correlation among all the identified factors in the study. The chapter also reported on the SEM results of the SEM model, the assessment of the mediation model: overall SEM (independent, mediating, dependent variables); and numerous relationships between the independent, mediating and independent variables were also considered in this chapter. The final sections of this Chapter reported on testing of the hypothesis, Levene test, t-test, the ANOVA, robust test of equality of means, and Games-Howel test.

Chapter 9, the next and final chapter of this study will provide a synopsis of the entire study. Thereafter, a summary of the significant findings in all the chapters of the current study will be provided. Subsequently, conclusions and contributions of the study will be provided. Furthermore, managerial implications and recommendations will be provided to assist shopping mall operators and practitioners. The chapter will end with a recommendation and provide possible niche areas for future research.

CHAPTER 9

SYNOPSIS OF THE STUDY, CONCLUSIONS AND RECOMMENDATIONS

9.1   INTRODUCTION

This chapter seeks to present the overall summary of the study, draw conclusions and make recommendations based on the findings, discussions and literature review undertaken in this study. Further, the recommendations will be provided on the basis of theoretical and practical implications for the management of shopping malls in Ghana, stakeholders and researchers.

The main aim of this study was to investigate the factors that influence customer experience value, assess the influence of customer experience value on customer satisfaction and behavioural intentions within selected shopping malls in Ghana. Furthermore, the study sought to investigate the influence of customer satisfaction on behavioural intentions and the mediating role that customer satisfaction play between customer experience value and behavioural intentions. Bearing in mind the aim of the study, the four research questions formulated for this study were:

RQ1   *What are the factors that influence customer experience value within selected shopping malls in Ghana*?

RQ2   *How does customer experience value influence customer satisfaction within selected shopping malls in Ghana*?

RQ3   *How does customer experience value influence behavioural intentions of shoppers within selected shopping malls in Ghana*?

RQ4   *Can customer satisfaction influence the effect of customer experience value on behavioural intentions of shopping mall customers in Ghana?*

In order to answer the stipulated research questions and address the aim of the study, the following objectives were formulated for the study.

- Study the literature on customer experience value to provide an understanding and application thereof within shopping malls.

- Explore the factors that influence customer experience value from different contexts and in different countries (e.g. tourism, hospitality and shopping malls) in order to identify the factors relevant to shopping malls in Ghana.

- Study the literature on customer satisfaction and behavioural intentions to provide an understanding and the application thereof in shopping malls.

- Develop a hypothesised model of factors influencing the customer experience of value, the influence of customer experience value on satisfaction and behavioural intentions, including the mediating role that customer satisfaction play between customer experience value and behavioural intentions with selected shopping malls in Ghana.

- Based on previous research, develop a measuring instrument to serve as a basis of the empirical investigation of the study.

- Conduct an empirical investigation into the factors influencing customer experience value of shopping malls in Ghana.

- Empirically test the influence of customer experience value on customer satisfaction, the influence of customer experience value on behavioural intentions, the influence of customer satisfaction on behavioural intentions, as well as the mediating role that customer satisfaction plays in the relationship between customer experience value and behavioural intentions.

- Highlight the implications resulting from the empirical study and make recommendations to managers of shopping malls that may assist the operation of shopping malls in Ghana. Also, to propose a model of customer experience value, satisfaction and behavioural intentions in the context of shopping malls in Ghana to serve as a guideline for shopping mall operations in the retail market.

In this chapter, the synopsis of the entire research study and the most significant findings and the various implications for shopping mall managers are presented. The contribution and the various limitations of the study will be identified and discussed. Finally, recommendations for future research will be highlighted.

9.2   SYNOPSIS OF THE STUDY

Chapter 1 provided the introduction and background of the study and the purpose of the study was explained. The problem statement was presented; the aims and the objectives of the study, research questions, brief literature review on the history of shopping malls, customer experience value, customer experience value and behavioural intentions were clearly enunciated. Furthermore, the hypothesised framework developed for the current study and the research hypotheses to test the variables and the definitions of key concepts were presented. A summary of the research design, research philosophy, research method, population and sampling size were also provided. Furthermore, the analysis of the data, reliability and validity of the study, was espoused. As emphasised in Chapter 1, the main purpose of the study is to investigate the factors that influence customer experience value, assess the influence of customer experience value on customer satisfaction and behavioural intentions within selected shopping malls in Ghana. Furthermore, the study sought to investigate the influence of customer satisfaction on behavioural intentions and the mediating role that customer satisfaction plays in the relationship between customer experience value and behavioural intentions within selected shopping malls in Ghana.

Chapter 2 focused on the retail sector in Ghana including the nature and contribution of both the informal and the formal retail sectors to the economy of the country. The final part of the chapter focused on the shopping mall industry in Ghana and elaborated on the classification and the various types of shopping malls in Ghana, highlighting the benefits of shopping malls to Ghana's economy. The chapter concluded with the challenges faced by shopping mall managers in Ghana.

The literature on value was reviewed in Chapter 3. As value is viewed as a contentious concept amongst researchers, the chapter provided a detailed discussion on the conceptualisation of value with specific emphasis on customer value which comprises perceived value, consumption value and the dimensions of value. The literature revealed that contemporary customers seek value through experience. Experience value was described as the new battlefield for competitiveness and differentiation. Based on the literature, four factors of experience value and its measuring indicators

for the current study were identified and comprehensively discussed. These factors include service encounters (efficiency, service excellence and playfulness), experience realms (education, entertainment, escapism and esthetics), utilitarian value (monetary saving, selection and convenience) and hedonic value (exploration, place attachment and social status).

Chapter 4 provided a detailed discussion of customer satisfaction as an important concept for many organisations, especially shopping mall managers, due to its immense benefits in the generation of profits, competitive advantage and influence on positive behavioural intentions. It was obvious that different scholars have used diverse definitions for customer satisfaction. It also became clear that customer satisfaction, in general, involves several interrelated variables rather than just a single variable. The different types of customer perspectives, namely customer based perspective, firm based perspective, societal based perspective, transactional-based perspective, cumulative/overall based perspective and emotional based perspective were discussed in Chapter 4. The chapter further explored the various theories which have been used to measure the level of customer satisfaction. They included the Importance Performance Analysis model (IPA), the Kano model, the three-factor theory, expectancy disconfirmation theory, cognitive dissonance theory, the theory of equity and the theory of attribution. The final part of the chapter focused on selecting the model(s) that would guide the current study and enhance the outcomes of customer satisfaction. Considering the aim of this study, the three-factor theory (basic, performance and excitement factors) was found to be most suitable for the measurement of customer satisfaction for the current study. The outcomes of customer satisfaction include customer behavioural intentions displayed in several ways, such as customer loyalty, revisit intentions and positive word-of-mouth communication.

In Chapter 5, the concept of behavioural intentions and the various theories and models used to measure customers' behavioural intentions were discussed. The different types of behavioural intentions concepts, namely theory of reason (TRA), theory of planned behaviour (TPB), and the theory of motivation were presented in this chapter. From the discussion, it was apparent that different scholars have used

different definitions for the concept of behavioural intentions. It is evident that the early concept of behavioural intentions, TRA, went through a series of modifications until researchers finally settled on the specific well-accepted concept, TPB, due to some criticisms and concern raised by scholars about TRA. Furthermore, the three outcomes of behavioural intention, namely loyalty, WOM and revisit intention were comprehensively explored. These three outcomes of behavioural intentions are relevant in the context of this study because the survival of the shopping mall industry depends on the three outcomes of behavioural intentions. It also was clear that loyalty, in general, involves two dimensions (attitudinal and behavioural loyalty) and based on these two dimensions, the four stages of customer loyalty, namely cognitive loyalty, affective loyalty, conative loyalty and action loyalty were discussed. The chapter, therefore, examined the theoretical underpinnings concerning behavioural intentions which are vital for enhancing the loyalty, WOM and revisit intentions of customers.

Chapter 6 of this study presented the hypothesised framework developed for this study to investigate the relationship between customer experience value, satisfaction and behavioural intentions within the shopping mall industry. The hypothesised framework was based on an extensive literature review in diverse research contexts. The independent variable, namely experience value, was measured by four factors, namely service encounter value, experience realms, utilitarian value and hedonic value. Indicators such as efficiency, service excellence, education, entertainment, escapism, esthetics, monetary savings, selection, convenience, exploration, place attachment and social status were identified to measure each factor and to investigate their influence on customer experience value, customer satisfaction and behavioural intentions. Based on the aforementioned factors and their indicators, four hypotheses were formulated for the independent or the predictor variable, one hypothesis was formulated for the mediating variable and one hypothesis for the dependent variable. The hypothesised framework and hypotheses served as the foundation for model development for shopping malls in Ghana.

Chapter 7 of the study assisted in providing a detailed description of the methodological procedures followed by the current study. A discussion on research philosophy,

namely ontology, epistemology, axiology and methodology philosophies, was presented. The research philosophy was expanded to include the various research paradigms which include positivism, postpositivism, interpretivism and pragmatism, as well as the methods of reasoning in research. Furthermore, the chapter discussed the research design as a blueprint of the entire research methodology which served as the framework of the study. A discussion of the research design included the population of the study, as well as the sampling process used, which consisted of the sampling method and sample size, along with probability and non-probability sampling.

Thereafter, the chapter presented the data collection methods available to researchers and explored the two types of data collection methods which include data from secondary sources and primary data collection and subsequently discussed the primary data collection procedures. This was proceeded by a discussion on the measuring instrument adopted for the collection of the primary data. The chapter further discussed the validity and reliability of the research instrument adopted for the study for integrity and credibility purposes. The discussion of the data analysis included data cleaning, editing and coding. Various statistical approaches such as descriptive statistics, inferential statistics and structural equation modelling (SEM) were all utilised to guide the analysis of the study. Finally, how the results were translated into meaningful understanding, as well as the ethical considerations and COVID-19 safety protocols considerations applicable to the study were all discussed in this chapter.

Chapter 8 presented the results of the empirical study. The discussions on the response rate obtained from the self-administered survey commenced this chapter. Also, Chapter 8 reported on the demographic profile of the respondents. The chapter covered the analysis of the respondents' gender, age group, nationality, highest educational level passed, occupation and the respondents' shopping frequencies. This was followed by the discussions on the descriptive statistics of the items intended to measure the respondents' experience value, satisfaction and behavioural intentions reported for the selected shopping malls in Ghana.

Thereafter, the reliability of each of the identified factors proposed for the current study were tested using the calculation of Cronbach alpha coefficients. All the scale items were found to be internally reliable. Consequently, all factors were deemed reasonably reliable in this study. Furthermore, the chapter continued with a discussion on descriptive statistics, focusing on the central tendency and dispersion of the data, using mean scores and standard deviation. Other components of the chapter included descriptive and inferential statistics calculations to assess the correlation between the identified variables utilising Pearson's product-moment correlations. The results showed that all the identified factors had a significant positive relationship with experience value, customer satisfaction and behavioural intentions. Regression analysis of the CFA' was completed, factor scores were calculated, and factor analysis conducted to identify the factors. The final section of this chapter reported on the several relationships between the independent, mediating and independent variables utilising SEM analysis of the SEM model. The Levene test, t-test, ANOVAs, and Games-Howell test were also considered, and the chapter ended with a conclusion.

9.3   RESPONDENTS' PROFILE AND SHOPPING MALL ACTIVITIES

This section presents the differences and the possible reasons for the differences identified within the profile of the respondents. However, the results of the study should be interpreted with some level of caution as some differences identified might have arisen because of some anomalies in the sampled population in the current study.

9.3.1 Gender

Based on the results concerning the respondents' activities of customer experience value, satisfaction and behavioural intentions, slightly more females were involved in the activities of the shopping malls at the time when the survey was conducted than males. The finding is consistent with that of Atulkar and Kesari (2017:30) who also found more females than males participating in the study on shopping malls' hedonic shopping values, satisfaction, repeat patronage intention and loyalty in India. The percentage difference, therefore, suggests that, in Ghana, slightly more females than males participated in the study.

Based on the conclusions, the following recommendations to shopping mall managers are listed below.

- Shopping mall managers should take note that it appears from the results that both males and females are almost equally attracted to the activities of the shopping malls.

- Although the results indicate that slightly more female than male respondents participated in the study, shopping mall managers are recommended not to segment their shopping mall activities based on gender as males and females participate in the activities of the malls almost equally.

- Also, shopping mall managers have to identify what creates experience value, results in satisfaction and influences behavioural intentions for the different genders and focus on those experience value activities to enhance customer satisfaction. For example, prior to the shoppers engaging in any of the shopping-related activities, such as entertainment, the managers of the mall can ask them to indicate why they decided to participate in such an activity and what they are expecting to learn from their experience. Knowledge of this information will assist manager to tailor make the activities to suit the specific gender group and facilitate experience value and shopper satisfaction.

9.3.2 Age

The largest proportion of the respondents were between the ages of 18-30 years. It appears that shopping malls in Ghana present experience value activities that are more popular among respondents (aged from 18-30 years). This could be attributed to the fact that the respondents in this age bracket (18-30 years) might be more adventurous exploration seekers which could be found in the shopping malls. The Games-Howell test (Table 8.50) indicates that a significant difference exists between the age categories 18-30 years and 41-50 years for the experience value factor. The differences observed in the experience value activities between the ages of 18-30 years and 41-50 years could be attributed to the fact that these individuals are not at the same stage in their lives and, therefore, desire different things when they visit the shopping mall. Furthermore, in Table 8.50, the findings indicate that there is a

significant difference between 18-30 years and 60+ years for behavioural intentions. Similarly, the unequal distribution of responses between respondents who are 30 years and younger and those older than 60 years could be attributed to the fact that the survey was administered at selected shopping malls, and the aged often struggle to drive for shopping so they engage their children to do their shopping on their behalf.

Based on the conclusions, the following recommendations to shopping mall managers are highlighted below.

- Shopping mall managers should keep focusing on the younger generation (18-30 years) as it seems that they represent a large proportion of their market.

- An improved effort has to be made in order to attract the ages of 31-40 years as they constitute 28% of respondents in the study.

- Shopping mall managers should take note that respondents aged between 18-30 years and 41-50 years are affected by experience value creation on their visit to the shopping mall (Table 8.50).

- The respondents between 18-30 years and 60+ years are significantly affected by behavioural intentions activities on their visit to the shopping malls (Table 8.50) and therefore it is recommended for the mall managers focus on these age groups as they are loyal to the mall, they provide free WOM communication and have revisit intentions for the future.

- Shopping mall managers are encouraged to make an effort to recognize the needs and desires of the different age groups who visit the malls. To fully utilise limited resources and design marketing strategies, it would be to the advantage of shopping mall managers to be conscious of the type of mall activities that appeal to each particular age group and determine how to arrange the experience value activities to suit the diverse age groups. For instance, the age group between 18-30 years, the youngest among the age groups for the study, are more interested in entertainment activities (movies, games) and hanging out at the mall. This category of customer would be interested in a wide range of products and service.

9.3.3 Nationality

Despite an attempt to obtain a representative sample, the majority of the respondents who took part in the research study were Ghanaians. Consequently, the generalisation of the results of this section might not be necessary or should be done with caution. For this study, all the shopping mall experience value activities attracted mainly Ghanaian nationals. As indicated in Chapter 8, the substantial difference in the number of foreign respondents in comparison with Ghanaian respondents can be attributed to the closure of most of the tourist destinations in the country because of the COVID-19 pandemic in 2020. Similarly, at the time of the data collection, most of the inland and sea borders to Ghana were closed which hindered neighbouring countries from entering Ghana with only a few foreign nationals entering the country by air.

Based on the conclusions, the following recommendations to shopping mall managers are put forward.

- It is recommended to mall managers to increase their effort to attract more foreign nationals to participate in the activities of the shopping malls. This is achievable through location-based advertising, targeting mainly foreign nationals which will help to create a positive impact, hence attracting new and loyal foreign nationals to the shopping malls.

- The shopping mall managers should attempt to attract more foreign nationals through advertising now that the borders of the country will be gradually opened since the introduction of the COVID-19 vaccines globally. This will enable mall managers to create and improve their experience value through the mall's activities such as specialised or customised products and services of international standard.

- Since most of the shopping mall activities are patronised by the domestic nationals, it is recommended that shopping mall managers increase their activities and make an effort to maintain their market share. This is possible while finding avenues to attract more foreign nationals to shopping malls by stocking

products such as well-known global brands and services that will appeal to foreign nationals.

9.3.4 Level of education

The respondents had a high level of education with the greater number having completed some type of tertiary qualification (diploma or a first degree). The results are consistent with the study of Çoban and Yetiş (2019:5) in the tourism industry where about 67.8% of the respondents who participated in the cultural tourism study had earned various forms of university degrees. As indicated in Chapter 8, this could be an indication that shopping malls in Ghana are mostly patronised by respondents who have either a diploma or first degree. Similarly, a sizable number of the respondents were students at the high school. One could thus conclude that the greater number of the shopping mall activities are also patronised shoppers who are of school-going age.

Based on the conclusions, the following recommendations to shopping mall managers are made.

- It is recommended that shopping mall managers include some educational benefits to participating in experience value activities at the shopping malls when promoting the shopping mall's experience activities.

- Shopping mall managers could broaden the minds of shoppers, through the discovery of new knowledge and sentiments as well as the acquisition of modern fashion, new skills and practices during their visit to the shopping malls.

- It is also recommended that mall managers be selective in some of their experience value activities such as entertainment (cinema), live draws, live bands, and student reunions and end of year bashes and specialise in them in order to appeal to the school-going age groups.

- The respondents with a high level of education (e.g. tertiary qualifications) would be interested in customised and well-branded products and services that will meet their lifestyle, social status and self-esteem; therefore, it is recommended that the shopping mall managers should be circumspect in this direction by stocking

products such as designer shirts, jeans and perfumes, and expensive jewellery to appeal to this class of shoppers.

9.3.5 Occupation

A large proportion of the respondents were employed in the private sector. This result of the study is consistent with the study of Hendriks (2017:163) who found that a greater proportion of employment in Ghana is in the private sector, specifically in the informal sector. As shown in Chapter 8 this seems to imply that respondents who are employed in the private sector are willing to shop and patronise the activities of shopping malls. However, about 30.2% of the respondents who frequently visit shopping malls are students. This implies that students are willing and able to patronise the shopping mall activities of the selected malls. However, the number of respondents available to act as respondents to the study may be inflated as most of the schools in Ghana were on suspension during the period of data collection and most of the schools were running online classes as a result of the COVID-19 pandemic. This gave students enough time to visit shopping malls to derive various experience value benefits. This further suggests to the mall managers that they focus on the activities which drive students to the shopping malls such as exploration and entertainment activities, for example cinema shows.

Based on the conclusions, the following recommendations to shopping mall managers are itemised below.

- Shopping mall managers should keep focusing on the shoppers who are employed in the private sector as it seems that they form their greater market. Mall managers can do this by maintaining their already existing range of products displayed at the mall and existing services that appeal mostly to employees of the private sector.

- Similarly, mall managers should also keep focusing on students (e.g. those aged between 18-30 years who are mostly students) by maintaining the existing mall activities as it seems that they are their second-biggest market. Despite greater proportions of the respondents who are employed in the private sector, improved efforts have to be made in order to attract the shoppers who are employed in the government sector, self-employed and the unemployed as a large cumulative

proportion of respondents from these employment sectors appear to be attracted to the selected shopping mall activities.

- Shopping mall managers are encouraged to make an effort to recognise the needs and desires of the different employment sectors who visit the shopping malls. To fully utilise limited resources and design marketing strategies, it would be to the advantage of mall managers to be conscious of the type of mall activities that appeal to each employment group and learn how to manage the experience value activities to suit the needs of diverse employment sectors. For example, malls should satisfy different needs for clothing ranges for the different employment sectors, such as formal business attire for those employed in the formal sector, and informal business wear for those in the self-employed and informal business sectors as well as those in the retirement age group.

9.3.6 Shopping frequency

As indicated in Figure 8.2, a large proportion of the respondents (41.2%) visited the selected shopping malls once in a while. A smaller proportion, 29% of the respondents who frequent shopping malls, indicated that they do so twice a month. Only 22.6% of the respondents visit the mall once a week. The respondents who visited the shopping malls for various shopping activities for the first time constituted 7.2% of the sample.

Based on the conclusions, the following recommendations to shopping mall managers are put forward.

- It is recommended that mall managers organise more entertainment activities (cinema, shows, live bands) and sales promotional activities (rewards cards, loyalty cards, reduction sales) and stock a wide variety of items such as groceries that will attract more shoppers to visit the malls more frequently instead of only visiting the mall once in a while or occasionally.
- Shopping mall managers should continue to focus on the shoppers who visit the malls at least once a week and are encouraged to maintain all their existing shopping activities to keep this group of shoppers as it seems that they are the most valuable segment of the market.

- The managers of malls should organise and offer a variety of experience value activities such as entertainment, sales discount, rebates, loyalty cards, giveaways, live bands, product varieties, security and a convenient shopping environment that will convert first-time visitors to the mall to become loyal customers who would also recommend the shopping mall to their acquaintances.

9.4 CONCLUSIONS, IMPLICATIONS AND RECOMMENDATIONS

In this section, the conclusions, implications and recommendations of the entire research study are discussed where necessary and presented based, on the theoretical and empirical findings to achieve the objectives (Section 1.5) and answer the research question (Section 1.3) of the study. In all, three sections and 10 subsections of conclusions, implications and suggested recommendations are offered. These relate to the factors which contribute to and influence *customer experience value,* satisfaction and behavioural intentions. In Section 9.4.1 customer experience value factors include service encounter, experience realms, utilitarian value and hedonic value.

9.4.1 Customer experience value

Chapter 3 provided a detailed discussion on the conceptualisation of value with specific emphasis on customer experience value which is a core independent variable in the current study. Also, the determinants of customer experience value were espoused alongside the conceptual model of experience value extracted, from the hypothetical framework developed for the current study. Four factors, namely service encounter, experience realms, utilitarian value and hedonic value, which contribute to and influence customer experience value were highlighted.

Important conclusions relevant to the literature review on customer experience value are listed below.

- Experience value focuses mainly on the value that customers retain from their experiences through functional and emotional activities (Lang & Hooker 2013:640; Wu et al 2018:33).

- The creation of superior customer experience value is crucial for the survival of the retail industry (Echchakoui 2016:54).

- Yang et al (2014:1734) attest that retail organisations can survive amid intense competition by providing customers with experience value. This is because experience value is crucial for the determination of customer satisfaction (El-Adly & Eid 2016:226), which also influences behavioural intentions (Rahman et al 2018:22).

- Experience value itself is not created in isolation; it is created by both the customer and the organisation (Schwepker 2019:913).

- Co-creation generates experience value for the customers because without the experience there is no value (Antón et al 2018:1409).

- Scholars have become conscious that delivering experience value for customers is key in sustaining businesses (Khon & Ong 2014:627; Sarpong 2016:27; Shafiee & Es-Haghi 2017:1115).

- It was concluded from the literature review that customer experience value is a multidimensional factor and for this reason, no consensus has been reached on the precise factors measuring customer experience value.

In this study, customer experience value is a multidimensional construct comprised of four factors, namely service encounter (efficiency, service excellence and playfulness), experience realms (education, entertainment, escapism and esthetics), utilitarian value (monetary savings, selection and convenience) and hedonic value (exploration, place attachment and social status). From the empirical results, these factors were shown to contribute to and influence customer experience value. The conclusions and the recommendations of the research study of the above four named factors are discussed where appropriate and presented based, on the empirical findings in the following subsections.

9.4.1.1   Service encounter

Service encounter was the first factor identified to contribute to and influence customer experience value. This factor refers to the "moment of truth" where a customer expresses his/her perception based on the service received (Zhou et al 2019:1). A service encounter involves both personal interactions and physical environment interactions. Service encounters take place through the front-line staff during their interactions with customers. Based on the results of the combined respondents' rating of service encounter items (Table 8.6), the majority (84%) of the respondents indicated their experience value to be *fun (Item SE8.PL)* because of the physical interaction (playfulness) environment of the mall. A large number (81%) of the respondents who visited the malls found their service encounter with the mall to be *excellent in the products and services that are offered at the mall (Item SE6.SE).* Almost three quarters (72.6%) of the respondents felt their *interaction with the shops' staff was unique (Item SE2.EF).* Although a large proportion of the respondents showed some level of agreement with all the statements related to service encounters (Table 8.6), the efficiency of the staff showed the lowest mean score while still being significant. This suggests that some of the staff did not interact well enough with the shoppers during their visit to the mall. A significant difference was found in the independent's sample test (Table 8.43 and 8.45) that gender and nationality played a role in how the services encounter was experienced. The results of the study further showed that service encounter has a significant relationship with customer experience value within the selected shopping malls in Ghana (Table 8.27). This implies that in the context of shopping malls in Ghana for shopping mall managers to deliver experience value to their customers, they need to focus on the service encounters factor. This includes the efficiency of the staff at the mall, service excellence practices by frontline staff and making the physical environment of the shopping mall playful. This study, therefore, confirms prior research that has identified the service encounter factor as an important contributor to and influencer of customer experience value (Barnes et al 2020:371; Gupta et al 2012:12; Keng et al 2007:350). Hypothesis H_1 relating to service encounter and customer experience value is thus supported.

H₁	There is a significant relationship between service encounter and customer experience value.	Supported

Based on the conclusions, the following recommendations to shopping mall managers are listed below.

- The staff or sales force within the shopping mall could be trained on how to maintain good relationships with customers.

- The following important points should be considered by shopping mall managers relating to the indicators of service encounters: training of staff in order to ensure that staff is polite, provision of efficient services through personal interactions, consistently providing friendly services, ensuring fun experiences for shoppers through efficient staff interactions, friendly reception of shoppers on their arrival at the mall, deliberately planning playful activities such as games and live bands.

- It is suggested to mall managers that enough resources should be geared towards the provision and delivery of playful/fun activities as these activities attract shoppers to the mall.

- Based on the results of the t-test (Table 8.43 and 8.45), it is recommended that shopping mall managers display and stock a variety of brands to suit both genders and various nationalities.

9.4.1.2   Experience realms

The second factor that determines and contributes to customer experience value is the experience realms consisting of education, entertainment, escapism and esthetics. The literature review revealed that Pine and Gilmore's (1999:30) four experience realms of experiences vary based on the level of the customer's active or passive participation and absorption or immersion in the experience (Sachdeva & Goel 2016:18). The entertainment and esthetics indicators of experience represent the customer's passive participation in the experience value being created by the organisation through products or services, while the education and escapist experience represent active participation by the customer (Sachdeva & Goel 2016:18;

SRDC 2009:4). The empirical results reflecting the combined respondents' rating of experience realms items (Table 8.8) indicate that a large proportion (85.2%) of the respondents found their experience value through the *attractiveness of the mall setting (Item ER9.ET).* This item was based on the esthetics aspects of the experience realms. From the central tendency and dispersion data (Table 8.18), it emerged that the highest mean score (M=4.21) of all the items which measured the intended factors was for experience realm *item ER9.ET* where respondents indicated their level of agreement to some extent that *the shopping mall settings (e.g. mall layout, beauty, decoration, fixtures and lighting) are very attractive to them.* This suggests that the attractiveness of the shopping mall settings such as the mall layout, beauty, decoration and fixtures is an important contributing factor to experience value in the context of shopping malls in Ghana. Most of the respondents (84.8%) agreed to some extent that they *feel excited (Item ER4.EN*) when for example, listening to music, taking selfie pictures and hanging out at the shopping mall. It is important to note that a lower percentage of respondents (68.4%) indicated that, while shopping at the shopping mall, they are able to *temporarily forget about all their problems (Item* ER7.EX)*. The results of the study exhibited a significant relationship between experience realms and customer experience value within the selected shopping malls in Ghana (Table 8.27). This suggests that in the context of shopping malls in Ghana shoppers derive experience value from the shopping malls through experience realms activities. Therefore, for shopping mall managers to deliver experience value to their customers they need to add the experience realms activities of education, entertainment, escapism and esthetics activities in order to create experience value. These findings, therefore, corroborate the prior research of Sadachar and Fiore (2018:451), Sadachar and Fiore (2015:1) and Ji and Lee (2017:26) who identified the experience realms factor as an important contributor that has a significant relationship with customer experience value. Thus, hypothesis H_2 relating to experience realms and customer experience value is thus supported.

H_2	There is a significant relationship between experience realms and customer experience value.	Supported

Based on the conclusions, the following recommendations to shopping mall managers are drawn below.

- Shopping mall managers should pay attention to the education aspect of the experience realms factors in managing their shoppers' experience value. These include creating knowledge acquired by shoppers through shopping activities, the introduction of new products and providing specific information about these products, incorporate new fashion products into the product line/items in the shops (e.g. clothing items showcasing cultural diversity). The demonstrations of these products might enhance new ideas for shoppers.

  - Based on the empirical results in Table 8.8, shoppers are attracted to shopping malls because of entertainment activities. It is thus recommended that shopping mall managers should place more emphasis on the entertainment activities which are attached to shopping malls to stimulate the shopper's excitement and enjoyment when shopping. These activities should include a diversity of music played within the shopping mall, cinema/movies, games, a kids' play area and a live band (e.g. on special occasions such as Independence Day celebrations at a strategic position of the mall).

  - Shopping mall managers should focus on the escapism aspects of the experience realms to create customer experience value as a deliberate attempt to attract shoppers to divert their attention from normal daily routine activities when they visit shopping malls. This can be done by, for example, engaging celebrities to present promotional items/free samples during the week, encouraging store traffic (e.g. Black Fridays and live bands involving prominent musicians) and providing free wi-fi within the shopping mall. The mall managers should pay attention to and utilise more resources on *Item ER7.EX* which was worded *while shopping at this shopping mall, I am able to temporarily forget about all my problems,* the measuring item of escapism that scored the lowest percentage of 68.4%. For example, mall managers could create more activities such as a special in-store event to add a sense of emotional and sensory pleasure to the shoppers.

- The esthetics aspects of the experience realms should also receive attention from the shopping mall managers. An esthetic appeal could be increased, for example, the use of symbols, architectural designs, artworks, pleasant scent and craftsmanship in and around the shopping mall environment, which appeals to the shoppers to influence them to stay longer and shop more. Based on Table 8.8, displaying the results of the combined respondents' rating of experience realms items, it was indicated that 85.2% of the respondents agreed to some extent that the shopping mall settings (e.g. mall layout, beauty, decoration, fixtures and lighting) are very attractive to them on their visit to the shopping malls. Therefore, it is recommended that shopping mall managers should concentrate more on these esthetics activities such as the shopping mall settings which include the mall layout, physical appeal of the mall, seasonal decorations, appealing fixtures and appropriate lighting, which attract shoppers to the mall.

9.4.1.3   Utilitarian value

The utilitarian value represents the third factor that determines and contributes to experience value. Three measuring indicators of utilitarian value were identified from the literature, namely monetary saving, selection and convenience. Utilitarian value refers to and comprises those tangible, physical elements of the shopping mall that influence the shopping experiences of customers (Albayrak et al 2016:104). Utilitarian value reflects the functional and task-related shopping experience of the shopper's visits to the mall (Picot-Coupey et al 2021:579). The utilitarian value influences consumers' attitude to mall shopping; thus, providing an understanding of customers' intentions to shop at the mall (Kesari & Atulkar 2016:29). As shown in Table 8.10, the results of the combined respondents' rating of utilitarian value items indicate that a large proportion of the respondents (85%) agreed to some extent (*Item UV8.CV*) that *the parking space at the shopping mall is sufficient and practical (e.g. well-demarcated parking)*. This item represents convenience. Another item with which a large number of respondents (84.6%) agreed to some extent was (*Item UV5.SN*) that *they can make the best choice because the shopping mall offers a variety of brands, products and services*. Thus, through selection, shoppers can make the best choice because the

shopping mall offers them a variety of brands, products and services. Although a large proportion of the respondents showed some level of agreement with all the statements related to utilitarian value, only 67.4% of the respondents agreed to some extent that they *visited the mall based on the monetary saving relating to the customer getting competitive prices (Item UV1.MS)*. This suggests that most of the respondents visit the selected shopping mall based on emotional reasons such as convenience and entertainment rather than for monetary savings benefits such as promotions and discounts.

Based on the sample t-test results (Table 8.43 and 8.45), a significant difference was found for the utilitarian value and the profile characteristics of gender and nationality. This suggests that the gender of the respondents (Table 8.43) has an effect on the determination of the shoppers' utilitarian value on their visit to the shopping malls. Similarly, Table 8.45 showed a significant difference for utilitarian value factors based on the nationality of the respondents. The results suggest that the nationality of the respondents has an effect on determining the utilitarian value of the shoppers on their visit to the malls. The ANOVA test (Table 8.48) also showed a significant difference between the ages of the respondents in terms of the utilitarian value. The results suggest that the shoppers' desire for utilitarian value is influenced by their age groups. Based on the results of the study, there is a significant relationship identified between utilitarian value and customer experience value in the context of shopping malls in Ghana (Table 8.27). This implies that for shopping mall managers to create experience value for their customers on their visit to the selected shopping malls, they should include utilitarian value activities such as monetary saving, selection and convenience. The findings of this study are in support of previous studies such as Eun-Ju and Overby (2004:56) and Van Oppen et al (2005:18) who also found a significant relationship between utilitarian value and customer experience value. Thus, hypothesis H_3 relating to utilitarian value and customer experience value is supported.

| H₃ | There is a significant relationship between utilitarian value and customer experience value. | Supported |

Based on the conclusions, the following recommendations for shopping mall managers are listed below.

- To create experience value for shoppers at the shopping malls, shopping mall managers should engage in the following monetary saving activities to enhance utilitarian value: tangible rewards such as discount coupons, cash-back, cash rebates and discounted sales. Based on the results from Table 8.10, of which *Item UV1.MS* (*I visit this shopping mall to get competitive prices*) of monetary saving recorded the lowest level of agreement (67.4%). It is, therefore, recommended that shopping mall managers should encourage store owners to increase the monetary savings activities offered by the various tenants of the mall by offering, for example, promotions, discount prices and rewards to appeal to and attract shoppers to the mall. This will help the shopping mall managers to reduce the perception that products on sale in the shopping malls in Ghana are more expensive than the informal retail market (Deloitte 2016:1).

- Shopping mall managers should focus on a selection of activities that increase utilitarian value such as freedom of choice of shoppers to choose from a wide variety of products such as apparel, stationery, groceries, household products and services such as banking, ATM, cinema, food court, amusement area for kids and sitting areas within the shopping mall.

- Based on Table 8.10, specifically *Item UV8.CV* which had the greatest level of agreement from the respondents, it is recommended that shopping mall managers concentrate more on specific convenience activities such as making the parking space at the shopping mall accessible with well-demarcated parking places. The recommended action should include the ability of mall managers to make a variety of products and services available to the shoppers which should include easy access to the mall's physical environment without time and energy waste.

- Shopping mall managers could create convenience for shoppers through extended trading hours, providing more physical mall facilities such as elevators for the aged, enough seating spaces, enough washrooms, ensuring the cleanliness of the floors and sufficient security systems such as alarm detectors to detect certain unforeseen criminal activities. It is also recommended that managers of malls could ensure a reasonable variety of stores to make shoppers' purchases at the mall more convenient and encourage them to stay longer.

- Moreover, based on the ANOVA results, it is recommended that shopping mall managers segment the type of products and services that they offer to each age group in order to create experience value for the shopper, create satisfaction and influence behavioural intentions.

9.4.1.4   Hedonic value

The hedonic value was the fourth and final factor measuring customer experience value, consisting of exploration, place attachment and social status. This factor refers to the benefit derived by the customer through the engagement of emotional activities such as indulgent activities and pleasure which create gratifying experiences for the customer (Yang & Mattila 2016:1854). Hedonic value reflects the emotional and affective related shopping experience of the shopper's visits to the mall (Picot-Coupey et al 2021:579). The hedonic value associated with shopping includes the joy of shopping, the feelings related to buying, getting away from daily activities, drowning in exciting products, and passing time enjoyably (Mohammad-Shafiee & Es-Haghi (2017:7). Hedonic value relates to the multisensory behaviour of the customers which includes fantasy and emotion of the customer experience towards products and services (Deb 2012:31).

Based on Table 8.12 which reflects the results of the combined respondents' rating of hedonic value items, the greatest proportion (86.2%) of the respondents indicated their experience value to be exploratory (*Item HV1.EX*) because the shopping mall helps them to *discover what is new, for example new products, fashion and technology*. A large number of the respondents (81.8%) felt that their visit to the shopping mall

creates curiosity and excitement due to most of the stores' products and services offered at the shopping mall (*Item HV2.EX*). A large proportion (81.2%) of the respondents felt they are *secure* with their attachment to the shopping mall *(Item HV6.PA*). A sizable number of the respondents (73.4%) indicated that they shop *at this shopping mall to enhance their social status and self-esteem (Item HV7.SS*). Although a large proportion of the respondents showed some level of agreement with all the statements related to hedonic value (Table 8.12), a smaller proportion less of the respondents (68.8%) agreed with the fact that *they miss* the shopping mall when they are not there (*Item HV5.PA*). This could imply that a smaller number of shoppers visit the shopping mall for specific shopping mall activities such as to make a purchase or use the ATMs at the mall; instead they prefer to stay at home until there is the need for them to go back to the mall for other specific needs. Two items (*HV7.SS and HV8.SS*) respectively stating that *"I shop at this shopping mall to enhance my social status and self-esteem"* and *"I shop from the shopping mall to maintain my personal lifestyle"* reflected the lowest mean score of M=3.9. This suggests that respondents felt that they did not experience much of the activities/products/services in the shopping mall that matches or exceeds their needs based on social status, self-esteem, and personal lifestyle. The relationship resulting from the study showed that there is a significant relationship between hedonic value and customer experience value within the selected shopping malls in Ghana (Table 8.27). This implies that the shopping mall managers in the context of shopping malls in Ghana can deliver experience value to their customers by engaging in hedonic value activities such as exploration, place attachment and social status activities. This study, therefore, confirms prior research that has also identified the hedonic value factor as an important contributor and has a significant relationship with customer experience value (Van Oppen et al 2005:18; Varshneya & Das 2017:53). Therefore, hypothesis H_4 relating to hedonic value and customer experience value is supported.

	There is a significant relationship between hedonic value and customer experience value.	
H$_4$		Supported

Based on the conclusions, the following recommendations are made for shopping mall managers.

- Shopping mall managers should focus on explorational aspects of hedonic value to create customer experience value by deliberately creating a strategy to enable the shoppers to find out exactly what they are looking for in the shopping malls. The mall managers can do this by aiding the shoppers to discover different routes and paths within the mall tenant mix to understand what is trending, prevailing on the market and eventually decide what they are interested in.

- Based on the empirical results presented in Table 8.12 exploration, *Item HV1.EX (This shopping mall is a good place to discover what is new (e.g., new products, fashion, technology)* emerged as the indicator that respondents agreed most strongly with concerning customer experience value as far as hedonic value is concerned. It is therefore recommended that newer product ranges, modern-day fashion and new inventions in terms of technology should be introduced, which will create curiosity for the shoppers to explore in order to discover what is new to create experience value.

- Similarly, shopping mall managers are recommended to improve the physical security by increasing the number of security guards since customers become attached to shopping malls when they feel secure there (Lewicka 2010:43). This, in turn, creates experience value through place attachment.

- To improve on *Items HV7.SS and HV8.SS,* which relate to social status, self-esteem and personal lifestyle and where respondents indicated a relatively low level of agreement, the following recommendations are offered. Shopping mall managers should stock more customised products and offer more services that will appeal to the group of respondents who are eager to improve and maintain

their personal lifestyle to enhance their self-esteem. Furthermore, the ability of shoppers to be able to purchase from branded stores will boost their social status. Therefore, it is recommended that mall managers stock both local and international brands that will make the shoppers proud when they obtain them. For example, famous commercial brands such as made in Ghana clothing, Adidas, Nike, Puma and Gucci should be sourced from both local and international suppliers.

9.4.2 Customer satisfaction

Chapter 4 provided a detailed discussion on and explanation of the concept of customer satisfaction. Customer satisfaction is important to the survival and profit-making of every organisation. The key driver and differentiator of an organisation's competitive edge is customer satisfaction which has progressively become an important component of organisational strategy (Felix 2017:5; Sao et al 2017:581). Conceptually, satisfaction is the eventual outcome of purchase and usage resulting from the customer's comparison between the cost and rewards of the purchases. Sulphey and George (2017:68) view customer satisfaction as an "abstract concept" because the true indicators of the state of satisfaction differ from one customer to another, and from one product or service to another. In the context of the current study, customer satisfaction is defined as shoppers' fulfilment of desires based on pre-and-post purchase experiences in the shopping mall. Based on the literature and considering the aim of this study, the three-factor theory (basic, performance and excitement factors) was found to serve as a premise for measuring the satisfaction level of customers for the current study. The three-factor theory is confirmed to be independent of the procedures utilised and is robust and suitable to be practically applied in all study contexts, products, services and any organisation (Füller & Matzler 2008:118).

Based on the empirical results presented in Table 8.14 of the combined respondents' rating of customer satisfaction items, it was found that among the three measuring indicators of customer satisfaction, *Item CS5.PF* stating that *I felt satisfied with the overall shopping mall facilities for both children and adults* attracted the highest level

of agreement from respondents (88.0%). This item relates to the performance factor. This suggests that most of the shoppers are satisfied with the overall shopping mall facilities because the mall offers facilities that suit both children and adults. A large number (85.6%) of the respondents who visited the shopping mall were satisfied because it *excites them, it was fun, and it entertains them* (*Item CS6.EF*). This item represents one of the excitement items. This suggests that exciting activities such as live bands, live promotional draws, and music are some of the things which draw shoppers to the malls. A large proportion (83.4%) of the respondents were satisfied because of *safety, security, information available* (*Item CS2.BF*), while another 83.4% of respondents indicated they were satisfied with the overall cleanliness in the shopping mall such as the *washrooms, floors and the general environment of the shopping mall* (*Item CS3.BF*). A sizable number (80.0%) of the respondents who visited the malls found their satisfaction with the mall through the *hours of operation of the shopping mall* (*Item CS4.PF)* as a performance factor. Although a large proportion of the respondents showed some level of agreement with all the statements related to customer satisfaction (Table 8.14), one of the basic factors, *Item CS1.BF (I am satisfied with the general prices of products and services offered at the shopping mall*) showed the lowest mean score (M=3.9). This suggests that the general prices of goods and services at the shopping are a concern to shoppers. This might impede their willingness to shop in the shopping mall. From the results of the study, experience value has a significant relationship with customer satisfaction. The results support the findings of the following researchers, namely Choi (2015:122), Datta and Vasantha (2013:336), Griksaite (2016:73), Gunawan et al (2015:125), Hong et al (2020:66), Li and Cai (2014:101), Lin (2019:3155), Shah et al (2019:56), Van Embden (2020:36) and Wu and Liang (2009:591) who also found customer experience value to have a significant relationship with customer satisfaction, albeit in different contexts. Therefore, hypothesis H_5 relating to customer experience value and customer satisfaction is supported.

	There is a significant relationship between customer experience value and customer satisfaction.	
H₅		Supported

Based on the conclusions, the following recommendations to shopping mall managers are suggested.

- Basic factors are the "must be factors" or dissatisfiers if absent and constitute a minimum requirement that is deemed satisfactory to a customer based on the usage or acquisition of a given product or a service. They are fundamental, prerequisite and non-negotiable benefits of a product or service and their presence will not contribute to customer satisfaction; however, the absence of these factors will result in dissatisfied customers. It is therefore recommended to shopping mall managers to focus on the following must be factors: safety, security, information availability, cleanliness of washrooms and floors, and general prices of products and services to maintain the satisfaction level of their customers on their visit to the mall.

- Shopping mall managers should also be mindful of the basic factors which include the overall services provided such as increasing safety protocols and the number of cleaners of the environment of the shopping mall. These initiatives might minimise the number of shoppers who might feel dissatisfied with the current safety protocols and cleanliness of the environment. The general prices of products and services (*Item CS1.BF*) should also be considered. It is recommended that the various tenants within the shopping mall offer competitive pricing that are attractive to shoppers. For example, a bundle pricing strategy (e.g. buy one, get one free) should on regular occasions be introduced in the shopping malls.

- Shopping mall managers should note that when performance factors increase, customers will be satisfied and when performance decreases, customers will be dissatisfied. Therefore, it is recommended that shopping malls increase performance factors in the context of shopping malls in Ghana. The following

performance factors such as mall facilities for both children and adults (*Item CS5.PF* = 88% level of agreement) and the hours of operation (*Item CS4.PF* =80.0% level of agreement) of the shopping mall which are acceptable for shoppers should be maintained and improved upon in order to increase satisfaction for the shoppers.

- Managers of shopping malls should note that excitement factors are attractive factors or satisfiers; they have the potential to generate higher satisfaction for the customer because they are unexpected, amazing and surprising value for the customers. In this regard, it is recommended to the shopping mall managers that they maintain and improve the excitement factors such as creating enthusiasm, fun, the mall's atmosphere (e.g. temperature, noise level, scent), and promotional offers (e.g. discounts, low prices, sales) to increase the satisfaction level of the shoppers any time that they visit the respective shopping malls.

- It is also recommended that shopping mall managers focus on the excitement factor (*Item CS8.EF*) which had the second-lowest level of agreement by improving the promotional offers such as increasing discount rates, lowering prices and offering more sales promotional activities (gift card, reward card) which will excite shoppers when they visit the shopping mall. Shopping mall managers should also pay attention to the excitement factors item (*Item CS6.EF*) as 85.6% of the shoppers indicated that overall, they agreed to some extent that the shopping mall excites them, is fun and entertains them.

9.4.3 Behavioural intentions

Behavioural intentions is a conscious action of a customer to either perform or not to perform a future behaviour (Ahn et al 2019: 2211). Behavioural intentions and customers' satisfaction are closely related because the outcome of customers' satisfaction may reinforce the decision of customers to use a product or service (Kim et al 2019:212; Kusumawardani & Aruan 2019; Namkung & Jang 2007:390; Oliver 1980:461). Behavioural intentions are indicators that signal whether a customer will continue with a service provider or switch to a competitor (Qadir 2018:714; Wu et al 2018:203; Zeithaml et al 1996:36). An understanding of customer behavioural

intentions in any organisation is significant because the relationship between the customer and service provider will still exist in the future and will influence the profitability of the organisation (Foroughi et al 2019:5).

Based on the results of the combined respondents' rating of behavioural intentions items (Table 8.16), a large proportion (87.6%) of the respondents indicated their *intention to revisit the mall again (Item BI7.RI),* while 85.8% of the respondents indicated that *they will recommend the mall to friends who seek their advice (Item BI6.WM).* Although a large proportion of the respondents showed some level of agreement with all the statements related to behavioural intentions (Table 8.16), all the items measuring the loyalty of the customers showed the lowest level of agreement (ranges from 69.8% to 77.8%) and lowest mean score (ranges from M=3.83 to M=3.98). This suggests that there is a need to offer more incentives to retain existing shoppers of the respective shopping malls. As displayed in the Games-Howell test (Table 8.50), a significant difference was found between the age groups 18-30 years and 60+ years in terms of behavioural intentions. This suggests that respondents between 18-30 years and 60+ years differ significantly based on their behavioural intentions toward the shopping mall's activities. It might also seem to suggest that those respondents between 18-30 years of age are willing to revisit the shopping mall while respondents who are 60+years of age would not intend to revisit the shopping mall. The results indicate that a significant relationship exists between customer satisfaction and behavioural intentions in the context of shopping malls in Ghana. This is consistent with the findings of Canny (2014:27), Cuong and Long (2020:395), Lee and Ku (2001:401), Namkung and Jang (2007:400), Ryu et al (2010), Sitinjak et al (2019:38), Wahyuningsih (2005:314), Wang and Lo (2002:56) and Williams and Soutar (2009:426). Therefore, hypothesis H_6 relating to customer satisfaction and behavioural intention is supported.

H$_6$	There is a significant relationship between customer satisfaction and behavioural intentions.	Supported

Based on the conclusions, the following recommendations to shopping mall managers are proposed.

- Shopping mall managers should encourage customers' loyalty with such a device as a loyalty card system which may result in a higher possibility of retention rate of loyal customers who patronise more of the organisation's products and/or services. The system should allow shoppers to retain some points whenever they shop in the shopping mall. The points accumulated to a certain level should allow the shopper to redeem the points and shop for free. This will consequently increase customer loyalty and enhance the profitability of the business.

- Managers of shopping malls should take advantage of the free advertisement from their customers as customers usually rely on WOM communication to make a purchase decision since WOM is formed and circulated through a more trustworthy and dependable source of information concerning products and services than an organisation's formal advertisements. This could be done by ensuring that customers are satisfied with their visit to the mall. Perhaps a system can be introduced where complaints can be made and addressed to ensure that customers are satisfied with the service delivered at the mall.

- Specifically, managers of shopping malls should note that revisit of customers is an important aspect for the survival of shopping malls. Therefore, shoppers should be exposed to a variety of the elements which constitute experience value such as discounted promotional activities, rewards cards and availability of a variety of products that will satisfy the shoppers and influence their revisit intention.

9.4.4 Customer experience value and behavioural intentions

As shown in Section 8.10 (Figure 8.12) of the SEM analysis, the results confirmed that there is a significant relationship between the overall customer experience value (service encounter, experience realms, utilitarian value and hedonic value) as an independent variable and behavioural intentions (loyalty, WOM and revisit intention) as an independent variable. This suggests that in the context of shopping malls in Ghana, all the four factors of experience value must be staged in order for the shopping mall managers to influence the shoppers' behaviour intentions positively. This, therefore, implies that if the mall manager does not effectively stage any of the four factors that create experience value for shoppers on their visit to the mall, negative or unfavourable behavioural intentions will result. The results of the study support the findings of the following researchers, namely Hashim et al (2018:13), Lin and Chiang (2010:291), Park (2012:71), Tsou et al (2019:1), Windira et al (2018:10) and Yusof et al (2013:117). Based on the empirical findings on customer experience value and behavioural intentions (Section 8.10.1.3), hypothesis H_7 relating to customer experience value and behavioural intentions is supported.

H_7	There is a significant relationship between customer experience value and behavioural intentions.	Supported

Based on the conclusions, the following recommendations to shopping mall managers are of relevance.

- It is recommended that shopping mall managers continually strive to create experience value for their shoppers as a major contributor to influencing behavioural intentions of shoppers at the mall.
- Managers should ensure that shoppers experience value by staging experiences that are emotionally engaging and which can evoke the emotions

of shoppers through arousal and excitement in order to influence their behavioural intentions positively. For example, managers can specifically emphasise service encounter playfulness by staging more fun activities, by providing more entertainment activities and improving esthetics with regards to beauty, lighting and appealing decorations to stimulate the experience value of the shoppers in order to contribute to their positive behavioural intentions.

- Further suggestions include providing shoppers with enough parking spaces and suitable operating hours to create convenience for them and also introducing more new items for shoppers to discover what is new on the market in order to influence them when they explore the mall while shopping.

9.4.5 Customer experience value and behavioural intentions when satisfaction is included

As reported in Section 8.10.1.4 and shown in Table 8.39 of the SEM analysis, the results indicated that there is a significant relationship between experience value (independent variable) and customer satisfaction (mediating variable). The results further revealed that experience value has a significant relationship with behavioural intentions. However, the results indicate that the relationship between the mediating variable (customer satisfaction) and the dependent variable (behavioural intentions) is insignificant. This implies that when using the secondary factor (experience value), as the independent factor, customer satisfaction was not found to mediate the relationship between experience value and behavioural intentions. This implies that in the context of shopping malls in Ghana, the overall experience value influences the overall behavioural intentions with or without customer satisfaction. Therefore, based on the empirical results, hypothesis H_8 relating to the relationship between customer experience value and behavioural intentions is insignificant when satisfaction is included in the model and is significantly related with experience value and behavioural intentions is thus supported.

	The relationship between customer experience value and behavioural intentions is insignificant when satisfaction is included in the model and is significantly related with experience value and behavioural intentions	
H_8		Supported

Based on the conclusions, the following recommendations to shopping mall managers are of importance.

- It is recommended that shopping mall managers continually strive to create experience value for their shoppers as a major contributor to influence customer satisfaction. Then subsequently, customer satisfaction will then influence and contribute to the behavioural intentions of shoppers on their visit to the shopping malls.

- Managers of shopping malls can ensure that shoppers experience value by staging all the factors of experience value such as service encounter interactions, experience realm's entertainment, utilitarian value's selections and hedonic value's exploration to influence customer satisfaction which will eventually influence the behavioural intentions of the shoppers positively.

9.5 SUMMARY OF RELATIONSHIPS RESULTING FROM THE STUDY

Based on the correlation coefficients (Section 8.9) and SEM results (Section 8.10), the proposed hypotheses (as presented in Section 1.8) formulated for the study and illustrated in Figures 9.1 below are confirmed. Therefore, the relationships resulting from the empirical study can be summarised and listed as follows.

- There is a significant relationship between service encounter and customer experience value.
- There is a significant relationship between experience realms and customer experience value.
- There is a significant relationship between utilitarian value and customer experience value.

- There is a significant relationship between hedonic value and customer experience value.

- There is a significant relationship between customer experience value and satisfaction.

- There is a significant relationship between customer satisfaction and behavioural intentions.

- There is a significant relationship between customer experience value and behavioural intentions.

- The relationship between experience value and behavioural intentions is insignificant when satisfaction is included in the model and is significantly related with experience value and behavioural intentions.

FIGURE 9.1

EMPIRICAL MODEL - EXPERIENCE VALUE, SATISFACTION AND BEHAVIOURAL
INTENTIONS FOR SHOPPING MALLS IN GHANA
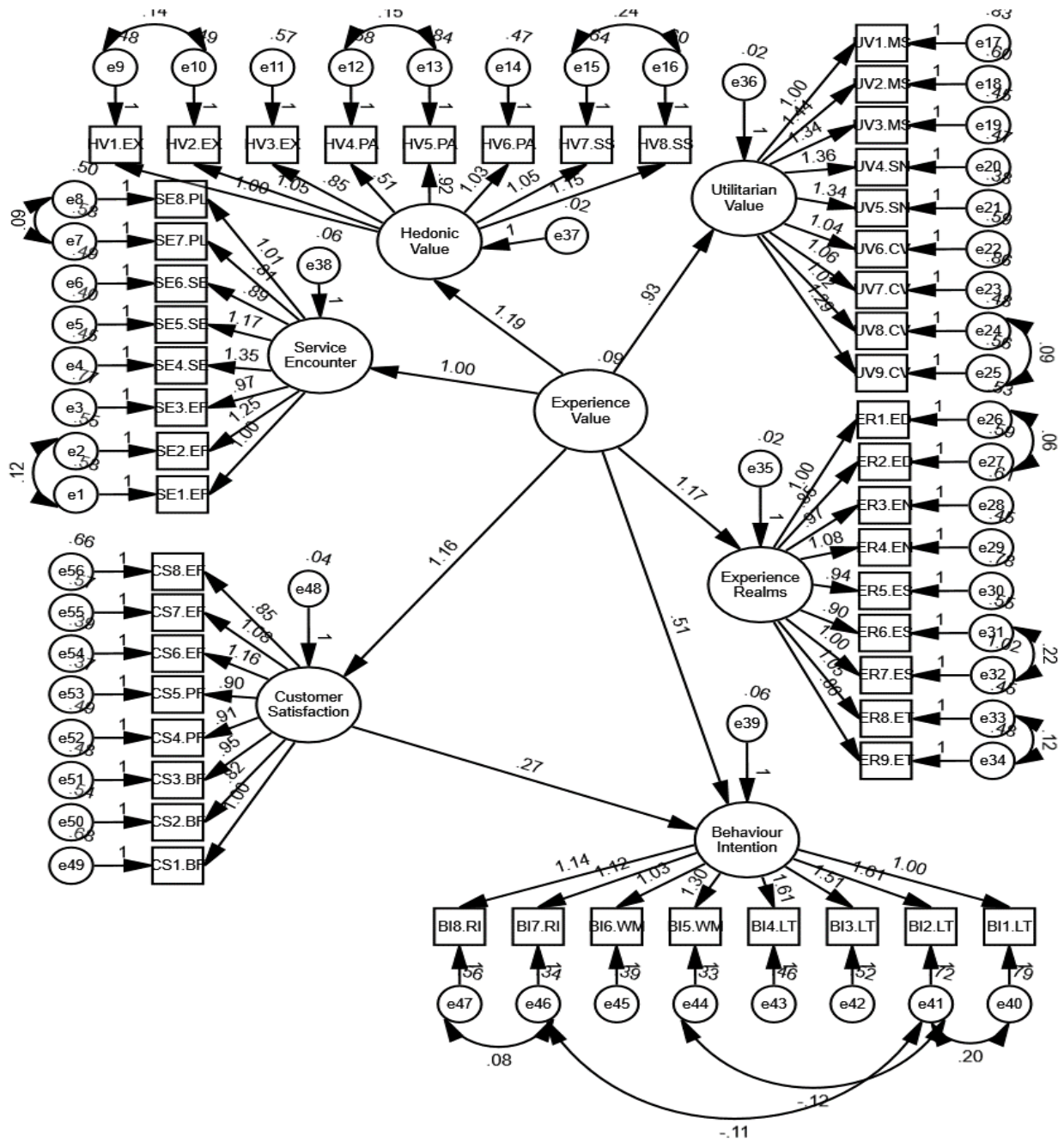
Source: Compiled from statistical results

From the preceding bullet points, it appears that Figure 9.1 presents a model with four factors, termed the service encounter, experience realms, utilitarian value and hedonic value which all have an influence on experience value. The customer experience value (independent variable), customer satisfaction and the behavioural intentions factors are correlated.

From this model, it can be concluded that the customer experience value (consisting of service encounter, experience realms, utilitarian value and hedonic value) have a significant relationship with customer satisfaction (basic, performance and excitement factors) and behavioural intentions (loyalty, WOM and revisit intention). However, in order to affect the behavioural intentions, either experience value or customer satisfaction should be present. This implies that without experience value or customer satisfaction there will be no behavioural intentions of the customers. The following recommendations can be proposed. Shopping mall managers are advised to attempt to stage customer experience value which includes all four factors, contributing to customer satisfaction and behavioural intentions. This is important to shopping mall managers because the relationship between customer experience value and behavioural intentions is insignificant when customer satisfaction is included in the model and is significantly related to experience value and behavioural intentions. There is also a significant relationship between customer satisfaction and behavioural intentions. This suggests that when customers are satisfied, based on their visit to the shopping mall, they will exhibit a positive behavioural intention and portray all the outcomes of behavioural intention towards the mall such as loyalty, word of mouth and revisit intention. Finally, when shopping mall managers want to develop and maintain a competitive advantage and make a profit in their business, they should note that there is a significant relationship between customer experience value, customer satisfaction and behavioural intention.

Structural equation modelling (SEM) was performed to test the proposed hypothetical framework (Section 8.10). The acceptable model fit confirmed the relationship proposed by the model (Section 8.10.1.4). The study, therefore, confirmed that:

- the factors which contribute to and influence experience value in the shopping mall context are service encounters, experience realms, utilitarian value and hedonic value;

- overall experience value significantly influences customer satisfaction;

- overall customer satisfaction significantly influences behavioural intention;

- overall customer experience value significantly influences behavioural intention; and

- the secondary factor (experience value), as the independent factor, customer satisfaction was not found to mediate the relationship between experience value and behavioural intentions.

9.6   SUMMARY OF THE ATTAINMENT OF THE RESEARCH OBJECTIVES

Table 9.1 highlights the summary of how the stipulated research objectives of the study were attained. The table is divided into three columns. The first column shows the research objective number. The second column shows the actual objective stipulated for the study. The last column shows the exact chapter where the stipulated research objective was addressed.

TABLE 9.1

SUMMARY OF THE RESEARCH OBJECTIVES ATTAINED

Objective No.	Research objective	Addressed in Chapter
RO1	Study the literature on customer experience value to provide an understanding and application thereof within shopping malls.	1 and 3

TABLE 9.1 (CONTINUED)

SUMMARY OF THE RESEARCH OBJECTIVES ATTAINED

Objective No.	Research objective	Addressed in Chapter
RO2	Explore the factors that influence customer experience value from different contexts and in different countries (e.g. tourism, hospitality and shopping malls) in order to identify the factors relevant to shopping malls in Ghana.	1, 2, 3 & 6
RO3	Study the literature on customer satisfaction and behavioural intentions to provide an understanding and the application thereof in shopping malls.	1, 4, 5 & 6
RO4	Develop a hypothesised model of factors influencing the customer experience of value, the influence of customer experience value on satisfaction and behavioural intentions, including the mediating role that customer satisfaction plays in the relationship between customer experience value and behavioural intentions with selected shopping malls in Ghana.	1 & 6
RO5	Based on previous research, develop a measuring instrument to serve as a basis of the empirical investigation of the study.	7 & 8
RO6	Conduct an empirical investigation into the factors influencing customer experience value of shopping malls in Ghana.	8

TABLE 9.1 (CONTINUED)

SUMMARY OF THE RESEARCH OBJECTIVES ATTAINED

Objective No.	Research objective	Addressed in Chapter
RO7	Empirically test the influence of customer experience value on customer satisfaction, the influence of customer experience value on behavioural intentions, the influence of customer satisfaction on behavioural intentions, as well as the mediating role that customer satisfaction plays in the relationship between customer experience value and behavioural intentions.	8
RO8	Highlight the implications resulting from the empirical study and make recommendations to managers of shopping malls that may assist the operation of shopping malls in Ghana. Also, to propose a model of customer experience value, satisfaction and behavioural intentions in the context of shopping malls in Ghana to serve as a guideline for shopping mall operations in the retail market.	8 & 9

Source: Own construction based on the entire study

Based on the attainment of the research objectives for the study, the research questions were also answered. The next section provides a summary of the research questions were answered.

9.7   ANSWERS TO THE RESEARCH QUESTIONS

Table 9.2 shows the summary of how the research questions formulated for the study were answered. The table is divided into four columns. The first column shows the research question number, the second column shows the specific research question formulated for the study, the third column shows the answer to the research question, and the last column shows the exact chapter in which the research question asked was addressed.

TABLE 9.2

ANSWER TO RESEARCH QUESTION

Question No.	Research question	Answer to question asked	Addressed in Chapter
RQ1	What are the factors that influence customer experience value within selected shopping malls in Ghana?	-Service encounter -Experience realms -Utilitarian value -Hedonic value	3, 8 & 9
RQ2	How does customer experience value influence customer satisfaction within selected shopping malls in Ghana?	Positive significant relationship	8

TABLE 9.2 (CONTINUED)

ANSWER TO RESEARCH QUESTION

RQ3	How does customer experience value influence behavioural intentions of shoppers within selected shopping malls in Ghana?	Positive significant relationship	8
RQ4	*RQ4 Can customer satisfaction influence the effect of customer experience value on behavioural intentions of shopping mall customers in Ghana?*	Customer satisfaction do not mediate the relationship between experience value and behavioural intentions	8

Source: Own construction based on the entire study

Based on the attainment of the research objectives and the answer to the research questions, the main aim of the study which is to investigate the factors that influence customer experience value, assess the influence of customer experience value on customer satisfaction and behavioural intentions within selected shopping malls in Ghana. In addition, the study investigated the influence of customer satisfaction on behavioural intentions and the mediating role that customer satisfaction play between customer experience value and behavioural intentions. Based on the findings, the purpose of the study was achieved. This study, therefore, provides shopping mall managers in Ghana with information that might support them in their decision making concerning the shopping experience value activities that they offer and contribute positively to customer satisfaction and behavioural intentions.

9.8   CONTRIBUTION OF THE STUDY

The research problem identified in this study is that shopping malls in Ghana are facing stiff competition from the informal retail sector and are regarded as charging higher prices compared to the informal sector. Furthermore, no empirical studies exist focusing on customer experience value, satisfaction and behavioural intentions in a Ghanaian context. Therefore, the potential contributions of this research are two-fold. The first part of the discussion below relates to the contribution to theory, literature and knowledge, while the second focuses on the contributions to society.

9.8.1   Contributions to theory, literature and knowledge

By conducting an extensive literature review, it emerged that no previous research has been conducted at shopping malls in Ghana, specifically targeting the experience of customers, their satisfaction and behavioural intentions. The current research has filled this gap in knowledge by conducting this research study and specifically contributes to the literature on customer experience, satisfaction and behavioural intention within the shopping mall industry. Furthermore, the study developed a measuring instrument and model that accounts for the experiences of shoppers in shopping malls and the influence of those experiences on satisfaction and behavioural intentions. The model adds to scholarly knowledge and serves as a basis for future research in the shopping mall industry.

9.8.2   Contributions to society and practitioners

Understanding the experiences of customers, their satisfaction and behavioural intentions will assist managers of shopping malls in Ghana to develop strategies that can enhance their customers' experience and attract more customers to the shopping malls, thereby increasing their profitability. Improved and focussed services will also strengthen the competitiveness of the sector in comparison with the informal retail sector; thus, contributing to the economy of Ghana over several decades. Furthermore, an increase in the number of shopping malls can attract more international investors and tourists to the country, hence contributing positively to the employment rate in the country.

Ultimately, the study also contributes to the customers of the shopping malls who are the numerous recommendations offered in the study to shopping mall managers for implementation in the shopping malls in Ghana. This includes improving the value which the shoppers can derive through their involvement in the shopping mall's experience value activities such as service encounters, experience realms, utilitarian and hedonic value benefits. This will in turn create satisfaction for the shoppers who will exhibit positive behavioural intentions.

9.9   LIMITATIONS OF THE STUDY AND RECOMMENDATIONS FOR FUTURE RESEARCH

The aim and the purpose in undertaking the current study have been successful by contributing to the body of knowledge, theory, literature, society and practitioners with regards to customer experience value, satisfaction and behavioural intentions within selected shopping malls in Ghana. Although the research was successful, no research study is without limitations. Some limitations in relation to the empirical research and literature review have been identified and acknowledged and recommended to serve as a research focal area for future studies. The first limitation of the study relates to the sample size of 500 which did not cover the entire population in all the shopping malls in Ghana. Therefore, the findings of the study should be generalised with caution (Section 7.9.3). Future studies could focus on recruiting a larger sample. Furthermore, the four selected shopping malls were only selected from the two major cities in Ghana. These two cities are Accra, the capital city of Ghana, and Kumasi in the Ashanti region, the second largest city of Ghana. The selection of four out of the nine shopping malls in Ghana served as a delimitation in the study. It is recommended that future researchers could repeat the current study in the remaining cities such as Takoradi in the western region of the country, in the quest to generalise the findings to all shopping malls in Ghana.

Another limitation of the study is in relation to the sample. Respondents aged 30 years and younger constituted 44.6% (223 respondents) which might have skewed the results (Figure 8.1). As a result of this, the research results should be generalised with

some degree of caution. There were also limited foreign nationals (9.2%) who participated in the survey when compared to the Ghanaian nationals (90.8%) which could not allow for any realistic comparisons (Table 8.2). Therefore, the generalisation of the results in this section can only be performed with caution. A similar study can be conducted in the future by focusing on the same number of respondents, from different age groups, different cities in Ghana, different contexts and different countries to determine whether there are some similarities with and differences from this study. Since the current study adopted a quantitative research method, future research can be conducted in the context of shopping malls in Ghana to define and refine customer experience value using a qualitative in-depth study. It is further recommended that future researchers who have the capacity and the necessary resources could translate and interpret the entire questionnaire into other languages for those who cannot read or write in English so that there will be a fair representation of the population.

The retail industry in Ghana is made up of both the informal retail market and the formal retail market. However, the current study only focused on shopping malls as part of the formal retail market. It is recommended that future research could be conducted by comparing the customers' preferences in the formal retail market with those in the informal retail market in Ghana. The researcher also suggests that the current study could be repeated with a different formal retail market identified in Ghana (Section 2.4.2) other than shopping malls, such as SMEs, supermarkets and hypermarkets. Finally, limited research has been conducted on the key factors, namely service encounter, experience realms, utilitarian value and hedonic value that constitute customer experience value. It should be acknowledged that there could be other possible variables influencing experience value. Future researchers can examine the remaining factors and measuring indicators to determine customer experience value in the context of shopping malls in Ghana (Table 3.1).

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ANNEXURE A: COVER LETTER AND QUESTIONNAIRE

"SECTION A"

COVER LETTER

NELSON MANDELA
UNIVERSITY

Faculty of Business and Economic Sciences

Department of Marketing Management

Dear Sir/Madam,

This survey is conducted in fulfilment of a Doctor of Philosophy degree in Marketing for which I am currently enrolled at Nelson Mandela University in South Africa. The purpose of the questionnaire is to determine the customer experience value, satisfaction and behavioural intentions within selected shopping malls in Ghana. One of the potential contributions of this research is that understanding the experiences of customers, their satisfaction, and behavioural intentions will assist managers of shopping malls in Ghana to develop strategies that can enhance their customer experience, improve customer satisfaction, and enhance the potential behavioural intentions of customers of the shopping malls.

Please complete all questions in the enclosed questionnaire. I assure you that the information you provide will be treated with the strictest confidentiality as results will be reported in aggregate form only. Please note that you may withdraw from the study at any point without any consequences. The responses will be used for academic purposes only and a copy of the final results of the study can be forwarded to any participant on request by emailing pjturkson@gmail.com. The questionnaire will take approximately 15 minutes to complete.

Thank you for your contribution to this study. I am most grateful.

Yours sincerely,

Patrick Joel Turkson

PhD student at Nelson Mandela University

Cell number: +233 244 72 00 62 / +27 63 223 9649

E-mail: pjturkson@gmail.com / s220199604@mandela.ac.za

Supervisors:

1. Dr. Felix Amoah. Email: Felix.Amoah@mandela.ac.za
2. Prof. Marlé van Eyk. Email: Marle.vanEyk@mandela.ac.za

"SECTION B"

QUESTIONNAIRE

SURVEY QUESTIONNAIRE

Please note the following:

Please indicate your level of agreement or disagreement concerning the following statements by ticking (✓) the appropriate response (1= strongly disagree and, 5=strongly agree).

Coding	Questionnaire	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
B1	**SECTION B1:** **SERVICE ENCOUNTERS**	←				→

SE1.EF	Employees of this shopping mall are consistently courteous and polite to shoppers.	1	2	3	4	5
SE2.EF	The interaction of the shops' staff with me at this shopping mall is unique.	1	2	3	4	5
SE3.EF	Shopping at this mall makes my life easier.	1	2	3	4	5
SE4.SE	Staff in most of the shops in this shopping mall offer friendly services.	1	2	3	4	5
SE5.SE	When I think of this shopping mall, I think of service excellence.	1	2	3	4	5
SE6.SE	I think this shopping mall is excellent in the products and services that it offers.	1	2	3	4	5
SE7.PL	I feel playful when I shop at this shopping mall.	1	2	3	4	5
SE8.PL	I enjoy shopping at this shopping mall because it has several fun activities.	1	2	3	4	5
B2	**SECTION B2: EXPERIENCE REALMS**					
ER1.ED	I learn a lot (e.g. new things, ideas) during my visits to this shopping mall.	1	2	3	4	5
ER2.ED	My visits to this shopping mall are a real learning experience.	1	2	3	4	5
ER3.EN	All of the activities at this shopping mall are fun and joyful.	1	2	3	4	5
ER4.EN	I feel excited (e.g. music, taking selfie pictures and hanging out) at this shopping mall.	1	2	3	4	5
ER5.EX	When I visit this shopping mall, I feel as though I am living in a different time or place.	1	2	3	4	5
ER6.EX	This shopping mall is a good place to go to when I am feeling stressed.	1	2	3	4	5
ER7.EX	While shopping at this shopping mall, I am able to temporarily forget about all my problems.	1	2	3	4	5
ER8.ET	I feel a sense of harmony with the surroundings of this shopping mall.	1	2	3	4	5
ER9.ET	The shopping mall settings (e.g. mall layout, beauty, decoration, fixtures and lighting) are very attractive to me.	1	2	3	4	5
B3	**SECTION B3: UTILITARIAN VALUE**					
UV1.MS	I visit this shopping mall to get competitive prices.	1	2	3	4	5

UV2.MS	This shopping mall offers me quality products at discounted rates.	1	2	3	4	5
UV3.MS	I visit this shopping mall to save my time spent on searching for products.	1	2	3	4	5
UV4.SN	This shopping mall offers a variety of spacious retail stores under one roof.	1	2	3	4	5
UV5.SN	I can make the best choice because this shopping mall offers a variety of brands, products and services. `	1	2	3	4	5
UV6.CV	This shopping mall's operating hours are suitable to my schedule.	1	2	3	4	5
UV7.CV	The location of this shopping mall is convenient to my work/ home.	1	2	3	4	5
UV8.CV	The parking space at this shopping mall is sufficient and practical (e.g. well demarcated parking).	1	2	3	4	5
UV9.CV	The facilities such as ATM, washrooms, and cleanliness of the facilities attract me to visit this shopping mall.	1	2	3	4	5
B	**SECTION B4: HEDONIC VALUE**					
HV1.EX	This shopping mall is a good place to discover what is new (e.g. new products, fashion, technology).	1	2	3	4	5
HV2.EX	Most of the stores in this shopping mall create curiosity and excitement for the products and services that they offer.	1	2	3	4	5
HV3.EX	I feel a sense of adventure (exploring) while shopping at this shopping mall.	1	2	3	4	5
HV4.PA	I know this place (shopping mall) very well.	1	2	3	4	5
HV5.PA	I miss this place (shopping mall) when I am not here.	1	2	3	4	5
HV6.PA	I feel secure in this place (shopping mall).	1	2	3	4	5
HV7.SS	I shop at this shopping mall to enhance my social status and self-esteem.	1	2	3	4	5
HV8.SS	I shop from this shopping mall to maintain my personal lifestyle.	1	2	3	4	5
B5	**SECTION B5: *CUSTOMER SATISFACTION***					

CS1.BF	I am satisfied with the general prices of products and services offered at this shopping mall.	1	2	3	4	5
CS2.BF	I am satisfied with the overall services provided (e.g. safety, security, information available) to me on my visits to this shopping mall.	1	2	3	4	5
CS3.BF	I am satisfied with the overall cleanliness (e.g. washrooms, floors) of the environment of this shopping mall.	1	2	3	4	5
CS4.PF	I am satisfied with the hours of operation of this shopping mall.	1	2	3	4	5
CS5.PF	I am satisfied with the overall shopping mall facilities for both children and adults.	1	2	3	4	5
CS6.EF	Overall, I feel satisfied with this shopping mall because it excites me, it is fun and it entertains me.	1	2	3	4	5
CS7.EF	Overall, I am satisfied with the shopping mall's atmosphere (e.g. temperature, noise level, scent).	1	2	3	4	5
CS8.EF	Overall, I am satisfied with the promotion offers (e.g. discounts, low prices, sales) at this shopping mall.	1	2	3	4	5
B6	**SECTION B6: *BEHAVIOURAL INTENTIONS***					
BI1.LT	I would not like to change to another shopping mall.	1	2	3	4	5
BI2.LT	This is the only shopping mall that I do all my shopping at.	1	2	3	4	5
BI3.LT	I shop at this shopping mall more than I shop at any other shopping mall.	1	2	3	4	5
BI4.LT	I am committed and faithful to this shopping mall because I get all that I need here.	1	2	3	4	5
BI5.WM	I will say positive things to my friends about this shopping mall.	1	2	3	4	5
BI6.WM	I will recommend this shopping mall to other people who seek my advice.	1	2	3	4	5
BI7.RI	I intend to visit this shopping mall again.	1	2	3	4	5
BI8.RI	I intend to visit this shopping mall frequently.	1	2	3	4	5

SECTION C: DEMOGRAPHIC FACTORS

For all the questions below please place a tick **(✓)** over the number provided to indicate your choice.

C1	**Gender:**	Male	**1**	Female	**2**

C2	**Age:**	18-30	1	31-40	2	41-50	3	51-59	4	60+	5

C3	**Nationality:**	Ghanaian	**1**	Foreign National	2

C4	**Highest educational level passed:**	Less than high School	1	High School	2	Diploma/ Degree	3	Post-graduate qualification, e.g. Masters, PhD	4

C5	**Occupation**	Self-employed	1	Govern-ment Sector Employ-ment	2	Private Sector Employ-ment	3	Student	4	Un-employed	5

C6	**Shopping frequency:** How often do you shop in this shopping mall	My first visit	1	At least once a week	2	Twice a month	3	Once in a while	4

Thank you for your participation, your help is much appreciated

ANNEXURE B: SOURCES OF SCALE ITEMS

Coding	Item	Context	Source
B1	**SECTION B1: SERVICE ENCOUNTERS**		
SE1.EF	Employees of this shopping mall are consistently courteous and polite to shoppers.	Hospitality industry	Walls (2013:185)
SE2.EF	The interaction of the shops' staff with me at this shopping mall is unique.	Shopping malls	Researcher
SE3.EF	Shopping at this mall makes my life easier.	Shopping malls	Kent et al (2007:358)
SE4.SE	Staff of most of the shops in this shopping mall offer friendly services.	Food tourism industry	Tsai and Wang (2017:62)
SE5.SE	When I think of this shopping mall, I think of service excellence.	Shopping malls	Kent et al (2007:358)
SE6.SE	I think this shopping mall is excellent in the products and services that it offers.	Shopping malls	Kent et al (2007:358)
SE7.PL	I feel playful when I shop at this shopping mall.	Shopping malls	Kent et al (2007:358)
SE8.PL	I enjoy shopping at this shopping mall because it has several fun activities.	Shopping malls	Researcher
B2	**SECTION B2: EXPERIENCE REALMS**		
ER1.ED	I learn a lot (e.g. new things, ideas) during my visits to this shopping mall.	Tourism and shopping malls	Güzel (2014:525); Sadachar and Fiore (2018:453)
ER2.ED	My visits to this shopping mall are a real learning experience.	Tourism and shopping malls	Güzel (2014:525); Sadachar and Fiore (2018:453)
ER3.EN	All of the activities at this shopping mall are fun and joyful.	Tourism and shopping malls	Güzel (2014:525); Sadachar and Fiore (2018:453)
ER4.EN	I feel excited (e.g. music, taking selfie pictures and hanging out) at this shopping mall.	Shopping malls	Sadachar and Fiore (2018:453)
ER5.EX	When I visit this shopping mall, I feel as though I am living in a different time or place.	Tourism and shopping malls	Güzel (2014:525); Sadachar and Fiore (2018:453)
ER6.EX	This shopping mall is a good place to go to when I am feeling stressed.	Shopping malls	Khare 2011:112
ER7.EX	While shopping at this shopping mall, I am able to completely forget about my problems temporary.	Guesthouse and Shopping malls	Amoah (2016:285), Sadachar and Fiore (2018:453)
ER8.ET	I feel a sense of harmony with the surroundings of this shopping mall.	Museum tourism	Radder and Han (2015:463)
ER9.ET	The shopping mall settings (e.g. mall layout, beauty, decoration, fixtures and lighting) are very attractive to me.	Shopping malls	Sadachar and Fiore (2018:453)
B3	**SECTION B3: UTILITARIAN VALUE**		
UV1.MS	I visit this shopping mall to get competitive prices.	Shopping malls	Kesari & Atulkar (2016:27); Chandon et al (2000:68)
UV2.MS	This shopping mall offers me quality products at discounted rates.	Shopping malls	Kesari and Atulkar (2016:27)
UV3.MS	I visit this shopping mall to save my time spent on searching for products.	Shopping malls	Kesari and Atulkar (2016:27)
UV4.SN	This shopping mall offers a variety of spacious retail stores under one roof.	Shopping malls	Kesari and Atulkar (2016:27); El-Adly and Eid (2016:223)
UV5.SN	I can make the best choice because this shopping mall offers a variety of brands, products and services. `	Shopping malls	Researcher

UV6.CV	This shopping mall's operating hours are suitable to my schedule.	Shopping malls	Idoko et al (2019:194)
UV7.CV	The location of this shopping mall is convenient to my work/ home.	Shopping malls	El Hedhli et al (2013:860), Kesari and Atulkar (2016:27
UV8.CV	The parking space at this shopping mall is sufficient and practical.	Shopping malls	El Hedhli et al (2013:860) Kesari an Atulkar (2016:27
UV9.CV	The facilities such as ATM, washrooms, and cleanliness of the facilities attract me to visit this shopping mall.	Shopping malls	Kesari and Atulkar (2016:27)
B4	**SECTION B4: HEDONIC VALUE**		
HV1.EX	This shopping mall is a good place to discover what is new (e.g. new products, fashion, technology).	Shopping malls	Idoko et al (2019:194); Khare (2011:112)
HV2.EX	Most of the stores in this shopping mall create curiosity and excitement for the products and services that they offer.	Shopping malls	Kesari and Atulkar (2016:27); Idoko et al (2019:194)
HV3.EX	I feel a sense of adventure (exploring) while shopping at this shopping mall.	Retail industry	Melewar et al (2013:210)
HV4.PA	I know this place (shopping mall) very well.	Environmental studies	Lewicka (2010:43)
HV5.PA	I miss this place (shopping mall) when I am not here.	Environmental studies	Lewicka (2010:43)
HV6.PA	I feel secure in this place (shopping mall).	Environmental studies	Lewicka (2010:43)
HV7.SS	I shop at this shopping mall to enhance my social status and self-esteem.	Shopping malls	Kesari and Atulkar (2016:27)
HV8.SS	I shop from this shopping mall to maintain my personal lifestyle.	Shopping malls	Researcher
B5	**SECTION B5: *CUSTOMER SATISFACTION***		
CS1.BF	I am satisfied with the general prices of products and services offered at this shopping mall.	Tourism/ hospitality industry	Füller & Matzler (2008:124); Albayrak (2018:120)
CS2.BF	I am satisfied with the overall services provided (e.g. safety, security, information available) to me on my visits to this shopping mall.	Tourism and Transportation Services	Fajriyati et al (2020:10); Füller & Matzler (2008:124); Zhang et al (2019:8)
CS3.BF	I am satisfied with the overall cleanliness (e.g. washrooms, floors) of the environment of this shopping mall.	Tourism industry	Albayrak (2018:120); Fajriyati et al (2020:10).
CS4.PF	I am satisfied with the hours of operation of this shopping mall.	Transportation and transit Services	Zhang et al (2019:8)
CS5.PF	I am satisfied with the overall shopping mall facilities for both children and adults.	Tourism/ Hospitality Industry	Albayrak (2018:120);Fajriyati et al (2020:10)
CS6.EF	Overall, I feel satisfied with this shopping mall because it excites me, it is fun and it entertains me.	Tourism industry	Füller and Matzler (2008:124)
CS7.EF	Overall, I am satisfied with the shopping mall's atmosphere (e.g. temperature, noise level, scent).	Retail industry/ shopping malls	Bohl (2012:6); Han et al (2019:10)
CS8.EF	Overall, I am satisfied with the promotion offers (e.g. discounts, low prices, sales) at this shopping mall.	Tourism industry	Fajriyati et al (2020:10)
B6	**SECTION B6: *BEHAVIOURAL INTENTIONS***		
BI1.LT	I would not like to change to another shopping mall.	Shopping malls	El-Adly and Eid (2016:223)

BI2.LT	This is the only shopping mall that I do my shopping all the time.	Shopping malls	El-Adly and Eid (2016:224)
BI3.LT	I shop at this shopping mall more than I shop at any other shopping mall.	Shopping malls	Researcher
BI4.LT	I am committed and faithful to this shopping mall because I get all that I need here.	Shopping malls	Researcher
BI5.WM	I will say positive things to my friends about this shopping mall.	Hospitality industry	Konuk (2019:107)
BI6.WM	I will recommend this shopping mall to other people who seek my advice.	Hospitality industry	Konuk (2019:107)
BI7.RI	I intend to visit this shopping mall again.	Hospitality industry	Konuk (2019:107)
BI8.RI	I intend to visit this shopping mall frequently.	Hospitality industry	Konuk (2019:107)

Source: Researcher's own construction

ANNEXURE C: CONSENT FORM

NELSON MANDELA
UNIVERSITY

School of Business and Economic Sciences,

Department of Marketing Management

Title of the study

CUSTOMER EXPERIENCE VALUE, SATISFACTION AND BEHAVIOURAL
INTENTIONS WITHIN SELECTED SHOPPING MALLS IN GHANA

Research conducted by:

Patrick Joel Turkson (s220199604)

Email: pjturkson@gmail.com / s220199604@mandela.ac.za

Cell: +233 244 72 00 62 or +27 63 223 9649

Dear Participant,

You are invited to participate in an academic research study conducted by Patrick Joel Turkson, Doctor of Philosophy (PhD) student from the Department of Marketing Management at the Nelson Mandela University (NMU), Port Elizabeth, South Africa.

Shopping malls in Ghana are relatively new and face stiff competition from the informal retail sector which constitutes about 90% of the retail market in Ghana. The purpose of the study is to investigate the customer experience value, satisfaction and behavioural intention within selected shopping malls in Ghana. One of the potential

contributions of this research is that understanding the experiences of customers, their satisfaction, and behavioural intentions will assist managers of shopping malls in Ghana to develop strategies that can enhance their customer experience, improve customer satisfaction, and enhance the potential behavioural intentions of customers to the shopping malls

Please note the following:

- This is an <u>anonymous</u> study survey, as your name, contact details or anything that will identify you while completing the questionnaire will not appear on the questionnaire. The answers you give will be treated as anonymous as you cannot be identified in person, based on the answers you give.

- Although your participation in this study is very important to us, you may choose not to participate and you may also stop participating at any time without any negative consequences.

- Please answer the questions in the attached questionnaire as completely and honestly as possible. This should not take more than 15 minutes of your time.

- The results of the study will be used for <u>academic purposes only</u> and may be published in an academic journal. We will provide you with a summary of our findings on request. The ethical clearance number to conduct this research is H20-BES-MRK-137

- Please contact my study leaders,

  Dr F Amoah, +27 (0)41 504 3796/or <u>Felix.Amoah@mandela.ac.za</u>   or

  Prof. M Van Eyk, +27 (0)41 504 3810/ or <u>marle.vaneyk@mandela.ac.za</u>

  if you have any questions or comments regarding the study.

Please sign the form to indicate that:

- you have read and understood the information provided above; and
- you give your consent to voluntarily participate in the study.

Participant's signature: ………………….…... Date:……………………….

Please note: *should you need a copy of the research findings, please include your email address below for the researcher to send to you:*

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………………………………………………………………………………………………

………………………………………………………………………………………………

ANNEXURE D: LETTER OF REQUEST

NELSON MANDELA
U N I V E R S I T Y

Second Avenue Campus

Department of Marketing Management

P O Box 77000

Port Elizabeth

South Africa

6031

4th August 2020

Dear Shopping Mall Manager,

LETTER OF REQUEST

This letter serves to confirm that Mr Patrick Joel Turkson (Student no. 220199604) is enrolled as a PhD Marketing student at the Nelson Mandela University (NMU), Port Elizabeth, South Africa.

For the purpose of completing his thesis, he will investigate customer experience at shopping malls, including customers' satisfaction and behavioural intention. Shopping malls in Ghana are relatively new and face stiff competition from the informal retail sector which constitutes about 90% of the retail market in Ghana. The purpose of the study is to investigate the customer experience value, satisfaction and behavioural intention within selected shopping malls in Ghana. One of the potential contributions of this research is that understanding the experiences of customers, their satisfaction, and behavioural intentions will assist managers of shopping malls in Ghana to develop strategies that can enhance their customer experience and attract more customers to the shopping malls, thereby increasing their profitability.

This implies that he (the PhD student) has to approach shoppers to complete an anonymous questionnaire. The questionnaire will be administered around the compound (car park, entry and exit points) of the shopping mall and not inside the mall. All COVID-19 safety protocols applicable in Ghana will be adhered to. No shopper, nor any portion of the establishment, will be identified in the results in any way and the results would be treated as strictly confidential. Also, only aggregate levels of experience, satisfaction and behavioural intention will be reported. Managers of the malls would be given a copy of the results of the research should they wish to receive such a copy by providing their emails to the student.

I, therefore, urge you to grant Mr. Patrick Joel Turkson the permission to conduct the interviews together with the field workers. Without your support, it will not be possible to complete the research and we therefore really need your permission. The ethical clearance number to conduct this research is H20-BES-MRK-137.

Should you have any question, please feel free to contact me, the supervisor of the research or Mr Patrick Joel Turkson, the PhD student, at the address indicated above or any of the email and contact numbers below.

Thank you very much for your cooperation.

Yours sincerely

…………………………….

Dr Felix Amoah (Supervisor)   Mr Patrick Joel Turkson (Student)

Email: Felix.Amoah@mandela.ac.za   Pjturkson@gmail.com

Tel: +27 (0)41 504 3796   +233 244720062

Prof. Marlé Van Eyk (Co-supervisor)

Email: marle.vaneyk@mandela.ac.za

Tel: +27 (0)41 504 3810

ANNEXURE E: ETHICS CLEARANCE LETTER

NELSON MANDELA

UNIVERSITY

PO Box 77000, Nelson Mandela University, Port Elizabeth, 6031, South Africa   mandela.ac.za

Chairperson: Research Ethics Committee (Human)
Tel: +27 (0)41 504 2347
sharlene.govender@mandela.ac.za

NHREC registration nr: REC-042508-025

Ref: [H20-BES-MRK-137] / Approval]

25 November 2020

Dr F Amoah
Faculty: BES

Dear Dr Amoah

CUSTOMER EXPERIENCE VALUE, SATISFACTION, AND BEHAVIOURAL INTENTIONS WITHIN SELECTED SHOPPING MALLS IN GHANA

PRP: Dr F Amoah
PI: Mr P Turkson

Your above-entitled application served at the Research Ethics Committee (Human) (28 October 2020) for approval. The study is classified as a medium risk study. The ethics clearance reference number is H20-BES-MRK-137 and approval is subject to the following conditions:

1. The immediate completion and return of the attached acknowledgement to Imtiaz.Khan@mandela.ac.za, the date of receipt of such returned acknowledgement determining the final date of approval for the study where after data collection may commence.
2. Approval for data collection is for 1 calendar year from date of receipt of above mentioned acknowledgement.
3. The submission of an annual progress report by the PRP on the data collection activities of the study (form RECH-004 available on Research Ethics Committee (Human) portal) by 15 November this year for studies approved/extended in the period October of the previous year up to and including September of this year, or 15 November next year for studies approved/extended after September this year.
4. In the event of a requirement to extend the period of data collection (i.e. for a period in excess of 1 calendar year from date of approval), completion of an extension request is required (form RECH-005 available on Research Ethics Committee (Human) portal)
5. In the event of any changes made to the study (excluding extension of the study), completion of an amendments form is required (form RECH-005 available on Research Ethics Committee (Human) portal).
6. Immediate submission (and possible discontinuation of the study in the case of serious events) of the relevant report to RECH (form RECH-007 available on Research Ethics Committee (Human) portal) in the event of any unanticipated problems, serious incidents or adverse events observed during the course of the study.
7. Immediate submission of a Study Termination Report to RECH (form RECH-008 available on Research Ethics Committee (Human) portal) upon expected or unexpected closure/termination of study.
8. Immediate submission of a Study Exception Report of RECH (form RECH-009 available on Research Ethics Committee (Human) portal) in the event of any study deviations, violations and/or exceptions.
9. Acknowledgement that the study could be subjected to passive and/or active monitoring without prior notice at the discretion of Research Ethics Committee (Human).

Please quote the ethics clearance reference number in all correspondence and enquiries related to the study. For speedy processing of email queries (to be directed to Imtiaz.Khan@mandela.ac.za), it is recommended that the ethics clearance reference number together with an indication of the query appear in the subject line of the email.

We wish you well with the study.

Yours sincerely

Dr S Govender
Chairperson: Research Ethics Committee (Human)

Cc: Department of Research Development
       Faculty Manager: BES

ANNEXURE F: RESPONDENTS' RATING OF SERVICE ENCOUNTER ITEMS: PERCENTAGE DISTRIBUTION

Coding	Items	Strongly disagree		Disagree		Neutral		Agree		Strongly agree	
		Frequency	Percentage	Frequency	Disagree	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
SE1.EF	Employees of this shopping mall are consistently courteous and polite to shoppers.	5	1%	35	7%	82	16.4%	271	54.2%	107	21.4%
SE2.EF	The interaction of the shops' staff with me at this shopping mall is unique.	7	1.4%	26	5.2%	104	20.8%	239	47.8%	124	24.8%
SE3.EF	Shopping at this mall makes my life easier.	13	2.6%	28	5.6%	83	16.6%	228	45.6%	148	29.6%
SE4.SE	Staff in most of the shops in this shopping mall offer friendly services.	7	1.4%	24	4.8%	72	14.4%	265	53%	132	26.4%
SE5.SE	When I think of this shopping mall, I think of service excellence.	2	0.4%	15	3%	84	16.8%	257	51.4%	142	28.4%
SE6.SE	I think this shopping mall is excellent in the products and services that it offers.	3	0.6%	17	3.4%	75	15%	272	54.4%	133	26.6%
SE7.PL	I feel playful when I shop at this shopping mall.	3	0.6%	23	4.6%	73	14.6%	252	50.4%	149	29.8%
SE8.PL	I enjoy shopping at this shopping mall because it has several fun activities.	6	1.2%	14	2.8%	60	12%	259	51.8%	161	32.2%

ANNEXURE G: RESPONDENTS' RATING OF EXPERIENCE REALMS ITEMS: PERCENTAGE DISTRIBUTION

Coding	Items	Strongly disagree		Disagree		Neutral		Agree		Strongly agree	
		Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
ER1.ED	I learn a lot (e.g. new things, ideas) during my visits to this shopping mall.	8	1.6%	13	2.6%	70	14.0%	262	52.4%	147	29.4%
ER2.ED	My visits to this shopping mall are a real learning experience.	6	1.2%	16	3.2%	85	17.0%	249	49.8%	144	28.8%
ER3.EN	All of the activities at this shopping mall are fun and joyful.	2	0.4%	33	6.6%	75	15.0%	239	47.8%	151	30.2%
ER4.EN	I feel excited (e.g. music, taking selfie pictures and hanging out) at this shopping mall.	3	0.6%	14	2.8%	59	11.8%	234	46.8%	190	38.0%
ER5.EX	When I visit this shopping mall, I feel as though I am living in a different time or place.	9	1.8%	38	7.6%	71	14.2%	229	45.8%	153	30.6%
ER6.EX	This shopping mall is a good place to go to when I am feeling stressed.	2	0.4%	20	4.0%	71	14.2%	231	46.2%	176	32.2%
ER7.EX	While shopping at this shopping mall, I am able to temporarily forget about all my problems.	24	4.8%	44	8.8%	90	18.0%	211	42.2%	131	26.2%
ER8.ET	I feel a sense of harmony with the surroundings of this shopping mall.	4	0.8%	10	2.0%	74	14.8%	251	50.2%	161	32.2%
ER9.ET	The shopping mall settings (e.g. mall layout, beauty, decoration, fixtures and lighting) are very attractive to me.	4	0.8%	6	1.2%	64	12.8%	235	47.0%	191	38.2%

ANNEXURE H: RESPONDENTS' RATING OF UTILITARIAN VALUE ITEMS: PERCENTAGE DISTRIBUTION

Coding	Items	Strongly disagree		Disagree		Neutral		Agree		Strongly agree	
		Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
UV1.MS	I visit this shopping mall to get competitive prices.	13	2.6%	51	10.2%	99	19.8%	246	49.2%	91	18.2%
UV2.MS	This shopping mall offers me quality products at discounted rates.	9	1.8%	23	4.6%	85	17.0%	233	46.6%	150	30.0%
UV3.MS	I visit this shopping mall to save my time spent on searching for products.	2	0.4%	17	3.4%	80	16.0%	244	48.8%	157	31.4%
UV4.SN	This shopping mall offers a variety of spacious retail stores under one roof.	8	1.6%	12	2.4%	62	12.4%	265	53.0%	153	30.6%
UV5.SN	I can make the best choice because this shopping mall offers a variety of brands, products and services. `	3	0.6%	11	2.2%	63	12.6%	268	53.6%	155	31.0%
UV6.CV	This shopping mall's operating hours are suitable to my schedule.	6	1.2%	19	3.8%	84	16.8%	254	50.8%	137	27.4%
UV7.CV	The location of this shopping mall is convenient to my work/ home.	10	2.0%	49	9.8%	100	20.0%	217	43.4%	124	24.8%
UV8.CV	The parking space at this shopping mall is sufficient and practical (e.g.well-demarcated parking).	3	0.6%	12	2.4%	60	12.0%	256	51.2%	169	33.8%
UV9.CV	The facilities such as ATM, washrooms, and cleanliness of the facilities attract me to visit this shopping mall.	7	1.4%	18	3.6%	67	13.4%	241	48.2%	167	33.4%

ANNEXURE I: RESPONDENTS' RATING OF HEDONIC VALUE ITEMS: PERCENTAGE DISTRIBUTION

Coding	Items	Strongly disagree		Disagree		Neutral		Agree		Strongly agree	
		Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
HV1.EX	This shopping mall is a good place to discover what is new (e.g.new products, fashion, technology).	4	0.8%	13	2.6%	52	10.4%	235	47.0%	196	39.2%
HV2.EX	Most of the stores in this shopping mall create curiosity and excitement for the products and services that they offer.	4	0.8%	15	3.0%	72	14.4%	242	48.4%	164	33.4%
HV3.EX	I feel a sense of adventure (exploring) while shopping at this shopping mall.	10	2.0%	20	4.0%	64	12.8%	299	59.8%	107	21.4%
HV4.PA	I know this place (shopping mall) very well.	5	1.0%	17	3.4%	97	19.4%	232	46.4%	149	29.8%
HV5.PA	I miss this place (shopping mall) when I am not here.	13	2.6%	43	8.6%	100	20.0%	227	45.4%	117	23.4%
HV6.PA	I feel secure in this place (shopping mall).	3	0.6%	14	2.8%	77	15.4%	250	50.0%	156	31.2%
HV7.SS	I shop at this shopping mall to enhance my social status and self-esteem.	7	1.4%	31	6.2%	95	19.0%	239	47.8%	128	25.6%
HV8.SS	shop from this shopping mall to maintain my personal lifestyle.	6	1.2%	34	6.8%	88	17.6%	247	49.4%	125	25.0%

ANNEXURE J: RESPONDENTS' RATING OF CUSTOMER SATISFACTION ITEMS: PERCENTAGE DISTRIBUTION

Coding	Items	Strongly disagree		Disagree		Neutral		Agree		Strongly agree	
		Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
CS1.BF	I am satisfied with the general prices of products and services offered at this shopping mall.	10	2.0%	31	6.2%	84	16.8%	248	49.6%	127	24.4%
CS2.BF	I am satisfied with the overall services provided (e.g. safety, security, information available) to me on my visits	5	1.0%	20	4.0%	58	11.6%	271	54.2%	146	29.2%
CS3.BF	I am satisfied with the overall cleanliness (e.g. washrooms, floors) of the environment of this shopping mall.	4	0.8%	10	2.0%	69	13.8%	234	46.8%	183	36.6%
CS4.PF	I am satisfied with the hours of operation of this shopping mall.	5	1.0%	20	4.0%	71	14.2%	289	57.8%	115	23.0%
CS5.PF	I am satisfied with the overall shopping mall facilities for both children and adults.	3	0.8%	8	1.6%	49	9.8%	285	57.0%	155	31.0%
CS6.EF	Overall, I feel satisfied with this shopping mall because it excites me, it is fun and it entertains me.	5	1.0%	8	1.6%	59	11.8%	243	48.6%	185	37.0%
CS7.EF	Overall, I am satisfied with the shopping mall's atmosphere (e.g. temperature, noise level, scent).	14	2.8%	15	3.0%	63	12.6%	277	55.4%	131	26.2%
CS8.EF	Overall, I am satisfied with the promotion offers (e.g. discounts, low prices, sales) at this shopping mall.	7	1.4%	25	5.0%	88	17.6%	241	48.2%	139	27.8%

ANNEXURE K: RESPONDENTS' RATING OF BEHAVIOURAL INTENTIONS ITEMS: PERCENTAGE DISTRIBUTION

Coding	Items	Strongly disagree		Disagree		Neutral		Agree		Strongly agree	
		Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
BI1.LT	I would not like to change to another shopping mall.	8	1.6%	43	8.0%	100	20.0%	225	45.0%	124	24.8%
BI2.LT	This is the only shopping mall that I do all my shopping at.	12	2.4%	56	11.2%	68	13.6%	220	44.0%	144	28.8%
BI3.LT	I shop at this shopping mall more than I shop at any other shopping mall.	5	1.0%	39	7.8%	67	13.4%	258	51.6%	131	26.2%
BI4.LT	I am committed and faithful to this shopping mall because I get all that I need here.	8	1.6%	22	4.4%	84	16.8%	243	48.6%	143	28.6%
BI5.WM	I will say positive things to my friends about this shopping mall.	2	0.4%	7	1.4%	68	13.6%	260	52.0%	163	32.6%
BI6.WM	I will recommend this shopping mall to other people who seek my advice.	1	0.2%	11	2.2%	59	11.8%	271	54.2%	158	31.6%
BI7.RI	I intend to visit this shopping mall again.	3	0.6%	7	1.4%	52	10.4%	285	57.0%	153	30.6%
BI8.RI	I intend to visit this shopping mall frequently.	5	1.0%	23	4.6%	67	13.4%	248	49.6%	157	31.4%

ANNEXURE L: PILOT TEST RESULTS

Variables	Factors	Number of Items	Cronbach's Alpha
Independent variable	Service Encounter	8	0.745
	Experience realms	9	0.794
	Utilitarian value	9	0.777
	Hedonic value	8	0.780
	Experience value		
Mediating variable	Customer satisfaction	8	0.838
Dependent variable	Behavioural intentions	8	0.801

Source: Compiled from statistical results

ANNEXURE M: TURN IT-IN REPORT

turnitin

Digital Receipt

This receipt acknowledges that Turnitin received your paper. Below you will find the receipt information regarding your submission.

Submission Author	Patrick Joel Turkson
Turnitin Paper ID (Ref. ID)	1619022331
Submission Title	TURKSON,PJ THESIS
Assignment Title	Mr Turkson's Turnitin of thesis 2021
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TURKSON,PJ THESIS

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Renee Ferreira
49a Shirley Street
Newton Park
Port Elizabeth
6045
Email: ReneeFerreira49a@gmail.com
Telephone: 073 371 6678

3 June 2021

To whom it may concern

This is to confirm that I, the undersigned, have language edited PATRICK JOEL TURKSON's doctoral thesis titled CUSTOMER EXPERIENCE VALUE, SATISFACTION AND BEHAVIOURAL INTENTION WITHIN SELECTED SHOPPING MALLS IN GHANA.

The responsibility of implementing the recommended language and format changes rests with the author of the study.

Yours truly
R Ferreira
MBA (PET); BCom (Hons) (UPE); DipMktM (IMM)