Examining the effect of shopping mall attributes in predicting tourist shopping satisfaction and behavioral intentions: Variation across generation X and Y

Muslim Amin
School of Management and Marketing
Faculty of Business and Law
Taylor's University
Subang Jaya, Selangor Darul Ehsan
Malaysia
Email: muslim.amin@taylors.edu.my

Kisang Ryu
College of Hospitality and Tourism Management
Sejong University
Seoul, South Korea
Email: kyru11@sejong.ac.kr

Cihan Cobanoglu
School of Hospitality and Tourism Leadership
University of South Florida
Sarasota-Manatee, FL, USA
Email: cihan@sar.usf.edu

Sajad Rezaei
Worcester Business School
University of Worcester
United Kingdom
Email: mmg.sajad@gmail.com

Myrna Mawar Wulan
Azman Hashim International Business School
Universiti Teknologi Malaysia (UTM)
Kuala Lumpur, Malaysia
Email: myrna.mawarwulan@gmail.com

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Abstract

The objective of this study is to investigate the effect of shopping mall attributes in predicting tourist shopping satisfaction and behavioral intentions. More specifically, to test the different perceptions of generation X and Y on the relationship between shopping mall attributes, tourist shopping satisfaction and behavioral intentions. A systematic random sampling technique is used in this study. Six hundred questionnaires are distributed to target respondents, of which only 282 samples are returned, yielding a 47% response rate. The results indicate that shopping mall attributes play an essential role in predicting tourist shopping satisfaction and behavioral intentions. Moreover, tourist shopping satisfaction has a significant relationship with behavioral intentions such as repurchase intention, loyalty, and desire to stay longer at shopping malls. To maintain the relationship with shoppers, shopping malls must continuously improve their service to increase tourist shopping satisfaction and behavioral intentions. Tourists who are more interested in shopping prefer to stay longer and express willingness to return regularly to the shopping mall than tourists who are less interested in shopping. A better understanding of shopping mall attributes in predicting tourist shopping satisfaction is critical for the successful and sustainable shopping tourism industry. It may help mall managers and retailers in building retail strategies to encourage repurchase intention, loyalty, and desire to stay longer at the shopping malls.

Keywords – Shopping mall attributes, tourist-shopping satisfaction, repurchase intention, loyalty, and desire to stay longer, Malaysia

Paper type - Research paper

Introduction

Shopping malls across Malaysia and the region are growing vigorously. This development has prompted the entry of shopping malls into a highly competitive market to attract tourist destination. The competition among numerous retail settings in shopping centers, mall management is investing more capital to create a pleasant shopping mall environment to enhance and attract tourist shoppers (Sharma, Chen, & Luk, 2018; Wong & Wan, 2013), and encourage tourists to revisit intentions (Albayrak, Caber, & Çömen, 2016; Lee, Jeong, & Qu, 2019). Most retailers believe that shopping mall layout and merchandise presentation influence the degree to which shoppers enjoy their experiences (Adapa, Fazal-e-Hasan, Makam, Azeem, & Mortimer, 2020; Atulkar & Kesari, 2017; Jang, Baek, & Choo, 2018), and provide an integral component to trip experiences (Sirakaya-Turk, Ekinci, & Martin, 2015). Tourist who enjoys these moments tends to engage more in unplanned buying while gaining the psychological rewards of the shopping process itself (Hart, Farrell, Stachow, Reed, & Cadogan, 2007; Tandon, Gupta, & Tripathi, 2016). Many tourists are considering shopping as the most enjoyable leisure activity; therefore, shopping malls are an essential element of tourist shopping activities, enrich tourism experiences and destinations.

In a developing country like Malaysia, the coexistence of local/traditional markets and shopping malls is common. Local markets are social organizations that feature ethnic

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congregations. In contrast, shopping malls are largely an urban phenomenon because urban areas are better and more willing to incur higher shopping expenditures than non-urban areas (Julian, Ahmed, Binti Che Wel, & Bojei, 2016). In addition, shopping malls are offering images of technology-led business outlets and lifestyle centers in urban areas (Diallo, Diop-Sall, Djelassi, & Godefroit-Winkel, 2018). However, it remains unclear how the physical appearance of these shopping malls may affect tourist purchase behavior. For instance, in their investigation of customer behavior in shopping malls in Malaysia, (Ahmed, Ghingold, & Dahari, 2007) revealed that aesthetic and exploration dimensions are the strongest motivators for shoppers' patronage of malls. Additionally, in their study on shopping malls patronage behavior in Malaysia, (Khong & Ong, 2014) described that Malaysian shoppers present similar behavioral patterns as other populations, and they recognize the malls favorably based on the style, variety, and quality of their products and services.

In a competitive shopping industry, tourist shopping satisfaction and behavioral intentions play an important role in maintaining the long-term relationship between shoppers and shopping malls (Jin, Moscardo, & Murphy, 2020; Mosavi, Sangari, & Keramati, 2018; Yeh, Wang, Hsu, & Swanson, 2018) and improve market share (Anić, Mihić, & Kursan Milaković, 2018). Despite the universal acceptance of the importance of tourist shopping satisfaction and behavioral intentions, a gap exists in providing empirical evidence to support these relationships, particularly in developing countries. Although most research studies have focused on shoppers' responses at the individual store or outlet (Chebat, Sirgy, & St-James, 2006) and mall attributes as a whole (El Hedhli, Zourrig, & Park, 2017; Shafiee & Es-Haghi, 2017).However, they have overlooked to investigate the significant contribution of each mall attribute that affected tourist shopping satisfaction and behavioral intentions. Additionally, the important part of destination-specific attributes in examining the shopping tourism phenomenon was limited. More specifically, there is no adequate understanding of the holistic customer experience on mall attributes and drives consumer behavior outcomes, such as repurchase intention, mall loyalty, and desire to stay longer at the shopping malls, especially in Malaysia. Therefore, validating a scale of shopping mall attributes in the Malaysia context is required to provide a comprehensive understanding of the shopping mall purchasing behaviors. This study is an attempt to examining the effect of shopping mall attributes in predicting tourist shopping satisfaction and behavioral intentions.

In addition, the multi-group analysis was conducted to compare the generation X and Y perception of shopping mall attributes, tourist shopping satisfaction, and behavioral intentions. Recently, shopping behavior among generation X and Y has become a popular research area in the literature. However, there is still much to understand how these two segments will affect shopping mall attributes, tourist shopping satisfaction, and behavioral intentions. Previous studies indicated that shoppers from generation X differed from shopper's generation Y. For example, generation Y has a considerable purchasing power, unparalleled technical skills, and it is also described as individualistic and technological savvy (Ladhari, Gonthier, & Lajante, 2019; Valentine & Powers, 2013). Generation Y is often labeled as sophisticated shoppers who are highly consumption-oriented (Eastman & Liu, 2012; Jackson, Stoel, & Brantley, 2011; Lee, Lee, & Cheng, 2019). Generation Y is most interested in browsing, leisure activity, and shopping (Gilboa & Vilnai-Yavetz, 2010; Millan & Howard, 2007).

Meanwhile, generation X is considered as highly educated generations, but is skeptical, realistic, and disillusioned (Jackson et al., 2011; Ladhari et al., 2019). Most of generation X is to visit the mall mainly for social interaction and leisure purposes (Gilboa & Vilnai-Yavetz, 2010; Ladhari et al., 2019). The conflicting results from the previous research studies suggest that future

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research is required to examine the significant difference perception between generation X and Y in the relationship between shopping mall attributes on tourist shopping satisfaction and behavioral intentions. A better understanding of how shopping mall attributes will contribute to enhancing tourist shopping satisfaction is critical for the successful and sustainable shopping tourism industry. It may help mall managers and retailers in building retail strategies to encourage repurchase intention, loyalty, and desire to stay longer at the shopping malls.

Shopping mall attributes

Shopping being a social phenomenon as it involves intangible and tangible factors (Albayrak et al., 2016), and shopping malls have been a key tourism attraction as well as play a significant role in consumers' lifestyle. Today, malls have combined the traditional selling concept with modern value-added services and entertainment to attract tourist's intentions. Several research studies have emphasized the significance important of shopping malls. Most of the scholars have including elements such as a leisure activity (Choi, Law, & Heo, 2018), enjoyment and entertainment (Gensler, Neslin, & Verhoef, 2017; Mittal, 2016), social and recreational activities (Smith, Rippé, & Dubinsky, 2018), opportunity to spend personal time (Gilboa & Vilnai-Yavetz, 2012), community occasions (El Hedhli, Chebat, & Sirgy, 2013) and tourist attractions (Horváth & Adıgüzel, 2018). Thus, creating a shopping mall attributes that are pleasant, attractive, and convenient has become an effective strategy for increasing the advantages of tourists experience and tourists attraction (Beatty, Givan, Franke, & Reynolds, 2015; Krasonikolakis, Vrechopoulos, Pouloudi, & Dimitriadis, 2018; Lee & Choi, 2019).

Over for decades, retail stores/mall attributes have developed in the literature. For example, (Wakefield & Baker, 1998) categorized tenant variety, mall environment, and shopping involvement as the dimensions that stimulate shoppers' excitement and desire to stay in a mall. They also conclude that these three dimensions have a distinct influence on consumers' excitement and desire to stay at the shopping malls. El-Adly (2007) categorized the shopping malls attractiveness into six factors, namely comfort, entertainment, diversity, mall essence, convenience, and luxury. According to mall attractiveness attributes (El-Adly, 2007), shoppers in these segments are more focused on comfort, mall essence, and convenience. Moreover, (Teller & Reutterer, 2008) classified shopping malls attributes into three factors: site-related factors (accessibility and parking); tenants related factors (retail tenant mix, merchandise value, non-retail tenant mix); environment-related factors (orientation, ambiance, and atmosphere). Additionally, El Hedhli et al. (2017) and (Haj-Salem, Chebat, Michon, & Oliveira, 2016) proposed an integrative model of mall patronage that shopper's draw mall attributes from mall design, mall atmosphere, and mall employees. Interestingly, (Shafiee & Es-Haghi, 2017) combined mall attributes developed by (Chebat, Sirgy, & Grzeskowiak, 2010) and (El Hedhli et al., 2013) and carry out into factors such as access, atmosphere, self-identification, price/promotion, cross-category assortment, and with-category assortment. Most recently, Diallo et al. (2018) validated (Kim & Jin, 2002) constructs to measured mall attractiveness and categorized into four factors: physical aspects, reliability, problem-solving, and personal attention.

Although most scholars have developed mall attributes in the past, no consensus has extended on the unifying classification of mall attributes. For example, El Hedhli et al. (2017) stressed that the number and nature of the mall attribute vary from one study to another. Indeed, the reflection on each aspect introduced by different scholars has an overlap between them (Chebat et al., 2010; Shafiee & Es-Haghi, 2017). Another reason, shoppers are possible to perceive malls differently in terms of mall's typical shoppers (Chebat et al., 2006; Massicotte, Michon,

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Chebat, Sirgy, & Borges, 2011) and likely to shop at malls as consistently with their self-patronage (Chebat, El Hedhli, & Sirgy, 2009). For this reason, the shopping malls attributed employed in this study are combination models from several researchers (Chebat, Sirgy, & Grzeskowiak, 2010; Hart et al., 2007; Sit, Merrilees, & Birch, 2003; Wakefield & Baker, 1998). This combination is the most important study specific to the shopping malls as a whole rather than an individual store. Accordingly, this study selects accessibility, atmosphere, physical environment, and service personnel as the components of mall attributes.

Accessibility refers to the essential aspects of shopping, such as mall location, a distance of parking area, and facility for pedestrian locations (Hart et al., 2007; Sit, Merrilees, & Birch, 2003; Teller & Schnedlitz, 2012). According to central place theory (Craig, 1984) suggested that factors such as distance or travel time and accessible to location of shopping mall played an important role for influencing shopping intentions and behavior (Chebat et al., 2010; Shafiee & Es-Haghi, 2017; Shim & Eastlick, 1998). Atmosphere describes how the design elements of a space are manipulated to create certain affective responses and create intention customers to return (Bitner, 1992; Foster & McLelland, 2015). Atmosphere elements such as noise, music, and color will affect shoppers' perception of a mall (Shafiee & Es-Haghi, 2017). Environment means the consumers' responses to the practical aspects of shopping center management, such as the cleanliness of the shopping centers, opening hours, and security (Hart et al., 2007; Rajagopal, 2011). Service personnel refers to courteous and helpful mall employees in displaying enthusiasm and warmth that can lead to a 'personally rewarding shopping and service experience. The direct interaction between staff personnel and the customer generally takes place at the point of purchase, including the service delivery and the consumption process (Stocchi, Hart, & Haji, 2016).

Tourist shopping satisfaction

Shopping satisfaction is defined as the summary psychological state based on the disconfirmation paradigm theory (Oliver, 1980). This theory indicates that customers become satisfied if the perceived performance matches or even exceeds their expectations of services. If it does not, they are dissatisfied. The expectancy and disconfirmation concept deal with consumers' forms an expectation before consuming an experience through a cognitive practice involving semantic subtext of product and service attributes. In the tourism context, shopping satisfaction relates to the consequences of the shopper's evaluation of the value derived from the shopping process (Atulkar & Kesari, 2017; Gillison & Reynolds, 2018; Maleki & Gholamian, 2020; Sirakaya-Turk et al., 2015). This process perspective emphasizes shoppers' satisfaction with the shopping experience itself instead of satisfaction with the purchased product (Gillison & Reynolds, 2018). Interestingly, the disconfirmation paradigm theory highlights the difficulty of identifying shopper reactions during shopping activities as shopping malls are complex organizations that involve the physical environment, stores, restaurants, people, and promotional events (Anselmsson, 2006). Therefore, in this study, tourist-shopping satisfaction defined as a cognitive assessment process from overall evaluation of tourist visit to the shopping malls (Chebat, Michon, Haj-Salem, & Oliveira, 2014; Lloyd, Chan, Yip, & Chan, 2014; Seiders, Voss, Grewal, & Godfrey, 2005).

Tourist behavioral intentions

Behavioral intentions defined as a signal of whether customers choose to remain in or leave the relationship with the service provider based on the favorable and unfavorable factors (Zeithaml, Berry, & Parasuraman, 1996). Favorable intentions signify that the customers tend to spread

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positive word of mouth (WOM) and exhibit repurchase intention and loyalty (Francioni, Savelli, & Cioppi, 2018; Pollack, 2017). On the contrary, unfavorable behavioral intention denotes that the customers tend to disseminate negative WOM, convey their undesirable experiences to other customers (Caruana, 2002), and plan to switch to competitors (Amin, Isa, & Fontaine, 2011; Wirtz, Xiao, Chiang, & Malhotra, 2014). In this study, behavioral intentions is measured as multidimensional constructs that consist of re-purchase intention, loyalty, and desire to stay longer at the shopping malls. Repurchase intention pertains to the emotional attachment of the tourist, which is reflected in tourist commitment to continue visiting the shopping malls (Lloyd et al., 2014). Loyalty refers to a tourist attitude to express a favorable behavior toward a particular product or service (Bigné, Mattila, & Andreu, 2008; Lloyd et al., 2014; Parihar, Dawra, & Sahay, 2018; Tabrani, Amin, & Nizam, 2018). Desire to stay longer is the intent and willingness of a tourist to spend more time or stay longer at the shopping malls (De Nisco & Warnaby, 2013; Lloyd et al., 2014; Wakefield & Baker, 1998).

Hypothesis Development

The accessibility and tourist-shopping satisfaction

In the shopping malls context, (Teller, Reutterer, & Schnedlitz, 2008) suggest the aspects of easy accessibility include connection to road access, availability of car park facilities with parking fees, proximity to home and work, and strategic geographical location will affect tourist shopping satisfaction (El Hedhli et al., 2013; Teller & Schnedlitz, 2012). Moreover, (Hart et al., 2007) consequently highlight that poor directional displays to the shopping mall location indicate dissatisfaction and unhappiness with the shopping experience. In this case, accessibility to shopping malls has a crucial role in attracting shoppers to the mall (Calvo-Porral & Lévy-Mangín, 2018). Therefore accessibility is one of the significant factors that influence tourist-shopping satisfaction (Sirakaya-Turk et al., 2015). Thus, the following hypothesis:

Hypothesis 1: There is a positive relationship between the accessibility and tourist shopping satisfaction.

The atmosphere and tourist-shopping satisfaction

Most of the scholars argued that shoppers obtain their first impression of a shopping mall from the elements that they can perceive, observe, or hear from outside the mall, such as displays, lighting, music, and color scheme (Roschk, Loureiro, & Breitsohl, 2017; Vukadin, Wongkitrungrueng, & Assarut, 2018). In addition, (Yildirim, Cagatay, & Hidayetoğlu, 2015) argue that the store's circulation area, lighting, climatic conditions, ambient scent, and cleanliness significantly affect the duration of shopper visits to the stores. Interestingly, shopping malls in Malaysia have successfully improved the shopping experience by providing peaceful music and warm color patterns to inspire shoppers to spend more time and enjoy their visit to shopping malls (Ahmed et al., 2007). It indicates that a mall's atmospherics is one of the most essential elements in influencing the duration of shoppers to spend time in the mall (Tandon et al., 2016). Thus, this study develops the following hypothesis:

Hypothesis 2: There is a positive relationship between the atmosphere and tourist shopping satisfaction.

Environment and tourist-shopping satisfaction

In the shopping malls context, (Jang et al., 2018) argue that in a mall environment, a plethora of variables affects visual complexity, such as store walls, floors, ceilings, and other elements; the

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diversity of the merchandise itself is likewise an influencing factor. Additionally, (Badgaiyan & Verma, 2015) assert that a mall with a pleasant shopping environment positively affects the impulsive buying behavior of shoppers. A poorly designed mall environment, therefore, significantly reduces shopping pleasure, aggravates customers' moods (Beynon, Moutinho, & Veloutsou, 2010) and reduces shopping value (Garaus, Wagner, & Kummer, 2015; Michon, Chebat, Yu, & Lemarié, 2015). According to (Khong & Ong, 2014), the environment is a relevant antecedent of patronage behavior in shopping malls in Malaysia. Hence, the following hypothesis:
Hypothesis 3 There is a positive relationship between the environment and tourist shopping satisfaction.

Service personnel (staff) and tourist-shopping satisfaction
In the shopping mall perspective, the behavior of retail employees covers their knowledge, courtesy, helpfulness, prompt service, and positive attitude (Ortegón-Cortázar & Royo-Vela, 2017; Sit et al., 2003). An excellent staff, including skill, appearance, and behavior in interacting with shoppers, consequently plays a significant role in enhancing tourist-shopping satisfaction (Kala, 2019). In the Malaysian context, knowledgeable staff who are capable of providing information to customers are particularly essential when the latter shops for groceries in supermarkets (Chamhuri & Batt, 2013). Thus, the following hypothesis is:
Hypothesis 4: There is a positive relationship between the service personnel (staff) and tourist shopping satisfaction.

Tourist-shopping satisfaction and tourist-shopping behavioral intentions
Numerous studies have investigated the significant relationship between customer satisfaction and behavioral intentions (Amin, 2016; Amin, Yahya, Ismayatim, Nasharuddin, & Kassim, 2013; Francioni et al., 2018). For instance, (Liao, Wang, & Yeh, 2014) argue that shoppers usually are satisfied if the stores are capable of exceeding their expectations of store performance and thus intensify their repurchase intention. In the context of shopping malls in Malaysia, shopping malls usually have their particular loyal shoppers and viewed the malls as the central place for their shopping and leisure activities (Khong & Ong, 2014). Highly satisfied shoppers also substantially increase their visits to the shopping malls (Calvo-Porral & Lévy-Mangín, 2018; Hart et al., 2007; Lloyd et al., 2014). Satisfied shoppers tend to revisit the destination with an increased shopping budget (Lee & Choi, 2019). This assumption is confirming to support the notion that tourist-shopping satisfaction directly influences repurchase intention, loyalty, and desire to stay longer at the shopping malls. Thus, the following hypotheses are developed:
Hypothesis 5: There is a positive relationship between tourist shopping satisfaction and repurchase intention.
Hypothesis 6: There is a positive relationship between tourist shopping satisfaction and loyalty.
Hypothesis 7: There is a positive relationship between tourist shopping satisfaction and desire to stay longer at shopping malls.

Tourist shopping attributes for generation X and Y
Generation X and Y are part of a generational cohort that refers to a specific consumer segment based on an individual's coming of age year as a proxy to postulate their valuable experiences (Jackson et al., 2011; Prideaux, Lee, & Tsang, 2018). Generation Y, also known as the "Millennial generation" members, were born from 1980 to 1999, and generation X members were born from 1961 to 1979 (Gurău, 2012). Generation Y is pragmatic, like the convenience and value-oriented

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(Morton, 2002). Most of the generation Y is more focus on leisure and recreation, socializing in general, shopping, and dining out as essential favored activities (Kruger & Saayman, 2015) and have few savings (Bednall, Valos, Adam, & McLeod, 2012).

In the Malaysia context, generation Y is likely to purchase and consume luxury fashion products (Soh, Rezaei, & Gu, 2017). Moreover, (Kaur & Anand, 2018) emphasize that generation Y perceives shopping as deliberately consuming products that define themselves and express their personality (Ordun, 2015). Although, young consumers are emotionally involved to the mall and have a connectedness with the mall (Wilhelm and Mottner (2005). However, (Can, Kurtulmusoglu, & Atalay, 2016) reveals that physical mall features and its facilities are less important for the youth market than for the general population. Conversely, generation X is mostly high educated generations and places less importance on a utilitarian style for shopping (Jackson et al., 2011). For them, parking, traffic and mall operating hours are the most critical factor for generation X in developing mall patronage (Gentry & Burns, 1978). Meanwhile, hygiene factors, locational convenience and entertainment are most important factor for generation Y (Jackson et al., 2011). In addition, generation Y is more focus on trends, style, quality, and brand popularity rather than price (Reisenwitz & Iyer, 2009). In this part, generation Y has developed different shopping style compared with X generation (Lissitsa & Kol, 2016; Purani, Kumar, & Sahadev, 2019). Therefore, most of the scholars suggest that customer characteristics moderates the relationship between shopping satisfaction and behavioral intentions (Djelassi, Godefroit-Winkel, & Diallo, 2018; Schirmer, Ringle, Gudergan, & Feistel, 2018) including generation X and Y. Thus, the following hypothesis is:

Hypothesis 8a: The effect of accessibility on tourist shopping satisfaction is different for generation X and Y.

Hypothesis 8b: The effect of atmosphere on tourist shopping satisfaction is different for generation X and Y.

Hypothesis 8c: The effect of environment on tourist shopping satisfaction is different for generation X and Y.

Hypothesis 8d: The effect of service personnel (staff) on tourist shopping satisfaction is different for generation X and Y.

Hypothesis 8e: The effect of tourist shopping satisfaction on repurchase intention is different between generation X and Y.

Hypothesis 8f: The effect of tourist shopping satisfaction on loyalty is different between generation X and Y.

Hypothesis 8g: The effect of tourist shopping satisfaction on the desire to stay longer is different between generation X and Y.

Methodology

Measures

This study adapted the shopping mall attribute constructs consisting of accessibility, atmosphere, environment, and service personnel from (Anselmsson, 2006; Chebat et al., 2010; Hart et al., 2007; Sit et al., 2003; Wakefield & Baker, 1998). Tourist-shopping satisfaction constructs were adapted from (Chebat et al., 2014; Lloyd et al., 2014; Seiders et al., 2005). Behavioral intention constructs comprising repurchase intention, loyalty, and desire to stay longer were adapted from (De Nisco & Warnaby, 2013; Seiders, Voss, Godfrey, & Grewal, 2007; Seiders et al., 2005; Wakefield & Baker, 1998; Zeithaml et al., 1996). The current study performed modifications related to the substitution of questionnaire items by matching these items to a specific service

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industry (shopping malls) and context (Malaysia). The questionnaire was written in both Bahasa Malaysia and English language to ensure clarity, and it was two Malaysian experts carefully checked content validity (text and purpose). A pre-test was subsequently conducted to improve the questionnaire structure and content. Fifty questionnaires were distributed to customers who have visited a shopping mall in Malaysia, and minor modifications to the scales were made accordingly to ensure that the questions were not repetitive. Pilot test respondents were excluded from further analysis. A five-point Likert scale (ranging from 1, "strongly disagree" to 5, "strongly agree") was utilized to measure shopping mall attributes. A five-point scale (ranging from 1, "strongly dissatisfied" to 5, "strongly satisfied") was also used to measure customer satisfaction.

Sample

This study adopted a systematic random sampling technique, in which every fifth shopper who visited the shopping mall was approached to participate in this study. If the respondent declined the request, the next fifth shopper who visited the shopping mall was subsequently approached. Six trained interviewers conducted the data collection from June to October 2015. The study selected 10 shopping malls in six different cities in Peninsula Malaysia (Kuala Lumpur, Shah Alam, Putra Jaya, Melaka, Johor Bahru, and Pulau Pinang). Two cities represent the levels of economic development in the southern area (Johor Bahru and Melaka), one city exemplifies the north area with a developing economy (Pulau Pinang), and three cities typify the central areas where most shopping malls in Malaysia are located (Kuala Lumpur, Putra Jaya, and Shah Alam). The selection of shopping malls from different cities, as a sampling frame, has the purpose of determining the diversity of population size, geographical location, and socioeconomic level (Kim & Kim, 2008). The interviewers manually distributed the questionnaires to the international and domestic tourists at the shopping malls. The respondents were selected among those tourists who were visiting the sampled shopping malls during the daytime and on several days for a week or a month. On weekends, the interviewers visited the malls from morning until evening (10 a.m. to 10 p.m.); on weekdays, data were collected during the daytime (10 a.m. to 6 p.m.). This approach was supported by (Wakefield & Baker, 1998). Six hundred questionnaires were distributed to target respondents who at least have a shopping experience with one of those shopping malls. From those survey questionnaires, 282 were returned (47% response rate) and filled out completely. Table 1 depicts the sample characteristics collected from the 282 respondents consisting of 140 male (49.6%) and 142 females (50.4%) shoppers.

Table 1 Insert here

Common method variance (CMV)

Most of scholars have a consensus that common method variance has a potential issue in social sciences because they are one of the main sources of measurement error (Podsakoff, MacKenzie, Lee, & Podsakoff, 2003). Podsakoff et al. (2003) highlighted the potential sources of common method biases including common rater effects, item characteristic effects, item context effects, measurement context effects, predictor and criterion variables measured at the same point in time, predictor and criterion variables measured in the same location, predictor and criterion variables measured using the same medium. In this study, both the predictor and criterion constructs were collected from the same source at the same time (Podsakoff *et al.,* 2003). To address this issue, following the suggestion from Podsakoff and Organ (1986), the Harman's single

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factor test procedure was performed by uploading all items into principal component factor analysis without a rotation (Podsakoff & Organ, 1986). The results indicated that all factors were extracted in one factor and explained 37% of total variance, which confirmed that common method variance was not a concern in this study and therefore proceed for further analysis.

Data analysis

The partial least squares structural equation modeling technique was employed to analyze the measurement and structural model (Hair, Hult, Ringle, & Sarstedt, 2013; Hair, Hult, Ringle, & Sarstedt, 2016) via the Smart PLS software (Ringle, Wende, & Will, 2005). A PLS-SEM is a variance-based approach to examine the relationships between construct simultaneously (Ali, Rasoolimanesh, Sarstedt, Ringle, & Ryu, 2018; Hair et al., 2016). In fact, PLS-SEM approach are a frequently implemented in management literature (Amin, Aldakhil, Wu, Rezaei, & Cobanoglu, 2017) and provides a vigorous way in estimating statistical models (Hair, Risher, Sarstedt, & Ringle, 2019). Therefore, Hair et al. (2019) recommended two systematic procedures in applying PLS-SEM: the measurement model and the structural model.

Measurement model

The measurement model was performed to calculate convergent validity. Factor loadings, composite reliability (CR), and average variance extracted (AVE) were utilized to calculate the convergent validity (Hair et al., 2013). The results of the measurement model exceeded the recommended values and thus indicated a satisfactory convergent validity, as depicted in Table 2. To calculate the convergent validity for each construct, the standardized factor loadings were used to define the validity of the constructs (Anderson & Gerbing, 1988; Yang & Jolly, 2008). The findings implied that each factor loading of the reflective indicators ranged from 0.843 to 0.954 and exceeded the recommended level of 0.50. As shown in Table 2, the AVE was ranged from 0.768 to 0.908 and the CR was varied from 0.917 to 0.952. Thus, demonstrating that construct validity has exceeded the recommended levels (Anderson & Gerbing, 1988; Hair, Sarstedt, Ringle, & Mena, 2012).

In order to assess discriminant validity, the Fornell & Larcker's criteria and heterotrait-monotrait (HTMT) ration of correlations were established (Henseler, Ringle, & Sarstedt, 2016). Table 3 shows the results of Fornell & Larcker's calculation, indicating that the square root of AVE between each pair of constructs was higher than the correlation estimated between constructs, thus demonstrating satisfactory discriminant validity (Bagozzi & Yi, 1988; Fornell & Larcker, 1981; Hair, Black, Babin, & Anderson, 2010). The Heterotrait-Monotrait (HTMT) ratio of correlations as shown in Table 3, explaining all values of HTM are lower than the recommended level of 0.85 and confirmed all construct possess acceptable of discriminant validity (Hair et al., 2016).

Table 2 Insert here
Table 3 Insert here

Structural equation modeling (SEM)

According to Hair et al. (2019), the path coefficient (β), coefficient of determination (*R*2), and effect size (*f*2) were reported in the structural model. Using a bootstrapping procedure with a re-sampling of 5,000 (Hair et al., 2013; Hair et al., 2019; Hair et al., 2012), the path estimates and *t*-statistics were calculated for the hypothesized interactions. Table 4 illustrates the structural model analysis. The results revealed that the relationship between accessibility, atmosphere,

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environment, and service personnel on tourist shopping satisfaction was significant (β = 0.144, t-value = 2.509; β = 0.167, t-value = 2.409; β = 0.413, t-value = 5.274; β = 0.449, t-value = 7.728). Thus, H1, H2, H3, and H4 were supported (Figure 1). Meanwhile, the relationship between tourist shopping satisfaction and repurchase intention, loyalty, and desire to stay longer was also significant (β = 0.638, t-value = 16.253; β = 0.396, t-value = 7.513; β = 0.568, t-value = 13.775). Thus, H5, H6, and H7 were supported. Table 4 presents the corrected *R*-squared values for all constructs. Tourist shopping satisfaction was explained by 52.6 percent of the atmosphere, accessibility, environment, and service personnel (R^2 = 0.526). The repurchase intention, loyalty, and desire to stay longer were explained by 40.8 percent (R^2 = 0.408), 16.7 percent (R^2 = 0.167), and 32.2 percent (R^2 = 0.32.2) of tourist shopping satisfaction, respectively. While, the effect size (f^2) for all constructs shown in Table 4, where f^2 values of 0.02, 0.15, 0.35 represent small, medium, and large effects, respectively (Hair et al., 2016).

Table 4 Insert here
Figure 1 Insert here

Multi-group analysis (MGA)

The multi-group data analysis was conducted to compare generation Y and X of their perceptions on mall attributes, tourist shopping satisfaction and behavioral intentions. The dataset was divided into generation Y (n = 155) and X (n = 127) respondents to determine the moderating effects of the specified variable on the causal impact on the research model. Before perform MGA, Henseler et al. (2016) suggested testing the measurement invariance of composites (MICOM) method for the PLS-SEM approach. There are three steps process namely: the configural invariance assessment; the establishment of compositional invariance assessment, and an assessment of equal means and variances. Following to the MICOM procedure, the partial measurement invariance of two groups were established as a requirement for comparing and interpreting the MGA group-specific differences of PLS-SEM results (Henseler et al., 2016). Table 5 shows the multi-group analysis between generation X and Y on mall attributes, tourist shopping satisfaction, and behavioral intentions. The result indicates that there was no significant difference between generation X and Y on the relationship between atmosphere and accessibility on tourist shopping satisfaction. Thus, H8a and H8b were not supported. Interestingly, the effect of environment and service personnel on tourist shopping satisfaction is different between generation X and Y. Thus H8c and H8d were supported. The relationship between tourist shopping satisfaction on repurchase intention, loyalty, and desire to stay longer have significant differences between generation X and Y. Thus, H8e, H8f, and H8g were supported.

Table 5 Insert here
Figure 2 Insert here
Figure 3 Insert here

Discussion

The objective of this study is to examine the effect of shopping mall attributes on tourist shopping satisfaction and behavioral intentions. The results signify that accessibility, atmosphere, environment, and service personnel plays a crucial role in enhancing tourist shopping satisfaction and behavioral intentions. Interestingly, the staff personnel dimension is recognized as the most crucial criterion for increasing tourist shopping satisfaction, followed by environment,

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atmosphere, and accessibility. This finding reveals that tourist are more focused on helpfulness, prompt services and a positive attitude of employees. This finding is consistent with (Anselmsson, 2006; Badgaiyan & Verma, 2015; Kim, Lee, & Suh, 2015; Ryu, Lee, & Gon Kim, 2012). For example, Chamhuri & Batt (2013) point out that most of the shoppers were happy with staff personnel capability in delivering their services at a supermarket in Malaysia. By providing staff with proper training is required to build customer relationship and consequently will enhance tourist shopping satisfaction.

The results suggest that tourist shopping satisfaction has a significant relationship with behavioral intention dimensions such as repurchase intention, loyalty, and desire to stay longer at the shopping malls. Additionally, tourists satisfied with how shopping malls provided a pleasant and enjoyable shopping environment, will become loyal, demonstrate their repurchase intention, and express a desire to stay longer at the shopping malls. In shopping malls in Malaysia, Kong & Ong (2014) report a significant relationship between shopping mall patronage behavior and shopper satisfaction, which consequently creates patronage loyalty. Shopping malls have their particular loyal customers who are willing to spend more money and time. In addition, shopping malls should establish a loyalty program that offers rewards to consumers; as such, programs help shopping malls to increase customer loyalty. According to (Julian et al., 2016), customers who join loyalty or reward programs signify their commitment to a relationship with the merchant. In this regard, (Wakefield & Baker, 1998) explain that shoppers who are more interested in shopping tend to spend more time shopping and willingly return to the shopping mall regularly than those shoppers who are less interested in shopping. Similarly, when tourists experience the enjoyment of shopping, they have a desire to stay longer and patronize the retailer to repeat enjoyable experiences (Kim & Kim, 2008).

The result from multi-group analysis shows that there is no significant difference between generation X and Y on the atmosphere, accessibility, and tourist shopping satisfaction. Meanwhile, environment and staff personnel on tourist shopping satisfaction have a significance difference between generation X and Y. It is describing that the shopping mall convenient working hours, clean, and safe place to shop are the most essential criteria for generation X than Y. For generation Y, staff responsiveness and helpfulness are the most crucial element in selecting their mall. Besides, the effect of tourist shopping satisfaction on repurchase intention, loyalty, and desire to stay longer is difference between generation X and Y. It demonstrating that desire to stay longer and loyalty are more prefer to generation X, and generation Y is more focused on repurchase intention. Additionally, (Sastre & Phakdee-Auksorn, 2017) specify that younger groups (Gen Y) are more interested in visiting the interesting places, do sight-seeing, and enjoyed the area compared with the old group (Gen X).

Theoretical Implications

The results of this study have several theoretical implications. First, shopping mall attributes confirmed as a multidimensional construct consisting of accessibility, atmosphere, environment, and service personnel (staff). It is indicating that shopping mall attributes are playing an essential role in enhancing tourist shopping satisfaction and behavioral intentions. The result shows that tourists are satisfied with the shopping mall attributes and will strengthen their visits, stay longer, and loyal to the shopping malls. As competition in shopping malls has increased with the development of different types of retailing formats, managers have to move beyond a product focus and emphasize the customer experience to compete with rivals. As Ahmed et al. (2007) emphasize that Malaysian shoppers are highly valued artistic elements, and most of them enjoy

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the shopping mall's interior design, music, décor, and lighting. Second, this study examines whether Gen X and Y are differences in the relationship between shopping mall attributes, tourist shopping satisfaction and behavioral intentions. This aim was motivated by (Shephard, Kinley, & Josiam, 2014), who conducted a study on age and gender differences on shopping preferences. Third, with the growth of the mall industry and shopping malls becoming social and recreational centers, providing excellent shopping mall accessibility to customers is required, such as connectivity to road networks, availability of car park facilities with parking fees, proximity to home and work, and strategic geographical location. Additionally, the deployment of staff that are knowledgeable and display a positive attitude improves shoppers' relationships and creates a positive impression of the shopping malls and thus significantly enhances tourist shopping satisfaction (Bateson, Wirtz, Burke, & Vaughan, 2014).

Managerial Implications

This study contributes to the literature in terms of the diverse effects of the shopping mall attribute on tourist shopping satisfaction and behavioral intentions. From a managerial perspective, this study suggests that shopping malls have to focus on refining the shopping mall attributes to improve and sustain tourist shopping satisfaction. In addition, shopping mall management has to emphasize human capital as human resource development and offer substantial staff training to enhance shopper–staff relationships. The results highlight the importance of service personnel–customer interactions in developing an enjoyable shopping experience; emphasizing and improving the customer–staff relationship is therefore necessary. In the Malaysian context, Mohd-Ramly & Omar (2017) highlight that mall staff interaction with customers in a friendly manner has provided the highest contribution to customer experience and engagement. Therefore, providing high-quality human-based interactions helps shopping malls to enhance tourist shopping satisfaction and behavioral intentions (Sharma et al., 2018). Moreover, the results finding indicate that Gen Y market segment has more interest in shopping enjoyment, and it seemed that the generation cohort as an indicator in determining shopping behaviors.

In order to meet tourist shoppers' expectations of shopping malls, mall management should, therefore, launch attractive events such as weekly mall promotions, discounts, provide families and children with recreational areas and cafés, hold fashion events, and show relevant football matches. In addition, advertising, entertainment, a favorable and unique mall image, and other promotional packages can be designed to encourage more tourists to visit the shopping malls and create a sustainable competitive advantage.

Most scholars have recognized the importance of shopping in increasing leisure activities and forces driving destination choice (Choi et al., 2018; Saayman & Saayman, 2012). By comparing two-segment customers, leisure tourists, and shopping tourists, indicating that shopping tourists spend up to three to four times more money while on their vacation (Rosenbaum & Spears, 2005). Most international tourists spend more money on shopping and buying luxury brands when they are on vacation (Su, Min, Chen, & Swanger, 2018; Suh & McAvoy, 2005). For this reason, shopping malls management has to work closely with travel agencies, hotels, and airline industries to develop fantastic marketing strategies to promote shopping malls as a shopping tourist destination. Interestingly, tourist shopping behaviors are depending on many factors and it correlates to destination attributes such as price and shopping environment and tourist characteristics such as gender, age, product features, and traveling purposes (McKercher, Mei, & Tse, 2006; Park & Reisinger, 2009). Therefore, understanding the tourist background when they

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are visiting a shopping mall is essential. Attractive promotion by providing tax returns, sale promotions (buy 2 get 1 free), and other incentives would attract the tourist to visit and spend more money on shopping. Besides, tourism industry players have to cater to their tourist customer segment by focusing on the district, region, country, and neighborhood areas. By understanding, a tourist from a different part of the world will help shopping malls to identify tourist's expectation and value for a varied group of tourist who is visiting the shopping malls.

Limitations and Future Research

This study contains several limitations that future research needs to address. First, the findings are limited to shopping malls and a specific geographical area. Future research should incorporate and increase the total number of shopping malls and areas to obtain satisfactory results. Second, a convenience sampling technique was implemented in this study, and future research should consider another method, such as quota sampling to provide an accurate sample population distribution. Third, despite confirming the positive influence of shopping mall attribute constructs on the tourist shopping satisfaction and behavioral intentions, the exploration of other variables, including hedonic and utilitarian values, price acceptance, and customer engagement, are also crucial in investigating these relationships. Tourists' shopping behaviors are influenced by several factors such as age, gender, income, and culture, therefore considering another variable such as country origin for future research will provide a significant contribution to understanding the character of tourist behaviors.

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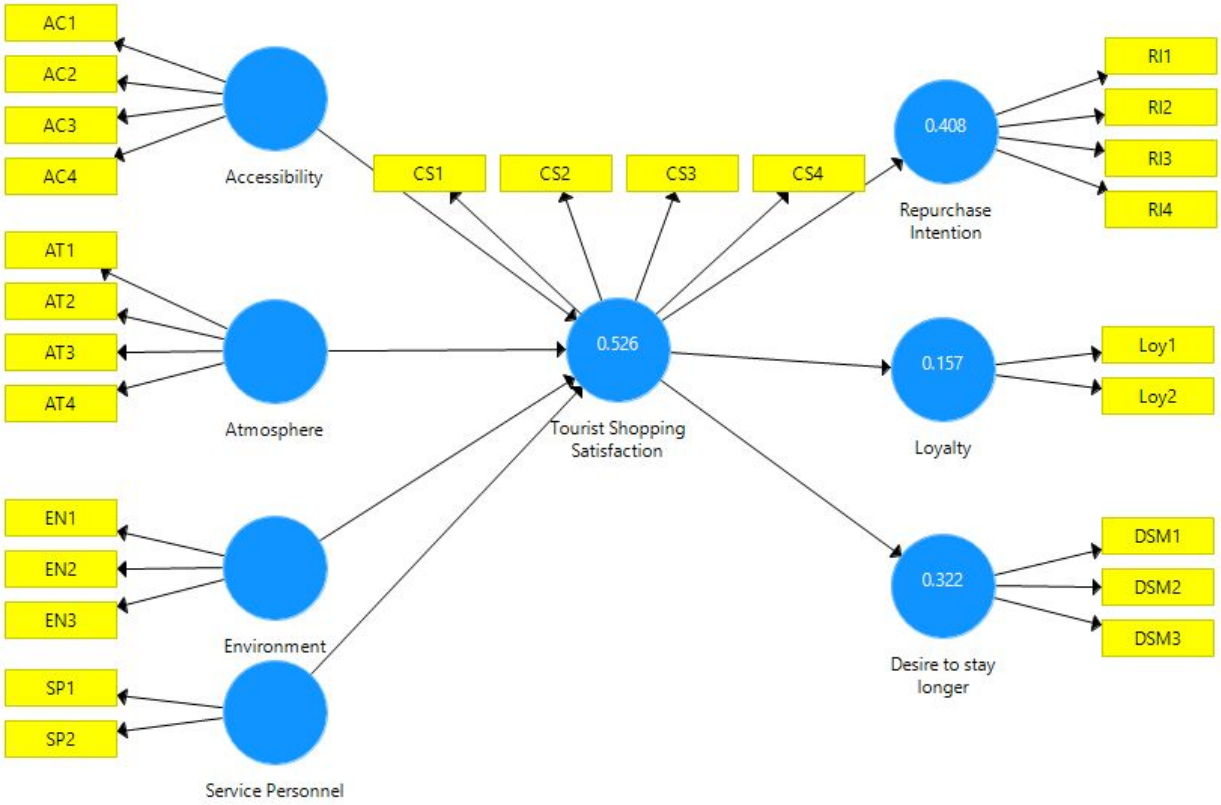

Figure 1. Research Model

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Figure 2. Generation X

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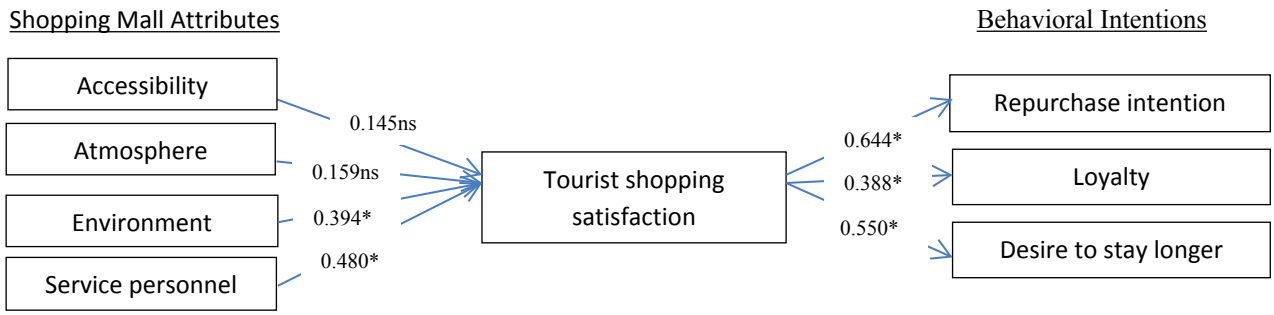

Figure 3. Generation Y

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Table 1. Demographics profile

Variable	Categories	Frequencies	%
Gender	Male	140	49.6
	Female	142	50.4
Gen	Y	155	55
	X	127	45
Age	Less than 25 years old	59	20.9
	26-35 years old	96	34
	36-45 years old	73	25.9
	46-55 years old	43	15.2
	> 55 years old	11	3.9
Occupation	Governmental Officer	16	5.7
	Professional Private Employees	125	44.3
	Business Entrepreneurs	38	13.5
	Student	81	28.7
	Other	22	7.8
Income	Less than MYR 5,000	141	50
	MYR 5,000 – MYR 10,000	73	25.9
	MYR 10,000 – MYR 20,000	46	16.3
	MYR 20,000 – MYR 30,000	14	5
	More than MYR 30,000	8	2.8
Frequency of visit to the shopping malls:			
	Once	25	8.9
	Twice	40	14.2
	Three times	95	33.7
	Five times and more	122	43.3
Country	Malaysia	86	30.5
	P.R. China	55	19.5
	South Korea	42	14.9
	Indonesia	36	12.8
	North America	31	11.0
	Europe	27	9.6
	Middle East	5	1.8

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Table 2. Measurement Model

Constructs	Items	Loadings	CR	AVE
Accessibility	The location of the shopping mall is convenient	0.902	0.930	0.768
	There is adequate parking	0.909		
	Pedestrianized areas make it easy to get to move around	0.849		
	Travelling to shop here is easy and straightforward	0.843		
Atmosphere	The building in this place look attractive	0.922	0.952	0.832
	The overall atmosphere makes shopping enjoyable	0.921		
	There is a good selection of cafes and restaurants	0.884		
	There is an excellent variety of stores	0.921		
Environment	The shopping mall area looks clean and tidy	0.904	0.934	0.826
	Shopping mall working hours are convenient	0.949		
	It feels like a safe place to shop	0.871		
Service Personnel (Staff)	The service in the shops is good	0.954	0.952	0.908
	The attitude of staff in the shops is helpful and friendly	0.952		
Tourist Shopping Satisfaction	This is one of the best shopping malls I could have visited	0.880	0.952	0.833
	I am satisfied with the service I receive from the mall	0.933		
	I am delighted with the service I receive from the mall	0.935		
	I have really enjoyed myself in this shopping mall	0.901		
Repurchase intentions	I will surely come again to this shopping mall to have shopping in the future.	0.898	0.940	0.797
	I will have shopping again at this shopping mall rather than at other shopping malls	0.912		
	I will suggest my friends to have shopping at this shopping mall	0.906		
	Do more business with this shopping mall in the next few years	0.854		
Loyalty	Say positive things about this shopping mall	0.924	0.917	0.847
	I consider myself loyal to this shopping mall	0.917		
Desire to stay longer	I like to stay at this mall as long as possible	0.871	0.934	0.825
	I enjoy spending time at this mall.	0.932		
	Shopping at this shopping mall was well worth my time	0.922		

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Table 3. Discriminant validity

Constructs	1	2	3	4	5	6	7	8
1. Accessibility	***0.876***							
2. Atmosphere	0.447	***0.912***						
3. Tourist Shopping Satisfaction	0.495	0.376	***0.913***					
4. Desire to stay longer	0.631	0.340	0.568	***0.908***				
5. Environment	0.397	0.747	0.544	0.335	***0.909***			
6. Loyalty	0.471	0.248	0.396	0.664	0.252	***0.921***		
7. Repurchase Intention	0.579	0.454	0.638	0.656	0.412	0.552	***0.893***	
8. Service Personnel (Staff)	0.584	0.379	0.652	0.635	0.443	0.511	0.620	***0.953***
HTMT								
1. Accessibility								
2. Atmosphere	0.489							
3. Tourist Shopping Satisfaction	0.537	0.398						
4. Desire to stay longer	0.702	0.371	0.620					
5. Environment	0.442	0.820	0.591	0.373				
6. Loyalty	0.547	0.283	0.453	0.776	0.293			
7. Repurchase Intention	0.637	0.487	0.686	0.727	0.451	0.638		
8. Service Personnel (Staff)	0.647	0.413	0.713	0.708	0.492	0.596	0.683	

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Table 4. Structural model

Hypothesis	Beta	t-value	p-value	BCI LL	BCI UL	r2	f2	Decision
H1. Accessibility -> Tourist Shopping Satisfaction	0.144	2.509	0.006	0.051	0.236	0.526	0.026	Supported
H2. Atmosphere -> Tourist Shopping Satisfaction	0.167	2.409	0.008	0.283	0.058	0.526	0.024	Supported
H3. Environment -> Tourist Shopping Satisfaction	0.413	5.274	0.000	0.279	0.537	0.526	0.148	Supported
H4. Service Personal -> Tourist Shopping Satisfaction	0.449	7.728	0.000	0.352	0.539	0.526	0.257	Supported
H5. Tourist Shopping Satisfaction -> Repurchase Intention	0.638	16.253	0.000	0.567	0.700	0.408	0.688	Supported
H6. Tourist Shopping Satisfaction -> Loyalty	0.396	7.513	0.000	0.305	0.476	0.157	0.186	Supported
H7. Tourist Shopping Satisfaction -> Desire to stay longer	0.568	13.775	0.000	0.494	0.630	0.322	0.476	Supported

Note: Significant at 5% level

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Table 5. Multi-group analysis results

Relationships	Generation X		Generation Y		Decision
	Beta	p-values	Beta	p-values	
H8a. Accessibility -> Tourist Shopping Satisfaction	0.141	0.063	0.145	0.032	Not supported
H8b. Atmosphere -> Tourist Shopping Satisfaction	0.167	0.092	0.159	0.024	Not supported
H8c. Environment -> Tourist Shopping Satisfaction	0.426	0.001	0.394	0.000	Supported
H8d. Staff Personal -> Tourist Shopping Satisfaction	0.412	0.000	0.480	0.000	Supported
H8e. Tourist Shopping Satisfaction -> Repurchase Intention	0.635	0.000	0.644	0.000	Supported
H8f. Tourist Shopping Satisfaction -> Loyalty	0.416	0.000	0.388	0.000	Supported
H8g. Tourist Shopping Satisfaction -> Desire to stay longer	0.603	0.000	0.550	0.000	Supported

Note: Significant at 5% level

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