Shopping Is Not Just for Fun: Exploring the Wellbeing Side of Shopping and its Impact Across Gender Cohorts in an Agrarian City of Pakistan

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Abstract: The shopping mall literature is deficient in understanding the Pakistani shopper's behavior and especially in cities other than metropolitan. To the authors' knowledge, this is the first attempt to bridge this research gap by examining the relationship between mall mix environments and shopping wellbeing, a relatively new and adapted term. The research reported in this paper also investigates the mediating role of shopping wellbeing between mall mix environment and word of mouth, loyalty, commitment and shopping value. A shopper survey through mall intercept technique was used (N=208) in two shopping malls of Multan. Though gender is momentous marketing segment but the disparity can be easily witnessed when it comes to deriving fun and enjoyment from shopping quest i.e. hedonic dimension of shopping value which is more female dominated due to lack of leisure opportunities for females in agrarian city of Multan governed by feudal minded lords supporting suppression of females. It is also found by conducting regression analysis that shopping wellbeing partially mediates the significant and observable relationship between mall mix environment and word of mouth, loyalty and commitment. This empirical finding provides a detailed insight for researchers, retailers and mall administration by offering abundant comprehension on this topic.

Key words: Shopping mall · Shopping wellbeing · Mall mix environment · Word of mouth · Loyalty · commitment · Shopping value · Multan · Pakistan

INTRODUCTION

Feinberg and Meoli [1] referred the Consumer Reports of 1986 which nominates the shopping malls among top 50 wonders accountable for revolting the lives of consumers in addition to power mowers, antibiotics, transistors and personal computers. The multiple claims regarding the history of the shopping malls can be traced back to 1907 in Baltimore neighborhood by introduction of off street parking by a cluster of stores [2]. Still another claim is made by Consumer Reports [3] about the shopping centers of becoming a reality in 1920's as a result of the activities of super markets serving as host for small stores in California.

It is not only imperative to study the influence of mall attributes in large metropolitan cities but the recent trend of mall shoppers in other cities is appealing researchers in this day and age. The colossal advantage of inexpensive entry cost, economical rents, accessible available space and stumpy operating cost makes small cities more alluring to the investors as well as making large cities more unattractive at the same time due to saturation of shopping malls [4, 5]. As a result of global economic meltdown, focus was shifted to the rural retailing by venturing into less penetrated market [5]. A comparable research was also executed in India on the shopping mall behavior of small city consumers across different generation and gender cohort [6].

Unstinted investigations have been made in past concentrating on the dark side as well as the fun side of shopping [7, 8] but only a small amount of research is done about how shopping contributes towards one's wellbeing. The term shopping wellbeing was coined for the first time by El Hedhli *et al.* [9]. It is mainly derived from the consumer wellbeing concept which avows that there is a tie between consumer wellbeing and life satisfaction on the whole. Consumer wellbeing is deemed to be one of the those spheres in addition to leisure,

social, family, finance, health, neighbor, environment, friendship, culture, education, etc. which adds to worth of life [10]. Once an entity is pleased with the events and affairs within each of these domains then they mutually tote up to the quality of life. One such domain is of a consumer wellbeing which encompasses five discrete sub domains including acquisition, possession, consumptions, maintenance and disposition. The wellbeing which one can get hold of shopping comes from the acquisition sub domain along with the social, leisure and community domains. Shopping in this way adds value to the people's overall quality of life.

The factors which are found to be pertinent in stimulating the shopping wellbeing includes functional, convenience, atmospherics, safety and leisure related. In the convenience related factors, parking is established to be positively related with the success of shopping malls according to main stream researchers [11-14].

It is also not possible for us to pay no heed to differences of the mall perception across different generation cohorts as identified by Kotler [15] on the basis of their year of birth as baby boomers (1946-1964), Generation X (1965-1976) and Generation Y (1977-2000). Among these generations, Y is believed to have an overpowering impact on retail commerce because they find shopping irresistible and fond of it [16]. In addition to generation, gender is also considered to be foremost significant having great magnitude on the value derived from the shopping experience. In an interesting research, it was found that females tend to experience more hedonic value as compared to male from a shopping excursion and react more favorably to mall hygiene and entertainment factors [17].

All above referred researches were being done in several countries regarding mall shopper's behavior with different demographics and their attitude towards mall image, environment, product quality, assortment, product variety, convenience, entertainment etc. [12, 14, 18-22] but meager amount of work is done in Pakistani context [21] while at the same time ignoring the consumers other than metropolitan cities. Especially the newly evolved terminology of shopping wellbeing is sparingly examined [9]. Therefore, a research gap is found here to investigate the influence of mall related factors on shopping wellbeing, a derived expression from consumer wellbeing and how shopping wellbeing in turn have an impact on word of mouth, mall commitment and loyalty and shopping value. This study aims to answer the following important questions: (1) what factors constitute the shopping wellbeing in a small city of Pakistan? (2) How
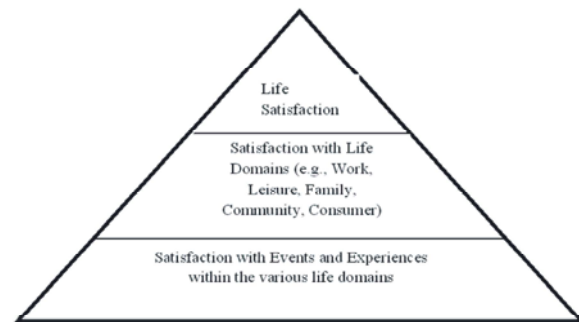

Fig 1: Satisfaction Hierarchy adapted from Lee, *et al.*, (2002)

mall mix environment impinge on shopping wellbeing and (3) what are the end result of this shopping wellbeing which can be of any help to mall management and potential investors of shopping malls?

Literature Review and Hypotheses

Shopping Wellbeing: Shopping wellbeing is considered to be an adapted concept from consumer wellbeing [9]. It is out of the question to understand this episode without understanding consumer wellbeing. There is a bond between consumer wellbeing and life satisfaction and it can be understood by taking into consideration the notion of *bottom-up spillover* by using a satisfaction hierarchy model [10] as depicted in the Figure 1. The concept of wellbeing emerges from the research conducted on quality of life which states that overall life satisfaction is a function of satisfaction with different life domains of a human being e.g. works leisure, community, consumer, family etc [23]. There are different sub domains consisting of events and matters within a particular domain whose satisfaction upshot in overall satisfaction within that domain and hence affect the life satisfaction by and large in turn [10].

For example, within a particular domain of consumer wellbeing i.e. satisfaction with the entire consumption process embraces the five distinctive sub domains:

(1) Acquisition, (2) Possession, (3) Consumption, (4) Maintenance and (5) Disposition. Here, the major focus of this study is primarily concerned with the acquisition of product which can be measured on a number of aspects embracing quality, price and availability of products in an attractive setting of local stores as well as their timings of operation along with their replacement or refund policies executed by the well mannered and civil store personnel [10]. Satisfaction with all above aspects related with sub domains result in fulfillment at consumer domain which will add to the quality of life on the whole. So this bottom-
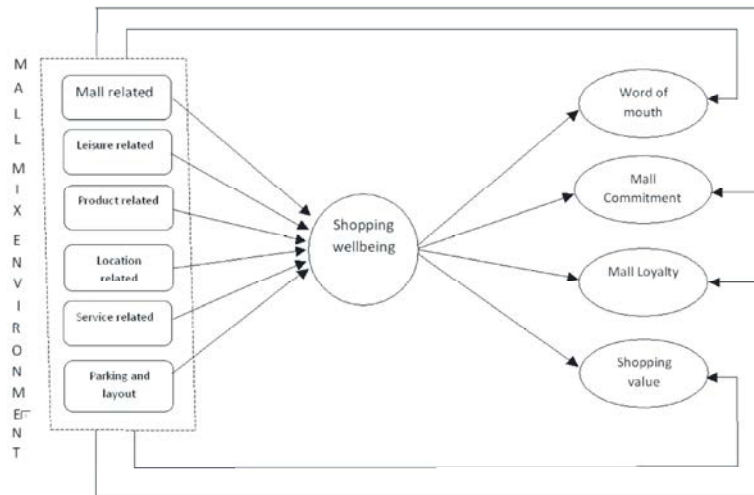
Fig 2: Conceptual framework

up model can help marketers and policy makers to spotlight those precise and exclusive sub domains which in turn can trigger the consumer wellbeing and worth of life.

Since the inception of shopping malls and the mount up of different stores within a same mall requires study at shopping malls instead of conventional stores to get better results regarding acquisition sub domain of consumer wellbeing. The desirable success of shopping malls makes it difficult to ignore its potential to boost community life which ultimately leads to the sense of well-being [1]. Hence, shopping well-being is defined as " a shopper's perceived impact of a shopping mall in contributing to satisfaction in important life domains (such as consumer life, social life, leisure life and community life) resulting in a global judgment that the mall contributes significantly to one's overall quality of life" [9]. Therefore, the shopping is not considered to be merely an experience resulting in satisfaction with mall or experience itself rather it is prolonged in enhancing the quality of life.

The four crucial realms of life satisfaction resulting from shopping are: (1) Consumer life, (2) Social life, (3) leisure life and (4) community life [9]. The contribution of shopping malls towards consumer wellbeing is by making available a hodgepodge of stores with all desired products and services. The social wellbeing is achieved through shopping malls in the form of a site where you can meet, interact and enjoy with your friends and relatives. The significant contribution towards leisure well being is by providing implicit and explicit entertainment programs whereby implicit means roaming around different stores for window shopping purpose and explicit means cafes, gaming zones, fun lands for kids etc.

Finally, the community wellbeing is attained by assembling together at a place where a sense of community is experienced.

The resultant shopping wellbeing leads to a number of consequences such as positive word of mouth, commitment that takes the form of loyalty and shopping value as shown in the model (Fig. 2).

Mall Mix Environment: Mall environment plays an important role in the perception of shoppers as a combination of functional i.e. product, services, parking etc. and psychological characteristics i.e. sales staff actions and manners. While planning shopping malls, planner should take into consideration the mall design, layout, décor, services and variety of stores as it inspires and shapes the buying behavior of small town consumers [6]. When one perceives positively about mall atmosphere the same is reflected in their perception about product quality and ultimately leads to hedonic shopping experience [24].

Various researches suggest that mall environment or image can be incarcerated by using following five categories (1) functionality, (2) convenience, (3) leisure, (4) safety and (5) atmospherics [25]. This paper looks at the above mentioned aspects to test its influence on shopper's behavior.

Functionality: Providing consumers with a venue to meet their shopping need by procuring consumer goods and services is the mainstay job of shopping malls and merely that shopping mall is considered of quality in terms of its functionality that offers mixed bag of quality and quantity stores thus enabling consumer to meet utilitarian value with less time and effort to contribute towards enhanced

consumer wellbeing [9]. In a synthesis on store attributes, the product related dimensions such as quality, assortment and price are considered to be most crucial aspect among nine identified dimensions [26].

Convenience: Convenience is more crucial for the older cohort as they are more sensitive towards it as compared to younger ones [27]. Putting in least amount of effort contributes to convenience which in turn may trigger shopping wellbeing in all four phases i.e. playing a part towards consumer wellbeing by easing the purchase of premeditated commodities, social and leisure wellbeing by mingling and hanging out with friends, family and relatives deriving amusement and finally the community wellbeing by considering convenient shopping mall as a nucleus of community [9].

Parking is considered to be most significant and vital issue in the retail industry by contributing towards convenience generally ruled by the creed "no parking no business" [12]. We have got two streams of thought in this theme: (1) one which *espouses* it and (2) the other one *hostile* to it. Ample research has been conducted defending this phenomenon as a convenience related observable fact and positively related with enhancing the image of a retail area in consumer perception as well [11, 13, 14]. Still in another recent investigation [12], a noteworthy significant relationship was found between parking capacity and turnover for a regional shopping mall in Netherlands because regional shopping malls attract customer from far off areas and they usually use cars for coming to these malls. On the other hand, the studies which are contrary to above mentioned relationship states that parking is over emphasized by the retailers and policy makers as their assumption that most of the shoppers come to malls on their cars is often found to be wide of the mark [28, 29] and has found no influence of parking on turnover of shopping areas [12]. In an added research, convenience is believed to have an effect on mall loyalty [21].

Leisure: Shopping malls are also taken into account as congenial pastime from monotonous and tedious agenda of our life with daily and routine errands, in addition to offering preferred and chosen products and services. Also a study from way back confirms the usage of shopping malls as hangouts for teenagers [30]. Therefore, this entertainment does not necessarily require heavy and expensive spending on facilities by the mall administration, rather it can also be provided by offering sitting places, staying open late at night, having food courts with multiple food options which are not at all expensive to provide [31].

According to a topical study, females are likely to rate hygiene and entertainment more favorably as compared to male [17].

Safety: Safety is a major concern nowadays in this climate of fear and uncertainty and equally demanded by tenants and customers alike hence contributing towards the major operating expenses of shopping malls [32]. Within the premises of shopping mall, shoppers perceive themselves as protected and in safe hands when they are not prone to robbery, nuisance, attack or aggression and incidents of disordered conduct [33]. Another synonym of safety is wellbeing and consumer cannot experience shopping wellbeing if he feels unsafe, harassed and threatened within the premises of shopping mall as it hinders in absorbing in buying merchandise, enjoying and socializing with buddies if you are relentlessly worrying about your own and their security [9]. Moreover, it was also accentuated that when a shopping mall is reputed as very safe, the criminal activities will be discouraged and results in lofty sales [34]. With an ever increasing apprehensions about security in shopping malls another research findings also endorse it that if such issue will not be properly addressed by the mall administration in form of appropriate level of visible security, it may cause consumers to avoid shopping malls as a precautionary measure [32].

Atmospherics: Atmospherics is the perceived feel of the shopping malls and what are the vibes which you receive if it is jovial, multihued, gaudy, flashy or gloomy, agonizing and dreary and this perceived feeling gives you a general impression about interior and exterior of mall [9]. These atmospheric related hedonic features determine the wellbeing by positively influencing on time spent on shopping along with socializing and enjoying with pals and negatively influence when ambiance is inferior by presenting avoidance and evasion by the shoppers. In a recent research, it is established that atmospherics and layout are significantly and positively related with both hedonic and utilitarian shopping values [35].

An important avenue for message creation by the mall managers is the shopping mall and its atmosphere which is perceived differently by the teenagers and adults and also affect differently on their outlook and stance towards the shopping malls [36]. According to Massicotte *et al*. [36], teenager tend to perceive merchandise quality more favorably when the mall atmosphere is more teen friendly i.e. symbolic as compared to adults who look at the functional criteria as more vital. This is an endorsement of previous researches depicting analogous

linkage of mall atmospherics with evaluation of product's price and quality [18, 19]. Therefore, this study hypothesizes:

Hypothesis 1: The mall mix environment has significant, unique relationship with shopping wellbeing.

Word of Mouth, Commitment and Loyalty: According to one argument [9], the positive perception of shopper regarding shopping mall contribution in overall quality of life arouses positive emotions that might result in optimistic assertion in front of others as well as the patronage behavior. Frenzen *et al.* [37] examined the relationship between satisfaction with product and services and positive word of mouth. Word of mouth is a behavioral intension to recommend a product or service to your friends, family, coworkers and others because people love to share their good experience [38]. On the other hand, researchers [39, 40] put customer commitment as a permanent choice characterized by an attitude of resistance to change or the propensity to resist changing preference. Moreover, there is a clear linkage found between commitment and loyalty as former leading towards the later and acting as an antecedent [41].

A bespoke definition by Oliver [42] stated in a research defines loyalty as immensely held devotion to steadily repeat buying a product just around the corner in the face of all the circumstantial issues and marketing endeavors aiming at switching behavior [43]. Customer loyalty is a vibrant notion and hence changed its overall look from classical stress on behavioral aspects of procuring mold to its more recent and straight association with value creation [44]. In one of the research conducted in Pakistan, number of factors namely mall environment, image and convenience is believed to impinge on mall loyalty [21].

Shopping Value: Zeithaml [45] pinpointed four customary employment of shopping value terminology after an exploratory study with the preliminary one focusing on equating value with low price while the hub of the second was on the utilitarian aspects or benefits derived from consumption of the product and the third one had a sophisticated focus on perceived quality of product including all of its extrinsic and intrinsic attributes against price. The fourth one was a concrete one focusing on *what I get for what I give*? Another study of Schechter [46] focused on the shopping experience itself and not just the acquirement of the product by stating that value is all factors, qualitative and quantitative, subjective and objective, that make up the complete shopping experience [45].

Lots of researches on shopping value concludes it to be culture specific varying in a western and non western milieu [47]. The western tend to be more individualistic as cited by Hofstede [48], therefore making decisions on individual footing and as the pleasure and ecstasy are intrinsic in nature related [7] with a character so hedonic shopping is a way of self determination [49]. Thus, individualistic societies have got more hedonic consumers as compared to collectivists [50], while collectivists have a more propensity towards rational and less emotional behavior. An additional research claims that as the hedonic lifestyle is disparaged in China by ruling party [51] so Chinese have a more tendency to view shopping essentially as utilitarian as contrast to fun and leisure [20]. A more recent added effort examines shopping value from a holistic outlook by operationalizing it along five dimensions namely; (1) functional value, (2) self-gratification value, (3) epistemic value, (4) socialization value and (5) transaction value with all except for functional being more hedonic oriented [52]. Still another contemporary research significantly relates atmospherics and layout with shopping value [35].

Hence, the shopping value has got two facets including utilitarian value highlighting the shopping as a task related with product acquisition and hedonic value tilting towards the shopping encounter itself correlating positively with pleasure and arousal resulting in compulsive shopping not due to need but to boost their emotional status [7]. This pleasure from hedonic value can facilitate the achievement of errand related utilitarian value in return. Also, in an empirical study it was found that hedonic shoppers who get pleasure from shopping usually go for more spontaneous and unintentional purchases [53] along with another finding for Malaysian youth stating that expected utility aspect tend to influence shopping enjoyment [54]. Moreover, females have a more propensity towards hedonic value while shopping in contrast to male [17] and conveyed more delight and fun at shopping malls thus spending more time as compared to males [55]. Therefore, this study further hypothesizes:

Hypothesis 2: Females tend to derive more hedonic value while shopping as compared to males.

In addition to the above mentioned direct linkage between mall mix environment and word of mouth, commitment, loyalty and shopping value, the same bond can also be routed through shopping wellbeing as mentioned in the seminal work done by El Hedhli *et al.* [9]. Thus, the last hypothesis of this study is:

Hypothesis 3a-d: The relationship between mall mix environment and (a) word of mouth, (b) commitment, (c) loyalty and (d) shopping value is partially mediated by shopping wellbeing.

Research Framework: On the basis of the hypotheses, research framework has been shown in Figure 2.

Research Methodology

Instrument Design: To encapsulate respondent's attitude towards shopping mall environment and its impact on shopping wellbeing, word of mouth, loyalty and commitment and shopping value, a structured questionnaire was formulated. The mall mix environment comprises convenience, functionality, safety, leisure and atmospherics scale [25, 56] which was also adapted from a modern study by El Hedhli *et al.* [9] to study its impact on the shopping wellbeing along with questions including word of mouth [57] and measuring mall loyalty along two facets i.e. attitudinal and behavioral [58]. Using five point likert type scales, respondents assess the mall environment and its effect on a number of dependent factors with reliability ranging from 0.85 to 0.95 by denoting 1 for strongly disagree and 5 for strongly agree.

Sample: The data was collected by administering a structured questionnaire through mall intercept technique. Mall intercept is a popular technique since 1980's among the market researchers whereby lots of researchers increased their research budget in mall intercept technique [59]. Mall intercept technique is defined as a method for data collection in which researchers stop the shoppers in a mall and request them to participate in brief research study, those who agree are interviewed at the spot [60]. Random convenience sampling technique was used.

The questionnaire was administered in the historic oldest living city in the world also known as city of saints and shrines, Multan whose strategic importance can be traced back throughout the centuries due to its geographic spot making it an object of assail for diverse reigns till it became part of Delhi under Mughals and was also famous for its rich agriculture products, religious activities and reflection of highest level of economic, educational, cultural and social development of 16-18th century Hindustan [61]. The mall intercept technique produced a total response of 208 completed questionnaires for analysis purpose.

The percentage of male respondents was 54% and female respondents were 46%. Different age categories were used instead of actual age so that the respondents may not feel shy to mention. The three categories were post-world war II baby boomers born between 1946-1964,

Generation X born between 1965-1976 and Generation Y, Millennials or echo boomers born between 1977-2000 [15]. The different generations are believed to respond differently when it comes to shopping behavior.

RESULTS

The respondents according to their generation, gender and companionship is shown in the Table 1 below.

Factor Analysis and Correlation: The factor analysis of mall environment determined the perception of Pakistani consumers regarding the attributes which contribute towards the shopping wellbeing. Oodles of researches measuring the influence of shopping mall attributes on consumer have performed factor analysis with varimax rotation and KMO [9, 17, 54]. Six factors were materialized after running factor analysis which is then used for succeeding analysis [62] as shown in Table 2 with all those items assessing the perception of consumers towards shopping malls attributes and its corollary on shopping wellbeing providing factor loading above 0.4 significant levels. Sampling adequacy greater than 0.5 in KMO needs to be attained before proceeding with factor analysis and our KMO of .830 in mall mix environment dimension clearly indicated a green signal for data to factor well based in correlation and partial correlation. The ensuing six variables explained the cumulative variation of 57.086 percent.

To measure the internal consistency, Cronbach coefficient alpha (*a*) is applied. A Cronbach alpha of 0.6 is considered adequate but more than 7.5 is judged to be very good. The results are shown in Tables-2& 3.

The descriptive statistics and significant correlation values for all the variables are given in the Table-4 and confirmed our most of the hypotheses initially.

ANOVA and Regression Analysis: The ANOVA test was conducted to check if there is any existent significant difference between shopping mall behavior of males and

Table1: Demographic characteristics of sample

	Frequency	*Percent*
Gender		
Male	113	54
Female	95	46
Generation cohort		
Baby boomers	15	7
Gen X	26	13
Gen Y	167	80
Companion		
Alone	25	12
With friend	74	35
With family	109	53

Table 2: Factor Analysis

Variables	1	2	3	4	5	6
1. Mall related (α=.866)						
The hours of operation of this mall are fine as they are.	.707					
The atmosphere of this mall is cheerful.	.686					
The atmosphere of this mall is entertaining.	.639					
The atmosphere of this mall is colorful.	.623					
The atmosphere of this mall is stimulating.	.590					
The weekend hours of operation of this mall are more than adequate.	.570					
I know that this mall is very safe.	.549					
There is no safety problem at this mall.	.542					
2. Leisure Related (α=.869)						
This mall has many entertainment programs for young adults.		.838				
This mall has many entertainment programs for mature adults.		.804				
There are plenty of entertainment facilities at this mall.		.774				
I think this mall is great when it comes to entertainment.		.769				
There are great cafés at this mall.		.684				
This mall has many entertainment programs for children.		.654				
The fast food at this mall is great.		.515				
3. Product Related (α=.832)						
Most of the stores in this mall high quality products.			.782			
Most of the products are fashionable.			.705			
The quality of the products available in this mall is high.			.684			
This mall has a wide assortment of products and services			.681			
This mall has well stocked stores.			.615			
This mall has stores that carry new style products			.529			
This mall has good brand names.			.494			
This mall has variety in specialty stores.			.493			
4. Location (α=.788)						
This mall is very close to my place of work.				.796		
The location of this mall from my home is very convenient.				.781		
The location of this mall from my place of work is very convenient.				.745		
This mall is very close to my home.				.674		
This mall is easily accessible from the street.				.505		
5. Service and value related (α= .764)						
The service in this mall is very friendly.					.767	
Most of the stores in this mall have good sales.					.622	
The people who work at this mall are very courteous.					.606	
I rate the quality of the service in this mall as very high.					.604	
Most of the products in this mall have a great deal of value for the money I would spend					.522	
6. Parking and layout (α= .743)						
I love parking at this mall.						.745
Parking is not a problem at all at this mall.						.716
This mall is well designed.						.509
This mall has a simple layout.						.507
Cumulative percentage of the variance explained (%)	12.208	23.824	34.400	42.484	50.012	57.086
Eigen value	9.665	3.436	2.694	2.011	1.685	1.632

Table 3: Reliability table

Variables	Cronbach's alpha	Number of items	Sample size
Mall Environment	.866	37	208
Shopping wellbeing	.798	4	208
Word of mouth	.806	2	208
Commitment	.848	2	208
Loyalty	.742	6	208
Shopping value	.87	11	208

Table 4: Variable and Correlation matrix

	Mean	Std. deviation	1	2	3	4	5	6	7	8	9	10	11
1. MR	3.4075	.72106	1	-	-	-	-	-	-	-	-	-	-
2. LR	2.9505	.78805	.384**	1	-	-	-	-	-	-	-	-	-
3. PR	3.5871	.67811	.542**	.222**	1	-	-	-	-	-	-	-	-
4. LR	3.0154	.83715	.326**	.197**	.175*	1	-	-	-	-	-	-	-
5. SVR	3.4308	.69241	.561**	.306**	.440**	.291**	1	-	-	-	-	-	-
6. PLR	3.1274	.84877	.537**	.537**	.329**	.447**	.310**	.466**	1	-	-	-	-
7.SWB	3.2320	.79816	.461**	.419**	.369**	.163*	.425**	.453**	1	-	-	-	-
8. WOM	3.5048	.86531	.599**	.297**	.505**	.231**	.459**	.405**	.481**	1	-	-	-
9. ML	3.2115	.94586	.573**	.396**	.460**	.182**	.433**	.416**	.513**	.700**	1	-	-
10. MC	3.2356	.75167	.483**	.569**	.324**	.177*	.432**	.396**	.513**	.505**	.595**	1	-
11. SV	3.3868	.62613	.629**	.551**	.546**	.220**	.499**	.528**	.577**	.553**	.651**	.654**	1

MR=Mall related, LR=Leisure related, PR=Product related, LR=Location related, SVR=Service and value related, PLR=Parking and layout related, SWB=Shopping wellbeing, WOM=Word of mouth, ML=Mall loyalty, MC=Mall commitment, SV=Shopping value.

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

Table 5: ANOVA gender

Mall shopping behavior variables	Sum of squares	Df	Mean square	F	Sig.
Leisure related					
Between Groups	3.485	1	3.485	5.741	.017
Within Groups	125.067	206	.607		
Shopping value related					
Between Groups	2.773	1	2.773	4.425	.037
Within Groups	129.097	206	.627		
Total	131.870	207			
Utilitarian value					
Between Groups	.446	1	.446	.824	.365
Within Groups	111.399	206	.541		
Total	111.845	207			
Hedonic value					
Between Groups	2.966	1	2.966	6.548	.011
Within Groups	93.312	206	.453		
Total	96.278	207			

Table 6: Regression analysis,

Step	Dependent Variable	Independent Variable	Standardized regression coefficients	F	T	Sig.	Adjusted R²	Result
1	SWB	MME	.552	90.125	9.493	.000	.301	H1 supported
2	WOM	MME	.595	112.973	10.629	.000	.351	
3	WOM	MME	.595	112.973	10.629	.000	.351	
		MME	.474	64.900	7.234	.000	.382	Partial mediation/
		SWB						H3a supported
4	MC	MME	.575	101.633	10.081	.000	.327	
5	MC	MME	.575	101.633	10.081	.000	.327	
		MME	.419	64.323	6.389	.000	.380	Partial mediation/
		SWB						H3b supported
6	ML	MME	.588	109.055	10.443	.000	.343	
7	ML	MME	.588	109.055	10.443	.000	.343	
		MME	.439	67.535	6.751	.000	.391	Partial mediation/
		SWB						H3c supported
8	SV	MME	.714	214.307	14.639	.000	.508	
9	SV	MME	.714	214.307	14.639	.000	.508	
		MME	.569	129.460	10.218	.000	.554	Partial mediation/
		SWB						H3d supported

SWB= Shopping wellbeing, MME=Mall Mix environment, WOM= Word of mouth, MC= Mall commitment, ML= Mall loyalty, SV= Shopping value

females as shown in Table 5. A latest research conducted on Indian small town consumers also conducted ANOVA to test the significant difference across gender for different mall attributes [6].

The result showed that shopping mall behavior of Pakistani consumers for different gender is significant at .05 levels for leisure and shopping value especially hedonic related variables and it is insignificant for utilitarian value hence supporting our hypothesis 2.

The Regression analysis was also done as shown in the Table-6 to test the degree of influence of independent variable on dependent variable coupled with the full or partial mediation effect of shopping wellbeing. In order to check for the mediation, a model for predicting the causal chain identifying three paths was followed including (a) relationship between independent variable and mediator, (b) relationship between independent and dependent variable and (c) combined influence of independent and mediator on dependent variable [63]. The same model was followed for regression analysis which is depicted in the Table-6. As pointed out in the first path, the relationship between independent variable and mediating variable is measured which is found significant (T value=9.493, F value=90.125, p<0.001) with standardized regression coefficient of .552, adjusted R^2 of .301 which explains the deviation in the shopping wellbeing up to 30% through variation in mall mix environment.

By analyzing the second path of regression analysis in form of adjusted R^2 of each model, we can conclude that mall mix environment explained 35.1% of variance in word of mouth, 32.7% of variance in mall commitment, 34.3% of variance for mall loyalty and 50.8% of variance for shopping value along with significant T (10.629, 10.081, 10.443, 14.639, p=.000) and F values (112.973, 101.633, 109.055, 214.307, p=.000). Finally in the third path, the mediator of shopping wellbeing is introduced along with mall mix environment into the existing models of WOM-MME, MC-MME, ML-MME and SV-MME to check its influence on all four dependent variables and resulted in adjusted R^2 of .382 for word of mouth, .380 for mall commitment, .391 for mall loyalty and .554 for shopping value. The relationship still remained significant but its magnitude was decreased as the values of standardized regression coefficient have declined from .595 to .474 for word of mouth, .575 to .419 for mall commitment, .588 to .439 for mall loyalty and .714 to .569. Hence, the shopping wellbeing is partially mediating the relationship between mall mix environment and word of mouth, mall commitment, mall loyalty and shopping value.

DISCUSSION

The direct relationship of mall mix environment with word of mouth, mall commitment, mall loyalty and shopping value is manifested and revealed in plentiful past researches [6, 9, 17-19, 21, 25, 36, 35, 54] but its impact through shopping wellbeing by affecting the people's quality of life is sparingly addressed after the term is coined for the first time in 2011 [9]. This paper therefore seeks to address this issue especially in Pakistan where no such study has been conducted to date to the best of authors' knowledge by addressing these research questions: (1) what factors constitute the shopping wellbeing in a significant agrarian city of Pakistan? (2) How mall mix environment impinge on shopping wellbeing and (3) what are the end result of this shopping wellbeing which can be of any help to mall management and potential investors of shopping malls?

The first question is countered by adapting the concept from consumer wellbeing [9, 10] which is well supported empirically from the validity and reliability measure of our analysis and results. Our regression analysis also provides a way out to our second question by showing significant relationship between mall mix environments and shopping wellbeing as suggested by previous research [9]. This is also backed by a research conducted on young Turkish consumers uncovering the secret recipe of mall magnetism including spacious atmosphere, leisure environment, convenience, safety and, location which provides a place to consumers where they can socialize with their family and friends [64] hence satisfying their social and leisure wellbeing to improve their quality of life, therefore supporting our first hypothesis. Such shoppers are also named as enthusiasts in another research, considering shopping malls to be very important for their lives as providing them with a venue to socialize and gather knowledge and purchase the desired products [65] hence once again contributing towards shopping wellbeing.

The results of ANOVA for leisure and hedonic value not only defends our second hypothesis but is also in line with the previous researches in which the females tend to derive more excitement, fun and enjoyment from shopping also tagged as recreational shoppers [25] and mall enthusiasts [66] as compared to males and react more favorably to mall hygiene and entertainment factors along with the perceived experiential and functional benefits derived from shopping malls resulting in changed attitude and behavior [6, 17]. The results are also in line with yet another research focusing on favorable impression of mall

atmosphere triggering the hedonic shopping experience among females [67]. The rich agricultural backdrop of Multan city has made it a destination of landlords with feudal minds suppressing females and hence limiting the leisure and entertainment alternatives for the females. Under these circumstances, females tend to view shopping mall's leisure related factors to be more important, as evident from the Table-5, in creating the hedonic shopping value which is again dominantly derived by females hence supporting our second hypothesis. Also our analysis showed almost 88% of the respondents visiting shopping malls with their friends and families for not just enjoying it as a socializing activity on its own but also sharing a combined adventure of locating enviable items [68]. No significant difference is found among different age groups regarding particular patterns of shopping behavior against conclusions of a study focusing loneliness of older consumers and its relationship with specific shopping behavior.

The results of our regression analysis suggest that mall mix environment is more likely to influence positive word of mouth as it contributes towards satisfaction and sense of wellbeing among the consumers. This is in line with a similar kind of research studying impact of product quality and design, elements of mall mix environment on satisfaction of retailers which in turn will influence the positive word of mouth and repurchase intension i.e. behavioral loyalty [69]. Mall mix environment through aesthetic ambience also affects loyalty through repurchase intension [31] whereby shopping wellbeing tends to partially mediate this relationship as shopping is seen as a social activity leading towards consumer welfare [70] hence fulfilling social wellbeing in addition to leisure wellbeing eating at snack courts and restaurants as was found in a study on older consumers relating their loneliness with shopping motives by seeking value consumption which affects consumer well being and ultimately leading towards more spending of money [71].

CONCLUSION

The shopping mall experience in Pakistan is still in its infancy as opposed to many developed western countries and as the research was conducted in predominantly agrarian city of Pakistan i.e. Multan, the consumers are not used to the latest shopping malls and are more comfortable with the usual and conventional retail format with easy accessibility, convenience, credit facility available to them by their neighboring local small retailers.

However, with increased exposure and education, people have turned more alike with homogenous preferences and always pined for the recreational activities associated with shopping malls along with the wide array of branded products. Moreover, Multan is an agricultural city dominated with landlords who have the affordability and purchase power but due to lack of available options and opportunities where they can exhaust their resources, an increased number prefer metropolitan cities for this intention. With the introduction of shopping malls in their locality, they will be engrossed and fascinated compelled to make their initial visits but if the investors and mall administration will not pay consideration and attention to the factors underlying development of mall commitment and loyalty and contribution of shopping malls into overall quality of life, then this initial attraction will soon be faded and swapped with disenchantment and distress.

Limitations and Future Research: In general, this research has expanded and broadened our understanding of the relationship between shopping wellbeing and retailing but it has got certain undeniable constraints and shortcomings. The mall intercept technique was carried out mostly by students of Bahauddin Zakariya University, Multan as a part of their assignment who are not regular marketing researchers. Although ample training was given as how to administer the questionnaire effectively, however, there is potential chance of biasness in data. Moreover, the research was conducted in only one major agrarian city of Pakistan i.e. Multan so it cannot be generalized.

This research was conducted during regular timings of shopping malls mostly in the evening. However, future research can take into consideration the different timings especially during different major events like Eid-ul-Fitr and Eid-ul-Azha in a Muslim majority country like Pakistan during which shopping is a chief activity. With lots of incentives and discounts offered by different retailers, shoppers have different perception of store elements, shopping value and shopping behaviors along with increased pressure to complete their shopping tasks during certain important events [35, 72-76]. Moreover, relationship of shopping wellbeing with retailing can also be investigated from an online shopping perspective that how it contributes toward overall quality of life. Future research can also take into consideration the effect of different occupations, income and other demographic variables in addition to effect of companions on the derived shopping value.

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