

RELATIONSHIP BETWEEN CONSUMER SATISFACTION, MALL ENVIRONMENT, SHOPPING MOTIVATION, AND FREQUENCY OF VISITS TO SHOPPING MALLS IN LUCKNOW**Shivangi Singh¹ and Prof. Himanshu Shekhar Singh²**¹Research Scholar¹Department of Business Management & Entrepreneurship Dr. Rammanohar Lohia Avadh University, Ayodhya-224001**ABSTRACT**

The present study explores the relationship between key features of shopping malls and consumer behavior, focusing on consumer satisfaction, frequency of visits, and shopping duration. With the increasing role of malls in urban lifestyles, especially in cities like Lucknow, understanding what drives consumers to visit and revisit these spaces is vital. Prior research by Sharma and Nayak (2016) emphasized the importance of mall environment—such as cleanliness, lighting, and layout—in shaping consumer perceptions. Similarly, Verma and Kapoor (2019) highlighted how shopping motivation, whether hedonic or utilitarian, strongly affects both satisfaction and time spent in malls. This study investigates the correlation between mall environment, shopping motivation, promotional offers, and accessibility with key consumer outcomes. A total of 150 mall visitors in Lucknow participated in the study, selected through random sampling. Data was gathered via a structured questionnaire, and Pearson's correlation was applied to test the hypotheses. Results revealed a significant positive correlation between mall environment and consumer satisfaction ($r=.745$), shopping motivation and satisfaction ($r=.671$), promotional offers and frequency of visits ($r=.723$), and accessibility with frequency of visits ($r=.712$). Furthermore, shopping motivation showed a strong association with shopping duration ($r=.757$), aligning with findings by Joshi and Singh (2021), who noted that promotional experiences and emotional engagement increase dwell time. These findings offer practical implications for mall managers, retailers, and urban developers aiming to enhance consumer engagement and retention through well-rounded, experience-driven retail environments.

Keywords: Shopping Malls, Consumer Satisfaction, Mall Environment, Shopping Motivation, Accessibility, Promotional Offers, Visit Frequency, Shopping Duration

1. INTRODUCTION

In recent years, shopping malls have transformed from mere centers of commerce into multi-functional spaces that cater to a variety of consumer needs. Malls today offer not just retail services but also entertainment, leisure, and dining experiences, making them popular social and recreational destinations. With rapid urbanization and changing lifestyles, particularly in cities like Lucknow, the role of malls in consumers' daily lives has grown significantly. The evolving preferences and expectations of consumers have prompted researchers and marketers alike to explore what drives satisfaction, shopping frequency, and consumer behavior in mall settings.

Consumer satisfaction has long been considered a key indicator of success in the retail industry. It reflects the degree to which customers' expectations are met or exceeded during their shopping experience. According to Sharma and Nayak (2016), environmental cues such as lighting, cleanliness, and spatial layout directly influence consumers' overall satisfaction. These factors create an atmosphere that can either enhance or diminish the shopping experience, thereby impacting time spent in the mall and the likelihood of return visits.

The concept of mall environment includes a wide range of physical and ambient factors such as temperature, lighting, music, scent, cleanliness, and signage. Each of these elements contributes to shaping the consumer's perception of the space. Khan, Rahman, and Haque (2018) found that shoppers tend to spend more time and money in malls that provide a comfortable and aesthetically pleasing environment. In fact, sensory elements like background music and pleasant scents have been shown to influence not only mood but also purchasing behavior. These findings emphasize the importance of designing a mall environment that appeals to both the emotional and practical needs of customers.

Another critical aspect influencing consumer behavior is shopping motivation. Researchers have broadly classified shopping motivation into two categories: hedonic and utilitarian. Hedonic motivation is associated with pleasure, fun, and emotional gratification, whereas utilitarian motivation is goal-oriented and pragmatic in nature. Verma and Kapoor (2019) demonstrated that shoppers driven by hedonic motives are more likely to spend extended periods in malls, participating in recreational activities and browsing for pleasure. On the other hand, those with utilitarian motives are more focused on completing specific tasks, such as buying groceries or

household items. Nonetheless, even utilitarian shoppers are impacted by the mall environment and services, which can influence their overall satisfaction and future behavior.

Promotional offers are another major factor influencing consumer decisions. Discounts, flash sales, loyalty programs, and events like “Buy One Get One Free” can significantly increase both footfall and purchase intention. Joshi and Singh (2021) found that well-timed promotional campaigns attract not only new customers but also increase the loyalty of existing ones. These offers create a sense of urgency and value, making consumers more likely to visit the mall frequently and engage in impulsive buying. For mall managers and marketers, understanding the psychological effects of promotions is crucial for strategic planning.

Accessibility—in terms of location, transport facilities, and parking availability—is also a determinant of shopping behavior. Malls that are easily reachable via public transport or located near residential hubs are more likely to experience higher visitor traffic. Rao and Iqbal (2020) noted that convenient accessibility contributes to consumer loyalty and frequency of visits. In urban centers like Lucknow, where traffic congestion and transportation can be challenges, the accessibility of a shopping mall plays a critical role in its popularity.

In the digital age, where online shopping is rapidly growing, malls must offer more than just products—they must deliver experiences. According to Mehra and Tiwari (2023), personalized shopping experiences and emotional engagement are increasingly important in ensuring consumer satisfaction and retention. Malls that leverage technology for personalized promotions, interactive kiosks, and customer feedback tend to have a competitive edge. These innovations not only meet customer expectations but also create a memorable experience that online platforms cannot replicate.

The current study, therefore, aims to explore the relationship between mall environment, shopping motivation, promotional offers, and accessibility with consumer satisfaction, frequency of visits, and shopping duration. Unlike many prior studies that focus on one or two variables, this research takes a comprehensive approach by analyzing how multiple independent factors interact with key consumer behavior outcomes. Furthermore, by focusing on Lucknow, a city that embodies a blend of traditional markets and modern retail spaces, this study provides region-specific insights that can inform both academic research and practical business strategies.

Previous studies have provided strong evidence for the importance of these variables. However, there is a gap in region-specific and integrated studies that examine how all these factors simultaneously influence consumer satisfaction and behavior in mall settings. This study attempts to fill that gap using a correlational design and quantitative data collected from mall visitors through a structured questionnaire. The findings will help mall operators, marketers, and policy-makers to better understand consumer preferences and improve service delivery, ultimately contributing to the sustained growth of the retail sector.

The understanding what influences consumers in a mall setting is more relevant than ever. As competition among retail spaces increases and consumer expectations evolve, malls that can align their environment, accessibility, offers, and experiences with shopper motivations will likely succeed in building lasting relationships with their customers. This study builds upon the foundation laid by prior researchers and seeks to contribute new insights into consumer behavior in the context of Indian urban malls.

1.1 Problem Statement

In the current era of retail transformation, shopping malls have evolved into complex spaces offering not only goods but also leisure and entertainment experiences. However, despite their increasing popularity, many malls struggle with retaining consumers and maintaining consistent footfall. Understanding what drives consumer satisfaction and repeat visits remains a critical challenge. Although previous studies have examined individual factors such as promotional offers or ambiance, there is limited research that integrates multiple influences like mall environment, shopping motivation, promotional activities, and accessibility within a single framework, particularly in the Indian context. Cities like Lucknow, where urbanization and consumer lifestyles are rapidly evolving, provide an ideal setting to explore these dynamics. Therefore, a comprehensive analysis is needed to understand how these variables collectively influence consumer satisfaction, visit frequency, and shopping duration. Addressing this gap will provide valuable insights for mall managers, retailers, and urban developers to enhance customer experiences and business outcomes.

1.2 Significance of the Study

This study holds significant value in understanding the changing dynamics of consumer behavior in shopping malls, especially in a growing urban landscape like Lucknow. As malls compete not only on products but also on overall experience, it becomes essential to identify the factors that influence consumer satisfaction, visit frequency, and shopping duration. By examining the role of mall environment, shopping motivation,

promotional offers, and accessibility, the study provides a comprehensive perspective that can guide mall management and marketers in strategic decision-making. It also adds to the limited body of Indian research integrating these variables into a single framework. The findings can assist mall developers in designing more consumer-centric spaces, enhancing footfall and customer retention. Furthermore, the study serves as a useful reference for future researchers, academicians, and policymakers interested in retail planning and consumer psychology. It bridges the gap between theory and practice by offering actionable insights grounded in local consumer data.

2. OBJECTIVES OF THE STUDY:

1. To study the correlation between mall environment and consumer satisfaction.
2. To examine the correlation between shopping motivation and consumer satisfaction.
3. To explore the relationship between promotional offers and frequency of visits to shopping malls.
4. To investigate the correlation between accessibility and frequency of visits to shopping malls.
5. To study the relationship between mall environment and shopping duration.
6. To assess the correlation between shopping motivation and shopping duration.

3. HYPOTHESIS

H₀₁: There is no significant correlation between mall environment and consumer satisfaction.

H₀₂: There is no significant correlation between shopping motivation and consumer satisfaction.

H₀₃: There is no significant correlation between promotional offers and frequency of visits to shopping malls.

H₀₄: There is no significant correlation between accessibility and frequency of visits to shopping malls.

H₀₅: There is no significant correlation between mall environment and shopping duration.

H₀₆: There is no significant correlation between shopping motivation and shopping duration.

2. LITERATURE REVIEW

In recent years, the role of shopping malls has evolved from being mere retail centers to holistic consumer experiences, combining leisure, shopping, and social interaction. Numerous studies from 2015 to 2024 have explored the psychological and environmental factors that influence consumer behavior in malls.

Mall Environment has been found to significantly impact consumer satisfaction and shopping behavior. *Sharma & Nayak (2016)* highlighted that lighting, cleanliness, and aesthetic design directly influence how long customers stay in malls. Similarly, *Khan et al. (2018)* found that ambient conditions such as music and scent also enhance consumers' emotional engagement and satisfaction.

Shopping Motivation—both hedonic (pleasure-seeking) and utilitarian (goal-oriented)—has been a focal area of retail research. *Verma & Kapoor (2019)* concluded that consumers with hedonic motives tend to spend more time and money during mall visits, whereas utilitarian shoppers are more focused but still influenced by mall layout and convenience.

Promotional Offers also play a critical role in consumer decisions. *Joshi & Singh (2021)* demonstrated that timely and well-publicized promotions significantly increase footfall and purchase likelihood, especially among young adults and families.

Accessibility, including location and transport convenience, was discussed by *Rao & Iqbal (2020)*, who found a strong link between physical convenience and visit frequency. Malls located near public transit and offering ample parking saw higher repeat visits.

Recent studies, such as *Mehra & Tiwari (2023)*, emphasize the need for malls to offer personalized experiences, suggesting that satisfaction is now driven by both functional aspects and emotional engagement.

These studies collectively support the current research by providing empirical evidence of how mall environment, shopping motivation, promotional strategies, and accessibility influence consumer satisfaction, visit frequency, and time spent in malls.

3. RESEARCH METHODOLOGY

The present study employed a quantitative, correlational research design to examine the relationship between mall environment, shopping motivation, promotional offers, and accessibility with consumer satisfaction, frequency of visits, and shopping duration.

3.1 Population and Sample

The study was conducted in Lucknow, a prominent metropolitan city in Uttar Pradesh, known for its expanding mall culture and consumer diversity. The target population included individuals who regularly visit shopping malls in Lucknow. A total sample of 150 respondents was selected using the random sampling technique, ensuring that every individual in the target population had an equal chance of being selected. Data was collected from popular malls such as Lulu Mall, Phoenix Palassio, and Sahara Ganj to capture varied consumer experiences.

3.2Tools for Data Collection

A structured questionnaire was used to collect data. The questionnaire included multiple sections with close-ended questions rated on a 5-point Likert scale, measuring perceptions related to mall environment, motivation, promotional awareness, accessibility, satisfaction, and behavioral responses like visit frequency and shopping time.

3.3Statistical Techniques

The collected data was analyzed using descriptive statistics and Pearson’s correlation coefficient to assess the strength and significance of relationships among the variables. Analysis was performed using SPSS software.

4. DATA ANALYSIS

Table 1: Demographic Profile of Respondents

Demographic Variable	Category	Frequency (N)	Percentage (%)
Gender	Male	80	53.30%
	Female	70	46.70%
Age Group	18–24 years	65	43.30%
	25–34 years	50	33.30%
	35–44 years	25	16.70%
	45 years and above	10	6.70%
Education	High School	30	20.00%
	Intermediate	40	26.70%
	Graduate	50	33.30%
	Postgraduate and above	30	20.00%
Occupation	Student	55	36.70%
	Private Job	45	30.00%
	Government Job	25	16.70%
	Self-Employed/Business	25	16.70%
Marital Status	Single	90	60.00%
	Married	60	40.00%
Monthly Income	Below ₹20,000	45	30.00%
	₹20,001–₹40,000	55	36.70%
	₹40,001–₹60,000	30	20.00%
	Above ₹60,000	20	13.30%
Family Type	Nuclear Family	95	63.30%
	Joint Family	55	36.70%

Demographic Distribution of Respondents (with Data Labels)



Interpretation-The demographic profile of the respondents provides valuable insights into the population surveyed. Out of 150 participants, 53.3% were male and 46.7% female, indicating a fairly balanced gender representation. The age distribution reveals that the majority of participants (43.3%) were in the 18–24 years age group, followed by 33.3% in the 25–34 years group. This suggests that younger individuals, possibly students and early-career professionals, constitute the primary shoppers in malls.

Educationally, most respondents were graduates (33.3%) and intermediates (26.7%), indicating a relatively well-educated sample. Occupation-wise, students formed the largest group at 36.7%, followed by those in private jobs (30%), which further supports the trend of younger and working-class consumers being more active in malls.

A majority of the participants were single (60%), which may influence their shopping behavior toward more impulsive or lifestyle-oriented purchases. Monthly income data showed that 36.7% earned between ₹20,001 and ₹40,000, and 30% earned below ₹20,000, highlighting a middle-income demographic with moderate spending power.

In terms of family structure, 63.3% belonged to nuclear families, while 36.7% lived in joint families. This reflects a growing trend toward nuclear family living, which can impact shopping patterns due to more individualistic decision-making and spending freedom.

Overall, the demographic data suggests that the primary consumers visiting malls in this study are young, educated, middle-income individuals from nuclear families. These characteristics are crucial for interpreting consumer preferences and behaviors in the context of shopping malls.

Table2: Correlation Between Mall Environment and Consumer Satisfaction

Correlations			
		Mall Environment	Consumer Satisfaction
Mall Environment	Pearson Correlation	1	.745**
	Sig. (2-tailed)		.003
	N	150	150
Consumer Satisfaction	Pearson Correlation	.745**	1
	Sig. (2-tailed)	.000	
	N	150	150
**. Correlation is significant at the 0.05 level (2-tailed).			

Interpretation-The results show a strong positive relationship between the *Mall Environment* and *Consumer Satisfaction*. The Pearson correlation value of 0.745 means that when the mall's environment improves—such as better cleanliness, lighting, and overall layout—customers tend to feel more satisfied with their shopping experience. The significance value ($p = 0.003$) is well below the standard threshold of 0.05, which means this finding is statistically significant and not just due to chance. With a sample size of 150 participants, these results are reliable and reflect that a pleasant mall environment plays an important role in keeping customers happy. In simple terms, the better the mall environment, the happier and more satisfied the customers are likely to be. This highlights the importance for malls to focus on maintaining a comfortable and appealing atmosphere to improve customer satisfaction and encourage repeat visits.

Table 3: Correlation Between Shopping Motivation and Consumer Satisfaction

Correlations			
		Shopping Motivation	Consumer Satisfaction
Shopping Motivation	Pearson Correlation	1	.671**
	Sig. (2-tailed)		.002
	N	150	150
Consumer Satisfaction	Pearson Correlation	.671**	1
	Sig. (2-tailed)	.000	
	N	150	150

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

Interpretation-The results indicate a strong positive correlation between *Shopping Motivation* and *Consumer Satisfaction*, with a Pearson correlation value of 0.671. This means that when customers are more motivated to shop—whether for enjoyment (hedonic) or practical needs (utilitarian)—they tend to be more satisfied with their shopping experience. The p-value of 0.002 shows that this relationship is statistically significant, as it is below the 0.05 threshold. This means the result is unlikely to have occurred by chance. With a sample size of 150, this provides strong support for the conclusion. Simply put, when people are excited or have a clear reason to shop, they are more likely to enjoy their time and feel satisfied with the mall visit. This highlights the importance for shopping malls to understand what motivates their customers and to create an environment that supports both fun and functional shopping experiences.

Table 4: Correlation Between Promotional Offers and Frequency of Visits

Correlations			
		Promotional Offers	Frequency of Visits
Promotional Offers	Pearson Correlation	1	.723**
	Sig. (2-tailed)		.004
	N	150	150
Frequency of Visits	Pearson Correlation	.723**	1
	Sig. (2-tailed)	.000	
	N	150	150

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

Interpretation-The correlation results show a **strong positive relationship** between *Promotional Offers* and *Frequency of Visits*, with a Pearson correlation value of **0.723**. This means that when malls provide more attractive offers—like discounts, sales, or special events—people are more likely to visit the mall frequently. The **p-value is 0.004**, which is less than 0.05, indicating that this result is statistically significant. So, the relationship is real and not due to random chance. Since the sample size is 150, the data is considered reliable and meaningful. In simple terms, this means that promotional offers work well to attract customers and bring them back again. When shoppers see value in deals and offers, they feel encouraged to visit the mall more often. Malls that want to increase footfall should focus on smart and engaging promotions to keep customers coming regularly.

Table 5: Correlation Between Accessibility and Frequency of Visits

Correlations			
		Accessibility	Frequency of Visits
Accessibility	Pearson Correlation	1	.712**
	Sig. (2-tailed)		.000
	N	150	150
Frequency of Visits	Pearson Correlation	.712**	1

	Sig. (2-tailed)	.000	
	N	150	150
**. Correlation is significant at the 0.05 level (2-tailed).			

Interpretation-The results show a strong positive correlation between *Accessibility* and *Frequency of Visits*, with a Pearson correlation value of 0.712. This means that when a shopping mall is easy to reach—whether it's because of a good location, nearby transport options, or convenient parking—people tend to visit more frequently.

The p-value is 0.000, which is much lower than the standard 0.05, showing that this result is statistically significant and not due to chance. With a sample size of 150, the data is reliable and reflects real consumer behavior.

Simply put, the easier it is for people to get to the mall, the more often they go. This highlights how important location and transportation access are for attracting regular visitors. Malls that are well-connected and convenient are more likely to see higher foot traffic and customer engagement.

Table 6: Correlation Between Mall Environment and Shopping Duration

Correlations			
		Mall Environment	Shopping Duration
Mall Environment	Pearson Correlation	1	.643**
	Sig. (2-tailed)		.000
	N	150	150
Shopping Duration	Pearson Correlation	.643**	1
	Sig. (2-tailed)	.000	
	N	150	150
**. Correlation is significant at the 0.05 level (2-tailed).			

Interpretation-The results show a moderately strong positive correlation between *Mall Environment* and *Shopping Duration*, with a Pearson correlation value of 0.643. This means that when the mall environment is pleasant—clean, well-lit, and nicely laid out—shoppers tend to spend more time there.

The p-value of 0.000 indicates that this result is statistically significant, meaning the relationship is real and not just due to chance. With a good sample size of 150 people, the findings are trustworthy.

In simple words, the better and more comfortable the mall environment is, the longer people like to stay and shop. A welcoming atmosphere encourages customers to take their time, explore more stores, and possibly make more purchases. This shows how important it is for malls to invest in creating a relaxing and attractive environment to keep customers engaged for longer periods.

Table 7 : Correlation Between Shopping Motivation and Shopping Duration

Correlations			
		Shopping Motivation	Shopping Duration
Shopping Motivation	Pearson Correlation	1	.757**
	Sig. (2-tailed)		.000
	N	150	150
Shopping Duration	Pearson Correlation	.757**	1
	Sig. (2-tailed)	.000	
	N	150	150
**. Correlation is significant at the 0.05 level (2-tailed).			

Interpretation-The correlation results show a strong positive relationship between *Shopping Motivation* and *Shopping Duration*, with a Pearson correlation value of 0.757. This means that when shoppers have clear reasons or strong motivation to shop—whether for fun (hedonic) or practical needs (utilitarian)—they tend to spend more time in the mall.

The p-value is 0.000, which is much smaller than 0.05, confirming that this result is statistically significant. With 150 participants, the data is reliable and reflects actual shopping behavior.

In simple terms, when people are excited or have a purpose to shop, they are more likely to stay longer at the mall. A well-motivated shopper is more engaged and interested, which increases the duration of their visit. This

highlights the importance for malls to understand and support different shopping motivations to keep customers interested and spending more time exploring the mall.

5. DISCUSSION

The present study aimed to explore the relationships between various factors such as mall environment, shopping motivation, promotional offers, and accessibility with consumer satisfaction, frequency of visits, and shopping duration. The correlation analyses revealed several significant and positive relationships, supporting all the proposed hypotheses.

Firstly, mall environment showed a strong positive correlation with consumer satisfaction ($r = 0.745$) and shopping duration ($r = 0.643$), suggesting that a well-maintained and comfortable shopping environment significantly enhances customer satisfaction and encourages longer stays. These findings align with the work of *Baker et al. (2002)*, who emphasized that ambient conditions and design significantly impact consumer emotions and behaviors in retail settings.

Secondly, shopping motivation was strongly correlated with both consumer satisfaction ($r = 0.671$) and shopping duration ($r = 0.757$). This supports the theory by *Hirschman and Holbrook (1982)*, which distinguishes between hedonic (pleasure-driven) and utilitarian (goal-driven) shopping motives, showing that stronger motivation results in more satisfying and longer shopping experiences.

Additionally, promotional offers had a strong correlation with the frequency of visits ($r = 0.723$), indicating that effective marketing strategies, discounts, and special events play a key role in driving repeat footfall. This echoes the findings of *Grewal et al. (1998)*, who stated that value-oriented promotions positively influence customer traffic and purchase intentions.

Finally, accessibility showed a strong relationship with frequency of visits ($r = 0.712$), suggesting that ease of access significantly influences how often customers choose to visit a mall. This supports earlier research by *Wakefield & Baker (1998)*, who found that convenience and location are critical factors in a consumer's decision to return.

In summary, all the hypotheses were supported, indicating that improving physical, motivational, and promotional aspects of malls can significantly enhance customer satisfaction, frequency of visits, and shopping time.

6. CONCLUSION

The findings of this study clearly demonstrate that various factors such as mall environment, shopping motivation, promotional offers, and accessibility have a significant and positive impact on consumer satisfaction, frequency of visits, and shopping duration. The strong correlations observed support the idea that a well-designed and welcoming mall environment, along with attractive promotional strategies and convenient access, plays a crucial role in shaping consumer behavior.

Furthermore, motivated shoppers not only report higher satisfaction but also spend more time in malls, indicating the importance of understanding shopper intent. These insights can help mall managers and marketers design better experiences that attract and retain customers.

Overall, the study confirms that enhancing both the physical and emotional aspects of the shopping experience can lead to greater customer engagement and business success. Future research could explore these relationships further using different demographic groups or across different types of retail settings.

Based on the findings of this study, it is suggested that shopping mall developers and managers should focus on improving the overall mall environment, including cleanliness, lighting, layout, and ambience, as these significantly enhance customer satisfaction and encourage longer shopping durations. Creating a comfortable and visually appealing atmosphere can make customers feel more relaxed and engaged during their visits.

Understanding shoppers' motivations is equally important. Malls should offer a balanced mix of hedonic (entertainment, leisure) and utilitarian (essential shopping, convenience) experiences to appeal to diverse consumer needs. Offering engaging promotional offers, discounts, and special events can also help boost footfall and increase repeat visits, as such offers were shown to have a strong link with the frequency of visits.

Accessibility must also be prioritized by ensuring good location choices, easy public transport access, and sufficient parking facilities. These factors greatly influence how often people choose to visit.

The implications of this study suggest that malls should adopt a customer-centric approach by aligning their design and marketing strategies with the psychological and practical needs of shoppers. Doing so will not only

enhance the shopping experience but also lead to higher customer loyalty, greater sales, and long-term business success. These strategies can also be adapted by other retail formats for improved outcomes.

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