



The Role of Shopping Values and Consumer Attitudes toward Mall Events

Arpita Khare^a and Pradeep Kautish^b 

^aG. L. Bajaj Institute of Management and Research, Greater Noida, India; ^bDepartment of Marketing, Institute of Management, Nirma University, Ahmedabad, India

ABSTRACT

Entertainment has been recognized as a critical element in mall retailing. Mall management marketing strategies combine functional and emotional elements to draw shoppers to the mall. The current study analyzed the influence of hedonic and utilitarian shopping values on consumers' attitudes toward the entertainment, pleasure, and fun dimensions of mall events and their impact on Indian consumers' attitudes toward malls. The study employed a mall-intercept technique for data collection in fifteen malls across India. The findings categorized shopping values as a recreational, adventure, and utilitarian; while, mall events were conceptualized using Babin et al. *s'* (1994) shopping motives typology (*viz.*, escape, exploration, social, epistemic, and flow). Mall events encompassed product promotions, celebrity shows, and product launch activities. The hedonic shopping value (recreational and adventure), and utilitarian shopping values influenced attitudes toward mall events and consequently, mall commitment. Mall managers should organize mall activities that combine both hedonic and utilitarian aspects of shopping. Mall events should emphasize the recreational, fun, curiosity, social, and utilitarian elements in mall shopping to improve mall commitment.

KEYWORDS

Recreational; adventure; utilitarian; mall events; mall commitment; India

Introduction

Shopping values govern individuals shopping motives and predict consumers' behavior across retail formats (Arnold & Reynolds, 2003; Ballantine et al., 2010; Davis & Hodges, 2012; Michon et al., 2005). Research suggests that shoppers seek different outcomes from shopping trips and can be classified as hedonic and utilitarian aspects of motives (Farrag et al., 2010; Hirschman & Holbrook, 1982; Wong et al., 2012). Utilitarian values are task-driven, while hedonic focus on enjoyment and pleasure-driven shopping outcomes (Batra & Ahtola, 1991; Guido, 2006). Shopping malls have been recognized as spaces of entertainment, social, and commercial activities (Bailey, 2015; Baker & Haytko, 2000; Jackson et al., 2011; Tsai, 2010) and serve the hedonic and utilitarian needs of shoppers (Allard et al., 2009). With the growth of omnichannel and e-commerce, malls across the globe are making changes in their

marketing strategies to remain relevant, and contemporary (Nandy, 2018; Parlette & Cowen, 2011; Petro, 2019).

However, in recent years, malls in different countries across the globe have been facing declining sales and traffic. A report by Statista (2022) mall traffic declined in Argentina, Mexico, Turkey, and China. Primarily it was affected by consumers using e-commerce for shopping. Even before the outbreak of the pandemic, this trend was visible and it gained momentum during COVID-19. According to a study conducted by a research agency, Emplate (2021) consumers in different countries across Europe found that mall footfall has been continuously on a declining trend. One of the biggest challenges has been the growing popularity of e-commerce. In the UK, the share of e-commerce grew from 15.2% in 2016 to around 17.8% in 2017. In 2021, the UK e-commerce market contributed US\$118 billion