



Shopping for well-being: The role of consumer decision-making styles

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ABSTRACT

Shopping well-being has become a topic of interest in retail defining the contribution of the shopping activity to life satisfaction. However, little is known about how it may benefit consumers or retailers. This paper examines shopping well-being by assessing the role of consumer decision-making (CDM) styles. Based on a large-scale survey of consumers, this study suggests that CDM styles have an important role to play in the relationship between the dimensions of the shopping centre experience (retail offer, centre-based activities, and centre atmosphere) and well-being. Findings indicate critical differences in the way utilitarian and hedonic aspects of the shopping centre experience impact on shopping well-being for different consumers. This study uncovers that shopping centres often play a critical role in promoting well-being and offers insights on how shopping centre operators can leverage this while considering CDM styles.

1. Introduction

Shopping is a significant consumption activity which affects many aspects of consumers' lives. Whether done online, in store or in a shopping centre, retail environments have become increasingly sophisticated, with shopping frequently blurring transactional, social and leisure boundaries. This is particularly evident in many shopping centres, complex consumer habitats that attract multiple individuals that spend a relatively long amount of time on site in the acquisition of goods, services and other experiential activities (Bloch, Ridgway, & Dawson, 1994). Such consumption activities often define the shopping centre experience, contributing to individual consumer well-being.

The shopping well-being concept derives its roots from the broader research stream of subjective well-being, which has been defined as a relatively stable cognitive orientation towards life (Diener, Oishi, & Lucas, 2012; George, 2010; Ryan & Deci, 2001). Shopping well-being is a more recent and unique domain of consumer experience within marketing literature (e.g. El Hedhli, Zourrig, & Chebat, 2016; Shafiee & Es-Haghi, 2017), resulting from exposure to various types of shopping encounters including activities (e.g. tasks) and resources (e.g. breadth and depth of alternatives). Shopping well-being is defined as the contribution of the shopping activity to life satisfaction domains including consumer, social, leisure and community (El Hedhli, Chebat, & Sirgy, 2013), leading to the perspective that shopping significantly

contributes to a consumer's quality of life. Examples of this shift can be found in many shopping centres, where operators are revisiting their competitive strategy to extend beyond retail, introducing entertainment spaces and services, community and educational facilities, and organising wellness activities for customers, such as yoga, meditation and fitness sessions (Harilela, 2017; Savills & Ellandi, 2017). In this context, consumer-retailer interactions go beyond customer satisfaction and loyalty (Ekici, Sirgy, Lee, Yu, & Bosnjak, 2017; El Hedhli et al., 2013) and shopping experiences have the power to affect the well-being of individuals, employees, families and communities (Ekici et al., 2017; Sirgy & Lee, 2008).

Retail environments have become highly sophisticated – they often blend utilitarian and hedonic aspects to deliver social, leisure and community outcomes. These outcomes provide a key competitive advantage for store-based retailers in an increasingly omni-channel world. The physical store is a competitive differentiator from pure-play online retailers, with many consumer segments preferring the store channel (Sands, Ferraro, Campbell, & Pallant, 2016). Thus, establishing stores within retail agglomerations (i.e. shopping centres) is one way of competing with pure-play online counterparts. Hence, the shopping centre context is a unique environment for the study of shopping well-being.

Consumers constantly make choices that enhance or diminish their shopping well-being. Shopping decisions are often affected by

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consumers' mental orientations reflected in consumer-decision making (CDM) styles (Wesley, LeHew, & Woodside, 2006). Understanding the role of consumer-specific characteristics in shaping well-being is fundamental, as acknowledged in literature focused on personality factors and subjective well-being (Ryan & Deci, 2001). These characteristics are also recognised as moderators that interact with the customer experience in relation to behavioural outcomes (Verhoef et al., 2009). However, few empirical studies have investigated the relationship between CDM styles and well-being, as well as their interaction with the dimensions of the shopping experience.

This study puts forward a conceptual framework investigating the role of four CDM styles – recreational shopping consciousness, consumer innovativeness, time pressure, and price consciousness – in enhancing shopping well-being within a shopping centre context. The study advances the literature by investigating the way these CDM styles contribute to and shape shopping well-being generated through the shopping centre experience. The study also acknowledges the role of both utilitarian and hedonic dimensions of the shopping experience in influencing shopping well-being and provides insights on how to optimise well-being according to different consumer profiles defined by the four CDM styles. From a practical perspective, this research suggests that shopping centre managers should consider the development of initiatives that leverage shopping well-being to create competitive advantage.

In the next section, an overview of shopping well-being is provided as a foundation for the current study. Next, a review of prior research on shopping centre dimensions and CDM styles is presented to develop a set of hypotheses. After outlining the methodology and presenting the findings from the cross-sectional study, the paper concludes with a discussion of the theoretical and managerial implications and offers suggestions for future research.

2. Theoretical framework and hypothesis development

2.1. Shopping well-being

Consumers are confronted with multiple channel, format, store and experience alternatives. In maximising shopping utility, consumers increasingly consider well-being when they plan a shopping trip (El Hedhli et al., 2016). It is important for shopping centre managers to consider this, particularly as dissatisfaction with shopping experiences can cause negative outcomes including unhappiness and ultimately avoidance (Otieno, Harrow, & Lea-Greenwood, 2005).

Well-being is a multidimensional construct involving subjective, physical, social and emotional components (Pressman, Kraft, & Bowlin, 2013), where subjective well-being is considered a relatively stable cognitive orientation towards life (George, 2010; Lee et al., 2013; Ryan & Deci, 2001). Recent contributions have extended the well-being concept to shopping and shopping centres (see Table 1 for an overview of key studies). Shopping well-being stems from experiences linked to a shopping encounter (El Hedhli et al., 2016), which may vary based on the task and/or range of alternatives on offer. It can also have a positive influence on post-purchase behaviour such as loyalty, advocacy and satisfaction (El Hedhli et al., 2013; Sirgy & Lee, 2008), meaning that consumers who perceive a shopping centre as positively contributing to their quality of life are more likely to develop a stronger interest in and increased commitment to that shopping channel.

Based on the Bottom-up Spillover Theory, Ekici et al. (2017) contended that an increase in shopping well-being positively impacts on the overall level of life satisfaction. This theory proposes that life satisfaction is determined by life domain experiences, such as work, family and social domains (Andrews & Withey, 1976; Campbell, Converse, & Rodgers, 1976). Marketplace experiences also have an influence on quality of life and life satisfaction, where a successful shopping centre trip can contribute to a consumer's sense of well-being (Ekici et al., 2017). In essence, shopping has the potential to affect

multiple dimensions of well-being including the overall quality of one's life based on availability of food options and the provision of recreational activities, while also creating social cohesion.

2.2. Shopping centre experience dimensions

A shopping environment's functionality, convenience, safety, leisure value, atmospherics and self-identification can positively impact shopping well-being (El Hedhli et al., 2013). In the context of shopping centres, the marketing mix (price, product, place or promotion), availability of different consumer touchpoints (Lemon & Verhoef, 2016), and the environmental aspects that influence how consumers think, feel and behave (Turley & Milliman, 2000) can all be manipulated. Such characteristics determine consumers' utilitarian, hedonic and affective perceptions (Babin, Darden, & Griffin, 1994). Shopping experiences are comprised of a set of utilitarian and hedonic attributes and, in the context of shopping centres, this study proposes that the shopping centre experience can be articulated with respect to three different levels: the retail mix, aesthetics and environment, and additional services and events (Fig. 1). The retail mix constitutes the core of the shopping centre experience and primarily addresses consumers' utilitarian needs when selecting a shopping precinct (Teller, Reutterer, & Schnedlitz, 2008). Retail mix includes the variety of retail and services outlets, the food and beverage offer, and the level of customer service provided. The second level of the shopping experience concerns the aesthetics and environment including the physical design, architecture, atmosphere, and physical facilities. These aspects enhance the functionality of the centre and ensure a successful customer experience. The third level includes a variety of activities organised within the shopping precinct, which may include special events, additional services (i.e. click & collect or shopping concierge), entertainment options, and community services. These activities complement the core business by offering leisure value and non-shopping-related benefit.

Former research has identified these dimensions of the shopping centre experience can contribute to consumer well-being across different life domains (El Hedhli et al., 2013). Shopping centres can enhance customer experiences in multiple ways by providing both utilitarian and hedonic value (Teller et al., 2008). For example, utilitarian and functional attributes associated with the retail mix in a shopping centre can determine the perceived quality of the centre and the extent that it meets consumption needs (Teller, 2008). Further, with functional attributes such as range, variety and quality of stores and services, shopping well-being is expected to increase when consumers can accomplish their goals with limited effort and within a reasonable time-frame. That is, the greater the retail offer perceptions are towards a shopping centre, the greater the derived shopping well-being.

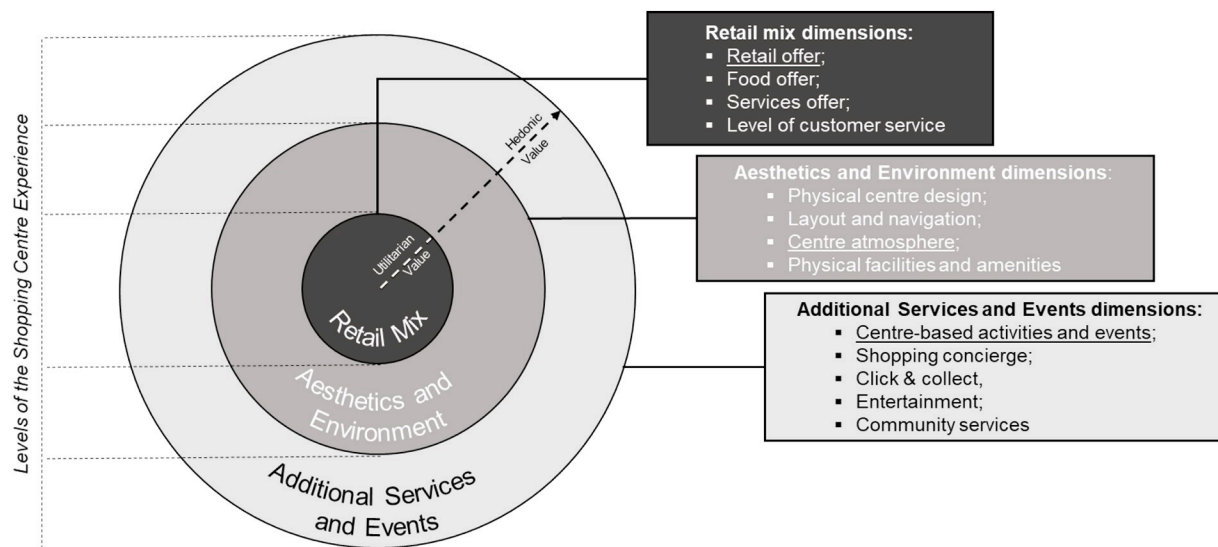
Furthermore, former research on the influence of consumer values on shopping well-being has found that hedonic value plays a significant role (El Hedhli et al., 2016). Similarly, literature in the domain of quality of life, has demonstrated a strong link between leisure and well-being (Ekici et al., 2017; Neal, Uysal, & Sirgy, 2007). It is therefore proposed that shopping centre-based activities have a positive impact on shopping well-being.

Former studies have also shown that consumer attitudes and behaviours are often influenced by hedonic features of products, services or stores (e.g. Babin & Attaway, 2000; Teller et al., 2008). Blut, Teller, and Floh (2018) identified centre atmosphere as having a positive impact on patronage intentions. Their study identified that consumers are more willing to browse at a shopping centre and consider it a leisure activity, with atmosphere influencing patronage intentions and the browsing experience (Blut et al., 2018). It is therefore put forward in this study that atmospheric elements contribute to a sense of shopping well-being when consumers visit a shopping centre.

Hypothesis 1. (a) Retail offer, (b) centre-based activities and (c) centre atmosphere have a positive impact on shopping well-being.

Table 1
Shopping well-being literature overview.

Study	Well-being domain	Research gap addressed	Method	Contribution to theory	Contribution to practice
Lee, Sirgy, Larsen, & Wright (2002)	Consumer well-being	<ul style="list-style-type: none"> Develop and test a multidimensional measure of consumer well-being (CWB) Assess the impact of CWB on quality of life 	Cross-sectional study based on a survey conducted among university undergraduate students, $n = 298$.	Consumer well-being comprises an acquisition, a possession, and a consumption dimension, which affect one's quality of life	Measurement tool for macro-marketers to monitor the societal effects of marketing practices on consumer well-being through national surveys.
Sirgy & Lee (2008)	Consumer well-being	<ul style="list-style-type: none"> Propose a framework of well-being marketing. Define the conceptual domain of Consumer well-being (CWB). 	Conceptual paper	<ul style="list-style-type: none"> Well-being marketing is a business philosophy that guides the development, pricing, promotion, and distribution of consumer goods for the purpose of enhancing consumer well-being at a profit without adversely affect the public, including the environment. Well-being marketing is a way to establish long-term relationships with customers and develop company goodwill. 	Well-being marketing as a business philosophy grounded in business ethics to develop company goodwill based on a business strategy that leads to higher financial returns in the long-run.
El Hedhli, Chebat & Sirgy (2013)	Shopping well-being	<ul style="list-style-type: none"> Define shopping well-being and its impact on customer relationship. Understand the elements of the mall mix that impact shopping well-being 	Cross-sectional study based on intercept surveys conducted across two shopping malls with participants randomly selected, $n = 720$.	<ul style="list-style-type: none"> Shopping well-being is 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 significant contribution to one's overall quality of life. Shopping well-being has a positive impact on Word-of-mouth and Mall loyalty. Mall functionality, Convenience, Safety, Leisure, Atmospherics, Self-identification have a positive impact on shopping well-being 	Shopping mall managers should design marketing programs to highlight a mall is highly functional, convenient, safe, entertaining, aesthetically pleasing, and attracting other people that shoppers can identify with (e.g., similar demographic or psychographic profile).
El Hedhli et al. (2016)	Shopping well-being	<ul style="list-style-type: none"> Investigate the link between shopping values and shopping well-being. Assess the role of hedonic and utilitarian values of shopping in driving shopping-wellbeing. Test the moderating role of gender and self-congruity. 	Cross-sectional study based on intercept surveys conducted in a shopping mall with participants randomly selected, $n = 323$.	<ul style="list-style-type: none"> Shopping well-being is driven by hedonic value. However, shoppers are likely to experience feelings of ill-being due to unfulfilled utilitarian needs. Definition of the "shopping well-being biasing effect" in the relationship between utilitarian value and mall attitudes and word-of-mouth. Gender and Shoppers self-congruity are not moderators. 	<ul style="list-style-type: none"> Mall managers should increase the perception of hedonic value by recruiting tenants offering entertaining initiatives (e.g. movie theatres) and scheduling regular entertaining events and activities. Mall décor and ambience, and promotions conveying lifestyle and emotion-related messages can be employed to increase the hedonic value delivered to customers.
Ekici, Sirgy, Lee, Yu, & Bostnjak (2018)	Shopping well-being	<ul style="list-style-type: none"> Assess the role of shopping well-being in contributing to consumers' quality of life. Test the interactive effect of shopping well-being with shopping ill-being in affecting quality of life 	Cross-sectional study based on an online survey of consumers, $n = 1035$	<ul style="list-style-type: none"> Shopping well-being contributes to perceived quality-of-life or life satisfaction. Shopping ill-being interacts with shopping well-being: the positive influence of shopping well-being on life satisfaction is not significant when shopping ill-being is high. 	<ul style="list-style-type: none"> Retailers to contribute to shopping-life balance by developing programs to heighten consumer level of engagement in the marketplace, Ensure that consumer engagement in the marketplace do not lead to consumer overspending through programs to enhance consumer literacy, financial planning, and budgeting.
This paper	Shopping well-being	<ul style="list-style-type: none"> Assess how the dimensions of the shopping centre experience affect well-being Assess the role of four CDM styles, recreational shopping consciousness, consumer innovativeness, time pressure, and price consciousness, in enhancing well-being 	Cross-sectional study based on an online survey of consumers, $n = 4442$	<ul style="list-style-type: none"> Both utilitarian and hedonic dimensions of the shopping centre experience have a positive influence on shopping well-being. Recreational shopping consciousness, innovativeness, time pressure, and price consciousness moderate the relationship between the shopping experience dimensions and shopping well-being. 	<ul style="list-style-type: none"> Shopping centre operators to focus on the development of a diverse retail mix as its foundation, as this utilitarian aspect is critical in driving well-being for leisure-oriented, innovative, price-conscious, and time-pressed shoppers. Develop programs to optimise, rather than maximise, shopping well-being.



Note: The shopping centre experience dimensions underlined in the framework are analysed in this study

Fig. 1. The shopping centre experience framework.

2.3. Moderating role of CDM styles

Understanding consumer shopping patterns and their implications in terms of behaviour is important in the development of effective retail marketing strategy (Rezaei, 2015; Wagner & Rudolph, 2010). Much research has focused on identifying personality factors and individual differences that most often relate to subjective well-being (e.g. Ryan & Deci, 2001). This study builds on this by suggesting that CDM styles interact with other shopping experience dimensions to influence shopping well-being.

Formerly defined as “a mental orientation characterizing a consumer’s approach to making choices” (Sproles & Kendall, 1986, p. 267), CDM styles are relatively steady and enduring across various purchase contexts (Park, Yu, & Zhou, 2010). CDM styles differ from shopping motives and consumer personality traits and could be positioned in the middle of a temporal spectrum with personality traits (inherited and learned in early life) and shopping motives (context-dependent and varying by shopping occasion) being the two extremes.

CDM styles have been shown to have significant influence on the entire decision-making process including post-purchase behaviour (Lysonski & Durvasula, 2013; Maggioni, 2016). In the context of shopping centres, Wesley et al. (2006) found that CDM styles often affect levels of satisfaction with the shopping centre and planned expenditure, while Rezaei (2015) employed them to assess marketing practices across retail channels via consumer segmentation. This study investigates how CDM styles can affect the relationship between the shopping centre experience and shopping well-being, with a focus on four CDM styles: recreational shopping consciousness; consumer innovativeness; price consciousness; and time pressure. A conceptual framework is put forward to examine their influence on shopping well-being, including their interaction with various shopping centre experience aspects (as shown in Fig. 2).

2.3.1. Recreational shopping consciousness

Recreation-oriented consumers consider shopping a pleasant activity and tend to shop for fun (Wesley et al., 2006). Previous studies have uncovered that these consumers place greater importance on the sensory aspects of a purchase experience and concluded that recreational shopping consciousness is primarily affected by hedonic elements (Ailawadi, Neslin, & Gedenk, 2001; Babin et al., 1994). Deriving such

enjoyment from the shopping activity has been known to enhance shopping well-being that goes beyond satisfaction (Guiry, Mägi, & Lutz, 2006; Konus, Verhoef, & Neslin, 2008). Consumers with a recreational orientation generally derive pleasure from both the visual aspects of the retail environment (Cox, Cox, & Anderson, 2005; Kim & Kim, 2008) and the functional retail mix such as merchandising and pricing (Rezaei, 2015). Given that these consumers are often attracted by store decor and merchandise displays (Wakefield & Baker, 1998), this study has proposed that shopping centre design and atmosphere amplify positive relationships between shopping experience and shopping well-being because they stimulate excitement. Furthermore, as many of these consumers with a recreational orientation are also product-oriented (Rezaei, 2015), this study anticipates that they derive shopping well-being from the functional aspects of the shopping centre experience, such as the retail offer.

These consumers also often enjoy spending extra time in shopping centres (Kim & Kim, 2008), deriving pleasure from engaging in shopping that generates hedonic value (Ailawadi et al., 2001; Konus et al., 2008). It is therefore put forward in this study that recreational shopping consciousness intensifies the relationship between shopping centre experience and shopping well-being.

Hypothesis 2. The effect of the shopping centre experience dimensions on shopping well-being is moderated by recreational shopping consciousness. Specifically, when consumers enjoy shopping as an activity, (a) retail offer, (b) centre-based activities and (c) centre atmosphere have a stronger impact on shopping well-being.

2.3.2. Consumer innovativeness

Consumer innovativeness has been defined as a willingness to embrace change and try new things (Cotte & Wood, 2004), a tendency to buy new products more quickly and more often (Roehrich, 2004), and a predisposition to buy new and different products/brands (Steenkamp, Hofstede, & Wedel, 1999). Deriving pleasure from pursuing new things and trying new products and experiences (Sproles & Kendall, 1986), innovative consumers therefore often display personality traits skewed towards a preference for new and different experiences (Park et al., 2010) and have high expectations of the shopping experience including customer service. That is, higher consumer innovativeness leads to higher expectations of store atmosphere and service-related cues,

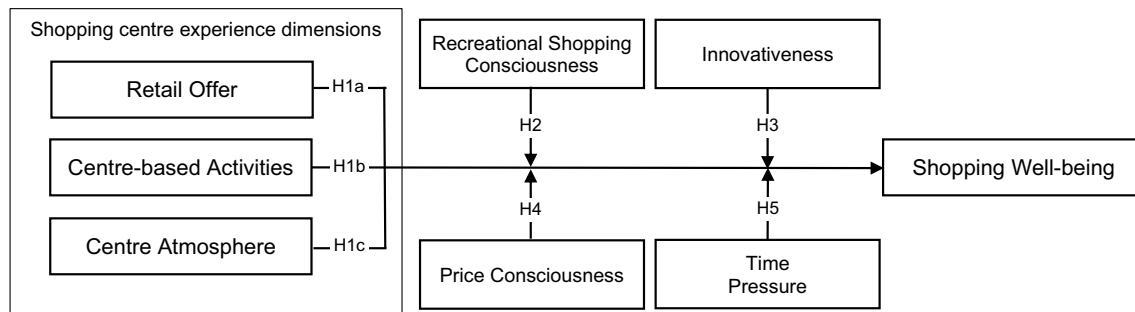


Fig. 2. Conceptual model.

resulting in lower risk tolerance associated with the shopping activity (Fowler & Bridges, 2010; Truong, 2013).

As retail agglomerations, shopping centres offer a variety of experiences, including the discovery of new products and services and the exposure to the latest trends. Innovative consumers generally have a stronger preference for high-performing store formats in terms of physical evidence, processes, frontline service and reliability. Thus, most innovative consumers expect retailers to provide better and more reliable shopping experiences (Bartels & Reinders, 2011; Fowler & Bridges, 2010). This study therefore proposes that innovative consumers perceive the centre experience as a holistic one, driven equally by hedonic and functional factors that contribute to their well-being via the quest for novel shopping experiences. Thus, it is proposed here that when such expectations are met, the shopping centre experience dimensions (i.e. retail offer, centre-based activities and centre atmosphere) have a higher impact on the shopping well-being of innovative consumers.

Hypothesis 3. The effect of the shopping centre experience dimensions on shopping well-being is moderated by consumer innovativeness. Specifically, when consumers are more open to innovation, (a) retail offer, (b) centre-based activities and (c) centre atmosphere have a stronger impact on shopping well-being.

2.3.3. Price consciousness

Price consciousness is the extent that consumers focus on minimising the price paid for a specific item (Konus et al., 2008) and reflects the sensitivity to differences in price points between alternative choices (Wesley et al., 2006). As most price-conscious consumers seek bargains (Morton, Zettelmeyer, & Silva-Risso, 2001), their shopping experience is mainly driven by utilitarian values (Noble, Griffith, & Weinberger, 2005). Based on their unique sensitivity towards price cues, this study assumes that these consumers derive satisfaction and pleasure from bargain hunting and securing the best possible deal.

Price-conscious consumers particularly value the variety of stores within a shopping centre, which maximise the opportunity for comparative shopping. It is therefore proposed in this study that the functional aspects of the shopping centre experience have a stronger impact on shopping well-being among price-conscious consumers, while the hedonic aspects of the shopping centre experience have a limited role in improving the level of well-being:

Hypothesis 4. The effect of the shopping centre experience dimensions on shopping well-being is moderated by price consciousness. Specifically, when consumers are more sensitive to price cues, (a) retail offer has a stronger impact on shopping well-being, while (b) centre-based activities and (c) centre atmosphere have a weaker impact on shopping well-being.

2.3.4. Time pressure

Time pressure generally refers to the chronic perception of insufficient time for the completion of specific tasks (Iyer, 1989), and

concerns the extent that consumers perceive time as a serious constraint in decision-making (Lysonski & Durvasula, 2013). Although not included in Sproles and Kendall's (1986) CDM styles, time pressure has been shown to affect the mental orientation determining consumer choices (Kim & Kim, 2008; Vermeir & Van Kenhove, 2005). Specifically, the pervasiveness of contemporary time pressures leads many consumers to feel the 'tyranny of the clock' and forces them to synchronise their daily activities including shopping (Kim & Kim, 2008). As time pressure becomes chronic, most consumers show a greater degree of impulsiveness and experience higher stress levels, which can negatively affect shopping well-being.

Such predisposition leads consumers to consider time a scarce resource where activities need to be planned in advance (Kleijnen, de Ruyter, & Wetzels, 2007). Time pressures including in the context of shopping can no longer be considered situational, as they have become pervasive (chronic) based on permanent changes in most consumer lifestyles (Kim & Kim, 2008). Time pressure influences can distort consumer cognitive abilities and behaviours, while increasing the level of anxiety experienced when shopping. Consumers that experience higher degrees of time pressure have been known to reduce the amount of time dedicated to routine shopping activities (Vermeir & Van Kenhove, 2005).

It has also been suggested in earlier studies that time pressure moderates how consumers value utilitarian versus symbolic and hedonic attributes in their behavioural responses (Sirgy, Grewal, & Mangleburg, 2000). Based on the assumption that time-pressured consumers want to complete shopping as quickly as possible, it was anticipated in this study that they develop a higher degree of shopping well-being via a more efficient shopping experience. This study subsequently proposes that the functional aspects of the shopping centre experience significantly impact shopping well-being, as supported by Babin and Attaway (2000) who found the amount of time dedicated to shopping is directly related to the perceived value of the hedonic aspects of the shopping experience. That is, time-pressured consumers are less likely to be affected by shopping's hedonic dimensions; in the context of this study, their shopping well-being is less likely to be impacted by hedonic dimensions such as centre atmosphere and centre-based activities.

It has also been recognised in earlier studies that higher levels of time pressure can make it difficult for consumers to engage in browsing (Kim & Kim, 2008), leading them to engage in habitual behaviours where they choose known brands and/or visit familiar stores (Lysonski & Durvasula, 2013). Hence, this study proposes that a shopping centre's entertainment or educational activities can be perceived as a disruption to the shopping routine of time-pressured consumers, generating extra stress and decreasing their shopping well-being:

Hypothesis 5. The effect of the shopping centre experience dimensions on shopping well-being is moderated by chronic time pressure. Specifically, when consumers experience a higher level of time pressure in their lives, (a) retail offer has a stronger impact on shopping well-being, while (b) centre-based activities and (c) centre

Table 2
Sample profile.

Variable	Dimension	%
Gender	Female	50
	Male	50
Age	18–24 years	15
	25–34 years	21
	35–44 years	20
	45–54 years	17
	55–64 years old	13
	> 65 years	14
Household composition	Single	22
	Young couple, no children	9
	Family/single parent with children	41
	Older couple with no children	20
	Other	5
Household income	Prefer not to say	3
	< \$29,999	11
	\$30,000 – \$49,999	17
	\$50,000 – \$99,999	32
	\$100,000 – \$149,999	19
	> \$150,000	8
	Prefer not to say	13

atmosphere have a weaker impact on shopping well-being.

3. Method

3.1. Design and participants

The sample consisted of 4442 respondents (50% female, $M_{\text{age}} = 34$ -year-old Australian residents) sourced from a research panel provider, Survey Sample International (SSI), with minimal compensation (see Table 2 for sample profile). Data was collected via an online survey covering a diverse range of shopping centres in terms of location (metro, regional) and size (small, medium, large). Australian shopping centres are a valid context, as many have been transformed in recent years in response to online competition and now offer numerous and various utilitarian and hedonic features (Pallant & Sands, 2017).

3.2. Procedures and measures

Participants were informed that the purpose of this study was to understand recent shopping experiences at shopping centres they had visited in the preceding three months. They were randomly allocated one of their listed shopping centres to rate their experience in terms of the retail offer, centre atmosphere and centre-based activities dimensions, followed by questions relating to the CDM styles, before demographic data were collected.

The retail offer dimension was measured using a three-item scale adapted from Frasquet, Gil, and Molla (2001), centre atmosphere consisted of four items (Chebat, Sirgy, & Grzeskowiak, 2010), and centre-based activities used four items adapted from El Hedhli et al. (2013). Measurement of shopping well-being was comprised of three items (El Hedhli et al., 2013), while the CDM questions included two items for recreational shopping consciousness, two for price consciousness, two for time pressure, and four for consumer innovativeness, via scales adapted from Konus et al. (2008) and Wesley et al. (2006). The constructs were measured on an 11-point scale ranging from 'very poor' to 'excellent' for the shopping experience dimensions, and from 'strongly disagree' to 'strongly agree' for shopping well-being and CDM styles. Centre atmosphere was measured via semantic differential scales (boring/stimulating, dull/entertaining, depressing/cheerful, drab/colourful).

3.3. Measurement model

Confirmatory factor analysis was conducted using Mplus 7.4 to ensure construct reliability and convergent and discriminant validity (see Tables 3 and 4). The estimated eight-factor measurement model provided a satisfactory fit to the data (CFI = 0.974, GFI = 0.952, NFI = 0.972, IFI = 0.974, TLI = 0.968, RMSEA = 0.047, PCLOSE = 0.996), and all measures demonstrated adequate reliability and convergent and discriminant validity (Hair, Black, Babin, & Anderson, 2010).

4. Findings

4.1. Shopping centre experience dimensions and shopping well-being

The hypotheses were tested by applying maximum likelihood estimation via the covariance-based structural equation modelling (CB-SEM) software Mplus 7.4. To assess the impact of each shopping centre experience dimension on shopping well-being, the direct effects in the relevant hypotheses were tested via a structural equation model (baseline model), which showed acceptable fit to the data (CFI = 0.989, TLI = 0.985, RMSEA = 0.049, SRMR = 0.022). The possibility of rival models was also tested for, based on the procedure recommended by Iacobucci (2008), with one identified with reversed relationships among the dependent and independent variables that showed a worse fit to the data (CFI = 0.963, TLI = 0.953, RMSEA = 0.086, SRMR = 0.122), which facilitated use of the originally hypothesised model. As data were collected for various shopping centres, potential shopping experience and shopping well-being heterogeneity based on different sizes and locations was also tested for, where the independent *t*-tests showed no significant differences.

The results indicated that each shopping centre experience dimension affects shopping well-being (see Table 5). Retail offer ($\beta = 0.228$, $p < .001$), centre-based activities ($\beta = 0.500$, $p < .001$) and centre atmosphere ($\beta = 0.076$, $p < .001$) all have a positive and statistically significant effect on shopping well-being, supporting H1a, H1b and H1c.

4.2. CDM styles

Interaction effects were analysed via the latent moderation structural equation method (Klein & Moosbrugger, 2000), which uses algorithm integration but does not provide fit measures other than information criteria based on log-likelihood values. This study tested the overall model fit without latent interactions (Bouncken, Clauß, & Friedrich, 2016; Wayne, Lemmon, Hoobler, Cheung, & Wilson, 2017). To assess the role of CDM styles and their interactions with the shopping experience dimensions in affecting shopping well-being, latent moderation structural analysis was used to estimate separate models for each CDM style. Table 5 presents the estimated models, while Table 6 shows the conditional effects of the shopping centre experience dimensions on shopping well-being based on the CDM styles. As per Wiedemann, Schütz, Sniehotta, Scholz, and Schwarzer (2009), these conditional effects were plotted based on a 95% confidence interval (see Fig. 3).

4.3. Recreational shopping consciousness

Recreational shopping consciousness has a statistically significant interaction effect with the dimensions of the shopping centre experience on shopping well-being. The interaction between recreational shopping consciousness and retail offer ($\beta = 0.148$, $p < .001$) supports H2a, and indicates that this dimension has a stronger impact on shopping well-being among those consumers that derive enjoyment from the shopping activity. Conversely, there is a negative interaction effects of recreational shopping consciousness and centre-based activities

Table 3
Factors loadings (t-values).

Items	Centre atmosphere	Centre-based activities	Retail offer	Shopping well-being	Recreational shopping consciousness	Time pressure	Price consciousness	Innovativeness
Boring – Stimulating	0.935 (fixed)							
Dull – Entertaining	0.958 (129.38)							
Depressing – Cheerful	0.912 (108.80)							
Drab – Colourful	0.902 (105.04)							
Educational/informational activities		0.886 (fixed)						
Entertainment activities		0.893 (86.41)						
Centre competitions or giveaways		0.881 (83.93)						
Entertainment programs and activities for children		0.853 (78.61)						
Number and variety of stores			0.873 (fixed)					
Quality of the stores offered within the centre			0.929					
Quality of customer service			(84.41)					
			0.779					
			(64.12)					
This shopping centre plays a very important role in my social well-being				0.927 (fixed)				
This shopping centre plays an important role in enhancing the quality of life in my community				0.875 (91.38)				
This shopping centre plays a very important role in my leisure well-being				0.926 (105.42)				
I like shopping					0.792 (fixed)			
I take my time when I shop					0.766 (43.77)			
I usually find myself pressed for time						0.842 (fixed)		
I am always busy						0.753 (35.47)		
It is important for me to get the best price for a product							0.740 (fixed)	
I compare the prices of various products before I make a choice							0.780 (31.62)	
I regularly purchase different variants of a product just for a change								0.744 (fixed)
I am one of those people who firstly try a new product just after the launch								0.833 (53.89)
I like to try new and different products								0.722 (46.65)
I always have the newest gadgets								0.795 (51.50)
Average variance extracted	0.875	0.772	0.744	0.827	0.607	0.637	0.577	0.600
Maximum shared variance	0.436	0.483	0.436	0.483	0.461	0.324	0.295	0.461
Construct reliability	0.955	0.931	0.897	0.935	0.755	0.778	0.732	0.857

Table 4
Correlation matrix of latent constructs.

	Centre atmosphere	Centre-based activities	Retail offer	Shopping well-being	Recreational shopping consciousness	Time pressure	Price consciousness	Innovativeness
Centre atmosphere	0.935							
Centre-based activities	0.518	0.870						
Retail offer	0.660	0.642	0.860					
Shopping well-being	0.497	0.695	0.567	0.910				
Recreational shopping consciousness	0.163	0.457	0.384	0.576	0.780			
Time pressure	0.300	0.359	0.178	0.378	0.284	0.800		
Price consciousness	0.227	0.207	0.369	0.261	0.543	0.333	0.760	
Innovativeness	0.271	0.551	0.286	0.607	0.679	0.569	0.338	0.780

($\beta = -0.098$, $p < .001$), and centre atmosphere ($\beta = -0.042$, $p < .05$) on shopping well-being. This indicates a weaker impact of centre-based activities and centre atmosphere on shopping well-being when consumers are more recreational in their shopping activity. Hence, H2b and H2c are rejected.

4.4. Consumer innovativeness

There is a statistically significant moderation effect of innovativeness in the relationships between the shopping centre experience dimensions and shopping well-being. The interaction between the retail offer and innovativeness in affecting shopping well-being ($\beta = 0.129$, $p < .001$), supports H3a. This means that the retail offer has a stronger impact on the shopping well-being of the more innovative consumers. Innovativeness shows negative interaction effects with centre-based activities ($\beta = -0.103$, $p < .001$) and with centre atmosphere ($\beta = -0.039$, $p < .05$) when considering the relationship with shopping well-being. These shopping centre experience dimensions have a weaker impact on shopping well-being when consumers are more open to innovation, leading H3b and H3c to be rejected.

4.5. Price consciousness

The data partially support a statistically significant moderation effect of price consciousness on the relationship between shopping centre experience dimensions and shopping well-being. Retail offer displays a significantly stronger effect on well-being when considering price conscious consumers ($\beta = 0.097$, $p < .001$), while centre-based

activities have a weaker impact on well-being ($\beta = -0.086$, $p < .001$) compared to those consumers who are less price-sensitive. These findings support H4a and H4b. Price consciousness does not have a statistically significant interaction effect for centre atmosphere on shopping well-being ($\beta = 0.023$, $p > .05$); hence, H4c is not supported.

4.6. Time pressure

A statistically significant moderation effect of time pressure is found, although this effect has a weaker effect magnitude compared to recreational shopping consciousness and innovativeness. We observe a positive interaction of time pressure and the retail offer in influencing shopping well-being ($\beta = 0.077$, $p < .01$), while there is a statistically significant negative interaction effect with centre-based activities ($\beta = -0.043$, $p < .05$) and centre atmosphere ($\beta = -0.038$, $p < .05$). From the analysis of the conditional effects, the retail offer has a stronger impact on well-being for consumers experiencing higher time pressure in their lives. On the contrary, centre-based activities and centre atmosphere indicate stronger effects on well-being when considering the experience of consumers with a more relaxed lifestyle. These findings support H5a, H5b and H5c.

5. Discussion and conclusions

Shopping centres are unique retail settings where experience components (retail mix, aesthetics and environment, and additional services and events) form larger Gestalt environments. Further, the resurgence of shopping centres in recent years (Pallant & Sands, 2017) indicates

Table 5
Summary of models.

Model: Moderator	M ₁ : Baseline			M ₂ : Recreational shopping consciousness			M ₃ : Innovativeness			M ₄ : Time pressure			M ₅ : Price consciousness		
	β	SE	β/SE	β	SE	β/SE	β	SE	β/SE	β	SE	β/SE	β	SE	β/SE
Retail offer	0.228***	0.044	7.574	0.187***	0.023	8.273	0.317***	0.022	14.156	0.252***	0.023	10.837	0.201***	0.026	7.892
Centre-based activities	0.500***	0.027	22.023	0.399***	0.017	23.392	0.234***	0.021	11.337	0.429***	0.018	23.691	0.509***	0.017	29.914
Centre atmosphere	0.076***	0.021	3.898	0.076***	0.017	4.582	0.062***	0.017	3.172	0.076***	0.017	4.366	0.072***	0.017	4.131
Recreational shopping consciousness				0.292***	0.014	20.351									
Innovativeness							0.377***	0.015	24.832						
Time pressure										0.155***	0.014	11.317			
Price consciousness													0.076***	0.015	4.969
Interaction 1				0.148***	0.023	6.550	0.129***	0.022	5.724	0.077**	0.025	3.083	0.097***	0.024	3.973
Interaction 2				-0.098***	0.018	-5.415	-0.103***	0.017	-6.100	-0.043*	0.019	-2.296	-0.086***	0.021	-4.063
Interaction 3				-0.042*	0.019	-2.265	-0.039*	0.018	-2.204	-0.038*	0.019	-2.020†	0.023 ^{NS}	0.020	1.162

Interaction 1: retail offer x moderator; Interaction 2: centre-based activities x moderator; Interaction 3: centre atmosphere x moderator.

β : Unstandardized regression weights; SE: standard error.

NS = not significant.

† $p < .1$.

* $p < .05$.

** $p < .01$.

*** $p < .001$.

Table 6
Conditional effects of shopping centre experience dimensions on shopping well-being.

SC experience dimensions	Moderator level	M ₂ : Recreational shopping consciousness			M ₃ : Time pressure			M ₄ : Innovativeness			M ₅ : Price consciousness		
		β	SE	β/SE	β	SE	β/SE	β	SE	β/SE	β	SE	β/SE
Centre atmosphere	Mean – 1SD	0.127***	0.028	4.515	0.123***	0.029	4.259	0.109***	0.028	3.852	0.054†	0.028	1.926
	Mean	0.082***	0.018	4.578	0.082***	0.019	4.362	0.067***	0.018	3.712	0.078***	0.019	4.13
	Mean + 1SD	0.037 ^{NS}	0.025	1.453	0.041 ^{NS}	0.026	1.56	0.025 ^{NS}	0.024	1.048	0.103***	0.029	3.544
Centre-based activities	Mean – 1SD	0.583***	0.030	19.307	0.553***	0.031	17.949	0.397***	0.030	13.059	0.701***	0.036	19.716
	Mean	0.467***	0.021	22.328	0.503***	0.022	22.425	0.275***	0.025	11.229	0.600***	0.022	27.316
	Mean + 1SD	0.352***	0.030	11.896	0.452***	0.032	14.074	0.153***	0.033	4.656	0.500***	0.031	16.209
Retail offer	Mean – 1SD	0.056 ^{NS}	0.046	1.240	0.257***	0.048	5.331	0.277***	0.046	6.051	0.156**	0.051	3.073
	Mean	0.276***	0.034	8.131	0.371***	0.035	10.514	0.466***	0.034	13.589	0.300***	0.039	7.742
	Mean + 1SD	0.495***	0.050*	9.916	0.485***	0.054	8.988	0.656***	0.050	13.215	0.445***	0.056	7.974

β: Unstandardized regression weights; SE: standard error.

NS = not significant.

† p < .1.

* p < .05.

** p < .01.

*** p < .001.

that predictions of the death of physical retail are exaggerated (Dutta, 2018). While recent media reports have focused on the demise of store chains and centre closings, the market appears to be telling a more optimistic story (Dutta, 2018), with some centre operators finding new ways to entice consumers and tap into the benefits of well-being in shopping centres (Harilela, 2017). While such strategic pivots align with well-being in the domains of psychology and quality of life, limited research has addressed well-being in the context of shopping.

This study offers a comprehensive insight into the role of CDM styles, and how each enhances or reduces the positive effect of a shopping centre experience on shopping well-being. The findings show that recreational shopping consciousness, consumer innovativeness, time pressure and price consciousness generally moderate the relationship between the shopping experience dimensions and shopping well-being.

Among the specific dimensions, interaction effects were observed for retail offer, where a stronger impact on shopping well-being was recorded across the four CDM styles. Conversely, a negative moderation effect was observed in terms of the relationship between centre-based activities and shopping well-being, where the hedonic aspects of the shopping centre experience proved to have a stronger impact on the well-being of task-oriented, traditional, relaxed and non-price-conscious consumers. A similar effect was observed with respect to centre atmosphere, where perceptions of a pleasant and engaging atmosphere were more likely to affect the shopping well-being of consumers that are task-oriented, traditional and not pressed for time.

5.1. Theoretical implications

From a theoretical perspective, these results contribute to the emerging literature by exploring links between the shopping centre experience and shopping well-being (Chebat, El Hedhli, & Sirgy, 2009; El Hedhli et al., 2013; El Hedhli et al., 2016). This study has demonstrated how the different dimensions of the shopping centre experience affect shopping well-being, and how their impact varies according to the different CDM styles.

Aligned with the Bottom-up Spillover Theory of life satisfaction (Ekici et al., 2017), these results provide support that both utilitarian (i.e. retail offer) and hedonic (i.e. centre-based activities and centre atmosphere) dimensions of the shopping centre experience can have a positive influence on shopping well-being.

The study also reveals how activities beyond pure transaction-based shopping can have a large impact on well-being, including centre-based activities such as events and entertainment aimed at delivering leisure value to consumers and families. This suggests that shopping is not only

a form of fun and escapism (Mathwick, Malhotra, & Rigdon, 2001), whereby escaping from social reality can ultimately lead to a greater sense of well-being.

This study identifies that most recreational consumers derive well-being via the shopping activity itself, placing less importance on atmospherics and activities within the shopping centre. This is despite these consumers traditionally being considered more sensitive to hedonic cues conveyed in shopping environments. A similar effect is observed among innovative consumers whose sense of well-being is driven mainly by the functional aspects of the shopping centre experience. That is, well-being among innovative consumers remains anchored to the core business of shopping centres (i.e. retail offer), while atmospherics and activities show a weaker contribution. Such effects are also observed among the more functional price-conscious and time-pressured consumers, who generally want to shop in an efficient way; thereby deriving a greater sense of well-being when the utilitarian side of the shopping experience is conducive to a successful shopping trip, while the hedonic and leisure elements could potentially disrupt their journey.

5.2. Managerial implications

While the focus on shopping well-being is intensifying (e.g. Ekici et al., 2017; El Hedhli et al., 2013), little is known on how it can be leveraged by shopping centre managers as a competitive advantage. These research findings are therefore beneficial, based on the growing interest among shopping centre operators in factoring in well-being. In Hong Kong, several shopping centres have responded to the growing interest in health and sustainability by adjusting the retail mix to focus on well-being (Harilela, 2017). In Australia, shopping centre operator Stockland has included well-being as a strategy in their annual report, noting that as one of Australia's largest diversified property groups, they are focusing on health, well-being and community connection (Stockland, 2017). The same trend has been observed in the UK where the pattern of visits to retail establishments has evolved to become a leisure pastime for consumers eager to access not only stores but also restaurants, cinemas and other entertainment options (Savills & Ellandi, 2017).

For shopping centre managers, this study provides insight into how the retail offer can be leveraged to derive well-being. In particular, it has found the need to focus on a diverse retail mix, as this utilitarian aspect is critical in driving well-being including among leisure-oriented, innovative, price-conscious and time-pressured consumers. Managers therefore need to determine the mix of shopping centre consumers in terms of their CDM styles, to be able to optimise their various shopping

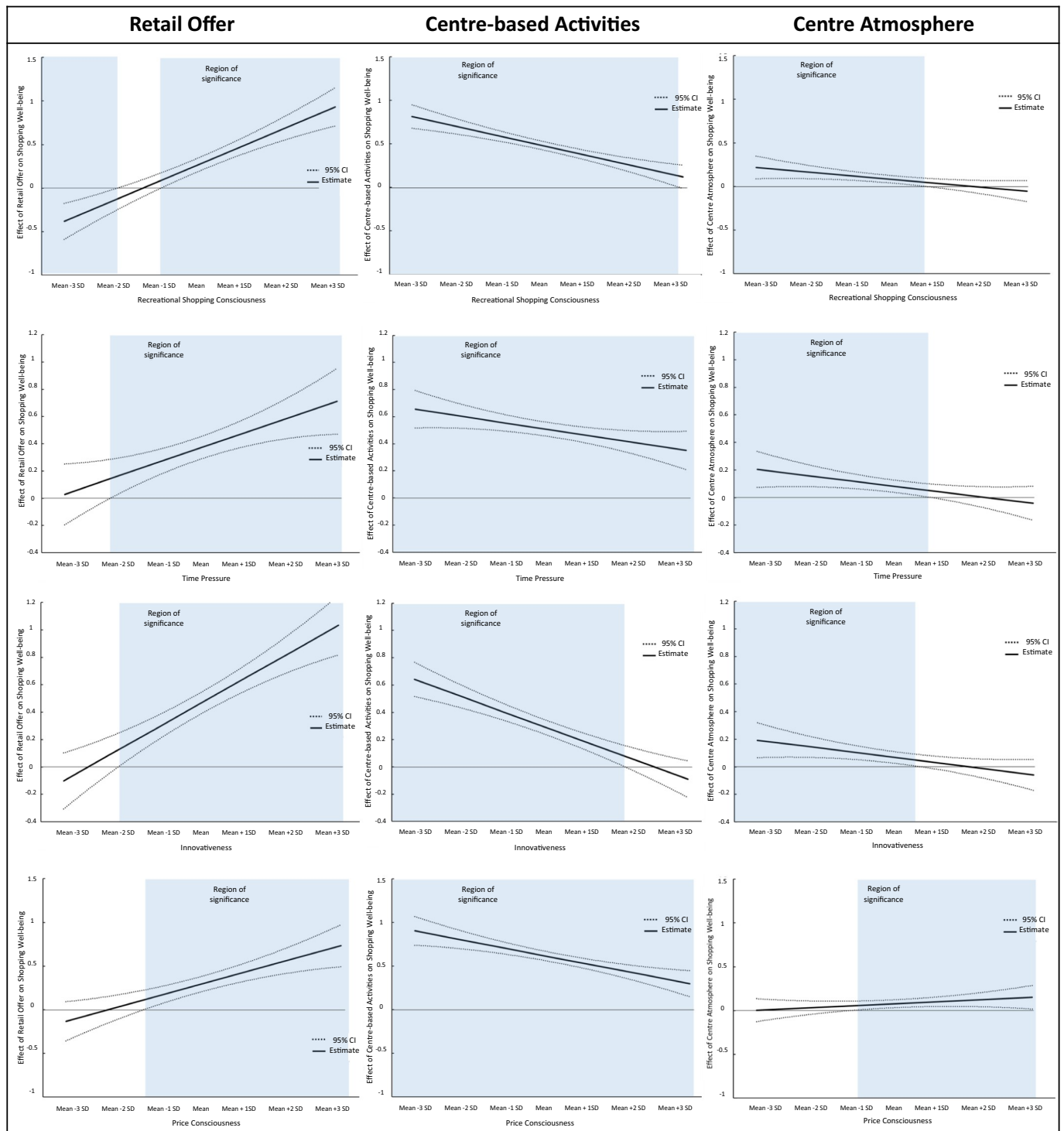


Fig. 3. Conditional effects of shopping centre experience dimensions on shopping well-being.

experiences, including via consumer research methodologies such as segmentation or brand tracking studies. This would enable them to identify and monitor the evolution of CDM styles, with specific strategies determined based on the current composition of shopping centre consumers.

This study also highlights the importance of retailers striving to optimise, rather than maximise, shopping well-being. Any initiatives designed to enhance shopping well-being should be carefully considered so that they do not instead produce shopping ill-being (Ekici et al., 2017). Shopping centres provide a unique setting, combining a

diverse mix of retail options as well as a range of other utilitarian and hedonic benefits. For price-conscious or time-pressured consumers, the functional aspects of the shopping centre enable them to shop efficiently, leading them to derive a greater sense of well-being from their shopping trip.

5.3. Limitations and future research

As with all research, this study has limitations that define its boundaries. First, it has focused on a limited set of shopping centre

experience dimensions to evaluate their effect on shopping well-being. Future research should expand on these, to further investigate the utilitarian and hedonic aspects of this experience in a more nuanced manner. Second, this study has focused on well-being in the context of the shopping centre. The impact of the customer experience on shopping well-being could also be investigated across other shopping destinations such as retail outlets, shopping strips and high streets. Third, future research could shed light on other CDM styles and consumer characteristics, extending beyond recreational shopping consciousness, consumer innovativeness, time pressure and price consciousness considered in this study. Lastly, as the pervasiveness of omni-channel environments increasingly characterises the retail industry, future research could investigate the role of CDM styles across both physical and digital platforms with reference to retail agglomerations.

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