THE EFFECT OF UTILITARIAN AND HEDONIC VALUES ON CUSTOMER SATISFACTION: AN ANALYSIS OF PAKISTANI SHOPPING MALLS

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Abstract
Purpose: The objective of this research is to determine the effects of hedonic and utilitarian shopping values and their dimensions on customer satisfaction. The researcher examined the utilitarian and hedonic shopping values of the customers towards shopping malls.
Design/methodology/approach:
The present research employed a self-administered questionnaire to collect primary data from 300 respondents in shopping malls. This study used descriptive statistics, frequency distribution, percentages, cross tabulation and Logistic regression model for data analysis. This study concludes that satisfaction and perceived shopping values are the key dimensions of hedonic and utilitarian values.
Findings:
The utilitarian shopping values have demonstrated a positive impact on customer satisfaction, such as convenience values, which are significantly and positively related to customer satisfaction. Hedonic shopping values have also shown a positive influence on customer satisfaction, with entertainment values having a notable impact.
Implications:
This study helps mall retailers attract new customers and retain existing profitable ones, while also gaining competitive advantages by enhancing shoppers' satisfaction with shopping values.

Keywords: Hedonic Shopping Values, Utilitarian Shopping Values, Customer Satisfaction

1. Introduction

The retail industry in Pakistan is showing the tendency of the global economy experiencing a major growth, even though presently the economy is performing sluggishly, in the organized retail format. This growth has been boosted by the emergence of hypermarkets, and further aided by the construction of the shopping malls which have been major forces of changes in the urban areas. Pakistan has two segments of retailing namely the unorganized and the organized retail. Among them, the organized retail sector has been capturing its market share steadily given its growing popularity and preference by consumers. This trend toward oriented retailing is especially observed in the ability of the multiplex malls and giant complex of shopping becoming the center of the retail and entertainment activities (Farrag et al., 2010). These malls are not only shopping malls, but they are also required areas of interaction, communing, and entertainment in the community. They are becoming an important part of the social and economic infrastructure of a city with great contribution to the development of urban areas and the economy of a community (Redda, E.H., 2020).

The value of shopping is a key factor in consumer behavior as applied in the setting of shopping malls. Value shopping can be categorically involved into two dimensions namely utilitarian and hedonic shopping values. Utilitarian shopping value is used to refer to the practical utility of the process of shopping to the buyers and hedonic shopping value focuses

on the emotional and sensational effect of shopping. The two dimensions play a critical role in comprehending the customer satisfaction within the modern shopping malls.

Utilitarian shoppers are generally task-driven shoppers and want to be efficient in what they do during shopping. The utilitarian shopping value can be fueled by the necessity to accomplish certain goals or tasks, and the advantage that is perceived is the accomplishment of the tasks in a competent and efficient way (Barkirtas & Divanoglu, 2013). The main motive behind such consumers visiting shopping malls is to make the required purchases and conclude their decisions based on accessibility, convenient, and the location of the mall. Specifically, convenience is a decisive parameter in promoting utilitarian shopping value since it reduces the amount of time and effort used to shop. The convenience of location with easy access, sufficient size of parking space, and roomy design add to the level of perceived convenience with malls to the shoppers. The physical features including lifts, ATMs, air-conditioning, security, and seats are also convenient to the consumer making shopping fast and comfortable (Singh & Prashar, 2014).

Another factor which shapes consumer behaviour in the shopping malls is spending capacity. The income level of consumers is strongly correlated with price aspect of the operation in malls and low pricing can elevate the foot traffic by attracting price sensitive consumers (Pan and Zinkhan, 2006). Based on this, shopping malls with lower price appeal would attract more customers since they will attract shoppers with different levels of income. Besides, customers usually demand tailored products to fulfill their personal demands. Personalization is also a lurid trend and a lot of customers are more likely to consume unique products based on their tastes and preferences. Specifically, utilitarian shoppers are likely to appreciate tailor-made products that satisfy their unique needs, increase their satisfaction and customer loyalty (Diep & Sweeney, 2008).

The hedonic values of shopping, on the contrary, are associated with emotional and sensory dimensions of the shopping process. These are more abstract and personal values than the utilitarian values that focus on the enjoyment, pleasure and excitement involved in shopping. The shopping process is considered a special chance to enjoy and rest by hedonistic shoppers instead of a job to be performed. The atmosphere, ambiance, and the environment of the mall are important factors that affect hedonic satisfaction. An example is the use of lighting, color, smell, music, and the general atmosphere in the shopping mall to help the mall maker create an immersive and good experience to the shoppers (Eezh & Harris, 2007). Shoppers who take hedonic experiences tend to be driven by the need to be exposed to new trends and products as well as entertainment. The experience of exploration of shopping is becoming a crucial part of the consumer experience more and more. The consumer has become especially willing to go to the shopping malls which provide exciting and innovative experiences and this can be seen in the form of new lines of products, interactive displays and entertainment areas. These experiences improve customer satisfaction as they create the feeling of discovery and adventure, which makes shopping an interesting and enjoyable experience (Dorson et al., 2013).

As a major result of utilitarian and hedonic shopping values, customer satisfaction is a measure of the number of customers satisfied with their expectancies and such satisfaction throughout the shopping experience. Perceived values of consumers match their expectations thus leading to high level of satisfaction. Customer loyalty and visit frequency are key factors that depend on satisfaction as a critical factor that leads to the ultimate success of the shopping malls. The more satisfied the customers are, the more they will revisit and refer to others thus leading to the development and profitability of the mall (Ahmad, 2012).

The study seeks to establish the connection between hedonic and utilitarian shopping values and customer satisfaction as applied around the shopping malls in Pakistan. The research question it aims at answering is in how various aspects of shopping values including

convenience, selection, customization, and entertainment, exploration, and place attachment can the customer satisfaction be affected. Through these factors, the study aims to offer insights on the strategies that the mall retailers and developers can embrace with an aim of improving customer satisfaction and enable them to attract a greater number of customers. Knowledge on how such values influence satisfaction may assist the stakeholders in the retail business to enhance the shopping experience, differentiate their products to cater to the preferences of the consumers and gain a competitive base in the ever-changing retail market.

To conclude, economic growth of Pakistan may be slow, but on the other hand the Pakistani retail sector and especially the organized retail is expanding at a rapid pace. The emergence of shopping malls as places of shopping and entertainment provides a great opportunity with regard to consumer behavior. By targeting the two aspects of shopping value -utilitarian and hedonic shopping experiences, the research will examine how various shopping experiences can lead to customer satisfaction as an important contribution to the retailers and mall creators amid the changing environment of shopping.

2. Literature Review
Convenience and Customer Satisfaction

Convenience refers to the choices customers make throughout the entire buying process; they often opt for less time and effort when acquiring products and services online (Thao, 2020). The time and effort involved in developing a product are components of convenience (Copeland, 1923). It also illustrates what happens after a transaction is completed, i.e., after customers have purchased their products (Duarte et al., 2018). Convenience is also a key factor in consumer satisfaction, according to earlier research (Duarte et al., 2018; Koo et al., 2008; Pham et al., 2018). Three aspects of convenience—search, transaction, and possession/post-purchase convenience have a direct impact on Hong Kong consumers' behavioural intentions, according to a study by Jiang et al. (2013).

Moreover, if clients are pleased with e-vendors, they are more likely to intend to purchase again, according to Mpinganjira (2015), who suggests data on the association between service convenience and future intentions and buying behaviour processes (Alkarabshehe et al., 2021). Convenience influences satisfaction, which in turn leads to repeated visits to the store (Gibson et al., 2022). Consumers prefer convenience, and firms that provide simple ways to buy are more likely to retain their customers' loyalty (Achari et al., 2023). Customer satisfaction positively impacts logistical value aspects, such as delivery status communication, receipt convenience, reception experience, and return convenience. Additionally, it has been demonstrated that customer loyalty positively affects online merchants' performance, and customer satisfaction has a favourable impact on customer loyalty (Kawa & Zdrenka, 2024). Hedonistic motivation influences brand engagement, and convenience impacts brand satisfaction (Alarcon et al., 2024).

H1: Convenience values have a positive impact on customer satisfaction.

Selection and Customer Satisfaction.

The satisfaction fulfilment of client expectations is referred to as a mental response that customers experience after a purchase, and it can vary from rage and frustration to desolation, excitement, or happiness (Dash et al., 2021). Customer satisfaction is defined by the extent to which clients feel that a service has fulfilled or exceeded their expectations. This evaluation typically occurs after a transaction or after comparing the expected and actual experiences (Islam et al., 2021). Selection plays a crucial role in customers' enjoyment, pleasure, and amusement; when using smartwatches, this appears to be more critical since their features and ways of use differ from those of other information technology goods (Gao et al., 2015). Customer selection behaviour in offline e-commerce must consider utilitarian value. When consumers base their purchases on utilitarian value, they can judge everything realistically.

Since customers are more likely to believe that the benefits of e-commerce are worth more, this evaluation process ultimately results in higher customer satisfaction (Achmad et al., 2020). Vukadin et al. (2018) examined the importance of artistic factors in shopping centre experimental strategy marketing and their impact on customer shopping values, such as symbolic, hedonic, and utilitarian, as well as shoppers' responses, including behavioural intention and satisfaction.

The shopping mall environment influences choices and value satisfaction. Magai (2024) reveals how ambient cues affect hedonistic and utilitarian values, which in turn influence consumer satisfaction (Chen, 2024). Utilitarian shoppers are motivated to visit traditional markets because they aim to buy goods at reasonable prices with less time spent. Therefore, there are significant differences in shoppers' choices regarding store selection. Traditional markets have the advantage of convenient locations and saving costs and time (Evangelista, 2020).

H2: Selection values have a positive impact on customer satisfaction.

Paying Capacity and customer satisfaction.

The utilitarian paying capacity perspective assumes that consumers are rational problem solvers. Therefore, the utilitarian view emphasizes the product's functionality and procedures, with the customer decision-making process as the primary focus of the inquiry, Desara et al. (2021). Consumers with utilitarian values will purchase items when needed for rational reasons. Customer value perception, satisfaction (SAT), and loyalty are influenced by the store and mall environment, which significantly impacts both individual businesses and entire shopping complexes (Verhoef et al., 2009; Elmashhara and Soares, 2022). There are also modifications in the consistency of hedonic/utilitarian values on attitudes and actions related to purchasing across various product categories (Kakar, 2017).

Specific pathways linking buying capacity value dimensions to customer behaviour have been omitted at the mall level (Gallarza et al., 2021). Concerning Taiwan's shopping malls, whose vibrant expansion is transforming the retail landscape and replacing traditional department stores, at least for some product categories (Liang and Chen, 2022), customers' decision-making processes are influenced by a careful examination of various factors, including product characteristics, brand perception, pricing strategies, marketing initiatives, and the overall environment of the shopping centre and paying capacity Radha & Aithal (2024). These factors can help improve the overall customer experience, market effectiveness, and competitiveness Karuniae et al., 2024). Customers exhibit positive behavioural intentions towards items, such as the intention to return and recommend products to others, when they spend money with value in mind to obtain products at lower and competitive prices. Behavioural intentions are more strongly influenced by utilitarian buying capacity ideals, Faruq et al. (2023).

H3: Paying capacity values have a positive impact on customer satisfaction.

Customised Products and Customer Satisfaction.

The technique of customization has evolved over the years, transitioning from bulk customization and customized production to mass personification production (Wang et al., 2017). Through flexible processes, automation, robots, and artificial intelligence, along with the growth of e-commerce, 3D printing, and flexible manufacturing, businesses can now meet customer demands and customise items on the same production line (Pech & Vrchota, 2022). Online activities and social media exchanges are used to suggest products and services based on individual tastes. Examples of how customization enhances customer pleasure and engagement include tailored offers based on consumer behaviour, product suggestions on e-commerce platforms, and personalized marketing communications Rane (2023).

A consumer's assessment of a product's functional features is known as utilitarian value. Someone aiming to use their resources effectively will naturally display more reasonable and non-emotional purchasing behaviour, associated with customized utilitarian shopping value Kiangala & Wang (2021). Shoppers seek facilities from malls during the shopping process, such as personal selling, store hygiene factors, and customized products. Female shoppers have shown greater interest in shopping offers available in shopping centres, prompting retailers to develop more effective marketing strategies Ubeja, 2015). Product customization platforms offered by many e-commerce companies provide customers with a range of options to tailor products to suit their needs better. Customer perspectives on the time spent creating customized items online and their desire for greater satisfaction with the process are noted by Wang et al. (2022). Consumers are the ones who experience the quality of services received, making the measurement of satisfaction essential. It is crucial to consider customer demands and perceptions when comparing the service quality of products to ensure they meet expectations (Dash et al., 2021).

H4: Customizing product values has a significant influence on customer satisfaction.

A new era of immersive and interactive entertainment experiences has recently been enabled by mobile technology and augmented/virtual reality, which has altered how we interact with and consume entertainment material (Ganesan, 2023). Companies are compelled to continually improve their offerings to attract and retain customers as the number of suppliers skyrockets. Consequently, the dynamic and ever-changing environment of intense competition has fostered innovation, mainly resulting in a broad range of entertainment options that cater to expanding customer tastes (Dinana, 2021). Since consumers feel safer purchasing items online, many customers' aims have shifted from being primarily utilitarian to more hedonistic. According to a study on mobile Internet adoption, when hedonic attributes are fulfilled through perceived satisfaction, users' willingness to continue using the technology is positively affected (Alalwan 2018). Simultaneously, additional research has shown that perceived pleasure influences loyalty (Yusnara & Soepatini, 2023), repurchase intentions, adoption of mobile applications, and post-adoption satisfaction and loyalty (Puspitasari et al., 2023).

H5: Entertainment values have a positive impact on customer satisfaction.

Exploration and Customer Satisfaction.

The attractive factors of the mall—convenience, product variety, accessibility, entertainment, service quality, and aesthetics—had a positive impact on mall shoppers, leading to satisfaction, according to Ahmad (2012). One of the most crucial features for the success of a business is customer satisfaction. The gap between pre-shopping expectations and post-shopping performance is, in fact, an indicator of customer contentment (Giao et al., 2020). Increased customer satisfaction from exploring goods or services will help businesses grow their market share and profitability over time. Profitability and competitive advantage are positively linked to satisfaction, as happier clients generally yield better results (Liao et al., 2017; Jebaraj et al., 2021). Customer happiness or pleasure when using a particular technology, known as HV, is considered a primary factor in identifying personal use technologies and determining their usage (Belge & Mutlu, 2020). Exploring mall convenience is regarded as the more attractive aspect for young shoppers to discover new products. Hedonic elements such as window shopping, exhibitions, playing areas, and browsing are secondary in value. These findings assist mall managers and retailers in gaining a competitive advantage and attracting or retaining more customers within the shopping environment (Bawa et al., 2019).

H6: Exploration values have a positive impact on customer satisfaction

Mall Personality and Customer Satisfaction

The requirement for a supermarket location that is easily accessible to customer's stems from the fact that location can influence consumer interest and should be carefully considered

when selecting a site, as noted by Sudarwanto & Rahman (2021). The modern market is more advanced than traditional markets because customers prefer to choose places where they spend their money. In cities with large populations, residents are familiar with modern marketplaces because location significantly affects customer satisfaction, as Salim & Ihsan (2023) observe. A key factor that promotes customer loyalty is the perceived hedonic and utilitarian value of a customer's dining experience, which helps increase the desire to return (Zarantonello et al., 2010). Customers can easily lose track of time when they are genuinely absorbed in a state of delight and often remain attentive despite their awareness of it (Da Silva de Mâtos et al., 2021). Moreover, an autotelic experience may arise from the flow state (Fong et al., 2015). A memorable encounter can be vividly and durably recalled (Yu, Pickering, et al., 2021). Therefore, capturing snapshots of the vacation experience aids in understanding remarkable tourism moments. Additionally, place experience memory describes how clients recall their encounters (McColl et al., 2024). Customer satisfaction plays a crucial role in business success. Happy customers are more likely to remain loyal, becoming passionate brand ambassadors who willingly recommend the business to others. These positive word-of-mouth recommendations are significantly strengthened by such consumer endorsements, as Kumar & Ayodeji (2021) highlight.

**H7:** Mall personality values have a positive impact on customer satisfaction

Place Attachment and Customer Satisfaction.

The shopping complex environment plays a vital role in retaining customers and attracting new ones. A shopping centre is a foundation that includes a wide assortment of stores, restaurants, and products accessible in one location (Soliha et al., 2021). The term "servicescape" refers to an organisation's physical surroundings, which include several aspects such as decor and design. This pertains to the design of retail malls. In his analysis of retail environment design, Kent (2007) examined the ingenuity of a shopping mall's layout. Today, malls are not just places to buy goods and services; they are viewed as community centres, entertainment venues, and essential meeting places (Hub & Jasper, 2018). Mall management and developers make efforts to enhance the entertainment value of malls for customers (Sadachar & Fiore, 2018). The need for a supermarket location that is easily accessible to customers derives from the fact that location may influence consumer interest and should be considered when choosing a site (Manampiring & Wenas, 2016). The modern market is more advanced than traditional markets, especially when the location aligns with where customers prefer to spend their money. In cities with large populations, residents are familiar with modern marketplaces (Sudarwanto & Rahman, 2021). One component of the marketing mix that is crucial for identifying products and facilitating the transfer of commodities from producers to consumers is the location channel. Without adequate location channels, it is challenging to trace commodities from producers to ultimate consumers (Isnaini Fathoni & Siyamto, 2022; Azhari et al., 2023). Customer satisfaction remains central to all marketing strategies, requiring marketers to consider customers' needs and offer appropriate products (Salim et al., 2023).

H8: Place attachment values have a positive impact on customer satisfaction

Conceptual Framework

A conceptual framework illustrates how various factors influence customer satisfaction and how these variables are interconnected. Customer satisfaction is seen as a dependent variable affected by convenience, selection, paying capacity, customised products, entertainment, place attachment, personality, and exploration of shopping values.
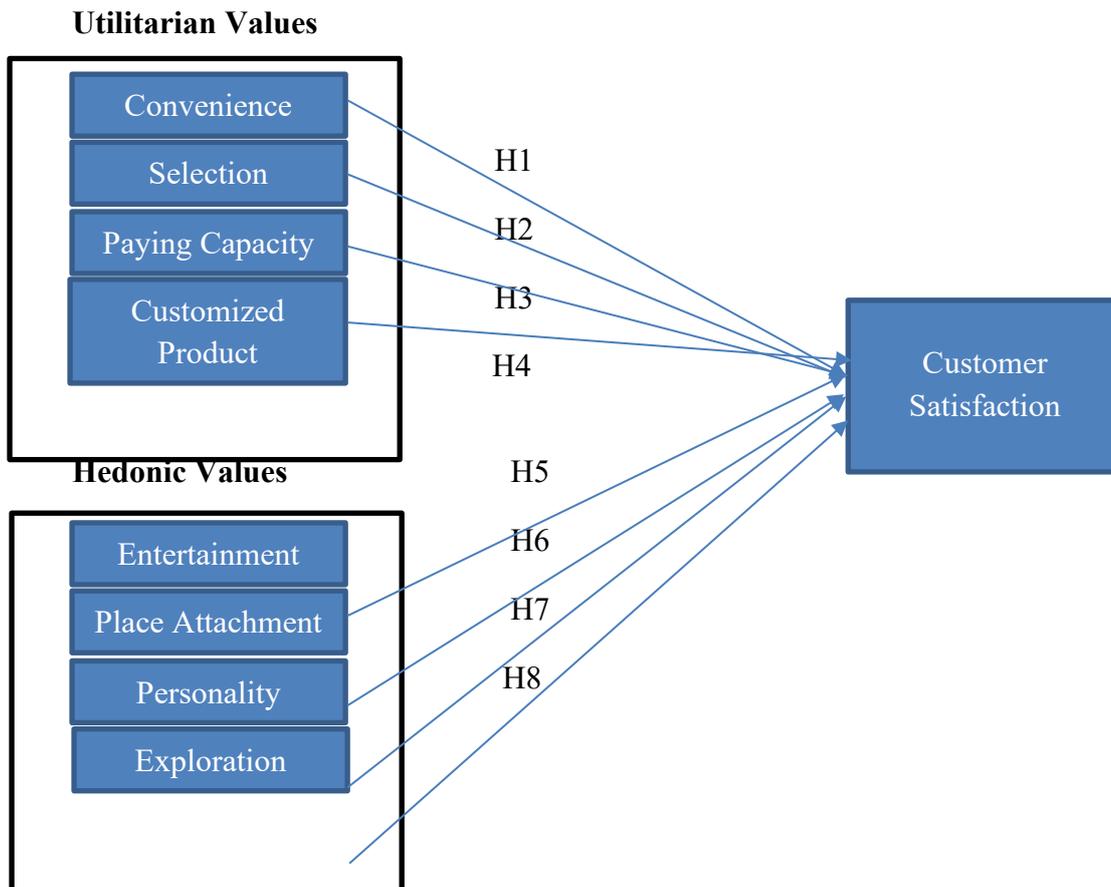
Figure 1: Conceptual Framework

3. Research Methodology

Research Design

The study takes the quantitative research design to explore how hedonic and utilitarian shopping values precondition customer satisfaction in shopping malls in Faisalabad and Lahore, Pakistan. The research aims to present customer perceptions and preferences towards the various values of shopping associated to the three categories of convenience, entertainment, and customized products that determine the ultimate customer satisfaction with the experiences in the malls. The descriptive research design has been utilized which has allowed investigation of the connection between different shopping values and customer satisfaction with the use of statistical techniques to examine the results.

Population and Sampling

The consumers to be used in this research are the customers who visit different shopping malls in Faisalabad and Lahore. The study is suitable to utilize a convenient sampling method because of the high volume of shoppers that visits such malls. The overall sample of this research is 300 interviewees. This is a sufficient size in conducting statistical tests that would expose high reliable and valid results.

The participants were picked at various shopping malls in the two cities and hence they had a wide selection of shoppers. It has a mixed sample comprising of males and females of different age brackets, income, and education levels in the hope of covering a wide spectrum of shopping habits and preferences. The ease of convenience sampling was also utilized based

on practical considerations and the fact that it would enable the research to collect data fast since the participants were readily available in such public places.

Data Collection

This study utilized a self-administered questionnaire as a method of data collection to the respondents who were physically administered the questionnaire in the shopping malls. The questionnaire was developed in such a way that it could determine the impact of utilitarian and hedonic shopping values on customer satisfaction. It was comprised of two parts; the first was an evaluation of the shopping values (utilitarian and hedonic) and second was evaluating the customer satisfaction.

The convenience, selection, paying capacity, customization products, entertainment, exploration, mall personality, and place attachment are all included in the first part of the questionnaire and theorized to impact customer satisfaction. These were assessed by their Likert scale questions where the responses went as high as Strongly Disagree (1) and Strongly Agree (5).

The second section was the customer satisfaction section where questions were asked to evaluate the satisfaction with the different areas of the shopping experience including the variety of products, the accessibility of the store and the general atmosphere within the mall.

Data Analysis

The statistical methods that were applied to analyze the data obtained were used to test the correlation among the independent variables (hedonic and utilitarian values) and the dependent variable (customer satisfaction). The responses were summarized with the help of descriptive statistics and frequency distributions and percentages were made of the demographic characteristics of the sample.

The primary analysis has been done with the help of the Logistic Regression because the dependent variable (customer satisfaction) is nominal. This study can be analyzed using binary logistic regression since the levels of satisfaction to the customers are dichotomous (satisfied or not). Using logistic regression, it is possible to estimate the likelihood of customer satisfaction with the use of a number of independent variables, including convenience, selection, and entertainment.

The likelihood ratio trait was used to determine the relationship between each dimension of the shopping values and their customer satisfaction. Also used in determining the extent to which the independent variables could explain a given variance in customer satisfaction was the R-squared (R^2) value.

The binary logistic regression model was employed in testing each hypothesis. The explanation was based on the coefficients of the logistic regression result to establish the impacts of each independent variable on the probability of customer satisfaction. The p-value below 0.05 was rated as a statistically significant value, which demonstrated that there was a significant relationship between the variables.

Reliability and Validity

The reliability and validity of the study were ensured through the use of pre-test where the questionnaire was administered to a sample of 30 people to find out the understandability and clarity of the questions and answers. The changes were carried out based on the feedback to make the wording clear and without bias. The coefficient of alpha of Cronbach was used to determine internal consistency of the scales in questionnaire. Any value greater than 0.7 was accepted to be acceptable, so the items used to measure each construct had consistency of the items.

Ethical Considerations

In this research, ethical considerations have been followed as it was done without enforcing compelled participation and anonymity and confidentiality of the respondents. Each

participant was informed and then gave their consent to fill the questionnaire. The goal of the study, purpose and use of the data and the right of the respondents to withdraw at any time without repercussions were taken into consideration. All data obtained were safely stored and could have been analyzed by the researchers.

Limitations

This study has a number of drawbacks. To begin with, the sampling method employed is a convenience sampling technique, which could restrict the overall applicability of the results, because the sample is not chosen at random. The findings might not be indicative of the general mall attendees in Pakistan especially those of small towns or rural communities.

Second, it is a narrow study as it considers only shopping malls in Faisalabad and Lahore, which are two of the largest cities in Pakistan. Thus, the results might be not generalized to other malls in other regions where cultural and economic backgrounds differ. The ways through which future studies can focus on a larger geographical region of study would be to increase the sample size.

Third, the research is based on self-reports that can cause response biases. As an illustration, the respondents will exaggerate or underemphasize their satisfaction or other shopping activities. To address this, in subsequent studies, observational data or interviews could be used to present a comprehensive picture on the customer satisfaction.

4. Results and Discussion

The section includes the findings of the regression analysis done to investigate how utilitarian and hedonic shopping values influence customer satisfaction in shopping malls. As analyzed, convenience, paying capacity, customized products, entertainment, mall personality, and place attachment are the variables that greatly affect the satisfaction of customers. On the contrary, selection and exploration values were observed to either be having no significant effects, or negative effects. The R 2 value of 0.9394 indicates that the model has a significant amount of variation in the customer satisfaction that will provide valuable information to the mall developers and retailers.

The R^2 value was found to be 0.9394, indicating that 93.9% of the variation in dependent variables is explained by independent variables such as convenience, selection, paying capacity, customized product, entertainment, exploration, mall personality, and place attachment. The likelihood ratio statistic coefficient is statistically significant at 0.0000. The table shows that convenience values have a probability value of less than 5%, which indicates a significant relationship between convenience values and customer satisfaction. Convenience values positively impact utilitarian shopping values. As previous studies have shown, convenience values have a considerable impact on shoppers' satisfaction. The research also identified that there was no significant influence of selection values on customer satisfaction. The probability value for paying capacity is less than 5%, demonstrating that paying capacity values significantly and positively influence utilitarian shopping values. The positive coefficient sign suggests that shoppers prefer paying capacity values in the mall.

Customization product values positively impact shopper satisfaction because the probability value of a customised product is less than 5%. Customization values also positively influence utilitarian values. The probability value of entertainment is less than 5%, indicating that entertainment values significantly influence customer satisfaction. Entertainment values have a positive impact on hedonic shopping values. Exploration values negatively affect hedonic shopping values because the probability value of exploration exceeds 5%, showing that exploration values have a negative influence on customer satisfaction. Mall personality values are positively related to hedonic values, and mall personality has a significant impact on customer satisfaction. The probability value of the mall personality is less than 5%. The

probability value of Place attachment is also less than 5%, indicating that place attachment significantly impacts customer satisfaction.

Table 4.1 Definition of Variables and Descriptive Statistics

Variables	Definition	Mean	S.D
Convenience	Convenience=1, if there are convenience values in the mall, 0 otherwise	0.72	0.4497
Selection	Selection=1, if there are selection values in the mall, 0 otherwise	0.613	0.4877
Paying Capacity	Paying capacity=1, if there are paying capacity values in the mall, 0 otherwise	0.556	0.4976
Customized product	Customized product=1, if there are customized product values in the mall, 0 otherwise	0.646	0.4788
Entertainment	Entertainment=1, if there are entertainment values in the mall, 0 otherwise	0.593	0.4920
Exploration	Exploration=1, customer satisfied if there are exploration values in the mall, 0 otherwise	0.63	0.4836
Personality	Mall personality=1,if there are personality values in the mall , 0 otherwise	0.663	0.4733
Place Attachment	Place attachment=1, if there are place attachment values in the mall, 0 otherwise	0.666	0.4721

The results of the study indicate that the likelihood of customer satisfaction increases by 0.1973 when there are convenience features in the mall compared to when there are no convenience facilities, as shown in the table. Customer satisfaction increases by 0.0263 when selection features are present compared to when they are absent. Satisfaction increases by 0.0274 when paying capacity features are present versus absent.

Table 4.2 Estimates of the Logistic Regression Model and Marginal Effect

Variables	Coefficient	Standard Error	Z	P value	Marginal Effect
Convenience	4.8048	1.92205	2.50	0.012	0.1973
Selection	2.2212	1.387049	1.60	0.109	0.0263
Paying Capacity	2.4698	1.289562	1.92	0.055	0.0274
Customized Product	4.0804	1.745506	2.34	0.019	0.0969
Entertainment	7.5766	3.261648	1.98	0.047	0.4120
Exploration	3.6720	3.261648	1.13	0.260	0.7136
Personality	4.3436	1.470425	2.95	0.003	0.1207
Place Attachment	4.0458	1.764113	2.29	0.022	0.1021
Constant	-16.373	5.814656	-2.82	0.005	-
LRChi (8) = 353.34		Pseudo R² = 0.9394		Prob > Chi² = 0.0000	

It increases by 0.0969 when there are no customized product features compared to having none. Satisfaction increases by 0.4120 when entertainment features are present in the mall, compared to when they are absent. It increases by 0.7136 when exploration features are present compared to when they are lacking. Customer satisfaction rises by 0.1207 when mall personality features are present, compared to when they are not. Finally, satisfaction increases by 0.1021 when there is an attachment to the place versus no attachment.

5. Recommendations

Convenience values in malls provide effortless shopping. The findings support that the mall owner should invest more in spacious design with various physical facilities such as ATMS, lifts, sitting areas, and security under one roof to enhance shopping convenience. The paying capacity of malls can increase customer satisfaction. Therefore, affordable prices can boost sales volume. Hence, shopping centre retailers should establish a general price level to attract more shoppers. The mall owner should adopt customization values to increase satisfaction. Retailers within shopping complexes should implement e-commerce systems. Modern shoppers prefer customized products and buy high-quality items. Most shoppers visit malls with their families to enjoy soothing music and entertainment. The study suggests that retailers generate excitement for hedonic shoppers by opening new gaming areas, fast-food courts, and cinemas. Mall personality values align with the perception of hedonic shoppers about the mall's image. Our findings recommend that store retailers enhance existing personality traits such as sophistication, enthusiasm, and solidity, and introduce additional traits like competence and genius. The application of this study helps retailers understand shoppers' level of place attachment in shopping malls.

Limitations

The present research demonstrates the influence of several limited variables related to shopping values. For instance, utilitarian values such as selection, pricing, customized products, convenience, and hedonic values like place attachment, exploration, entertainment, and mall personality affect customer satisfaction. During the shopping process, retailers offered these shopping values to consumers. This study was confined to two cities in Pakistan.

Future Research

Future research should be conducted to understand the impact of shopping values on fast food and casual dining. Therefore, further studies could include additional factors such as monetary savings, product assortment, social status, and service. In this context, future research could also focus on this factor within other retail sectors. Moreover, comparative studies between internet shoppers and physical shoppers could be undertaken. Similar research should also be used to evaluate its relevance in other retail industries like hypermarkets and departmental stores.

Conclusion

This study concluded that satisfaction and perceived shopping values have the key dimensions of utilitarian and hedonic values. Our research results show that utilitarian values such as convenience, paying capacity, and customized products, along with hedonic values like entertainment, mall personality, and place attachment, significantly influence customer satisfaction. It indicates that the shopping values impact customer satisfaction. The study's findings reveal that most shopping malls in Faisalabad and Lahore focus on hedonic and utilitarian shopping values as strategic factors in their policy making. Therefore, shopping values play a vital role in the success of shopping malls. Shopping values have received considerable attention from shoppers. Most shoppers visit the mall with their families and enjoy hedonic experiences while shopping. Hedonic shopping values should be incorporated into malls to enhance customer satisfaction. In Faisalabad and Lahore, shopping malls concentrate on utilitarian and hedonic values primarily to boost customer satisfaction. These shopping values are essential for mall retailers, developers, and stakeholders to understand their impact on customer satisfaction. Most shopping malls adopt utilitarian and hedonic shopping values in their decision-making, and these values influence shopper satisfaction. The research suggests that shoppers familiar with both shopping values are more engaged in mall shopping experiences. Utilitarian shoppers tend to be task-oriented and gain more utility during shopping, while hedonic shoppers visit malls for pleasure.

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