

# 1 The Relationship between Shopping Mall Attributes, Customer 2 Satisfaction and Positive Word-Of-Mouth: China Visitors in

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## 7 **Abstract**

8 The objective of this study is to develop a conceptual research model for examining  
9 relationships between shopping mall attributes, customer satisfaction and positive  
10 word-of-mouth. The proposed model has two features. First, it examines the influence of five  
11 shopping mall attributes (i.e. quality of customer services, convenience, mall environment,  
12 quality of retailers and rewards) on customer satisfaction. Second, it examines the influence of  
13 customer satisfaction on positive word-of-mouth recommendation. This empirical study was  
14 conducted in the context of Chinese visitors to malls in Hong Kong, travelling under the  
15 individual visitor scheme. After one month, 750 valid responses were successfully collected.  
16 The model was analysed using structural equation modeling. Consistent with previous  
17 research, the findings of this study support all hypotheses. This study has identified certain  
18 significant implications for researchers and shopping mall owners.

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20 **Index terms**— Shopping mall attributes, Customer Satisfaction, Positive word-of-mouth recommendation,  
21 China visitors.  
22 long with economic development and the change in consumer culture, shopping malls in Hong Kong, as in  
23 western countries, have gradually replaced traditional department stores and retail outlets and have become  
24 the major venues for shoppers. The shopping mall industry has traditionally operated in a relatively stable  
25 environment in Hong Kong. However, since introduction of the individual visitor scheme (IVS) in 2003 by  
26 China's central government to boost mainland Chinese visitors' flow to Hong Kong, the industry is characterized  
27 by dramatically aggressive competition. The IVS visitors have direct effects on the services has increased sharply.  
28 The retail industry in general and shopping malls in particular have benefitted handsomely from the increased  
29 demand.

30 In the past, retail industry of Hong Kong used to focus on tourists from western countries and Japan. However,  
31 since 2003, almost all large shopping malls in Hong Kong have undergone a significant transformation and adjusted  
32 their operational strategies to cater to the considerably large and growing number of IVS visitors as it is commonly  
33 known that IVS visitors are now the main source of revenue for shopping malls.

34 In spite of the rapid development of the shopping mall industry in Hong Kong and the importance of IVS  
35 visitors' positive word-of-mouth recommendation to the shopping mall industry, perceptions of IVS visitors have  
36 not been adequately studied numerically. Specifically, the aim of this study is to: 1. examine the influence of  
37 five shopping mall attributes on customer satisfaction; and 2. examine the influence of customer satisfaction on  
38 positive word-of-mouth recommendation.

39 II.

## 40 **1 Research Model And Hypotheses**

41 Many researchers have acknowledged the importance of positive word-of-mouth recommendation concept in  
42 marketing theory and practice and have made attempts to investigate antecedents of customer satisfaction and  
43 relationships between customer satisfaction and positive word-of-mouth recommendation.

44 However, the complex interrelationships among these constructs are still not well understood (Yang and  
45 Peterson, 2004;Walsh et al., 2008). Based on a review of literature ??Brown et al., 1993;Chebat et al., 2009;  
46 ??eng et al., 2007;Leung et al., 2005;Zafar, 2007), a research model which links shopping mall attributes, customer  
47 satisfaction and positive word-of-mouth recommendation is developed (Figure 1). A I.

## 48 2 INTRODUCTION

49 Hong Kong economy as demand for products and described customer satisfaction to be an evaluation of an  
50 emotion, reflecting the degree to which the customer believes the service provider evokes positive feelings.  
51 Numerous studies in the service sector have hypothesized and empirically validated the link between satisfaction  
52 and behavioral intentions such as customer retention and word-of-mouth (Anderson and Sullivan, 1993;Bansal  
53 and Taylor, 1999;Cronin et al., 2000;Rucci et al., 1998). Indeed, this link is fundamental to the proposition that  
54 satisfying customer needs and wants is the key to ensuring repeat purchases (Kotler et al., 2002).

55 Using the aforementioned literature, the first hypothesis was formulated: H1:

56 The higher the level of customer satisfaction, the higher the level of positive word-of-mouth recommendation.

## 57 3 b) Quality of customer services as a driver of customer 58 satisfaction

59 Research supports a positive relationship between service quality and customer satisfaction as better service  
60 implies better performance, an increased likelihood of expectations being fulfilled and correspondingly higher  
61 levels of satisfaction (Caruana et al., 2000). Over the past two decades, service quality has been regarded as one  
62 of main factors affecting customer satisfaction and customer loyalty. Empirical findings support the view that  
63 service quality is one of the primary determinants of customer satisfaction (Anderson and Sullivan, 1993;Anderson  
64 et al., 1994;Athanassopoulos, 2000;Cronin et al., 2000;Fornell et al., 1996;Parasuraman et al., 1994). Using the  
65 aforementioned literature, the second hypothesis was formulated: H2:

66 The higher the level of quality of customer services, the higher the level of customer satisfaction.

## 67 4 March c) Convenience as a driver of customer satisfaction

68 Consumer markets have become more sharply segmented than ever before, requiring retail marketers to appeal to  
69 distinct target groups ??Chebat at el., 2009). To gain the loyalty of shoppers, malls must appeal to consumers'  
70 social motives and experiential needs, not simply provide access to desired goods ??Keng et al., 2007). In response  
71 to changing consumer needs, malls have grown larger and the convenience of one-stop shopping has expanded to  
72 include service outlets and entertainment providers ??Yiu and Yu, 2006). Shopping malls today offer fast-food  
73 courts, restaurants, video arcades, movie theaters, beauty salons, dental clinics and more. Malls have also become  
74 important meeting places, especially for young people and seniors (Wagner, 2007). Using the aforementioned  
75 literature, the third hypothesis was formulated: H3:

76 The higher the level of convenience, the higher the level of customer satisfaction.

## 77 5 d) Mall environment as a driver of customer satisfaction

78 Ambient features may be an extension of product display and are chosen to modify buyers' knowledge and mood,  
79 thereby affecting behaviors, and to enhance the mall or store image to differentiate it from others ??Yiu and Yu,  
80 2006). Wakefield and Baker (1998) conducted a study to indicate that architectural design had the strongest  
81 positive influence on excitement generated by a mall, while interior decoration had the strongest positive effect  
82 on the desire to stay. These studies revealed that music and layout were positively related to the excitement a  
83 mall generates and the desire to stay. Using the aforementioned literature, the fourth hypothesis was formulated:  
84 H4:

85 The better the level of mall environment, the higher the level of customer satisfaction.

## 86 6 e) Quality of retailers as a driver of customer satisfaction

87 The importance of quality of retailers in customers' purchasing decision has been recognized in the case of  
88 durable goods ??Brucks at el., 2000). Parasuraman et al. (1994) and Cronin et al. (2000) suggested that future  
89 research should include some consideration of quality of retailers, thereby emphasizing the significance of quality  
90 of retailers in consumers' decision-making process. Using the aforementioned literature, the fifth hypothesis was  
91 formulated: H5:

92 The higher the level of quality of retailers, the higher the level of customer satisfaction.

## 93 7 f) Reward as a driver of customer satisfaction

94 Looking more specifically at different components of loyalty programmes and their influence on repeat purchases,  
95 Kendrick (1998) found that consumers who received benefits such as gifts or discounts were more loyal than  
96 those who were given only a complimentary note. In addition, consumers who received branded gifts were  
97 found to be more loyal than those receiving a discount of equivalent value. Wirtz and Chew (2002) found that

98 offering incentives such as discounts, free items, coupons, gift vouchers and accumulation of reward points to  
99 satisfied consumers increased their likelihood of engaging in word-of-mouth behavior. Bridson et al. (2008)  
100 assessed the relationship between loyalty programmes' attributes, satisfaction and loyalty. Their research results  
101 indicated that response to reward attributes is positive and constitutes a driver of customer satisfaction. Using  
102 the aforementioned literature, the last hypothesis was formulated: H6:

103 The higher the level of reward, the higher the level of customer satisfaction.

## 104 **8 III.**

105 Research Methodology a) Questionnaire design A questionnaire survey was employed for data collection.  
106 Questions were first written in English. Chinese version of the questionnaire was then developed by applying  
107 Brislin's (1980) recommendation to minimize the problem of lack of equivalence between English and Chinese  
108 versions. Specifically, English version of the questionnaire was first translated into Chinese by a Chinese translator  
109 and was then translated back into English by another Chinese translator to check the translation's accuracy. When  
110 a major inconsistency was observed in the translation, differences were reconciled by discussions between the two  
111 translators. The precise wording of the questionnaire was based on the original English language version and was  
112 adjusted such that it was smooth and natural sounding, as well as equivalent, in both languages.

113 The final version of the questionnaire was pilot tested to ensure appropriateness of questions' wording, format  
114 and structure. The pilot study was undertaken in two stages. In stage one, both initial English and Chinese  
115 versions of the questionnaires were constructed on the basis of discussions with shopping mall management  
116 experts to develop an understanding of shopping mall attributes, customer satisfaction and positive word-of-  
117 mouth recommendation in the context of shopping behavioral intention. The experts included two academic  
118 lecturers in Marketing Strategy and Property Management disciplines, four postgraduates in Marketing and  
119 Property Management, two qualified property managers and two qualified marketing managers. The question-  
120 by-question approach was adopted in the pilot study. Each participant was asked to interpret the questions, to  
121 ensure that the measure of the question was comprehended in a manner conducive to reliable responses. They  
122 were encouraged to comment on the questionnaire critically and to spell out any problems they could identify in  
123 the questions, as if they were the respondents. If problem areas were detected, all participants were encouraged  
124 to suggest alternatives for handling the identified problems. On the basis of their comments, some questions were  
125 rephrased.

126 In stage two, a pilot test was undertaken among IVS visitors. The target respondents were required to have  
127 shopping experience in Hong Kong. A total of fifty respondents were recruited by the convenience sampling  
128 method at tourist spots in Hong Kong. The respondents were invited to complete the questionnaire and  
129 to comment on wordings of questionnaire items. The pilot test brought to light some of the problems in  
130 comprehension and completion of survey questions. Recommendations were obtained to solve the problems  
131 identified by the pilot test. As a result, fifteen items were retained for measurement of influence of shopping  
132 mall attributes on customer satisfaction, three items were retained for the measure of customer satisfaction with  
133 mall shopping in Hong Kong, three items were retained for the measure of the extent of customer satisfaction  
134 required to encourage positive word-of-mouth recommendation, and three items were retained for the measure  
135 of demographics.

## 136 **9 b) Measures**

137 This research adapted measures of shopping mall attributes and the relationship between customer satisfaction  
138 and positive word-of-mouth recommendation that had been used successfully in the past (Babin et al.,  
139 2005; Bridson et al., 2008; Chebat et al., 2009; Zafar et al., 2007). Generally each construct was measured using a  
140 three-item, seven point Likerttype scale with anchors "1 = strongly disagree" and "7 = strongly agree". Mean  
141 value of score of each construct was calculated. Table 1 summarizes items used for measuring the constructs:

## 142 **10 a) Construct validity and reliability tests**

143 In order to ensure the adapted seven constructs of word-of-mouth, customer satisfaction, quality of customer  
144 services, convenience, mall environment, quality of retailers and rewards validated in previous research were  
145 also valid in this research, a two stages factor analysis, factor extraction and factor rotation, was performed, as  
146 suggested by Green et al. ??2000). The primary objective of the first stage was to make an initial decision about  
147 the number of factors underlying a set of measured variables. The goal of the second stage was twofold: (1)  
148 to statistically manipulate (i.e. to rotate factors) the results to make the factors more interpretable; and (2) to  
149 make final decisions about the number of the underlying factors.

## 150 **11 i. Factor Extraction**

151 As part of the first decision to determine the number of extracted factors, eigenvalues based on the principal  
152 components analysis was used to assess absolute and relative magnitudes. Table 2 lists eigenvalues for Components  
153 1 to 21. The total amount of variance of variables in an analysis is equal to the number of variables (in the research,  
154 21). The extracted factors (or components because principal components analysis was used as the extraction  
155 method) account for variance among these variables. An eigenvalue is the amount of variance of a variable

## 12 RESULTS

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156 accounted for by a factor. An eigenvalue for a factor should be greater than or equal to zero and cannot exceed  
157 the total variance (in this research, 21). Percent variance of variables accounted for by the factor is equal to the  
158 eigenvalue divided by the total amount of variance of variables times 100. For example, the eigenvalue associated  
159 with the first factor is 3.579 and percent total variance accounted for by the first factor is  $(3.579 / 21) \times 100 =$   
160 17.045 (as shown in the first row in Table 2).

161 Eigenvalues are helpful in deciding how many factors should be used in the analysis. Many criteria have been  
162 proposed in the literature for deciding how IV.

## 163 12 RESULTS

164 many factors to extract, based on values greater than 1. However, it may not always yield accurate results  
165 ??Green et al., 2000). Another criteria is to examine the plot of the eigenvalues, also known as the scree test,  
166 and to retain all factors with eigenvalues in the sharp descent part of the plot before the eigenvalues start to level  
167 off. This criterion yields accurate results more often than the eigenvalue-greater-than-1 criterion. Based on the  
168 scree plot (Figure ??), it can be concluded that seven factors should be rotated. ii. Factor Rotation

169 The next stage of factor analysis is to rotate a seven-factor solution. The rotated factor matrix is shown in  
170 Table 3. This matrix shows factor loadings, which are the correlations between each variable and the factors for a  
171 varimax rotation. The criteria used to identify and interpret factors were: each item should load 0.50 or greater  
172 on one factor and 0.35 or below on the other two factors (Igbaria et al., 1995). The factors are interpreted by  
173 naming them based on the size of the loadings. As shown in Table 3, the three variables (ME1, ME2 and ME3)  
174 are associated with the first factor. The three variables (QR1, QR2, QR3) are related strongest to the second  
175 factor. The three variables (C1, C2, C3) are related strongest to the third factor. The three variables (QCS1,  
176 QCS2, QCS3) are related strongest to the fourth factor. The three variables (CS1, CS2, CS3) are related  
177 strongest to the fifth factor. The three variables (R1, R2, R3) are related strongest to the sixth factor. Finally,  
178 the remaining three factors (WOM1 and WOM2 and WOM3) are associated with the seventh factor. On the  
179 basis of the content of these seven sets of factors, the first factor was named as mall environment, the second  
180 factor was named as quality of retailers, the third factor was named as convenience, the fourth factor was named  
181 as quality of customer services, the fifth factor was named as customer satisfaction, the sixth factor was named  
182 as rewards, and the seventh factor was named as positive word-of-mouth.

183 These results confirmed that the seven constructs, validated in previous studies ??Babin et iii. Reliability Test  
184 Examining the coefficient alpha listed in the final column, estimates for the seven scales are from 0.706 to 0.810.  
185 Since the coefficient alpha of each scale is above the acceptable value of 0.700 (Nunnally, 1978) The research model  
186 depicted in Figure 1 was analysed using Structural Equation Modeling (SEM), a second-generation data analysis  
187 technique with substantial advantages over first-generation techniques such as principal components analysis,  
188 factor analysis, discriminant analysis or multiple regression (Chin, 1998). This technique allows modeling of  
189 relationships among multiple independent and dependent constructs (Gefen et al., 2000). Structural Equation  
190 Modeling using the maximum likelihood estimation method was applied to the sample data through a software  
191 package called AMOS (version 18.0). William (1992) proposed general guidelines for interpreting the 'significance'  
192 of correlation: < 0.20 slight correlation, almost no relationship; 0.20-0.40 low correlation, small relationship; 0.40-  
193 0.70 moderate correlation, substantial relationship; 0.70-0.90 high correlation, marked relationship; and > 0.90  
194 very high correlation, solid relationship. The research model was tested with the entire sample for model fit  
195 and parameter estimates. The output of AMOS version 18.0 produces multiple fit indices from various families.  
196 Ideally, every fit index should be used when estimating how well the model fits the data set. Nevertheless, many  
197 of these indices are either sample size dependent, or influenced by the complexity of the model (Anandarajan,  
198 2001).

199 Among fit indices produced by the AMOS programme is the Chi-square statistic, which is the test of absolute  
200 fit of the model. The Chi-square statistic and the degrees of freedom; the difference between the number of  
201 distinct parameters to be estimated are usually used as tests of absolute fit. However, Kline (1998) and D'Amico  
202 (2001) have cautioned that the Chisquare statistic is too sensitive to the size of the sample for it to be interpreted  
203 as a significance test. These authors have argued that the Chi-square statistic usually becomes significant even  
204 though the differences between observed and model implied covariances are slight. Moreover, Kline (1998) has  
205 argued that the Chisquare statistic has no upper bound, making interpretation of its values difficult. He has  
206 argued for use of the ratio of the Chi-square and the degrees of freedom (DF); a ratio of less than 3 is desirable.  
207 However, the statistic is likewise vulnerable to the effects of sample size. The Table 4 shows the Chi-square  
208 statistic and the degrees of freedom for the research model in this study are 324.777 and 183 respectively, and a  
209 relative chi-square value of 1.775 ( $p < 0.01$ ).

210 Given this uncertainty and unreliability of the Chi-square statistic in large sample sizes such as the ones  
211 employed in this study, many researchers have turned to other fit indices that are relatively less sensitive to  
212 sample size. These are also known as indices of relative fit and are presented in Table 3. Not all indices of fit are  
213 commonly used and, therefore, those chosen for consideration in this study are the Goodness of Fit Index (GFI),  
214 the Adjusted Goodness of Fit Index (AGFI), the Comparative Fit Index (CFI), the Tucker-Lewis index (TLI)  
215 and the Root Mean Square Error of Approximation (RMSEA). Overall model fit measures are reported in Table  
216 4; except the low p value, all goodness of fit indices are well above the desired levels.

217 The AMOS programme computes the Goodness of Fit Index (GFI) and the Adjusted Goodness of Fit Index

218 (AGFI). Values of these indices range from 0 (which indicates poor fit) to 1 (indicating perfect fit) (Schumacker  
219 and Lomax, 1996; Sobolewski and Doran, 1996). The GFI is analogous to a squared correlation in so far as  
220 it indicates the proportion of the observed covariances explained by the model-implied covariances, while the  
221 AGFI, calculated from the GFI, includes an adjustment for model complexity (Sobolewski and Doran, 1996;  
222 ??line, 1998). The GFI is a relative measure of how well the data fit the model (Sobolewski and Doran, 1996).  
223 Recommended values should be greater than 0.90. Table 3 shows that values for the GFI and AGFI in the default  
224 model in this study are 0.961 and 0.951, respectively, indicating that there is model-data correspondence.

225 CFI is an index proposed by Bentler (1990). CFI values close to 1 indicate a very good fit. The Comparative  
226 Fit Index (CFI) is an incremental fit index which indicates the proportion of improvement of the overall fit  
227 of the final model relative to the independence (null) model ??Kline, 1998; and D'Amico, 2001). For instance,  
228 the CFI value for the research model in this study is 0.970, which indicates that the relative overall fit of the  
229 model is 97 per cent better than the independence model estimated with the same sample data. Recommended  
230 values are those greater than 0.90. In the Tucker-Lewis Index (RHO2 TLI), values of 0 and 1 indicate total  
231 lack of fit and perfect fit, respectively, i.e. intermittent values indicate the magnitude of fit. D'Amico (2001)  
232 recommended a TLI value of 0.96 or higher. However, Schumacker and Lomax (1996) contended that values  
233 close to 0.90 reflect a good model fit. The value for the final model in this study is 0.965. The Root Mean  
234 Square Error of Approximation (RMSEA), with its lower and upper confidence interval boundaries, is another  
235 very valuable fit index that is commonly reported. The recommended values for this fit statistic are below 0.06  
236 (Schumacker and Lomax, 1996; D'Amico, 2001). The value for the final model is 0.032, which indicates a good  
237 model fit. In order to test the hypotheses, path coefficients and their significance values were estimated with  
238 AMOS 18.0 (results in Table 5). Consistent with Hypothesis H1, customer satisfaction is positively related  
239 to positive word-of-mouth ( $p < 0.01$ ). According to the proposed model, five variables (convenience, quality of  
240 retailers, quality of customer services, mall environment and rewards) were hypothesized to affect customer  
241 satisfaction. Consistent with previous studies, all five hypotheses (H2-H6) have positive significant effects on  
242 customer satisfaction ( $p < 0.01$ ). In summary, path coefficients of the proposed model confirmed all hypothesized  
243 relationships. The path coefficients and their significance values with estimates are shown in Table 6. Figure 3  
244 illustrates the significant structural relationships among the studied variables. This research targeted at surveying  
245 mainland China visitors shopping in Hong Kong.

## 246 **13 March**

247 Results of this research may be of interest to field researchers wanting to further explore traditional theoretical  
248 assumptions applied in the eastern context. Lee and Kacen (2007) recommended that researchers and  
249 practitioners need to be aware of cultural differences when applying western-based research findings to consumers  
250 in other countries. In this research targeted respondents were Chinese customers who came from Mainland China.  
251 As eastern economies expand, more customers from collectivist cultures are expected to indulge in impulse buying.  
252 This presents marvelous opportunities to marketing researchers who can further explore how best to enhance  
253 consumer satisfaction.

254 V.

## 255 **14 CONCLUSIONS b) Implications For Shopping Mall Owners**

256 Research in psychology and organizational behavior areas has long recognized the importance of human  
257 motivation under different degrees of abstraction (Wagner, 2007). Apart from location convenience and product  
258 quality factors, prescriptive tactics of shopping malls are also expected to provide customers unforgettable  
259 shopping experiences, ensuring high satisfaction level and re-purchase behavior. From a managerial perspective,  
260 customers' perceived experiential value can be improved and satisfaction can be enhanced by increasing quality  
261 of personal service encounters, attractive rewards and updating the layout and design of service facilities and  
262 environment frequently. Simply and effectively, listening to customer demands and resolving their problems are  
263 critical to retaining current customers and promoting positive word-of-mouth recommendation. Shopping mall  
264 management should lead from not only the top but also from the front, by showing frontline service staff how  
265 to be responsive and energetic in their customer interactions. Shopping mall promotion teams should consider  
266 not only customers' recreational shopping needs but also efficiency-related needs, including time constraints,  
267 particularly in case of single-day trips of IVS visitors. In addition, it is worth considering technology investments  
268 (i.e. Internet, mobile phone and personal portable devices) instead of the traditional textual messages with simple  
269 visual cues and signs to improve communication with customers.

## 270 **15 c) Limitations**

271 There are some limitations of methodology adopted in this research. First, it was difficult to motivate respondents  
272 to provide true personal information and opinion on each question. Though this has been a common problem  
273 encountered in research field, it is worth exploring ways of persuading respondents to express their true viewpoints.  
274 Second, data collection points were no more than three shopping malls because these shopping malls have features  
275 that connect with a public area in front of their main entrances. This encouraged mall owners to allow the survey.  
276 Had this interview survey been extended to other shopping malls without similar public areas, it would have

277 been time consuming to obtain consent from mall owners. Third, it was complicated to distinguish respondents  
278 from South China and North China. Consumer preferences and attitudes in these two broad regions of Mainland  
279 China differ significantly. If data with such greater details can be collected for further analysis, consumption  
280 patterns can be identified in line with income levels.

## 281 16 d) Future Research

282 This research represents one of the very few empirical inquiries into a phenomenon of great managerial and  
283 academic interest. First and foremost, though this research does reveal certain aspects of positive word-of-mouth  
284 recommendation upon a certain extent of satisfaction after mall shopping in Hong Kong, there is still room for  
285 further research for ascertaining and enriching the findings. First, since the retail industry relies heavily on  
286 maintaining relationships with customers (Barnes, 1997), the theoretical model of this research can be applied  
287 and further examined in the context of other kinds of shopping mall attributes, such as quality of hygiene and  
288 security, in order to enhance generalizability of common shopping mall attributes. Second, while requirements  
289 of minimum sample size have been met, all associations between variables in the population may not have been  
290 detected. It is highly recommended that future research consider a broader demographic profile representing  
291 multiple visitors (i.e. not only Mainland China visitors) coming from Asian countries such as India and Taiwan.  
292 Zafar et al. (2007) identified that consumers' shopping-related perceptions and expectations are likely to differ  
293 across countries or cultures throughout the world. Finally, Guanxi (literally, interpersonal connections) has  
294 been identified as one of the key factors leading to business success in Mainland China (Abramson and Ai,  
295 1999; Davies et al., 1995; Lee et al., 2001; ??uo, 1997; Tsang, 1998; Yeung and Tung, 1996). Hofstede (1980) stated  
296 that China is a collectivist culture where guanxi reflects norms involving social interdependence. Guanxi is based  
297 on the notion that relationships in the traditional Chinese society are hierarchical. This relationship hierarchy  
298 reflects social norms between ruler-subject, father-son, husband-wife, brother-brother and friend-friend. The  
299 norms that guide successful guanxi are that the humble cannot assail the noble, the distant cannot overrun the  
300 closer, and the individual cannot override the group (Yeung and Tung, 1996). Therefore, in the Chinese society,  
301 guanxi transcends business relationships to encompass all social relationships (Ambler, 1995). Future research in  
302 relation to Chinese customers should explore the guanxi factor. Furthermore, it is important to note that there  
303 are significant cultural differences between Southern and Northern China (Huang et al., 1994) because economic  
development of coastal provinces and in-land provinces has been uneven (Cui and Liu, 2000).<sup>1 2</sup>



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Figure 1: Figure 1 :

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<sup>2</sup>The Relationship between Shopping Mall Attributes, Customer Satisfaction and Positive Word-Of-Mouth:China Visitors in Hong Kong

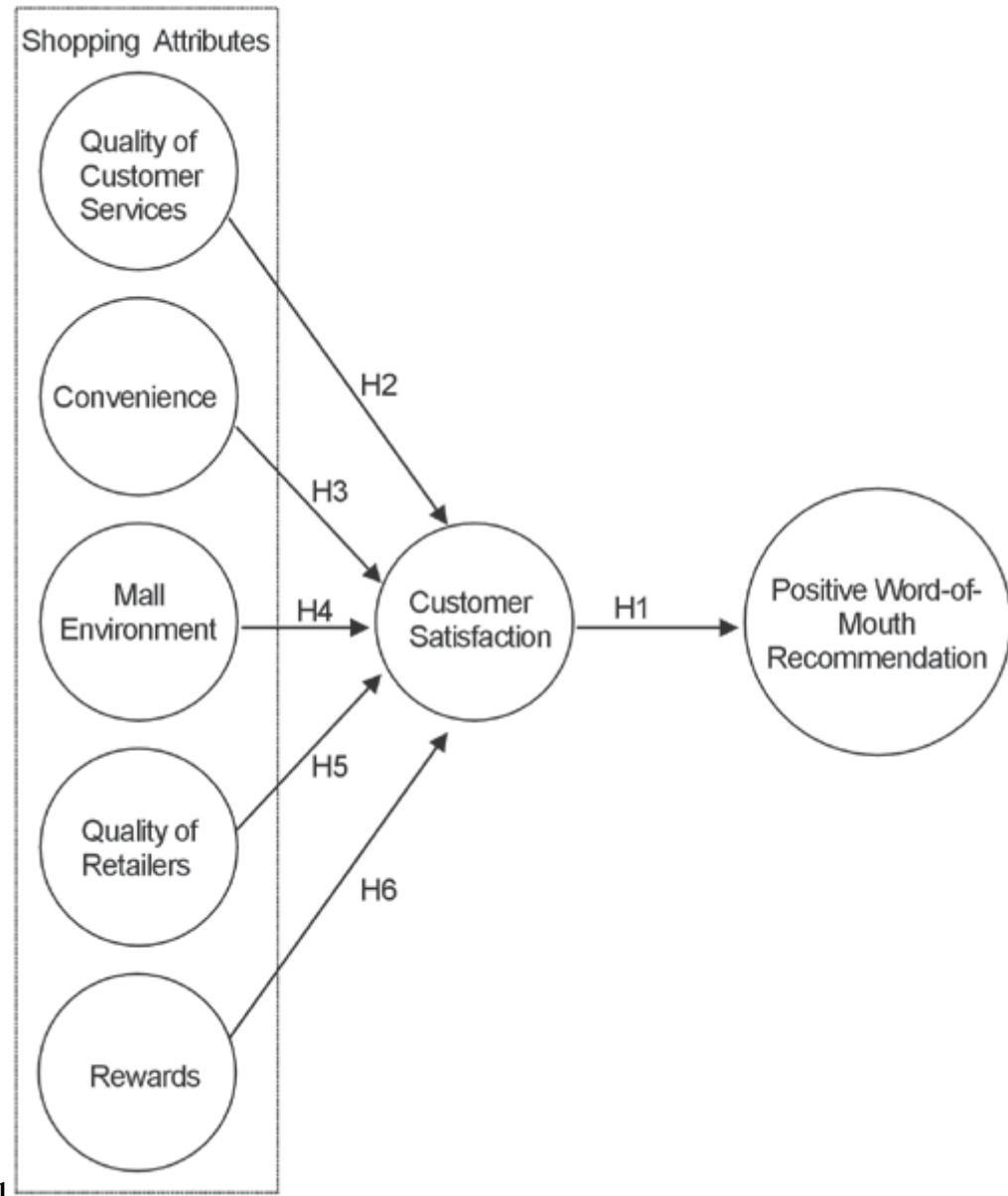
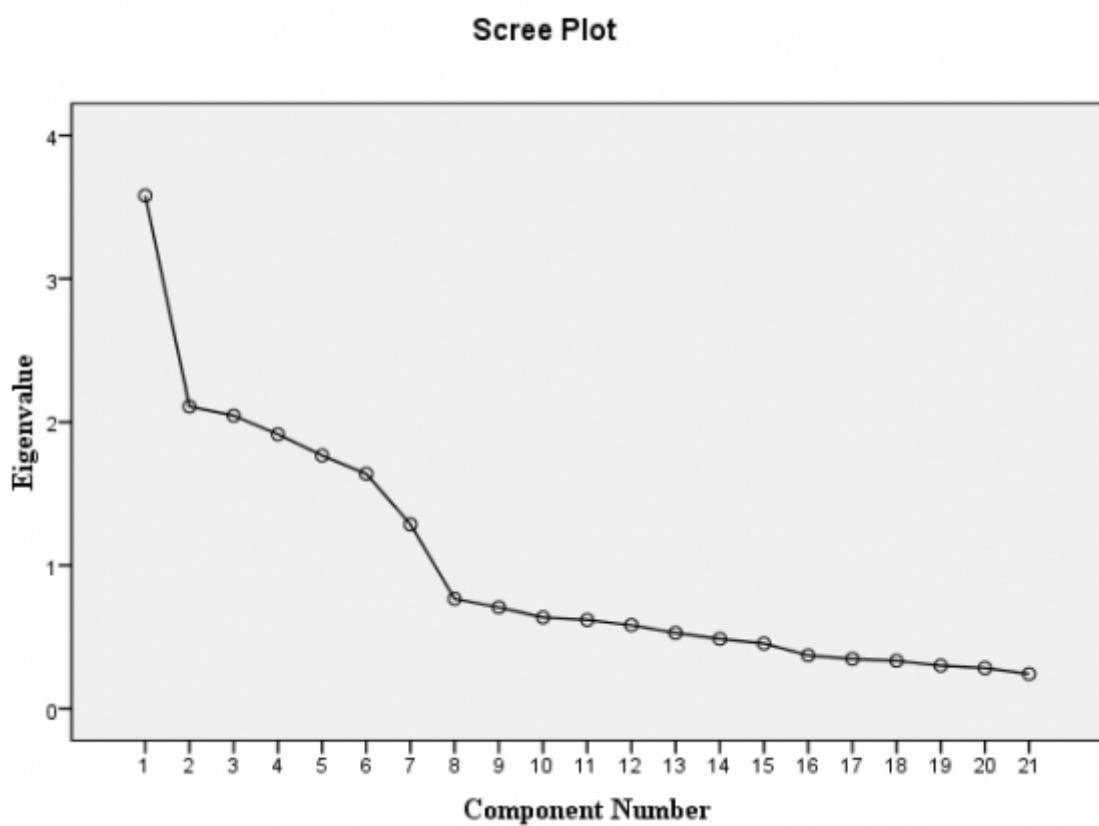


Figure 2: Figure 1 :



3

Figure 3: Figure 3 :

Construct	Items	Adapted from
Convenience (C)	C1: This shopping mall is easy to reach. C2: This shopping mall remains open for long hours. C3: This shopping mall is a one-stop shopping place where I can buy all my needs.	Chebat et al. (2009) Zafar et al. (2007)
Quality of Retailers (QR)	QR1: Retailers at this shopping mall sell high quality products. QR2: Retailers at this shopping mall provide me good after sales service. QR3: Retailers at this shopping mall are reputable.	Chebat et al. (2009)
Quality of Customer Service (QCS)	QCS1: This shopping mall provides me good customer services. QCS2: This shopping mall provides me good information. QCS3: Customer service staff of this shopping mall is responsive and friendly.	Chebat et al. (2009)
Mall Environment (ME)	ME1: This shopping mall's environment is spacious. ME2: This shopping mall is trendy and has good interior decoration. ME3: This shopping mall is tidy and clean.	Zafar et al. (2007)
Rewards (R)	R1: This shopping mall provides me discounts. R2: This shopping mall provides me gift vouchers. R3: This shopping mall provides me cash coupons.	Bridson et al. (2008)
Customer Satisfaction (CS)	CS1: I am satisfied with my decision to shop at this mall. CS2: I feel very satisfied after shopping at this mall. CS3: I am 100% satisfied with shopping at this mall.	Babin et al. (2005)

Figure 4: Table 1 :

2

Extraction Method: Principal Components Analysis

Figure 5: Table 2 :

Figure 6:

3

Factor	Alpha	Eigenvalue	ME1	ME2	ME3	Factor1	Factor2	QR2	QR3	QR1	Factor3	Factor4	C3	C1	Factor5	QCS2	QCS1	QCS3	Factor6	CS2	CS3	CS4
1	%	0.915	0.7800	0.589	0.028	0.081	0.014	0.075	0.085-	-	0.025	0.025	0.075	0	0.025	0.025	0.025	0.075	0	0	0	
2	Cu-	0.062	0.0350	0.041	0.912	0.7410	0.602	0.037	0.0440	0.012	0.014	-	-	-	0.121	0	0	0	0.121	0	0	0
3	mu-	0.084	0.0860	0.055	0.057	0.0360	0.018	0.094	0.0080	0.070	0.973	0.5560	0.544	0.866	0	0.0230	0.013	0.087	0	0	0	0
4	%	8.791	8.791	8.791	1.846	0.0200	0.017	1.799	0.0710	0.090	1.716	0.1010	0.081	0.050	0.1250	0.071	1.594	0	0	0	0	0
5		0.004	0.004	0.004	0.004	0.0356	0.0340	0.021	25.5260	0.000-	7.619	-	0.012	40.737	0	0.0090	0.022	0.760	0	0	0	0
6		0.058	0.058	0.058	0.058	0.064	0.064	0.064	0.029	0.029	0.019	-	-	0.012	0	0	0	0	0	0	0	0
7	Rotation Sums of Squared Loadings Coefficient																					
Factor/Item	label	Factor1	ME2	ME3	ME1	Factor2	QR2	QR3	QR1	Factor3	Factor4	C3	C1	Factor5	QCS2	QCS1	QCS3	Factor6	CS2	CS3	CS4	CS5
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21

Figure 7: Table 3 :

			Standardized Coefficient	Unstandardized Coefficient	Standard Error	t Statistic	C.R.P
Customer Satisfaction	? Word-of-mouth	0.277	0.235	0.042	5.589	< 0.01	
Convenience ? Customer Satisfaction		0.195	0.201	0.044	4.566	< 0.01	
Quality of Retailers	? Customer Satisfaction	0.172	0.168	0.041	4.089	< 0.01	
Quality Customer Services	? Customer Satisfaction	0.187	0.250	0.057	4.424	< 0.01	
Mall Environment	? Customer Satisfaction	0.175	0.160	0.038	4.184	< 0.01	
Rewards	? Customer Satisfaction	0.177	0.235	0.057	4.101	< 0.01	

\*Significant at p<0.01 level

Figure 8: Table 5 :

Figure 9: Table 4 :

6

		Standardized Coefficient	Unstandardized Coefficient	S.E.	C.R.
CS1	? Customer Satisfaction	0.677	1.000		
CS2	? Customer Satisfaction	0.852	1.239	0.081 15.232	<0.01
CS3	? Customer Satisfaction	0.626	0.917	0.064 14.273	<0.01
WOM1	? Word-of Mouth	0.590	1.000		
WOM2	? Word-of Mouth	0.903	1.447	0.131 11.017	<0.01
WOM3	? Word-of Mouth	0.542	0.878	0.073 11.972	<0.01
QCS3	? Quality of Customer Services	0.560	1.000		
QCS2	? Quality of Customer Services	0.952	1.659	0.154 10.794	<0.01
QCS1	? Quality of Customer Services	0.575	1.072	0.084 12.694	<0.01
C3	? Convenience	0.711	1.000		
C2	? Convenience	0.912	1.263	0.081 \15.50	<0.01
C1	? Convenience	0.602	0.855	0.057 15.085	<0.01
ME3	? Mall Environment	0.801	1.000		
ME2	? Mall Environment	0.910	1.163	0.061 19.149	<0.01
ME1	? Mall Environment	0.602	0.763	0.047 16.385	<0.01
QR3	? Quality of Retailers	0.753	1.000		
QR2	? Quality of Retailers	0.911	1.199	0.069 17.474	<0.01
QR1	? Quality of Retailers	0.619	0.821	0.051 16.186	<0.01
R3	? Rewards	0.579	1.000		
R2	? Rewards	0.910	1.650	0.141 11.663	<0.01
R1	? Rewards	0.615	1.074	0.082 13.086	<0.01

Figure 10: Table 6 :

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