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[ROLE OF GENDER IN THE DYNAMICS RELATIONSHIP WITH SHOPPING EXPERIENCE, MOTIVATION ORIENTATION, SHOPPING FREQUENCY, AND SHOPPING BEHAVIOR]

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ABSTRACT

A shopping mall can be viewed as extending the concept to express the value of experiencing a set of mall attributes. The study developed and tested a structural model of customer shopping behavior in shopping malls to enhance the understanding of shopping behavior. A self-administered survey was conducted using a convenience sampling method of 420 customers in shopping malls in Quetta, Pakistan. Partial least square structural equation modeling (PLS-SEM) examines the hypothesized relationships. The results indicated that shopping motivation orientation and shopping frequency toward shopping behavior were significant factors. The results show that it is significantly and positively related to shopping behavior. However, the customer shopping experience was an insignificant factor in the shopping behavior of shopping mall customers.

Keywords: Customers' Shopping Behavior, Shopping Experience, Shopping Frequency, Shopping Motivation Orientation, Gender, PLS-SEM

Introduction

Recent academic studies have focused on mall experiences since convenient and pleasant shopping trips can lead to higher spending and more outstanding attitudes toward shopping behavior (Alnawas & Aburub, 2016; Mustikasari et al., 2021). The literature has discussed shopping experiences and customer behavior enhancements. (Im et al., 2010). Despite the differences in how mall experiences are conceptualized, the research suggests that mall shoppers evaluate their shopping experience through their cognitive and affective reactions. Which are subjective responses to customers' shopping behavior (Jüttner et al., 2013). In Pakistan, shopping malls have risen in the last two decades with increased retail concentration and business opportunities, which have also increased with the promotion of fashionable items (Tian et al., 2025). In addition, the environment at shopping centers has favorable implications for customers' attention and representation of the comprehensiveness of the overall structure of the shopping center (Rosenbaum et al., 2016). In addition, this also results in the shift of business operations from dual channels, resulting in a change in customers' taste, hence less motivation and frequency to visit malls comparatively (Diallo et al., 2018). The concept of a well-established mall is only common in big cities of Pakistan.

It is reported in the literature that many Americans consider shopping a fun social activity (Kinley et al., 2010). The customer's opinion of a product category can influence the comfort in purchasing products. There is a wide range of knowledge about the clothing industry or fashion. In particular, however, why do customers perceive the same store setting differently? Some consider it too chaotic and worrying, while others believe it interesting and tempting. An important factor explaining this difference is how customers approach their shopping experiences. People differ in their perceptions of the benefits of mall-like experiences: some believe they are helpful, while others consider them hedonistic (Côté-Hamel, 2012; Michon, 2005).

Guiry et al. (2006) have found that customers who frequently shop for recreational reasons spend more time and money than those who do not. According to Chae (2018), women spend 112 minutes shopping for clothes each month. The inclusion

of small malls has been integrated into the structure segmentation for different segments of society to increase customer attraction. The gender-based assessment of mall customers has observed a higher trend of the female gender in malls in Pakistan than males.

Shop owners in malls have found positive customer experience management practices to improve business (El-Adly & Eid, 2016). The overall structure of the mall, with the composition of shops and displays, has positive inputs in improving the shopping experience and ultimately impacts the determination of shopping behavior (Djelassi et al., 2018). A study revealed a significant input mall structure in determining customer experiences (Merrilees & Miller, 2019). Customers strive for more incredible experiences from the activity, and the customer can derive these experiences into positive behavior (Afonso Vieira & Vaz Torres, 2014). Thus, due to exposure to rich environments, such customers could mobilize more energy and tolerate high-energy demands (Nadeem et al., 2020). During mall shopping experiences, customers have found positive input in determining good shopping practices, which play a role in determining the level of motivation and shopping frequency (Lucia-Palacios et al., 2018).

Customers with mall shopping practices found several factors influencing their shopping outcomes (Merrilees & Miller, 2019). Studies were conducted to understand the factors responsible for customer motivation in shopping (Atulkar & Kesari, 2017). It has been found that task-oriented and recreation orientation input in the shopping process positively influences customers' purchasing practices (Altinay et al., 2019). Customers have been revealed to come up with unenjoyable experiences beyond the threshold level, which relates to their intention to find alternative options to improve purchasing practices (Kwon et al., 2016). Djelassi et al. (2018) identify that mall shopping practices have also found unplanned purchases with unexpected outcomes on budget, resulting in variations in shopping frequency and motivation level (Saidon et al., 2021).

Pakistan has observed an increase in shopping malls with a welcoming response from the customer's perspective. This study found its input of experiences for customers along with knowledge of thematic events (Lucia-Palacios et al., 2020a). Mall has also found its availability of international and local brands to provide customers with good experiences (El-Adly, 2019). Furthermore, malls have also found happy vibes to create an excellent layout for purchasers. In addition, malls have fun factories, cinemas, and kids' corners to provide comprehensive input to visitors (Kwon et al., 2016). Similarly, malls in the country have shopping experiences for customers with proper parking areas and eating points to make shopping a good experience (Elmashhara & Soares, 2019).

Problem Statement

Pakistan has observed an increased number of shopping malls with welcoming attitudes toward customers and collaboratively improving their status with outclass facilities. All the big cities of Pakistan have several shopping malls with quality facilities. The study investigation is designed to understand customers' expectations by identifying driving and restricting forces to explain customers' current experiences with shopping malls in Quetta City. It is input in determining customer experiences and their implications in determining consumption patterns (Niemelä et al., 2017). Furthermore, it has highlighted a necessary assessment of shopping centers as an input in social structure to understand its positive and negative aspects in determining customer experience, motivation, and

frequency (Atulkar & Kesari, 2017). In addition, the differentiation of individuals (gender) facilitates the classification of retailers with totally different aspirations and the motivations behind those aspirations (Lucia-Palacios et al., 2018).

Research Objectives

Through an empirical investigation, this research investigates the impact of shopping experiences, motivational orientation, and shopping frequency on shopping behavior among customers in Quetta City. Furthermore, this investigation aims to identify the criticalness of the factors mentioned above regarding customers' shopping behavior in the mall and identify necessary areas of improvement in the form of recommendations.

The first aim of this study is to investigate the relationship of the shopping experience to the mall shopping behavior of customers. This thesis also addresses the relationship of motivational orientation to mall shopping behavior among customers. The third aim of this work is to interpret the relationship between shopping frequency and mall shopping behavior among customers. Finally, this study investigates the moderating role of gender in the shopping experience, motivational orientation, and shopping frequency in mall shopping behavior.

Research Gap

Although shopping malls are not new, this study explores their different dimensions, specifically in developing countries like Pakistan. Furthermore, one of its largest provinces, Baluchistan, has the least research input to explore demographic features and their correlation with business outcomes. In this context, this investigation has been designed to understand marketing practices in Quetta City to understand the implication of the shopping mall environment and associated features on the customer's motivation toward shopping and frequency of visits.

This study will help understand the available product range, entertainment options, promotional inputs, ease of convenience, and location availability in the overall process to improve the availability of knowledge through research investigation and potentially fill the literature gaps. There are many valuable contributions to marketing literature in this thesis. The first problem is that mall area units are designed to create a central location for crowds to gather. However, parts of this style have alienated shoppers who buy rather than stroll. Understanding motivations and ensuing looking orientations can also be found in other places, like mode centers and the internet.

Significance of the Study

This study facilitates concerned stakeholders in the following manners:

- This study will help understand customer psychology regarding mall shopping practices and their impact on determining motivation and shopping frequency.
- This study also helps marketers better understand customer behavior with the necessary inputs to uplift their responsiveness and provide better outcomes for mall shopping businesses.
- This study also assists mall businesses in understanding customer responsiveness constructively to input better business practices and come up with better results on business performance.
- This investigation also helps controlling bodies understand the implications of SOPs at the mall level, identify input gaps, and develop better practices.
- This study also assists researchers in understanding the importance of the area of

investigation to practice with better in-depth investigation from a different perspective.

Literature Review

Customer's Shopping Behavior

Mall managers have found the input of marketing strategies and assistance to shoppers in determining their shopping behavior (Kwon et al., 2016). Positive shopping experiences found motivation toward better shopping practices and input in determining customer shopping behavior (Lucia-Palacios et al., 2016). Mall managers have also seen the implications of customized organizing tools in bringing up new management ideas to improve customer experiences and overcome hindering factors in shopping (El-Adly & Eid, 2016). Its ultimate implications in determining behavioral changes and feeling the sense of livingness in malls (Lucia-Palacios et al., 2020a).

It has also been seen as a deviation from compulsive buying behavior and its implication for human responsiveness (Elmashhara & Soares, 2019). Malls observe the concentration of different shops with diversified input toward customers' preferences with increased competition for businesses operating within malls (Rabbanee et al., 2012; Rosenbaum et al., 2016). It has also been found to be an input in determining options for the customer in their decision-making process during shopping.

Furthermore, controlling factors on impulsive responses also found implications in determining customer practices without getting in toward the attraction created to capture the purchaser's attention (Altinay et al., 2019). Customers without their tastes and routines found relatively more involvement in shopping practices than behavior with a better understanding of their interests (Diallo et al., 2018; Leonard et al., 2004). Similarly, customers with irrational behavior were more susceptible to external stimuli toward their mood and insurgence of unplanned shopping than customers with rational attitudes (Atulkar & Kesari, 2017).

Customer behavior is avoidance with an excessiveness of something because of purchases. In comparison, the inducement of human practices with demonstrative effects determines behaviors (Hazen et al., 2017). Literature has found a limited investigation of shopping experiences and motivation toward the shopping process (Merrilees & Miller, 2019).

Customer Shopping Experiences

Shopping has commonly been taken as a mood-up lifter. Still, it has been experienced that it also results in a slippery response with increased shopping behavior due to budget constraints and excessive human behavior responsiveness (Niemelä et al., 2019). An increased number of shops with diversified options and different brands and product ranges impacted customers' overall selection process (Niemelä et al., 2017). Customers with varying ranges of products on shelves found confusion about customers selecting different levels of shopping experiences (Atulkar & Kesari, 2017). Customers with a low experience in departmental stores or mall shopping found the inappropriate selection and its impact on customer experience.

Mall managers and staff usually observe a positive mall experience to assist in the decision-making process for new customers and a good first experience (Diallo et al., 2018). A study revealed positive purchase experiences in the presence of shopping assistance, especially when the customer has no prior mall experiences, with its positive input in determining intention for later visits (Altinay et al., 2019; Paulins & Geistfeld,

2003). Similarly, the assistance factor has also impacted customers' experience level and positive gestures toward mall shopping practices. A positive experience is usually found to have a favorable implication in the definition of customer experiences (Lucia-Palacios et al., 2020a). Studies have been explained with varying levels of shopping inputs, explaining customer affiliations in brand associations and their implication in the definition of customer experiences (Kwon et al., 2016).

The customer has found that perception comes with affection in response to experiences and implications for overall experiences (Lucia-Palacios et al., 2018). Individuals with entertainment elements in their shopping practices found positive experiences (Pantano & Naccarato, 2010). It has also been found to explain unexpected experiences (Zamzuri et al., 2018). Furthermore, the physical environment of shopping malls is closely associated with determining customer-level experiences.

Customer's Motivational Shopping Orientation

Shopping practices are motivational factors, as observed in increased shopping practices. The implication is in determining the pre-disposition of purchasers with varying practices in the shopping process (Lucia-Palacios et al., 2020b). These customer-oriented experiences were observed in task-oriented practice and recreational orientations (Atulkar & Kesari, 2017). Task and recreation orientation is observed, impacting fundamental motivational orientation. Among task-oriented customers, it has been observed that shopping is mainly a mission-oriented practice with its outcomes in the determination of customer rationality (Janssen et al., 2021; Kumar & Kashyap, 2018). Furthermore, task-oriented customers are found with cognitive practices that are implied in product-oriented purchases (B. Büttner et al., 2014).

Kaltcheva and Weitz (2006) noted that motivational orientation is characterized by customers engaging in shopping out of necessity, and little or no inherent satisfaction is derived from the shopping activity. Customers with a recreational-oriented motivation engage in shopping to derive intrinsic satisfaction from the shopping activity instead of this utilitarian motivation. An experiential benefit provided by the experience encourages the activity to occur, such as agreement or excitement (Meng & Xu, 2012). Engaging in the experience is a choice that can be made. Therefore, the degree of control that utilitarian or recreational shoppers desire to perceive during the shopping experience is likely to differ.

Customers Shopping Frequency

Frequent shopping practices have also been observed in impulsive decision-making practices with changes in behavior (Niemelä et al., 2017). In addition, recent shopping practices in urban areas have also been found to imply the definition of indulgent purchases (Blake et al., 2010; Karmarkar & Bollinger, 2015). The development of behavior that ultimately demands attention to control expense is often observed with a trade to future needs (Kashif & Zarkada, 2015; Vrontis et al., 2011).

Furthermore, malls are also observed to have a demonstrative effect on their ultimate impact on purchasers (El-Adly & Eid, 2016). Shopping practices based on proper planning and understanding needs found pleasant experiences and outcomes on overall customer mood. The practices consider budgeting defined and its role in determining association to purchase practices (Lucia-Palacios et al., 2016). Shopping without using the input of excessive expenditures such as credit cards or debit cards is found to be a

constraint on wishes; hence, it would come up with limited expenses (Niemelä et al., 2017).

In customer behavior-based practice, it has been observed that customers with positive experiences found their implication in the definition of customer behavior with the association of built-in features (Elmashhara & Soares, 2019). Customers with unexpected experiences found unexpected results and dissatisfaction among customers. Customers with demonstrative influence found with no pre-determined plan found excessive purchases and their impact on shopping practices (Diallo et al., 2018; Haverila & Fehr, 2016; Azmeh &Al-Raeei, 2024).

Customers with an unpleasant presentation of products or brands found a decline in interest in shopping. Moreover, Mall shopping practices have been found to reduce customer footfall in traditional shopping places (El-Adly, 2019). People in developing countries are observed to have less understanding of malls and are usually perceived as expensive places for shopping (Lucia-Palacios et al., 2020; Paniait et al., 2024). New customers' attraction and input in determining business competence in shopping malls; businesses with discount offers to customers are observed to have positive inputs in determining customer satisfaction and frequency of visits (Merrilees & Miller, 2019). Moreover, the development of mall shopping practices and input of mall shopping practices are determining shopping behavior nowadays (Atulkar & Kesari, 2017).

Conceptual Framework

Customers usually avoid finding control over their shopping behavior and its implications in the definition of general shopping along with the defined purchase, instead of external stimuli of different offers without the inflow of demonstrative effect in determining shopping behavior. Through a study, Baker and Wakefield (2012) investigated the association of negative experiences with mall shopping practices and the determination of the crowding effect. Childers et al. (2001) examined the impact of new interactive media on customer experience in retail shopping contexts by looking at motivational orientation. Therefore, customer experience is influenced by the internal and external circumstances of the customer (Nasution et al., 2014; Verhoef et al., 2009).

The shopping process was found to be a mood lifter. Still, it is associated with the level of options available; hence, it has been observed to impact the determination of the level of experience significantly (Lucia-Palacios et al., 2018). In contrast, mall shopping practices have also found their input in improving experiences by reducing shopping time, increasing options to opt for the best one, and growing purchasers' bargaining power (Merrilees & Miller, 2019). Furthermore, shopping experiences in the mall have also found positive implications in determining the availability of quality products to customers with better input to make quicker purchase comparisons (Rosenbaum et al., 2016). Shopping often leads to more familiarity with malls, more involvement in the shopping process, and more excellent knowledge of the whole process (Overby & Lee, 2006).

Büttner et al. (2015) conducted a study to explain shopping orientation among customers with its input to determine motivational shopping practices. It has been observed that motivational factors significantly influence customers' shopping orientation. Furthermore, it has also been observed that inputs of non-monetary promotional elements in the definition of shopping practices with the input of

educational elements determine the overall responsiveness of customers toward their purchasing practices. Shopping motivations are observed as chronic shopping motivations that are usually measured with manipulation. These have been found to have an ultimate implication on shopping practices. Moreover, the task-oriented shopper is found with the input of monetary promotion to attract customer attention and its role in explaining the experimental behavior of shopper with its role in building attraction for customers. Customer with experimental behavior is observed with attraction in the form of promotional offers to attract customers' attraction (Ma, 2021).

Furthermore, in their study, Huang and Ha (2020) also revealed consequences in the satisfaction of customers and retailers and input of non-productive inputs to input and determine customer satisfaction. The hedonic approach to consumption practices has been explained in terms of practical aspects and customer re-patronage intention. Similarly, understanding elements of improvement in the shopping environment and implications on motivational shopping orientation found better outcomes on overall shopping behavior.

Kaltcheva and Weitz (2006) revealed with the investigation that there is a moderating role of the motivational orientation of arousal and pleasantness on the customer. Customers with positive arousal from surroundings such as better display of product range, better visibility, price tagging, and a good combination of product color found the creation of attraction for customers and its role in determining customer behavior. Overall, this has also been found to promote positive responsiveness on the customer's part. The product complexities and improper presentation resulted in unexpected outcomes in customers' responsiveness and level of stress. Furthermore, manipulating motivational shopping factors has been found to have varying levels of responsiveness among customers. Motivational orientation has found a moderating role in explaining the correlation of customer pleasantness with arousal. Furthermore, recreational customer behavior has found closeness to building an arousal environment with pleasant and unpleasant elements (Chang & Cheng, 2015).

Rompay et al. (2012) investigated the role of store structure, i.e., spatial or ambient designs, in describing customer experiences and their association with determining a customer's stress level. The motivational orientation toward customers and explaining customer intention along with shopping pleasure. The task-oriented behavior of the customer and well-organized practices and their role in the store's layout. The terms recreational input in the definition of shopping behavior and arousal explain the spatial design of a shop and its role in the explanation of experiences. Store layout has found an element in building customer trust and attraction to increase potential sales and a pleasant environment for the customer in explaining or portraying shopping behavior.

The purpose of the store environment is to accomplish the customer's goals in terms of efficiency and ease. In most cases, they choose the store to shop in based on the degree to which the environment facilitates their goal attainment (Batra & Ahtola, 1991; Voss et al., 2003). Store environments may, therefore, be viewed as facilitating conditions in this case. Ward and Barnes (2001) emphasize that when customers feel controlled in a store environment, they are more likely to respond optimistically because it relates to their judgment of whether the store environment will be conducive to their

goals.

Gender is an essential factor that impacts customers' shopping behavior. Men and women have different perceptions about products. Women are more fond of shopping for men because they have different thought processes. That is why they have different impacts on shopping behavior. Women often go to the mall as compared to men. Worth et al. (1992) found that gender identity is considered a predictor of customer behavior. South and Spitze (1994) argued that female-typed tasks are another shopping name.

The shopping experience is the perception of a product while buying that product. (Palan, 2001) identified gender has a significant impact on customer behavior. Stern (1999) identified that marketers always take an interest in the role of gender on customer behavior. He also found that men and women have different shopping attitudes. Shopping motivation did not positively impact mall experiences and customer satisfaction, but satisfaction was directly affected. It implies that mall shoppers are unsatisfied. However, they have a higher probability of achieving their goals and exhibit a direct cognitive response. Compared to utilitarian shoppers, Hedonic shoppers will experience the reversed U-shaped effect of gender on cognitive responses. However, as stated, the results suggest a U-shaped influence overall, which is not reduced for hedonic customers. These results do not align with past findings (Albrecht et al., 2017). Despite this, the argumentation remains the same since the shoppers' insights into goal attainment go hand in hand. Results suggest that gender has an ambiguous moderating effect, leading to a new literature discussion.

There are two possible explanations for the U-shaped effect of gender on utilitarian and hedonistic shoppers. Utilitarian shoppers cannot change their aims but can rearrange or restructure them. Thus, utilitarian shoppers might have different priorities in their shopping motivations but cannot place equal importance on all their goals. Customers may delay their purchase of items when they search for various items because they are in crowded areas; Shoppers tend to focus on other items, even if they are secondary. Additionally, shoppers are reluctant to recognize when they have failed, no matter their motivation for shopping. As a result, they are more likely to achieve their goals (Staal, 2004). A direct effect of this variable on customer behavior was shown in previous studies in conjunction with shopping frequency. Customers who shop frequently enjoy the shopping experience compared to those who do not frequently (Zaidan, 2016). Frequent shoppers have more knowledge and expertise than non-frequent shoppers, so they have more expectations regarding shopping behavior. This expectation enables them to be more prepared and will have less impact on their feelings. This result also showed a moderating effect of gender on shopping experiences and shopping experiences in malls (Pang & Sanders, 2025).

The shopping experience allows shoppers to shop without reluctance. Because they have made their perception about the product, their experience directly impacts shopping behavior. As we know, gender plays a significant role in shopping behavior. Evolutionary psychology comprises a theory called the Savannah hypothesis. The need shaped human psychology's evolution and adaptation to the Savannah environment (Dennis & McCall, 2005).

Dennis and McCall (2005) said that authors posited that this evolutionary psychology could affect the way of shopping. It has been found that shopping behavior dates back

to the initially recognized roles of gender. Previous studies confirmed the significant role of gender (Fischer & Arnold, 1994). Men and women have different shopping attitudes and motivations. They have different processing of environmental cues and various needs in marketing encounters (Mitchell & Walsh, 2004). More research is required to examine the different shopping behaviors across genders (Otnes & McGrath, 2001). Women shop longer than men T (Roy **Figure 1** Dholakia, 1999). Women visit more shops than men (Hart et al., 2007), and women shop more frequently than men (Roy Dholakia, 1999). Women tend to buy self-expressive and symbolic things (Dittmar, 2001), so females have a more impulsive tendency to buy (Dittmar et al., 1995; Dittmar et al., 2004; Gasiorowska, 2003; Verplanken & Herabadi, 2001). However, the impulsive shopping tendency is more instrumental for males. They quickly discover what they need and end the process with little engagement. In addition to being a quicker decision, impulse buying allows them to use the goods purchased faster. Additionally, impulsive shopping is more closely associated with male money attitudes (Mattila & Wirtz, 2001). Recent work also highlights polarities in male and female attitudes toward shopping.

Roy Dholakia et al.. (1995) found that men enjoy shopping more when engaged in a specific type of shopping. The men in their families who do the bulk of the grocery shopping feel appreciated for their efforts. Campbell and Sanders (1997) found that 1) women view shopping more positively, 2) men still consider shopping effeminate," and 3) men view shopping as fulfilling an instrumental need rather than as something they indulge in for the sake of it.

H_1: There is a significant impact of customers' shopping experience on shopping behavior in shopping malls.

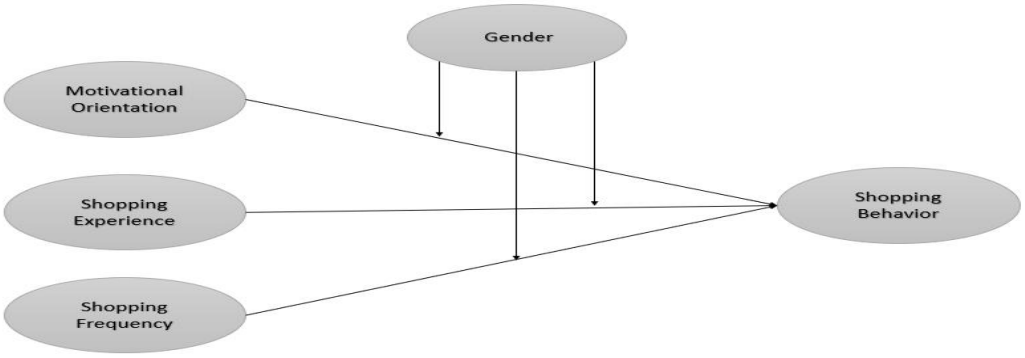
H_2: Customer shopping motivational orientation significantly impacts shopping behavior in shopping malls.

H_3: There is a significant impact of shopping frequency on shopping behavior among customers in shopping malls.

H_4: There is a significant moderating role of gender in the shopping experience and shopping behavior among customers in shopping malls, and females contribute more highly than males in shopping behavior.

H_5: There is a significant moderating role of gender in the motivational orientation to shopping behavior among customers in shopping malls, and females contribute more highly than males in shopping behavior.

H_6: There is a significant moderating role of gender in the frequency of shopping behavior among customers in shopping malls, and females contribute more than males in shopping behavior.



Research Methodology

The empirical investigation has found its input in determining the potential for shopping malls in Quetta City along with prospects (Saunders, 2012). This investigation is based on the targeted population of Quetta City, having visited shopping malls and prior experience to share within this investigation to extract the outcomes. The quantitative approach was selected based on the chosen topic (Hair et al., 2019). Among quantitative methods, the cause-and-effect approach has been followed to determine the impact of selected independent variables, i.e., shopping experience, motivational orientation, and shopping frequency, on shopping behavior. The research investigation has followed a deductive approach (Hair et al., 2019). In addition, this approach has also found supportive evidence from existing literature and is found easy to manage and explain observation considering observation of prior studies (Saunders, 2012). Furthermore, this approach has a relatively higher validity level in authenticating the investigation findings (Saunders & Lewis, 2012).

Several studies relevant to this thesis (in marketing) have employed self-administered questionnaires (Lee Taylor & Cosenza, 2002; Lucia-Palacios et al., 2020a; Prentice et al., 2019; Wong et al., 2019). The targeted population of the current investigation is the population of Quetta city. This city population belongs to Balochi, Punjabi, Pashtun, Hazra, Bruhavi, and Afghani and has different educational backgrounds, tastes, cultures, and beliefs. Similarly, they have their own perception of shopping and shopping behaviors. In this manner, the targeted population has diversified characteristics to positively support the aim of the investigation with the input of potentially valuable information to improve the investigation's findings (Saunders & Lewis, 2012).

The sampling technique selected for the current investigation is based on a non-probabilistic sampling technique, which is a convenience sampling technique. In Quetta, accessibility to the respondents is much more difficult due to social, tribal, cultural, and sector restrictions to the target population. Self-administered questionnaires were distributed to the 600 respondents by hand, of which 433 were returned, representing a response rate of 72.16%. Thirteen questionnaires were not included in the final sample because they were incomplete. The data was collected from customers in the mall in a comfortable, natural setting. In marketing and many other fields where multivariate statistics are applied, partial least squares-based structural equation modeling (PLS-SEM) is extensively used. The issue of minimum sample size estimation is one of the most fundamental issues in PLS-SEM. The final sample size of 420 respondents was considered

for the study, which is appropriate according to the Monte Carlo simulation, inverse square root, and gamma exponential assumption (Kock & Hadaya, 2018). Furthermore, the collected data of 420 is more than the minimum sample size of 135 respondents calculated from G-power, a power analysis program used in social and behavioral research for statistical tests (Erdfelder et al., 1996). This investigation's minimal sample size was derived using the effect size (f^2) by 0.1, the chance of type-I (α) error by 0.05, and the power by 0.99, yielding a sample size of 135.

The study has adopted scales to develop the questionnaire as a data collection tool. In addition, the questionnaire is composed of age, gender, qualification, shopping experience, motivational orientation, shopping frequency, and shopping behavior. Shopping frequency, motivation orientation, and behavior measures were adopted (El-Adly & Eid, 2016; Elmashhara & Soares, 2019; Lucia-Palacios et al., 2020a; Merrilees & Miller, 2019). Lastly, the ISCX scale (customer experience) was adopted, which constitutes a useful multi-concept diagnostic tool for customers to create fully experiential shopping environments with differential value. Researchers can use the scale to examine the causes and consequences of customer experience (CX) by providing a complete, robust, and precise measurement (Bustamante & Rubio, 2017b). The study used a multivariate statistical model to examine the relationship between multiple variables; a multivariate technique is considered. SEM (Structural Equation Modelling), one of the advanced multivariate statistical techniques, enables the analysis of various relationships of variables. While performing SEM, there are several approaches: 01. CB-SEM (Covariance-based SEM), and 02. PLS-SEM (Partial Least Square via Structural Equation Modelling) (Hair et al., 2017). It has two distinct steps: Measurement Model and Structural Model (Hair et al., 2020).

Results & Analysis

Two professors and three experts in marketing and behavior were approached to assess the relevance of the conceptualization of marketing research operation. Secondly, they evaluate and appraise the suitability of the terminology for customers' mall shopping. Thirdly, they will make further suggestions, criticisms, and comments on the questionnaire and its facets to validate it. The respondents were asked to comment, identify any problem concerning the questionnaire, and modify and refine the questionnaire to perform proper analysis. Missing data can be ignored under 5% except in the non-random pattern.

Furthermore, the number of cases having no missing data should be sufficient for the selected analysis technique (Hair et al., 2019). Harman's single factor is the technique used to address the CMV issue. The method uses exploratory factor analysis (EFA) and all the variables as a single factor (Podsakoff et al., 2003). Furthermore, it is assumed that common method bias is present when a single factor results for most of the covariance among measures. The technique showed that a single factor explains 29.56% of the variance among the variables, suggesting no standard method bias issue. The demographic profile of the respondents is summarized in (Table 1). Most respondents were male (61%) and female (39%). Results of the demographic profile also showed that most respondents had education and bachelor's and master's degrees, indicating 38.6% and 29.5%, respectively, representing that the respondents had enough knowledge. Finally, the marital status category shows that 66.4% of respondents were married, and

32.4% were single. The data was evaluated through the reliability and validity of construct measures in assessing the measurement model. It describes the relationship between the latent constructs and item indicators (outer model). Reliability, internal consistency, convergent, and discriminant validity are assessed to evaluate the instrument indicator's reliability and validity.

Table 1: ***Demographic Profile***

Variables	Categories	Frequency	Percentage
Gender	Male	256	61.0
	Female	164	39.0
		420	**100.00**
Education	Illiterate	6	1.5
	Middle	14	3.3
	Metric	20	4.8
	Intermediate	72	17.1
	Bachelor	162	38.6
	Masters	124	29.5
	Above Masters (MS/M.Phil. /Ph.D..)	22	5.2
		420	**100.00**
Marital Status	Married	279	66.4
	Bachelor	136	32.4
	Widow	5	1.2
		420	**100.00**

A value of 0.6 can be retained, representing satisfactory internal item reliability (Hair et al., 2014). The outer loadings for the item are in range (Table 2). The indicators SDFRQ1 and SHBEH2 were below 0.6 and deleted from the analysis. The indicator was retained with the value range above 0.60 and below 0.70 (Chin, 2010; Hair et al., 2011); the values of AVE were all above the recommended value of 0.5; thus, it successfully met the criterion of item reliability as well as shopping experience at higher-order (second-order) (Table 2). Depending on the value of Cronbach's alpha, the composite reliability may be too liberal; as a result, the actual reliability of a construct is typically at some point between these extreme values (J. F. Hair et al., 2019). All the constructs showed acceptable reliability with a value above 0.7 (Table 2). Therefore, it was considered that all the constructs were internally consistent and reliable by having CR value above the threshold value recommended. The study analyzed convergent and discriminant validity to determine instrument validity. The average variance extracted (AVE) and the threshold value for AVE is 0.5 and above (Hair et al., 2014). The AVE values (Table 2) showed that all latent constructs had values above the threshold of 0.5 exhibits to support the convergent validity.

Discriminant validity implies that a given measure is empirically unique and captures phenomena that lack to estimate other measures in a structural equation model (Hair et al., 2019). Variables should have a stronger relationship with their factor than with another factor (Henseler et al., 2015). The square root of each latent variable's AVE is greater than the correlation coefficients between that latent variable and other latent variables in the measurement model. In that case, the model has good discriminant validity (Hair et al., 2017).

Table 2: Measurement Model Assessment

Latent Constructs (Items)	Factor Loadings	Composite Reliability	AVE
Shopping Frequency		0.752	0.505
SDFRQ2	0.617		
SDFRQ3	0.708		
SDFRQ4	0.795		
Shopping Behavior		0.786	0.649
SHBEH1	0.842		
SHBEH3	0.767		
Shopping Motivation Orientation		0.749	0.501
SHORN1	0.782		
SHORN2	0.605		
SHORN3	0.726		
Cognitive		0.896	0.743
SHEXP1	0.876		
SHEXP2	0.879		
SHEXP3	0.830		
Affective		0.890	0.730
SHEXP4	0.866		
SHEXP5	0.883		
SHEXP6	0.812		
Experience with Customers		0.895	0.740
SHEXP7	0.867		
SHEXP8	0.873		
SHEXP9	0.840		
Experience with Employees		0.917	0.786
SHEXP10	0.887		
SHEXP11	0.908		
SHEXP12	0.864		
Physical		0.890	0.730
SHEXP13	0.866		
SHEXP14	0.905		
SHEXP15	0.788		
Shopping experience		0.90	0.640
Cognitive	0.801		
Affective	0.831		
Experience with Customers	0.772		
Experience with Employees	0.760		
Physical	0.832		

Note All the values of AVE > 0.5; CR> 0.7; therefore, all potential variables meet the conditions of (Henseler et al., 2015).

The study assessed discriminant validity following the (Fornell & Larcker, 1981) and hetero trait-mono trait ratio of correlation (HTMT) (Henseler et al., 2015). This study

tested the discriminant validity using the Fornell-Larcker and the hetero trait-mono trait ratio methods. However, Voorhees et al. (2016) suggested that both these methods can be used to evaluate discriminant validity, and none is superior.

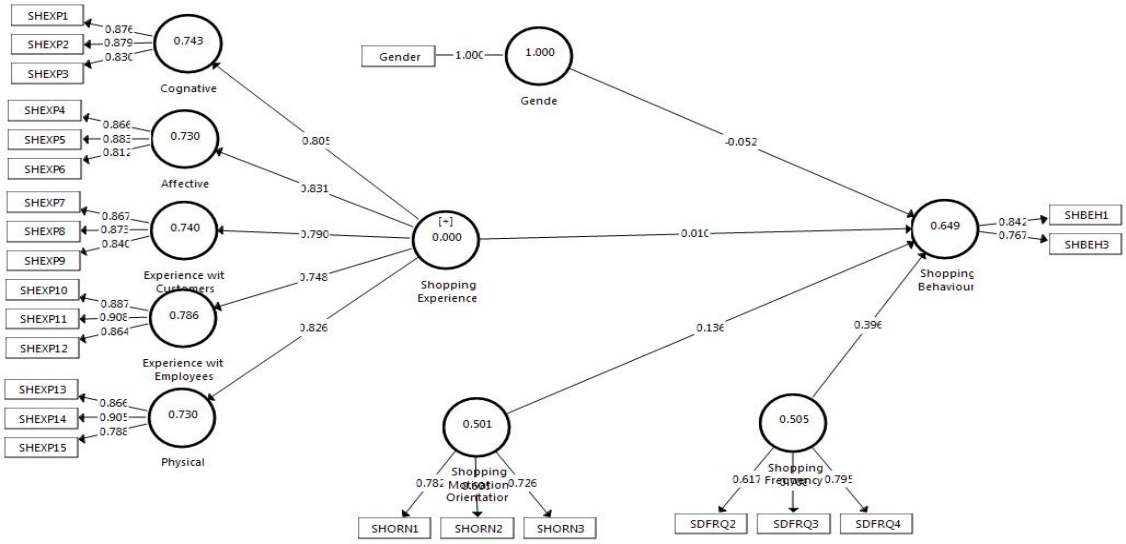
Table 3: Discriminant Validity

3a	Affect	Cogn	ExCust	ExEmp	Phy	SBeh	SFreq	SMOrien
Affect	0.854							
Cogn	0.678	0.862						
ExCust	0.548	0.550	0.860					
ExEmp	0.451	0.441	0.569	0.887				
Phy	0.621	0.530	0.563	0.576	0.855			
Sbeh	0.101	0.162	0.021	-0.028	0.069	0.805		
Sfreq	0.177	0.161	0.112	-0.020	0.064	0.455	0.711	
SMOrien	0.159	0.237	0.125	0.157	0.181	0.301	0.410	0.708
3b	**Affect**	**Cogn**	**ExCust**	**ExEmp**	**Phy**	**SBeh**	**SFreq**	**SMOrien**
Affect								
Cogn	0.824							
ExCust	0.668	0.665						
ExEmp	0.537	0.520	0.674					
Phy	0.761	0.641	0.687	0.683				
Sbeh	0.183	0.264	0.150	0.157	0.196			
Sfreq	0.282	0.264	0.182	0.089	0.157	0.892		
SMOrien	0.240	0.341	0.209	0.243	0.298	0.604	0.825	

Note: The 3a shows the Fornell & Larcker criterion results to assess discriminant validity, while 3b represents the HTMT ratio (Henseler et al., 2015). The Affect=affective, Cogn=cognitive, ExCust= experience with customers, ExEmp= experience with employees, Phy, and physical are the lower order dimensions to measure customer shopping experience. Furthermore, SBeh= = shopping behavior, SFreq= = shopping frequency, SMOrien= = shopping motivation orientation.

The discriminant validity in this study is assessed through the (Fornell & Larcker, 1981) approach, and they recommended AVE to be 0.5 or above. Moreover, they suggest that the average variance extracted from the square root should be higher than the correlation values of variables. Referring to Table 3, the values were more significant than the correlations of latent constructs. Hence, this study concludes that the measure used in the study has an appropriate level of discriminant validity that allows the structural model assessment to proceed (Tian et al., 2025).

Furthermore, the second method used to assess the discriminant validity was the hetero trait-mono trait ratio (HTMT). A recent marketing literature method tests discriminant validity (Henseler et al., 2015). When HTMT value exceeds the HTMT value of 0.85 (Kline, 2011) or the HTMT value of 0.90 (Gold et al., 2001), and it has discriminant validity concerns. Although Henseler et al. (2015) suggested a threshold value of 0.85 and 0.90, the HTMT analysis results are shown in Table 3. All the values of the HTMT ratio are less than 0.90 (Gold et al., 2001).



In structural model analysis, this study evaluated multicollinearity among predictor variables. The crucial criterion for evaluating the structural model is to assess the significance of path analysis (Hair et al., 2017) and coefficient of determination (R^2) (Chin, 2010). Therefore, to evaluate the predictive ability of the model, this thesis used the path coefficient, the coefficient of determination (R^2), cross-validated redundancy (Q^2), and effect size (f^2).

It is essential to check for multicollinearity before assessing the structure of relationships and ensuring that the regression results are unbiased. Collinearity problems are more likely to occur at VIF values above 5 but can also happen at VIF values between 3-5 (Becker et al., 2015). A VIF value should be as low as possible and close to 3 (Hair et al., 2020). The values of VIF indicate that all the exogenous constructs are not correlated and have values below 3 Table 5.

The study applied the bootstrapping technique of 5000 samples to test the hypothesized relationship between latent constructs (Tenenhaus et al., 2005). In Table 4, the path coefficient value presented empirical relationships of the hypothesized in the model.

The results showed in Table 4 that the shopping experience did not influence (β= 0.010, t= 0.224, p=0.411) customer shopping behavior as the p-value is more significant than 0.05, which does not support H_1. Moreover, the results show a positive and increasing relationship between shopping frequency and shopping behavior (β= 0.396, t= 8.327) and shopping motivation orientation and shopping behavior (β= 0.137, t= 2.642), supporting the hypothesis, H2 and H3, respectively. The path coefficients show the increasing relationship among the variables, and a significance level of less than 5% shows a significant relationship.

Table 4: Hypothesis Testing

Hypothesis	Beta	S. E	T-values	P-values	Decision
Sh-Exp → Sh-Beh	0.010	0.047	0.224	0.411	Not Supported
Sh-Freq → Sh-Beh	0.396	0.048	8.327	0.000	Supported
Sh-Mot-Orien →Sh-Beh	0.137	0.052	2.642	0.004	Supported
Gender × Sh-Freq → Sh-Beh	0.012	0.050	0.233	0.408	Not Supported

Gender × Sh-Mot-Orien → Sh-Beh	0.044	0.054	0.800	0.212	Not Supported
Gender × sh-Exp → Sh-Beh	-0.032	0.046	0.695	0.244	Not Supported

Note: P<0.05 at two-tail distribution, Sh-EXP= customers shopping experience, Sh-Beh= shopping behavior, Sh-Freq= shopping frequency, Sh-Mot-Orien= shopping motivation orientation, and others are moderating terms to test the moderation.

The bootstrapping method was also applied for the current study to analyze the significance of moderation in the hypothesized model. The present study followed (Preacher & Hayes, 2004, 2008). They recommend the bootstrapping technique over the causal steps technique. Moreover, the bootstrapping approach is preferred because it does not assume the normality of sampling distribution and is suitable for medium and small samples. Table 4 indicates that gender did not significantly mediate the relationship between shopping experience and shopping behavior (β= -0.032, t= 0.695), shipping frequency and shopping behavior (β= 0.012, t= 0.233), and shopping motivation orientation and shopping behavior (β= 0.044, t= 0.800) testing the H_4, H_5, and H_6. However, the results did not support the moderating hypothesis, and gender did not moderate the relationship.

The structural model in PLS-SEM also recommends another critical assessment: the assessment of R^2 value, the coefficient of determination (Hair et al., 2012). R^2 value determines the model's predictive accuracy (Hair et al., 2014). Several scholars stated that the R^2 shows that the endogenous variable's variance may be accounted for by one or more (predictor) exogenous variables in the model (Hair et al., 2011). R^2 value, or the coefficient of determination, represents how well the independent variable explains the dependent variable. Thus Table 5 shows the R square value for customer shopping behavior by 32.6%, variance explained by shopping experience, shopping frequency, and shopping motivation orientation.

Table 5: Model Fitness and Construct Cross-Validated Redundancy

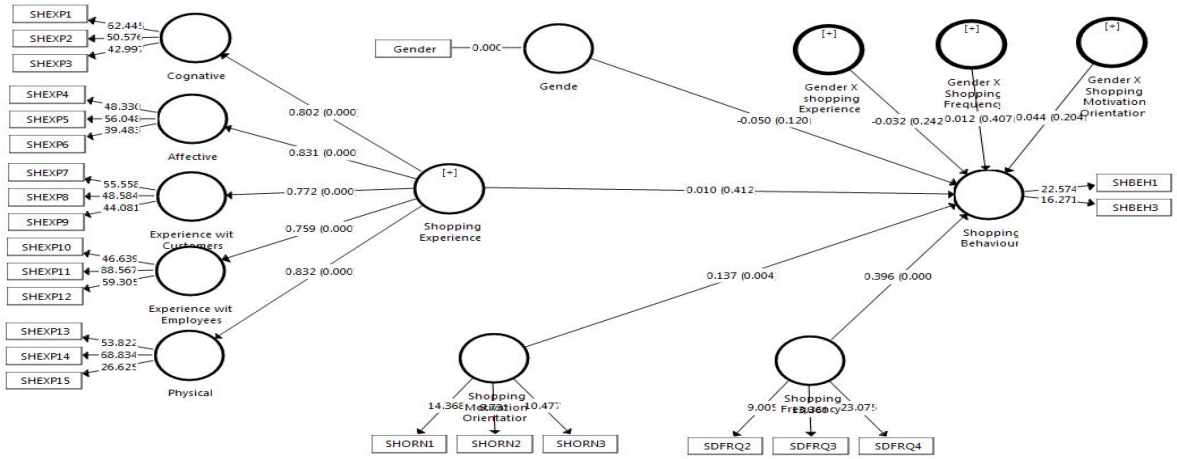
Latent Constructs	R^2	Adjusted R^2	f^2	Q^2	VIF
Shopping Behavior	0.326	0.318		0.121	
Shopping Frequency			0.348		1.210
Shopping Motivation Orientation			0.267		1.195
Shopping Experience			0.002		1.047

Besides the R^2 value for assessing the predictive relevance of the model, the Q^2 (cross-validated redundancy) technique is also used to determine the model's predictive significance (Chin, 2010; Hair et al., 2020). According to Hair et al. (2020). When Q^2 of the model is above 0, it indicates that the model has predictive relevance, and Q^2 below 0 suggests the lack of a model's predictive relevance. Table 5 also shows our model's Q2 (cross-validated redundancy) result. Q^2 for customer loyalty is 0.121, representing that the model has predictive relevance.

The effect size allows for assessing the independent variable's contribution to the dependent variable. Cohen's f^2 can evaluate effect size, *a*s shown in Table 5. To determine effect size, this study considered the rule of thumb that 0.02, 0.15, and 0.35 represent small, medium, and large effect sizes, respectively (Cohen, 2013). However, the result shown in Table 5 presents that customer shopping frequency has the highest effect size (.32) while customer shopping frequency has (0.002) the lowest effect size.

The findings reveal a positive association between customer shopping frequency and shopping motivation orientation with customer shopping behavior. Customer shopping experience does not have a significant relationship with customer shopping behavior, and customer gender does not moderate the relationship between customer shopping experience, shopping frequency, and shopping motivation orientation. The overall model explains 32.6% variance with an adequate level of Q^2.

Figure 3: Structural Model



The study's objectives were to identify the impact that has not been analyzed in the shopping malls in developing context with the addition of the most relevant moderating variable of gender role, which has not been extensively focused on shopping behavior. Shopping frequency and motivation orientation positively affect customer shopping behavior with a significance level of less than 5% ($P< 0.05$). Guiry et al. (2006) found that recreational shoppers were likelier to go shopping than other shoppers who were less enthusiastic about it. Similarly, Scarpi (2006) discovered that shoppers who consider shopping fun buy more frequently and make unplanned purchases more regularly than utilitarian shoppers, who buy less often and are unlikely to continue shopping once they find what they need. Customers' shopping behaviors tell them how and where they buy products (McKinney et al., 2004). For retailers, comfort levels, frequency of purchases, time spent shopping, and money spent on an outfit may be valuable indicators. Shopping involvement can also be used as a psychographic descriptor, and demographic information can be included to develop a comprehensive shopper profile. Customers buy a broad spectrum of products at various stores and spend varying amounts of money. Thus, focusing on a particular demographic and psychographic characteristic to determine shopping trends is particularly important (Gustat et al., 2015).

Individual shopping behaviors and frequency of grocery shopping are examined in the economic and retail arenas (Clifton et al., 2012; Jiao et al., 2016; Ma et al., 2011). In addition, frequent grocery shopping has been examined, with frequent shoppers spending less money and less time per trip (Bawa & Ghosh, 1999; McGoldrick et al., 2008) and increasing shopping behavior (Reedy et al., 2014). The product's nature and consumption influence personal opinions (Aqueveque, 2006). Parking above ground was more likely to attract visitors in the Seattle area (Jiao et al., 2016). People in Sweden and Germany also agreed that shopping at a grocery store easily accessible by car was a key

factor (Wiese et al., 2015). Accordingly, people's grocery shopping travel behavior could be affected by the built environment around their homes and grocery stores (Dzogbenuku et al., 2024). (Mahmud et al., 2023) (Moaaz & Mansour, 2023)

Additionally, the number of supermarkets in a given census tract increases the number of products used (Morland et al., 2002; Morland & Evenson, 2009). Furthermore, store size may affect customer behavior, as obesity rates tend to be lower in supermarket areas than high fast food prevalence (Morland & Evenson, 2009). Furthermore, this study also evaluated the effect of shopping experience on customers' shopping behavior (β= 0.010) by formulating H_3. Results indicated an insignificant positive impact. The result showed that customers' shopping experience does not enhance shopping behavior. The customer shopping experience has been identified as a critical component that has been extensively researched (Bustamante & Rubio, 2017a; De Keyser et al., 2015; Gahler et al., 2019; Schmitt et al., 2015; Verhoef et al., 2009). Jüttner et al. (2013) asserted that the experiences driving customer reactions include pre- and post-service interaction episodes that comprise a service process. The results of the moderating effects were investigated by formulating H_4, H_5, and $H_{6, \text{which show}}$ that gender moderates the relationship between customers' shopping experience, shopping frequency, and shopping motivation orientation with shopping behavior. Results indicated that gender × shopping experience (β= -0.032, p=0.244), gender × shopping frequency (β= 0.012, p=0.408), and gender × shopping motivation orientation (β= 0.44, p=0.212) did not moderate, thereby empirically not supporting hypotheses. Men and women have similar shopping styles (Otnes & McGrath, 2001). A description of shopping as a gendered activity is now a bit of a simplification. Most men believe purchasing is not as pleasurable for women; this reduces the likelihood of men making impulsive buying decisions (Mburu, 2010). Men tend to have little involvement in ordinary shopping but are knowledgeable about durable goods, like automobiles, instruments, stereos, and computer systems. At the same time, women typically deal with more momentary items, such as cooking, decorating a bakery item, and keeping a correct hairstyle or makeup. The experience of shopping is a sort of reworking experience for girls, with associations that men rarely have (Akram et al., 2016; Spies et al., 1997; Xuanxiaoqing et al., 2012). Furthermore, they found that salespeople's advertising, displays, atmosphere, sales promotion, and attitudes could easily influence customer buying behavior (Pang & Sanders, 2025).

Conclusion

Research is needed to identify customer shopping behavior in the shopping mall business of Quetta, Pakistan, thereby expanding the understanding of customer shopping experience, shopping frequency, shopping motivation orientation, and the moderating role of gender in this industry by simultaneous evaluation. The current study's findings revealed that the model's hypothesized links substantially affected customers' experience, and gender does not significantly influence shopping behavior. Mall managers and shop owners must develop long-term customer relationships (Farony et al., 2022; Madhani, 2023; Shah & Ahmed, 2024).

The study also shows the similarities in men's and women's shopping behavior. The mall managers and shop owners can position themselves to appeal to both genders, while in the past, the main focus was only on females due to their frequent shopping

behavior (Ankit et al., 2018; Kuruvilla et al., 2009). Managers of shopping malls and shop owners should include customers' values in monetary and experimental terms to enhance the customers' shopping experience. The mall manager should also create a new meaning for the shopping experience that de-emphasizes the feminine aspects while emphasizing the more masculine elements. Consider promoting the type of products that women and men are more likely to be interested in and to buy (Sriyono & Rifah, 2022; Sriyani & Ardansyah, 2023).

The study contributes to academic literature about customer shopping behavior in shopping malls. The shopping malls provide facilities to customers in terms of services, parking lots, and a pleasant environment, which have many implications related to building customer relationships. As a result, customer satisfaction is paramount in societies where product information is available online from colleagues, friends, and family members, who play a critical role in influencing customer purchasing decisions.

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