Effects of Utilitarian, Hedonic and Social Motives on Mall Shoppers' Satisfaction

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Abstract
The primary objective of the study was to comprehend the factors influencing customers' choices in supermarket shopping. A notable concern arises as shoppers tend to frequent supermarkets regardless of the availability of alternative modern shopping options nearby. Employing the convenience sampling method, the research distributed 300 self-administered questionnaires at Mlimani City, a significant mall in Dar es Salaam, and retrieved 291 completed responses. Guided by consumer behavior theories, the study focused on utilitarian, hedonic, and social factors influencing customer satisfaction with supermarket shopping experiences. The findings emphasized the paramount importance of social factors, followed by hedonic factors, in shaping customer satisfaction. Utilitarian factors exhibited a stronger impact on behavioral intention but had a relatively lesser influence on overall customer satisfaction with the supermarket experience. This highlights that, for many Tanzanians, supermarkets serve as spaces for social interaction and leisure activities rather than purely for shopping. These insights carry significant implications for academia, managers, and policymakers, offering valuable perspectives to enhance the supermarket shopping experience for Tanzanian consumers.

Keywords: Utilitarian motives, Hedonic motives, Social motives, Mall shoppers' satisfaction

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Introduction

Shopping is a universal experience for most individuals, encountered in some form throughout their lives. Terblanche (2018) asserted that promptly and effectively meeting customers' expectations is paramount in realizing the pivotal elements of their desired supermarket shopping experience. This is vital for addressing specific consumer needs. Shopping, as a holistic endeavor Gilboa and Vilnai-Yavetz (2013), encompasses a series of pre-and post-purchase decisions. These unfold in the consumer's mind and subsequently materialize in the shopping environment, culminating in the consumption of goods or services to achieve complete satisfaction. Within the wholeness of the purchasing process, decisions motivate consumers to choose shopping malls over alternatives such as corner stores or nearby supermarkets, even if they can procure the desired items elsewhere.

Previous studies have revealed that these choices are influenced by shopping behaviors. This encompasses the motivations that drive customers to contemplate why they shop, along with the criteria that govern their choices about what they seek. It also includes the patterns that dictate how they navigate stores and the habits that dictate their purchasing decisions (Gilboa & Vilnai-Yavetz, 2013). Furthermore, there are consumers influenced by utilitarian factors, who are primarily motivated to make specific purchases and return home promptly. Conversely, those driven by hedonic factors seek excitement and enjoyment during their shopping excursions at malls. Social values amplify the shopping experience through interactions with others, thereby enhancing motivation and participation levels (Li et al., 2004). The researcher aimed to uncover whether utilitarian, hedonic, or social values hold power in influencing customer satisfaction and instigating behavioral intention within the supermarket shopping experience in Tanzania.

Various studies previously done elsewhere show that utilitarian, hedonic, and social values factors do influence differently depending on the country where the study was done. Nguyen et al. (2007), for instance, discovered that utilitarian factors, hedonic and social values significantly impacted the shopping behavior of Vietnamese customers. This notion was further corroborated by Ryu et al. (2009) in the USA, as well as by Coimbra et al. (2023) in three distinct countries: Brazil, South Korea, and Portugal, respectively. Additionally, Rintamaki et al. (2006) noted that all three factors played a role in the shopping behavior of Finnish shoppers, who predominantly prefer to shop on weekends rather than on weekdays. Coimbra et al. (2023) studied on consumer behavior by utilizing hedonic and utilitarian motivations and their relationship with cultural dimensions, life satisfaction, and the attributes of supermarkets. The study revealed that satisfaction with life influences utilitarian motivation but has no significant effect on hedonic motivation. Furthermore, it indicates that individuals content with their lives tend to exhibit greater rationality in their purchasing decisions. Also, other studies have connected the utilitarian, hedonic, and social values to the cognitive and emotions of consumers Gilboa and Vilnai-Yavetz (2013), the experience of consumers Fiore and Kim (2013) as well as convenience as was observed by (Lloyd et al., 2014). In light of the advancements in different literature observed globally, the objective of this study was to investigate the determinants influencing product purchases in Tanzanian malls, along with understanding the associated behavioral intentions. The research took place at Mlimani City, the largest shopping mall in Dar es Salaam. The choice of this location was driven by the city's

and the mall's prominence in commercial and shopping activities, reflecting the prevalent shopping culture in Tanzania (Nickel, 2015; Todd et al., 2019; Kaale, Kato, & Sakamoto, 2023).

The importance of supermarkets is derived from the fact that customers get most of their shopping needs in one center (Lloyd et al., 2014). As shopping malls are seen as no longer the sole point of purchase Farrag et al. (2010), studies have shown that the three factors; utilitarian, hedonic and social values do influence shopping to varying extents across countries. This is supported by such studies done in Finland where all three factors motivated shopping in malls Rintamaki et al. (2006), also the study in Israel mall shoppers validated these factors (Gilboa & Vilnai-Yavetz, 2013). The comparative analysis of Chinese and American shoppers conducted by Li et al. (2004) demonstrated that Chinese consumers tend to be primarily influenced by utilitarian considerations, whereas their American counterparts are more swayed by hedonic and social values.

In Dar es Salaam, it has been observed that shoppers tend to frequent supermarkets like Mlimani City, irrespective of the availability of other modern shopping options in their vicinity. However, there is a notable theoretical gap in our understanding of consumer behavior in this context. Specifically, little research has been conducted to uncover the precise factors that lead to customer satisfaction and subsequently influence their behavioral intentions when it comes to shopping experiences in supermarkets within Tanzania. This study aims to address this gap by investigating whether utilitarian, hedonic, or social factors play a significant role in shaping satisfaction and behavioral intentions towards shopping malls in Tanzania. The primary focus will be on identifying the underlying reasons driving satisfaction and behavioral intention in the supermarket shopping context, providing valuable insights specific to the Tanzanian market.

Literature

Theory of Consumer Behavior

The theory of consumer behavior originated in the mid-1960s, grounded primarily in economic theory, specifically microeconomics (Schiffman et al., 2013). However, with the evolution of studies and market dynamics in the management field, consumer behavior has been reexamined beyond mere economic rationality. It is now understood through the lenses of impulsive tendencies and susceptibility to internal and external influences. This perspective is evident in the distinction between utilitarian motivations (driven by rational and practical considerations), hedonic motivations (influenced by pleasure and emotions), and social factors (shaped by recreational and entertainment aspects). Coimbra et al. (2023) endorse this conceptual shift, emphasizing the crucial role of consumer behavior as a pivotal area of knowledge with implications for both academia and business. Conversely, Makanyeza et al. (2021) underscore the significance of consumer behavior in relation to attitudes, highlighting attitudes as constructs influencing user roles. In essence, consumers form favorable or unfavorable attitudes toward brands. The variables investigated by Ibid, among others, include beliefs, intentions, and purchase intent. In conclusion, Makanyeza et al. (2021) affirm that attributes presented by supermarkets significantly mold consumer attitudes.

Consequently, this study aligns with consumer behavior theory, concentrating on the supermarket sector, which holds global economic importance due to the sheer number of existing supermarkets, job creation, and heightened consumption. Notably, within the supermarket sector, managers employ diverse techniques, encompassing both rational and emotional strategies, to attract consumers. However, it is observed that the overall ambiance of the supermarket, including elements like lighting, background sound, product arrangement, and color schemes, also triggers unplanned buying behavior. This underscores the need for managers to prioritize establishing an emotional connection with consumers, as it markedly influences their decision-making process (Coimbra et al., 2023). The theory recognizes the progression of consumer behavior studies, moving beyond a purely economic standpoint to embrace a more holistic perspective that considers impulsive tendencies and internal/external influences on individuals. Through the introduction of motivational distinctions, the theory focalizes on how these diverse motives distinctly shape shoppers' satisfaction in a mall setting. Essentially, the theory establishes the groundwork for investigating the influence of utilitarian, hedonic, and social motives on the satisfaction of mall shoppers.

Salient Features of the Supermarkets

The supermarket is a sizable retail establishment that specializes in offering a wide range of products, encompassing groceries, household essentials, health and personal care items, as well as office and school supplies, along with electronic accessories, among others. It typically operates on a self-service model. It serves as a convenient one-stop destination, often offering ample parking facilities. Additionally, the term encompasses businesses or companies providing an extensive array of goods and services. In developed nations, the prevalence and expansion of supermarkets within urban settings constitute a defining feature of food procurement systems. This phenomenon is also reshaping food systems in developing regions, although at varying rates (Reardon, 2004). Notably, the proliferation of supermarkets in East Africa has been relatively gradual compared to other regions (Kinabo, 2003). Developed countries have witnessed a swift proliferation of supermarkets, numbering in the thousands over the years (Dinghuan et al., 2004). These regions are also witnessing the integration of supermarkets into the broader food supply chain system. The supermarket provides consumers with an opportunity to streamline their planning, purchasing, and usage of products or services, thereby saving them valuable time and effort (Skallerud et al., 2009). Scholderer and Grunert (2005) have established that supermarkets offer greater convenience for purchasing activities. When it comes to buying from a supermarket, several factors come into play. Firstly, the utilitarian factor encompasses individuals whose primary motive for shopping is focused on purchases from supermarkets. The hedonic factor constitutes the second aspect, referring to those who derive excitement and enjoyment from their shopping experiences in malls. Lastly, the third factor involves social values, which enhance the enjoyment of shopping through interactions with others, ultimately boosting motivation and participation levels (Coimbra et al., 2023). Brocato et al. (2012) also noted that within supermarkets, customer shopping experiences are largely social activities, significantly influenced by the behavior and interactions of other customers. Despite all studies done on supermarkets around the world, the contextual features of Tanzania make it necessary.

The Influence of Hedonic, Utilitarian and Social Motives on Shoppers' Satisfaction

Utilitarian Motives

The concept of 'motive' as driven by utilitarian motive and hedonic motive has been addressed continually by many authors while looking for a more complete understanding of consumer motive (Ong et al., 2022; Picot-Coupey et al., 2016; Coimbra et al., 2023; Prebensen & Rosengren, 2016; Kesari & Atulkar, 2016; Gan & Wang, 2017). Consumer motive is used to describe a consumer's strong relative preference for certain subjectively evaluated product or service attributes (Gan & Wang, 2017). Motive is one of the most extensively examined concepts in marketing (Leroi-Werelds et al., 2014). Nevertheless, existing research has noted that consumption can take place for utilitarian or hedonic reasons (Lim & Ang, 2008; Picot-Coupey et al., 2016; Nguyen et al., 2007). Many studies have categorized consumer motive into two; utilitarian and hedonic motives (Ong et al., 2022; Bridges & Florsheim, 2008; Gursoy et al., 2006). These studies concluded that hedonic and utilitarian shopping motive dimensions exist and are related to several important consumption variables. Babin et al. (1994) observed that consumption activities may produce both utilitarian and hedonic outcomes. They were able to develop scales to evaluate the value achieved in each area during shopping. Also, they explain utilitarian motive as resulting from some type of conscious pursuit of an intended consequence associated with task-related, rational, and instrumental shopping as a means to an end. Utilitarian evaluation is traditionally functional, instrumental, and cognitive (Ryu et al. 2009; Kliestik et al., 2022). Among the dimensions of utilitarian motive in the context of supermarket, Coimbra, Brito and Sampaio (2023) noted convenience and price of finance to be relevant and significantly impacting shoppers' behaviors including their satisfaction. Therefore, we can hypothesize that;

H1: Utilitarian motives have an effect on customer satisfaction with their shopping experience in supermarkets.

H1a: Convenience motive have an effect on customer satisfaction with their shopping experience in supermarkets.

H1b: Finance *motive have an effect on customer satisfaction with their shopping experience in supermarkets*

Hedonic Motives

On the contrary, hedonic motive is more subjective and personal than its utilitarian counterpart resulting from fun and playfulness rather than from task completion. To their connotation, hedonic motive acknowledged from shopping may include arousal, heightened involvement, fantasy, and escapism, viewing shopping as an end in itself (Overby & Lee, 2006). Research has indicated that hedonic shopping motivations draw shoppers to the marketplace and have direct relationships with outcomes like shopper satisfaction and loyalty (Babin et al., 1994; Nguyen et al., 2007). Those who are strongly driven by hedonic aspects are inclined to be satisfied with a supermarket that can offer them the hedonic motive they seek during their shopping trips, consequently enhancing their likelihood of being loyal to the supermarket (Atulkar & Kesari, 2017). It is concluded that habitual shoppers are more likely to look for hedonic than utilitarian motive. The distinct hedonic and utilitarian shopping motive dimensions exist and are related to several important consumption variables. However, Bridges

and Florsheim (2008) pointed out that utilitarian elements of shopping may certainly increase purchasing. Numerous studies (Babin et al. 1994; Jones et al. 2006; Picot-Coupey et al., 2021) have posited that both utilitarian and hedonic motives play pivotal roles in comprehending consumers' assessment of their consumption practices, as they underpin a fundamental presence across consumption phenomena. These researchers concluded that the two factors collectively signify an evaluation of the overall worth of the consumption activity, thereby presenting a more holistic depiction of its value. We may suggest that;

H2: Hedonic motives have an effect on customer satisfaction with their shopping experience in supermarkets.

Social Motives
On the other hand, there is growing literature suggesting the role of social motive in explaining purchasing activities (Aziz et al. 2018; Hu et al. 2015; Ong et al., 2022). Rintamäki et al. (2006) explained the customer motive in department stores into utilitarian, hedonic and social motives, and also argued that social motive plays an important role in determining the intention of user behavior. Hu et al. (2015) describe the satisfaction of social motive found in any type of buying decision. Supporting the Rintamäki et al. (2006) views, Sweeney and Soutar (2001) put clearly that users evaluate products and services not only by utilitarian and hedonic motives but rather by social motive. That is social motive is comprehended through the improvement of status and self-esteem (Rintamäki et al., 2006). Gan and Wang (2017) contended that engaging in interactions and sharing shopping experiences with fellow customers allow individuals to develop a stronger sense of self-identification compared to alternative purchasing methods. This notion finds support in Brocato et al. (2012) suggestion that supermarket customer shopping experiences are predominantly social activities, greatly influenced by the behavior and interactions of other customers. Various studies concluded that a high level of social motive increases user satisfaction and strengthens their purchase intention (Hsu & Lin, 2015; Kim et al., 2013). Therefore, we may propose that;

H3: Social motives have an effect on customer satisfaction with their shopping experience in supermarkets.

Methodology
The mall intercept survey, as outlined by Malhotra and Birk (2010), was used in data collection. The survey was conducted within the confines of Mlimani City. Mlimani City Shopping Centre stands as the largest mall in Tanzania, spanning an impressive 19,000 square meters. Pioneering in comfort, it was the first indoor, air-conditioned mall, to welcome visitors since its inauguration in 2006. Situated along Sam Nujoma Road, within the premises of the University of Dar es Salaam (UDSM), the mall boasts an array of stores, dining establishments, and even a cinema with the largest screen in East Africa. Beyond retail, Mlimani City also attends to essential services such as banking, telecommunications, and transportation needs.

The study employs the convenience sampling techniques. This involves selecting participants based on their easy availability and accessibility, rather than through a random or systematic method. In this case, the researchers stationed themselves at the mall's entrance and various shops, using a convenient approach to approach a total of 300 patrons. Before entrusting

shoppers with questionnaires, a brief introduction elucidated the purpose and benefits of their participation. The respondents were given a copy of the questionnaire and pen to fill in the questionnaire. Gratitude was extended to those who conscientiously completed the forms, as well as to those who politely declined. A total of 291 dully filled questionnaire were used for the analyses.

We employed the regression analysis along with exploratory factor analysis to ensure a robust data analysis process. The questionnaires were thoughtfully designed, striking a balance between simplicity, neatness, and clarity, all the while ensuring they gathered the necessary information. This careful construction bolstered the reliability and overall quality of the questionnaire, aligning with (Coimbra et al., 2023; Malhotra, 2006). Significantly, the methodology aimed to foster a comfortable environment, one that encouraged participants to respond honestly and accurately. The criteria for evaluating supermarket customer shopping experience factors, alongside their corresponding items, underwent a stringent assessment by a seasoned marketing research practitioner and esteemed senior marketing academics. This careful process was crucial in affirming the content validity of the questionnaire, a cornerstone of the study on supermarket customer shopping experiences.

The careful construction of the questionnaire was dominant to ensuring the validity and reliability of the data collected for this study. Each item underwent rigorous scrutiny, employing a well-established 5-point Likert scale as the measuring instrument. This scale provided respondents with a nuanced spectrum of responses, ranging from '1' denoting 'Strongly Disagree' to '5' signifying 'Strongly Agree', enabling them to express their opinions with granularity. Comprising 24 items in total, excluding the demographic inquiries which numbered 10, the questionnaire was a product of careful construction. These items were not randomly selected but rather meticulously drawn from established scales, as evidenced by the works of Coimbra et al. (2023) and Fiore and Kim (2013). The selection process involved an exhaustive review of the existing literature, where each item was accurately identified and evaluated for its relevance and applicability to the research objectives. By leveraging established scales and existing research findings, the questionnaire was finely tuned to capture the value of the variables under investigation. This comprehensive approach not only ensured the construct validity of the questionnaire but also enhanced its sensitivity to subtle differences in respondents' perceptions and attitudes. As a result, the data generated from the questionnaire are anticipated to provide valuable insights into the phenomenon under study, contributing to the advancement of knowledge in the respective field.

Results

Respondents' Profiles
It is important to highlight that demographic analysis serves the crucial function of illustrating the representativeness of our sample, encompassing individuals of various genders, age groups, income levels, education backgrounds, and more. The social-demographic descriptive analysis, as illustrated in Table 1, unveils several noteworthy findings. Notably, the sample demonstrates a higher representation of males (62%), with a substantial majority (70.4%) falling within the relatively younger age bracket (below 35 years). Furthermore, a significant portion (54%) of the participants identified themselves as students.

Table 1. Respondents' Profile

Variable	Frequency	Percent
Gender		
Male	182	62.5
Female	109	37.5
Years of Age		
18 – 25	149	51.2
26 – 35	85	29.2
36 – 45	28	9.6
46 – 55	20	6.9
Above 56	9	3.1
Annual Income (in TZS)		
Below 1m	201	69.1
Between 1m - 3.5m	74	25.4
Between 3.5m - 4.5m	10	3.4
Above 4.5m	6	2.1
Employment Status		
Employed	95	32.6
Self Employed	35	12.0
Student	157	54.0
Retired	4	1.4
Education Level		
Technical/Vocational/Certificate	41	14.1
Bachelor Degree	194	66.7
Post Graduate/Masters/PhD	56	19.3
Marital Status		
Married	81	27.8
Single	210	71.2

The shopping behavior of the respondents, as outlined in Table 2, provides valuable insights. A significant proportion of the sample (66.3%) expressed that their primary motive for visiting shopping malls was to make purchases. The distribution of responses indicates that for nearly half of the participants (47.8%), shopping in malls is an occasional activity, while approximately (20%) consider it a weekly routine. Moreover, a majority (67.3%) indicated that shopping in malls is a social activity, often undertaken with friends or family members, with about (32.6%) stating that it is usually done alone. Notably, food (41.6%) and clothing (33.7%) emerged as the predominant products purchased in shopping malls. The findings were supported by Eeden (2006) while investigating the gender dynamics of shopping malls in South Africa.

Table 2. Shopping Behaviors

Variable	Frequency	Percent
Motives		
Purchase Products	193	66.3
Enjoying Shopping	69	23.7
Socialization	29	10.0
Frequency		
Once a Month	94	32.3
Once a Week	58	19.9
Occasionally	139	47.8
With Whom?		
Alone	95	32.6
Friends	120	41.2
Family	76	26.1
What to Purchase?		
Food	121	41.6
Clothing/Fashion Accessories	98	33.7
Hardware	18	6.2
Services	54	18.6

The exploratory factor analysis yielded four distinct dimensions, namely hedonic, social, utilitarian convenience, and utilitarian finance, as outlined in Table 3. Collectively, these four factors explain 56.73% of the total variance in mall patrons' satisfaction with their shopping experience. The Cronbach alpha tests conducted to assess the reliability of the items within each of these dimensions exceeded the threshold of 0.60. Nunnally and Bernstein (1994), indicated that the items effectively and consistently measure the respective factors. The result aligns with that of Terblanche (2018) when reevaluating the in-store customer shopping experience in South Africa's supermarkets.

The results from the regression analysis, as presented in Table 4, indicate that the combination of the four independent variables explains 21% of the variability in mall patrons' satisfaction with their shopping experience. Significantly, at a 1% level of significance, both hedonic value and utilitarian convenience exert a statistically significant influence on satisfaction. Additionally, at a 5% level of significance, the results indicate that social value also plays a notable role in influencing satisfaction.

Table 3. Exploratory Factor Analysis

Scale items	Hedonic	Social	Utilitarian convenience	Utilitarian finance
		Shopping Motives		
Insights and New Ideas	0.750			
Feel Adventurous	0.719			
Explore Touch Try	0.669			
Have Fun Shopping	0.610			
Enjoying Trip Itself	0.588			
Eager to Tell Friends		0.735		
People whose Opinions		0.734		
People who Influence me		0.704		
Impression to Others		0.699		
One Stop Purchase			0.805	
Shopping without Disruptive			0.758	
Shopping with Convenience			0.589	
Save Money				0.827
Purchase done Cheaper				0.782
Good Bargain				0.629
Variance extracted (%)	*17.433*	*14.971*	*12.174*	*12.150*
Cronbach alpha	*0.742*	*0.731*	*0.665*	*0.646*

KMO = 0.786; Bartlett's Test of Sphericity: X^2 = 1053.076; df = 105; Sign = 0.000

From the linear model (Table 4), the independent variables were used as predictors of dependent variables. Therefore, correlation coefficient (r), coefficient of determination (R^2) and Durbin Watson were calculated. The value of R appears to be 45.9% measuring the strength of the predictor (satisfaction) which happened to be positive against independent variables. R^2 which shows the closeness of the data to the regression line was 21.1%. In this case, the model fits the data for 21.1% and indicates the response of the variable variation that can be explained by the linear model. That is a 21.1% proportion of variance in customer satisfaction (dependent) can be explained by the remaining variables. The Durbin-Watson statistic is employed to assess serial correlation within the residuals, with a range of values from 0 – 4. Generally, a figure around or near 2 is considered acceptable, indicating no correlation among the residuals. Specifically, a range of 1.50 – 2.50 is deemed acceptable. In this study, the Durbin-Watson statistic of 1.612, falls within the acceptable range as indicated in the model summary, and suggests the absence of autocorrelation among successive error terms, which is a positive finding.

Table 4. Regression Results

Hypothesis	Std. Error	Beta	t	p
H1a: Convenience → Shopping Satisfaction	0.067	0.175	2.984	0.003
H1b: Finance → Shopping Satisfaction	0.054	0.093	1.679	0.094
H2: Hedonic → Shopping Satisfaction	0.081	0.271	4.380	0.000
H3: Social → Shopping Satisfaction	0.071	0.119	2.044	0.042

R^2 = 0.211; Adjusted R^2 = 0.200; Durbin-Watson = 1.649; F-value = 19.093 (0.000)

Discussions

This study investigates into the factors that influence product purchases in Tanzanian malls and seeks to understand the associated behavioral intentions. Specifically, it examines how utilitarian, hedonic, and social motives influence the customer satisfaction of mall shoppers. The findings suggest that social factors are the most significant, followed by hedonic factors, in shaping customer satisfaction. While utilitarian factors have a stronger impact on behavioral intention, their influence on overall customer satisfaction with the supermarket experience is comparatively lower.

The demographic results hold notable implications for understanding the demographic shifts influencing the observed patterns in this study, as indicated by Dhurup (2014). Additionally, they indicate potential areas warranting attention for customizing marketing tactics and service provisions tailored to this particular demographic makeup. Furthermore, they emphasize the significance of considering the viewpoints and preferences of this demographic in shaping the overall supermarket shopping experience, accentuating the importance of comprehending demographic dynamics to grasp the observed trends in the study. Moreover, the findings spotlight potential focal points for adjusting marketing strategies and service provisions to better align with the identified demographic profile. This implies that tailoring strategies to the specific characteristics and needs of the demographic may lead to more efficient and targeted approaches, as posited by Jain et al. (2017). Consequently, addressing the unique needs and preferences of the demographic can notably enhance the customer experience, potentially resulting in heightened customer satisfaction.

Examining the shopping habits of participants reveals that a considerable majority (66.3%) predominantly frequent shopping malls for their purchases. Furthermore, the social dimension of mall shopping prevails (67.3%), with many participants opting to engage in this activity alongside friends or family members. These behavioral patterns carry significant implications for understanding consumer preferences and actions, forming the foundation for devising strategies aimed at enriching the overall shopping experience and tailoring offerings to accommodate diverse shopper segments. These insights resonate with the findings put forth by Verhoef et al. (2015), highlighting contemporary consumer behavior characterized by the amalgamation of various shopping experiences across channels and touchpoints into a cohesive omnichannel encounter. The significance of these findings lies in their ability to elucidate consumer behavior and guide efforts to enhance the shopping experience while customizing offerings for a wide array of shopper demographics. These conclusions find support in the work of several researchers (Coimbra et al., 2023; Mortimer et al., 2023). Recognizing the impact of demographic composition on shopping behaviors underscores the importance of tailoring marketing endeavors to suit specific demographic profiles (Lim et al., 2017; Onurlubaş, 2015). This might entail deploying targeted advertising, promotions, and personalized product offerings that align with the preferences of the demographic group, thus ensuring satisfaction. Understanding consumer preferences and behaviors in the realm of shopping can inform the development of strategies aimed at enhancing the overall shopping experience and adapting offerings to cater to the needs of various shopper demographics. It underscores the fact that modern consumers actively engage in diverse shopping experiences across different channels

and touchpoints, compelling businesses to adapt by providing a seamless and integrated experience across all platforms. By acknowledging and accommodating these behaviors, businesses can effectively attract and retain customers, thereby fostering heightened levels of customer satisfaction.

Given that a significant majority engage in shopping activities with friends or family, creating spaces or experiences that encourage social interaction within the shopping environment could be a strategic move. Events, communal spaces, or interactive displays could foster a more engaging shopping experience. Acknowledging that a substantial portion of respondents visit shopping malls primarily for purchases, retailers can focus on optimizing convenience, efficiency, and the availability of products to meet their utilitarian needs. This might involve streamlining checkout processes, optimizing store layouts, and ensuring product availability. Personalized services, store layouts, and product selections that align with their preferences can significantly enhance overall customer satisfaction.

The regression analysis depicted in Table 4 underlines the importance of hedonic and utilitarian values in shopping and their significant influence on consumer purchase intention. This observation is corroborated by Jones et al. (2006) and further validated by the research of Kesari and Atulkar (2016), especially among mall-goers in central India. The statistically significant impact of hedonic value and utilitarian convenience on satisfaction, even at a significance level of 1%, emphasizes their pivotal role in shaping consumer experiences and behaviors. Additionally, the findings indicate that social value also exerts a notable influence on satisfaction, albeit at a slightly lower significance level (5%). This suggests that, beyond hedonic and utilitarian factors, social aspects significantly contribute to customer satisfaction. The support for these findings by various researchers, including Hu et al. (2015), Hsu and Lin (2015), and Gan and Wang (2017), further underscores the substantial impact of social values on satisfaction and, consequently, on customers' purchase intention. Overall, these results underscore the complex nature of consumer satisfaction and emphasize the importance of considering hedonic, utilitarian, and social values in shaping shopping experiences and influencing purchase intentions. This comprehension can assist businesses in tailoring their strategies to better align with the diverse needs and preferences of consumers, ultimately leading to enhanced customer satisfaction.

The exploratory factor analysis has revealed four distinct dimensions: hedonic, social, utilitarian convenience, and utilitarian finance, emphasizing the importance of understanding consumer behavior within this realm. Additionally, the Cronbach alpha tests indicate a high level of internal consistency and reliability, confirming that the items consistently and accurately measure their respective factors, consistent with the observations of Martín-Consuegra et al. (2019). These findings establish a solid foundation for further investigation and underscore the validity and reliability of the identified dimensions. Theoretically, considering that the collective impact of the four predictor variables on satisfaction accounts for approximately 48% of the variance in satisfaction, it reinforces the concept of value as multifaceted, aligning with the findings of Sortheix & Lönnqvist (2014). This suggests that theoretical and relational frameworks regarding satisfaction can integrate the concept of value to offer explanatory insights.

Conclusion

The study aimed to investigate the determinants influencing product purchases in Tanzanian malls, along with understanding the associated behavioral intentions. The analysis of respondents' shopping behavior underscores the dual importance of purchases and social interactions in mall visits, with a significant majority prioritizing both aspects. These insights illuminate consumer preferences and behaviors, providing a foundation for enhancing the overall shopping experience and catering to diverse shopper segments. They align with contemporary consumer behavior trends highlighted in previous research and emphasize the need for businesses to integrate varied shopping experiences into a cohesive omni channel strategy. Recognizing the influence of demographic factors further emphasizes the necessity of tailored marketing efforts to ensure customer satisfaction. Overall, understanding and adapting to modern consumer behaviors across channels and touchpoints are vital for businesses seeking to attract and retain customers, ultimately leading to heightened satisfaction and success in the marketplace. Additionally, the regression analysis, supported by previous research, underscores the significant influence of hedonic, utilitarian, and social values on consumer purchase intention and satisfaction. Specifically, the findings reveal that hedonic and utilitarian factors play a pivotal role in shaping consumer experiences and behaviors, with social aspects also contributing notably to satisfaction. These insights highlight the multifaceted nature of consumer satisfaction and emphasize the importance of considering all three values in shaping shopping experiences and driving purchase intentions. By understanding and incorporating these dimensions into their strategies, businesses can better align with the diverse needs and preferences of consumers, ultimately leading to enhanced customer satisfaction and loyalty.

Managerially, the value dimensions of hedonic, social, utilitarian convenience, and utilitarian finance provide clear frameworks for organizing products and services within the supermarket. Placing products strategically based on these dimensions can enhance their visibility and appeal to different segments of shoppers. Overall, these implications suggest tangible strategies and approaches for supermarkets to not only understand their customer base but also tailor their offerings and services to create more meaningful and satisfying shopping experiences. Additionally, managers should emphasize on market strategies as one of the functional benefits of the malls by offering clear information about their products. Thus, managers must recognize its positive influence on utilitarian motivation.

Theoretically, the contribution lies in the observation that satisfaction with life significantly influences utilitarian motivation within the realm of consumer behavior in Tanzanian supermarkets. Surprisingly, no prior studies have explored the intersection of satisfaction with life and utilitarian motivation in this context. Being content with life and deriving greater enjoyment from its offerings appears to stimulate more reasoned and utilitarian behavior during supermarket visits. In terms of supermarket attributes, the provision of service and assistance exerts a noteworthy influence on hedonic motivation. This suggests that individuals driven by pleasure place considerable importance on the support they receive from their chosen supermarket. Furthermore, a wide array of products may lead to discontentment among the most rational consumers. It is worth noting that, except for convenience, the remaining five attributes generally demonstrate a positive impact on at least one of the motivational factors.

Policymakers can utilize the insights gained from this study to shape and customize their strategies pertaining to retail and shopping environments. In addressing utilitarian factors, policymakers may direct their efforts towards improving infrastructure, parking facilities, and overall convenience in and around malls. Alternatively, for hedonic and social motives, policymakers might explore initiatives to elevate the overall shopping experience, including organizing events, establishing social spaces within malls, or supporting businesses that contribute to a more enjoyable and sociable atmosphere. Recognizing these motives can also serve as a compass for policymakers in areas like zoning regulations, business incentives, and community engagement efforts, fostering an environment that aligns with the preferences of shoppers. In essence, the implications for policymakers extend to the creation of a retail landscape that accommodates the diverse motives fueling shopper satisfaction.

The limitation of this investigation stems from its reliance on methodological approach, specifically centered on non-probability sampling, with a focus on convenient sampling. While convenient sampling offers advantages in terms of feasibility and efficiency, it is crucial to acknowledge that it may introduce a level of bias into the sample, as those easily accessible may not fully represent the entire population. If a more representative sample is desired, random sampling or stratified sampling methods could be considered for future research. Another limitation of the study is that respondents from only one supermarket retailer participated in the study focused on supermarket customers only. Although the results and conclusions are only based on supermarket customers' responses, they may also have value for managers of other convenience stores. A study of the demographic variables of the respondents might also yield some useful insights, especially in respect of the potential effect thereof on repatronage intentions. The customers' in-store shopping experiences should be measured over time to identify possible changes that warrant intervention and also to determine whether the factors of customer in-store shopping experiences remain constant over time. In terms of further research, only one type of store (i.e. Mlimani City) was chosen to collect data; further research should consider some other retail environments such as recreational parks and restaurants. Also, the association between self-congruence, emotions, and store choice criteria can be a potential topic of interest for future investigations in this field.

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