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Impacto de la atractividad de un centro comercial en la satisfacción y lealtad de sus consumidores: el rol moderador de las motivaciones y la frecuencia de visita

Abstract

Objective: the purpose of this thesis was to study the concept of shopping centre attractiveness and its impact on customer satisfaction and loyalty. Methodology: in order to reach the objectives proposed in this paper both quantitative and qualitative methods were used. The first part of the project consists of a literature review, which is followed by a qualitative investigation in order to identify the relevant variables and dimensions of shopping centre (SC) attractiveness (ATTRAC). The second part entails a study with a quantitative focus relating to the design and validation of a measurement scale for the attractiveness of a SC, using a sample of 1271 consumers questioned in five shopping centres (SCs) in the Guadalajara Metropolitan Zone in Jalisco, Mexico in 2010. In the third phase, further quantitative research was carried out based on the theoretical foundation of the cognitive model of the antecedents and consequences of satisfaction (Oliver, 1980, 1981, 1993, 1997), and the four phases of loyalty (Oliver, 1999). This investigation served to analyze the impact of SC ATTRAC on customer satisfaction and loyalty. The proposed model was tested with data from a sample of 1033 customers of SCs in more than 30 Mexican cities, who were interviewed electronically in 2014. Findings: the first result of the study was the derivation of the ATTRAC scale, which allows to measure attractiveness in a practical, accurate and valid way. In addition, it could be seen that attractiveness has a significant positive effect on customer loyalty, which is mediated by satisfaction. Additionally, we were able to demonstrate that consumer profile played a moderating role in these relationships. On the one hand, hedonically motivated shoppers, as well as high frequency shoppers consider satisfaction a mandatory antecedent to loyalty. On the other hand, people with a more utilitarian profile who visited SCs less frequently, also exhibit high levels of loyalty and therefore do not require particularly high levels of satisfaction in their visits. Managerial implications: for managers, the ATTRAC scale is an easy-to-use tool for measuring the attractiveness of a SC as it allows for a comparative evaluation relative to competitors. In addition, if a profile analysis of current clients is carried out, strategies and targeted loyalty programmes can be designed in order to satisfy the differing needs of these clients in accordance with the frequency of and the motivation behind their SC visits. For researchers, the ATTRAC scale could serve as an instrument which might be used in their own research. Furthermore, the results of the thesis indicate the importance of taking into account personal characteristics of the consumer when analyzing satisfaction and loyalty, because those provided a moderating role.