

REFINING AND VALIDATING IMAGE CONGRUENCE, SATISFACTION AND LOYALTY AMONGST MALL SHOPPERS IN INDIA

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Abstract: *Understanding of motives behind the shopping behaviour of mall shoppers can help the mall managers attract new customers and to retain existing shoppers. Mall loyalty is the key factor of interest for managers because a loyal customer will patronise the mall in future and will spread positive word of mouth about the mall. Mall loyalty is considerably influenced by mall satisfaction and similarity between shoppers' self-image and mall image (image congruence). The relationships between these variables in Indian context are not elaborated in detail. Therefore, the scales measuring these variables are not well explored for Indian context. In the current study, the reliability of scales measuring all the four types of self-image congruence (actual, ideal, social and ideal social), customer satisfaction and mall loyalty are tested using various methods of item-to-total score correlation criteria. The findings also provide implications and limitations for future work.*

Keywords: *Image Congruence, Mall Loyalty, Customer Satisfaction, Shopping Mall*

INTRODUCTION

The Indian retail industry has emerged as the fastest growing industry in the world. It contributes to 10 percent of GDP of India and about 8 percent of employment (IBEF report, 2017). Due to huge diversity in retail sector and increasing purchase power of shoppers, Indian retail sector is getting more attention from practitioners and researchers to explore consumer behaviour (Das, 2014). Numbers of shopping malls in India are increasing day by day. The shopping malls managers try to differentiate their malls from competitors to survive in the intense competition and to retain current customers (Babbin & Attway, 2008). They are carefully trying to understand the target customers' values and the motives behind their shopping behaviour (Kaihatu & Spence 2016). Further, similarity between the mall image and shopper's image is one of the key factors to retain customers (Haj-Salem, Chebat, Michon, & Oliveira, 2016). This match between the shopper's self-image and mall image is called image congruence (Sirgy, Grewal, & Mangleburg, 2000). Shoppers usually prefer to shop at mall with image similar to their own self-image (Chebat, Hedhli, & Sirgy, 2009). Image congruence has appeared to be a major factor predicting shopping behaviour of customers in retail context (Haj-Salem et al., 2016).

According to researchers (Schiffman & Kanuk, 2000; Sirgy et al., 2000; Roy & Rabbanee, 2015), self-image is of four types i.e. actual self-image (how a person in actual sees himself), ideal self-image (how a person wants to see him), social self-image (how a person thinks others see him), and ideal social self-image (how a person wants others should see him). Shoppers like to shop in malls, which are similar to them and can reflect their image (El Hedhli, Chebat, & Sirgy, 2013). Such shoppers feel more satisfied with the high image congruent malls.

A well-documented literature also indicates that self-congruity significantly determine customer satisfaction (Sirgy et al., 1997; He & Mukherjee, 2007; Han & Hyun, 2013). It indicates that the shoppers who feel the mall image is in congruence to their self-image will be more satisfied as compared to others. The customer satisfaction is the significant element that builds the loyalty among customers and helps the marketers to retain customers. Apart from the satisfaction, image congruence also predicts the mall loyalty among customers (Haj-Salem et al., 2016). It indicates that image congruence directly as well as indirectly through satisfaction determines the mall loyalty among mall shoppers.

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In Indian context, very few studies have examined the role of image congruence in determining shopper behaviour towards mall. Also, specifically all the four types of self-image and their relation to customer satisfaction and mall loyalty are yet to be revealed. Therefore, in the Indian context scales for measuring different types of self-image are not well established. Hence, in the current study, different methods are employed to test the reliability of items measuring image congruence, mall loyalty and mall satisfaction. The paper is organised as follows: the next section reviews prior research on image congruence, satisfaction and mall loyalty to provide conceptual background and model development, which is followed by methodology and findings. Then, further in next section discussion, implications and limitations for future research are described.

THEORETICAL BACKGROUND

The literature related to various constructs taken in the study is discussed as follows:

Image Congruence

As discussed earlier, image congruence represents the fit between product/ service image and a person's self-image (Sirgy et al., 2000). In the literature, self-congruity and image congruence are interchangeably used. Image congruence plays a critical role in predicting consumer behaviour (Ibrahim & Najjar, 2008). People usually like to purchase products and services with the image that matches to their self-image. A well-documented literature has proved that image congruence significantly influences brand preference, satisfaction, attitude towards products and services (Sirgy et al., 1997; Sirgy & Johar, 1999; El Hedhli et al., 2013). Shoppers build the image of malls in mind on the basis of characteristics of typical shopper of the mall and environmental cues presented in the mall. For example, customers can classify the malls on the basis of typical visitor of that mall like middle class shopper or high class shoppers. People often try to match with image of other typical shoppers of mall. From the literature, it is observed that mainly actual image is examined in studies related to shopping malls (Ha & Im, 2012; Haj-Salem et al., 2016). Therefore, in the current study all the four types of self-image are taken and scale to measure them are refined.

Customer Satisfaction

Customer satisfaction plays a significant role in predicting long-term customer behaviour (Oliver, 1980; Yi, 1990). Oliver (1997) has described customer satisfaction as "psychological state resulting when the emotion surrounding disconfirmation expectations is coupled with the consumer's

prior feeling about the consumption experience". It is a kind of process in which customers compare the overall prior expectations from the product/ services and their actual experience with the products/ service (Gilbert, Veloutsou, Goode, & Moutinho, 2004; Hyun & Han, 2012). If customers feel that actual performance is better than the expectations from the products/ services, then consumers feel more satisfied. But, if actual performance is not found to be up to the expectations then customers feel dissatisfied. A highly satisfied consumer usually have more tendency to repurchase the product and spreading positive word of mouth (Athanasopoulos, Gournaris, & Stathakopoulos, 2001; Yu & Dean, 2001; Mishra, Bakshi, & Singh, 2016). In relation to shopping malls, mall satisfaction is defined as the overall evaluation of shopping malls experience.

The identification between the mall image and shopper's self-image enhances the satisfaction among them. This link is also supported by many studies in various contexts that image congruence significantly influences customer satisfaction (Sirgy et al., 1997; He & Mukherjee, 2007). A person who feels that mall image is similar to him and reflecting his image will be more satisfied. The relationship between image congruence and mall satisfaction is at its infancy stage. The current study critically examines the literature to identify the relationships among constructs.

Mall Loyalty

In last decade, Mall loyalty has emerged as a concept of immense research in retail marketing (El Hedhli et al., 2013; Haj-Salem et al., 2016). Chebat et al. (2009) have described mall loyalty as "shoppers' attitudinal predisposition consisting of intentions to continually patron the mall in terms of repeat shopping at the mall and willingness to recommend the mall". It represents the repeat patronage to a specific shopping mall. Mall loyalty is the combination of positive attitude and repeat purchase in the shopping mall (El Hedhli et al., 2013). In current scenario, mall managers use mall loyalty as the one of critical factor to gain competitive advantage (Wright & Sparks, 1999). Chebat et al. (2009) observed that shoppers' commitment towards the mall significantly influences mall loyalty. Literature has revealed that customer satisfaction is the immediate determinant of customer loyalty (He & Mukherjee, 2007). For shopping malls as well, customer satisfaction significantly predicts mall loyalty (Ha & Im, 2012). It shows that if shoppers are satisfied with the mall then they will become more loyal towards mall and their tendency to revisit the mall increases.

Other than satisfaction, the image congruence also influences the loyalty among consumers (Han & Back, 2008; Liu, Mizerski, & Soh, 2012). A critical review of literature indicates that for shopping malls the direct relationship between image congruence and mall loyalty is still not

investigated. But, the indirect effects of image congruence on mall loyalty through commitment to the mall, product quality and service quality are well documented in the literature (Chebat et al., 2009; Haj-Salem et al., 2016). Moreover, in Indian context, no research has examined the relationship between image congruence, satisfaction and mall loyalty. In the current study, the influence of all the four types of self-image congruence on mall loyalty is considered. On the basis of literature background, a conceptual framework is developed (Fig. 1).

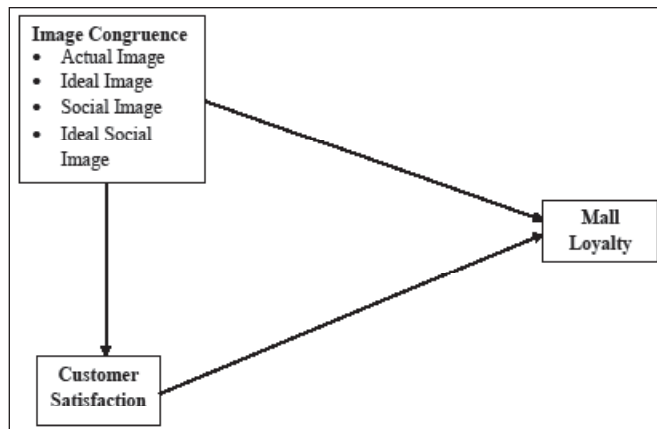


Fig. 1: Conceptual Framework

RESEARCH METHODOLOGY

Sample and Method

The population for the study comprises of mall shoppers of northern India. Data from 185 respondents were collected through self-administered questionnaires. Convenience sampling method was employed to collect the data. Of this, 20 responses were incomplete and therefore rejected which result into final sample size of 165 accounting 89.2% for overall response rate. The sample size comprised of 51.2% males and 48.8% female. The age of all respondents was in the range of 18 years to 35 years.

The reliability of the scale was tested in three steps. In first step, item-wise item-to-total correlation criteria was used then in second step, item-to-total score of other constructs was calculated. Further in third step means and variances of the items were calculated to assess the scale reliability. Cronbach alpha was also calculated for all constructs.

Measure Development

To measure all constructs, items were taken from well-established scales. All the four kinds of image congruence

(actual, ideal, social, and ideal self-image) were measured by employing three items for each adopted from Malar, Kromer, Hoyer, and Nyffenegger (2011) and O’Cass and Grace (2008). Further to measure customer satisfaction (CS), five items were taken from Jamal and AL-Mari (2007), Oliver (1997).

Mall loyalty was measured using five items adapted from the scales developed by Han and Back (2008), Chebat et al. (2009), and El Hedhli et al. (2013). All the items for image congruence, customer satisfaction and mall loyalty were measured on 7-point Likert scale ranging from “very strongly agree (VSA)” to “very strongly disagree (VSD)”.

FINDINGS

Reliability Analysis

Item-wise item-to-total correlation criteria represents the correlation of an item with the sum of all items of the respective construct to which all items belong (Koufteros, 1999). Each item of the construct is examined to check its correlation with the composite score of construct. It is calculated to check whether the items are significantly correlated to the construct to which they suppose to be belonging.

Table 1 represents the item-to-total construct correlation coefficient of all items of different constructs with the composite sum of their respective constructs. From the table, it can be seen that all the items of actual image, ideal image, social image, ideal social image and mall loyalty are significantly correlated with their respective constructs. But, for customer satisfaction, the correlation coefficient of SAT4 is very small which indicates that it is not correlated with the mall satisfaction. Hence, SAT4 item is deleted.

Table 1: Item-Wise Item-to-Total Score Correlation Coefficients for Constructs

Construct	Item Label	Correlation Coefficient
Actual Image	AI1	.815
	AI2	.890
	AI3	.895
Ideal Image	II1	.860
	II2	.894
	II3	.882
Social Image	SI1	.823
	SI2	.794
	SI3	.815

Ideal Social Image	ISI1	.888
	ISI2	.872
	ISI3	.907
Mall Loyalty	LOY1	.733
	LOY2	.718
	LOY3	.798
	LOY4	.817
	LOY5	.751
Customer Satisfaction	SAT1	.756
	SAT2	.769
	SAT3	.789
	SAT4	.429
	SAT5	.745

Note: *the items in bold were deleted using item-to-total score correlation

After items deletion, Cronbach alpha is calculated for all constructs. It determines the internal consistency of the scale which shows the reliability of the constructs (Churchill, 1979). Table 2 shows the final no. of items after deletion and the change in alpha values of constructs. The internal consistency of mall satisfaction increases after deleting one item. The value of Cronbach alpha is greater than 0.7 for all constructs which indicates the reliability of scale.

Table 2: Reliability Coefficients After Item-to-Total Score Criteria

S. No.	Construct	No. of Items in the Construct	Cronbach Alpha
1.	Actual Image	3	.834
2.	Ideal Image	3	.853
3.	Social Image	3	.738
4.	Ideal Social Image	3	.865
5.	Mall Loyalty	5	.819
6.	Mall Satisfaction	4	.812

Note: ‘ denotes the increase in coefficient alpha’

Further, correlation of the items with the composite score of different construct were calculated to check that the items are highly correlated to their respective construct only and do not correlate with other constructs. Table 3 shows the correlation coefficient of correlation between items and the total sum score of all constructs. Values in bold represent the correlation coefficient of items with respect to the total sum score of construct to which the respective items belong. Table 3 values indicate that all the items are highly correlated to their respective construct than with other constructs. Therefore, no item is deleted.

Table 3: Pearson Correlation Coefficients for Actual Image, Ideal Image, Social Image, Mall Loyalty and Satisfaction

Construct Sum → Items ↓	SUM AI	SUM II	SUM SI	SUM ISI	SUM LOY	SUM CS
AI1	.815	.218	.399	.203	.360	.235
AI2	.890	.316	.156	.124	.412	.180
AI3	.895	.388	.235	.471	.373	.112
II1	.342	.860	.363	.370	.404	.164
II2	.228	.894	.383	.301	.439	.197
II3	.166	.882	.312	.216	.393	.161
SI1	.242	.337	.823	.398	.199	.051
SI2	.335	.265	.794	.356	.195	.116
SI3	.126	.455	.815	.344	.218	.015
ISI1	.110	.403	.485	.888	.434	.273
ISI2	.221	.351	.364	.872	.461	.180
ISI3	.297	.507	.477	.907	.508	.258
LOY1	.386	.388	.170	.483	.733	.309
LOY2	.338	.357	.239	.419	.718	.380
LOY3	.248	.283	.058	.335	.798	.337
LOY4	.453	.488	.301	.475	.817	.251
LOY5	.250	.271	.211	.291	.751	.319
SAT1	.239	.231	.212	.229	.321	.756
SAT2	.244	.140	.118	.195	.264	.769
SAT3	.200	.163	.065	.208	.365	.789
SAT5	.121	.248	.081	.265	.364	.745

Further, the item-to-total correlation between a single item and the total sum score of all construct is calculated. Items with high correlation coefficient represent that items have more variance relating to what items share with the scale. Items with correlation coefficients greater than 0.4 are to be kept and rest were to be deleted (Bearden, David, & Randall, 2001). Table 4 represents that the value of correlation coefficient for all items are greater than 0.4. Hence, no item is deleted.

Table 4: Item Wise Corrected Item-to-Total Correlations for Constructs

Construct	Item Label	Corrected Item-to-Total Correlation	Cronbach Alpha	Alpha if Item Deleted
Actual Image	AI1	.667**	.834	.826
	AI2	.742**		.733
	AI3	.687**		.733

Ideal Image	II1	.675**	.853	.822
	II2	.725**		.772
	II3	.735**		.785
Social Image	SI1	.532**	.738	.646
	SI2	.496**		.651
	SI3	.555**		.659
Ideal Social Image	ISI1	.737**	.865	.799
	ISI2	.681**		.859
	ISI3	.769**		.773
Mall Loyalty	LOY1	.594**	.819	.805
	LOY2	.587**		.796
	LOY3	.499**		.772
	LOY4	.664**		.760
	LOY5	.497**		.785
Customer Satisfaction	CS1	.464**	.812	.750
	CS2	.400**		.754
	CS3	.416**		.760
	CS5	.421**		.792

Note: ** values are significant at $p < 0.001$ level

High variability in items and higher means of items represent the better performance of items and minimise the skewness of items (Kline, 2005). Therefore, items with large mean and variances are to be kept (Kumar & Michael, 1991; Thomson, Macinnis, & Park, 2005). Table 5 shows the means and variance of all items are very high and therefore no item is deleted.

Table 5: Item-wise Means and Variances for Constructs

Construct	Item Label	Means	Variances
Actual Image	AI1	4.5410	1.738
	AI2	4.0164	2.512
	AI3	4.0902	2.694
Ideal Image	II1	4.4918	2.417
	II2	4.0738	2.714
	II3	4.1311	2.445
Social Image	SI1	4.4508	2.084
	SI2	4.1721	1.565
	SI3	4.1393	2.038
Ideal Social Image	ISI1	4.5738	1.916
	ISI2	4.2705	2.496
	ISI3	4.3607	2.249
Mall Loyalty	LOY1	4.9016	1.643
	LOY2	5.1639	1.080
	LOY3	4.7459	1.580
	LOY4	4.7295	1.422
	LOY5	4.9754	1.165

Customer Satisfaction	CS1	5.2787	1.748
	CS2	5.2541	1.018
	CS3	5.0656	1.219
	CS5	4.9672	1.206

DISCUSSION

In the study, scale for various constructs like actual image, ideal image, social image, ideal social image, customer satisfaction, and mall loyalty are checked for reliability. Different approaches like item-to-total score correlation, internal consistency, means and variance are used to check the reliability. The finding revealed that all the items of different construct possess significant reliability which in result indicates overall reliability of the scale. One item of satisfaction was less correlated to composite score of satisfaction and therefore deleted. The study has contributed to academic literature by refining the scales to measure mall satisfaction, image congruence and mall loyalty in Indian context. In future, researchers can use these scales to measure the variables under study. In the current study, only scale reliability is confirmed. Therefore, the validity of the studied constructs could be tested by employing confirmatory factor analysis (CFA) in future research.

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APPENDIX: CONSTRUCT

Following items were adapted from well-established scales to measure constructs under study.

Actual Self-Image Congruence

- The typical visitor of this Mall is consistent with how I see myself (AI1).
- The image of typical visitor of this Mall is mirror image of me (AI2).
- The typical visitor of this Mall reflects the type of person who I am (AI3).

Ideal Self-Image Congruence

- The typical visitor of this Mall is consistent with how I would like to see myself (II1).
- The image of typical visitor of this Mall is mirror image of the person I would like to be (II2).
- The typical visitor of this Mall reflects the person I want to be (II3).

Social Self-Image Congruence

- The typical visitor of this Mall is similar to how other people see me (SI1).
- The image of typical visitor of this Mall is mirror image of the person that other person thinks about me (SI2).
- The typical visitor of this Mall reflects the person that others think I am (SI3).

Ideal Social Self-Image Congruence

- The typical visitor of this Mall is similar to how I would like others to see me (ISI1).

- The image of typical visitor of this Mall is mirror image of the person I would like others to see me as (ISI2).
- The typical visitor of this Mall reflects the person that I want others to think that I am like (ISI3).

Customer Satisfaction

- Overall, I am satisfied with my decision to visit this Mall (CS1).
- The overall service quality of this Mall is excellent (CS2).
- After considering everything, I am extremely satisfied with the Mall (CS3).
- *I am not happy about my decision to visit this Mall (CS4).*
- If anyone asked me, I would strongly recommend him/her to visit this Mall (CS5).

Mall Loyalty

- I am very likely to purchase products from this Mall in the future (LOY1).
- I would be willing to buy gifts at this Mall (LOY2).
- I would recommend this shopping Mall to my friends (LOY3).
- I frequently purchase products from this Mall (LOY4).
- Next time when I need to shop, I will visit this Mall (LOY5).

Note: Items in italics were the ones deleted during scale refinement.