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Sustainable Malls with Green Outdoor: Enhancing Shopping Experience and E-WoM Activity

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ABSTRACT

Objectives*: This study examines the influence of shopping value on e-WoM activity intention, with self-congruity and shopping well-being as mediating variables, within the context of shopping malls featuring green open spaces in Indonesia.*
Methodology*: A quantitative research design was employed, utilizing data collected from 199 respondents through a 7-point Likert scale questionnaire. The analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) with the Disjoint Two-Stage Approach, which distinguishes between lower-order and higher-order components to ensure robust statistical analysis.*
Findings*: The results indicate that shopping value has a significant positive effect on self-congruity and shopping well-being; however, its direct effect on e-WoM activity intention is not supported. Furthermore, shopping well-being exhibits a significant mediating effect in this relationship, whereas self-congruity does not demonstrate statistical significance as a mediator.*
Conclusion*: These findings highlight the critical role of consumer emotional well-being in fostering e-WoM activity. The study provides valuable managerial insights, emphasizing the importance of sustainable green spaces in enhancing consumer engagement and enriching the shopping experience.*

Keywords*: Shopping value; Self-congruity; Shopping well-being; e-WoM activity; Green spaces; PLS-SEM; SDGs.*

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INTRODUCTION

The rapid advancement of information technology has transformed consumer behavior, particularly through electronic word-of-mouth (e-WoM), where consumers share their experiences online (Gruen et al., 2006). Social networking sites significantly influence purchasing decisions, making shopping not just a necessity but a lifestyle (Jones, 2010).

Additionally, shopping malls are increasingly recognized as spaces that enhance psychological well-being, offering stress relief and mood enhancement (Scott, 2023; Dogra et al., 2023).

Green spaces in shopping malls contribute to consumer well-being by creating a more satisfying shopping environment (Jung et al., 2023). This aligns with Sustainable Development Goal (SDG) 3, which emphasizes well-being through stress reduction and cognitive improvement (Redondo et al., 2021). In Indonesia, the rise of malls with outdoor green spaces reflects a shift toward sustainable consumer behavior, integrating natural elements to enhance shopping experiences and foster positive e-WoM (Azhari & Gunanta, 2021).

This study examines the relationship between shopping malls with green outdoor spaces and consumer behavior. It focuses on how shopping value influences e-WoM activity intention through self-congruity and shopping well-being. By addressing this research gap, the study aims to provide insights into how sustainable mall designs enhance consumer satisfaction and engagement. The findings are expected to contribute to both academic research and practical strategies for improving shopping experiences in green malls.

LITERATURE REVIEW

Shopping Value

Shopping value refers to the evaluation consumers make regarding the tangible, emotional, and social benefits of their shopping experiences. According to Ali et al. (2021), shopping value encompasses functional, hedonic (playfulness), and social aspects that influence consumer decisions. Dogra et al. (2023) categorized shopping value into three dimensions: Functional Value (benefits like product quality), Playfulness (hedonic value derived from enjoyable experiences), and Social Value (benefits related to social status and recognition). These dimensions are essential in determining why consumers choose specific malls, as they influence satisfaction and loyalty.

Self-Congruity

Self-congruity theory (Sirgy et al., 1991) explores the alignment between a consumer's self-image and the symbolic attributes of a brand or product. Consumers are more likely to positively evaluate a product or service when they perceive it as reflecting their identity. The dimensions of self-congruity in this study include Actual Self-Congruity, Ideal Self-Congruity, and Ideal Social Self-Congruity. A congruent alignment between consumer self-image and mall attributes enhances evaluations, satisfaction, and loyalty (Sirgy et al., 2000).

Shopping Wellbeing

Shopping wellbeing is the emotional, psychological, and social satisfaction consumers derive from their shopping experience. Watson (2018) emphasized that shopping wellbeing extends beyond purchasing, incorporating the mall’s environment and design. In malls with green open spaces, shopping wellbeing is enhanced as these areas are known to reduce stress, improve mood, and provide a more enjoyable shopping experience. Key indicators of shopping wellbeing include Happiness, Satisfaction, Feeling Competent, Relaxation, and Positive Perception of the mall’s environment.

e-WoM Activity Intention

Electronic Word of Mouth (e-WoM) refers to consumers sharing their experiences online. Goyotte (2010) identified three key dimensions of e-WoM: Intensity (frequency of sharing experiences), Valence of Opinion (direction of opinions), and WoM Content (type of information shared). e-WoM is essential in shaping a shopping mall's public image, particularly in the context of green open spaces, where positive online reviews help attract new visitors and boost engagement.

Theoretical Framework

The Value-Satisfaction-Loyalty (VSL) Theory links perceived value, satisfaction, and loyalty, particularly in shopping malls with green spaces. This theory suggests that perceived value—comprising functional, hedonic, and social value—directly influences consumer satisfaction, which then leads to loyalty. Green spaces enhance these values by creating relaxing, enjoyable environments that meet consumer expectations for a holistic shopping experience. Satisfaction mediates the relationship between value and loyalty, with green spaces contributing to positive shopping experiences, fostering revisits, and encouraging e-WoM activity.

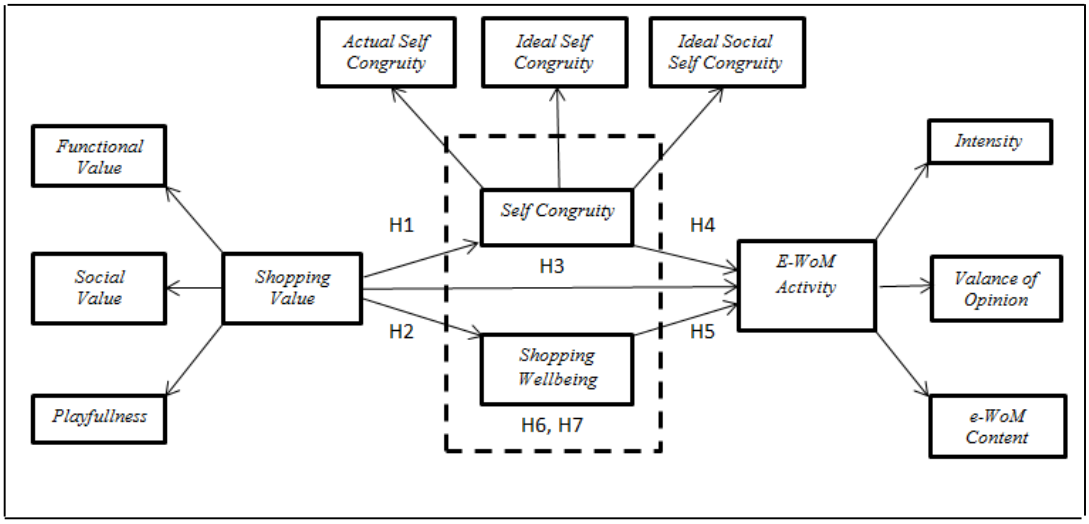

Figure 1. Framework

Source: Self-processed

Hypothesis Development

The alignment between shopping value and self-concept significantly influences consumer behavior. Perceived congruence between self-image and brand identity enhances satisfaction and loyalty (Sirgy et al., 2019). Symbolic and functional value alignment strengthens self-congruity (Kressmann et al., 2006; Voorn et al., 2020), while incongruence negatively impacts consumer perception (Islam et al., 2019). Therefore, the following hypothesis is proposed:
H1: Shopping value a positive and significant effect self-congruity.

Shopping values—functional, social, and playfulness—enhance consumer wellbeing. Functional value ensures efficiency (Wang et al., 2020), social value fosters recognition (Dogra

et al., 2022), and playfulness adds emotional utility. Based on these insights, the following hypothesis is suggested:
H2: Shopping value a positive and significant effect wellbeing.

Perceived shopping value triggers emotional responses, influencing the likelihood of e-WoM. Positive shopping experiences, especially in malls with outdoor spaces, encourage online reviews (Godin, 2001; Dogra et al., 2023). Hence, the following hypothesis is proposed:
H3: Shopping value has a positive and significant effect e-WoM activity.

Self-congruity, where consumers' self-image aligns with brand identity, drives e-WoM activity (Šegota et al., 2022). Ideal social self-congruity increases positive e-WoM, particularly with high consumer engagement (Hatta et al., 2022). Thus, the following hypothesis is proposed:
H4: Self-congruity a positive and significant effect e-WoM activity.

Shopping wellbeing fosters emotional satisfaction, encouraging consumers to share experiences online (Dogra et al., 2023). Previous studies confirm a positive link between wellbeing and e-WoM (Fan et al., 2023; Hwang et al., 2023). Therefore, the following hypothesis is proposed:
H5: Shopping wellbeing a positive and significant effect e-WoM activity.

Self-congruity mediates the relationship between shopping value and e-WoM activity, as congruent personal values and shopping experiences encourage online sharing (You & Hon, 2021; Segota et al., 2021). Hence, the following hypothesis is proposed:
H6: Self-congruity mediates the relationship between shopping value and e-WoM activity.

Shopping wellbeing mediates the relationship between shopping value and e-WoM activity, enhancing satisfaction and emotional engagement, driving online reviews (Dogra et al., 2023). Therefore, the following hypothesis is proposed:
H7: Shopping wellbeing mediates the relationship between shopping value and e-WoM activity.

METHOD

Research Design

This study employs a quantitative survey method with a correlational design, using a cross-sectional time horizon. It examines the relationships between shopping value (independent variable), self-congruity and shopping wellbeing (mediators), and e-WoM activity (dependent variable). Data were collected through a questionnaire from mall visitors at a single point in time.

Research Object

The study focuses on malls with green spaces, driven by post-pandemic demand for open areas. These spaces have become key elements in enhancing shopping experiences, especially as malls seek to compete with e-commerce by offering entertainment and recreation (Ruhulessin & Alexander, 2021; Azhari & Gunanta, 2023).

Population and Sample

The population includes urban residents, particularly in major cities such as Jakarta, Bandung, and surrounding areas. A purposive sampling method is used to select individuals aged 17 and older, visiting malls at least once a month, and having visited a mall with green spaces in the last three months. A minimum sample size of 119 respondents is calculated using G*Power.

Data Collection Method

Data will be gathered via an online questionnaire distributed through social media and personal networks, using a 7-point Likert scale to measure responses. The goal is to collect sufficient responses for data cleaning and mediation analysis.

Data Analysis

The study uses a higher-order hierarchical component model with first-order and second-order components. PLS-SEM is applied for its flexibility in handling complex models and non-normal data distributions. In the first stage, the measurement model is assessed for factor loadings, reliability, and validity. In the second stage, the structural model is tested for relationships between variables. Hypothesis testing is done using bootstrapping, and mediation analysis examines direct and indirect effects to determine the nature of mediation (Hair et al., 2017). This approach ensures robust analysis of the model's structural relationships.

RESULTS AND DISCUSSION

Results

Respondent Characteristics

This study gathered 199 valid responses from 268 collected via an online questionnaire between November 10–24, 2023, targeting respondents aged 17 and above who visited malls with green outdoor spaces in the past three months. The sample, exceeding the required minimum of 119 (G*Power), consisted of 51.76% males and 48.24% females, with the largest age group (38.69%) being 36–45 years. Most respondents had a Bachelor's degree (58.29%) and worked in the private sector (47.74%). The dominant income range was IDR 5,000,000–10,000,000 (28.14%), and the majority lived in Tangerang (38.69%), visiting malls 2–3 times per month (49.75%). Bintaro Xchange was the most frequently visited mall (24.62%).

Variable Description

The analysis of the shopping value, self-congruity, shopping wellbeing, and e-WoM activity intention variables revealed the following:
The analysis of variables revealed that in Shopping Value, "Green outdoor space enhances shopping enjoyment" had the highest mean (6.14), while "social support for choosing a green space mall" had the lowest mean (4.89). For Self-Congruity, "Green space allows self-expression" had the highest mean (5.06), while "helps reflect your true self" had the lowest (4.61). In Shopping Wellbeing, "Feeling satisfied after enjoying green space" scored the highest (5.98), whereas "feeling more competent" had the lowest (5.14). Lastly, in e-WoM Activity Intention, "Posting positive comments" had the highest mean (5.48), while "discussing experiences online" had the lowest (4.86).

Result of Data Analysis

Data analysis using Smart PLS 4.1.0.9 with a disjoint two-stage approach confirmed that all LOC indicators met the outer loading threshold (≥ 0.7) and AVE values exceeded 0.5, ensuring validity (Table 1). Indicators between 0.40–0.70 were assessed for impact on reliability, while those below 0.40 were removed. The Fornell-Larcker criterion and model fit (SRMR > 0.08, NFI < 0.90) were also satisfied.

Table 1. Result of Reliability and Discriminant Validity

Variabel LOC	Cronbach's alpha	Composite reliability	AVE
FV	0,790	0,864	0,614
SV	0,894	0,927	0,760
PLAY	0,909	0,936	0,785
ASC	0,902	0,905	0,773
ISC	0,918	0,948	0,858
ISSC	0,906	0,934	0,780
SWB	0,908	0,932	0,732
INTENS	0,882	0,883	0,810
VOO	0,902	0,939	0,836
CONTENT	0,943	0,944	0,855

Source: Data processed with smartPLS4.

The Higher Order Constructs (HOC) analysis showed strong correlations between HOC and their respective LOC variables, with factor loadings above 0.7, Cronbach's Alpha and composite reliability above 0.7, and AVE values exceeding 0.5, confirming validity (Table 2). VIF analysis revealed no collinearity issues. The structural model analysis indicated an R^2 of 0.434 for e-WoM activity. The f-squares for shopping value's impact on self-congruity (0.570) and shopping wellbeing (1.114) were large, while its effect on e-WoM activity (0.001) was negligible, and self-congruity's effect on e-WoM activity was small (0.038).

Table 2. Result of Dimension Test

Variabel HOC	Variabel LOC	*Factor Loading*	*Cronbach's Alpha*	*Composite Reability*	AVE
Shopping Value	FV	0,843	0,868	0,868	0,687
	SV	0,829			
	PLAY	0,814			
Self Congruity	ASC	0,924	0,923	0,951	0,867
	ISC	0,949			
	ISSC	0,920			
E-WoM activity	INTENS	0,928	0,908	0,942	0,845

Source: Data processed with smartPLS4

Bootstrapping with 5,000 resamples was conducted to estimate standard errors and assess the significance of path coefficients. The results of Hypothesis Test with Bootstraping, as shown in Tables 3 and 4, indicate that shopping value significantly influences shopping well-being (T-statistic = 15.459, P-value = 0.000) and self-congruity (T-statistic = 8.917, P-value = 0.000), while its direct effect on e-WoM activity is not significant (T-statistic = 0.323, P-value = 0.747). Similarly, self-congruity does not significantly affect e-WoM activity (T-statistic = 1.803, P-value = 0.071). However, shopping well-being serves as a significant mediator between

shopping value and e-WoM activity (T-statistic = 5.456, P-value = 0.000), whereas self-congruity does not (T-statistic = 1.786, P-value = 0.074).

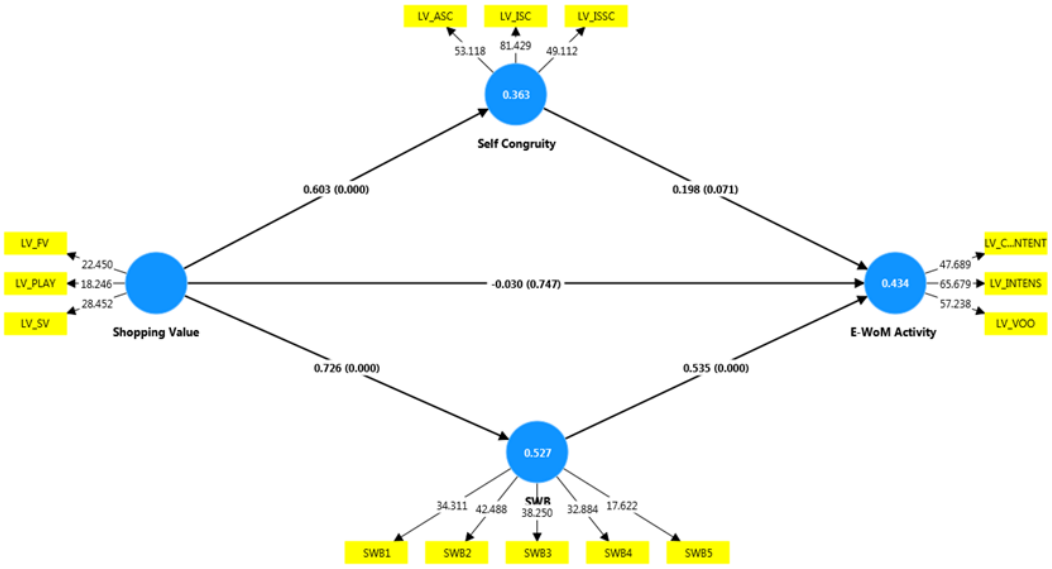

Figure 2. Algorithm of Bootstraping

Source: Self-processed with SmartPLS4

Table 3. Result of Hypothesis Test with Bootstraping

Variabel	Path Coefficient	T statistics	P values	Result
Shopping Value on Self Congruity	0,603	8,917	0,000	Positive, Significant, Accepted
Shopping Value on Shopping Wellbeing	0,726	15,459	0,000	Positive, Significant, Accepted
Shopping Value on E-WoM Activity	-0,030	0,323	0,747	Negatve, not Significant, Rejected
Self Congruity on E-WoM Activity	0,198	1,803	0,071	Positive, not Significant, Rejected
Shopping Wellbeing on E-WoM Activity	0,535	6,471	0,000	Positive, Significant, Accepted
Shopping Value through Self Congruity on E-WoM Activity	0,119	1,786	0,074	Positive, not Significant, Rejected
Shopping Value through Shopping Wellbeing on E-WoM Activity	0,388	5,456	0,000	Positive, Significant, Accepted

Source: Data processed with smartPLS4

Table 4. Result of Mediation Model Analysis

Direct Effect Variabel	T statistics	P values	Result	Indirect Effect Variabel	T statistics	P values	Result	Type of Mediation
Shopping Value on E-WoM Activity	0,323	0,747	Not Significant	Shopping Value through Self Congruity on E-WoM Activity	1,786	0,074	not Significant	Unmediated
				Shopping Value through Shopping Wellbeing on E-WoM Activity	5,456	0,000	Significant	Full Mediation

Source: Data processed with smartPLS4

Discussion

This study examines the influence of shopping value on e-WoM activity, mediated by self-congruity and shopping well-being, within shopping malls featuring green open spaces. Using SmartPLS 4 with bootstrapping (5,000 resamples), the findings reveal that shopping value significantly enhances self-congruity ($\beta = 0.603$, $T = 8.917$, $p = 0.000$) and shopping well-being ($\beta = 0.726$, $T = 15.459$, $p = 0.000$), reinforcing the value-satisfaction-loyalty theory. However, its direct effect on e-WoM activity is not significant ($\beta = -0.030$, $T = 0.323$, $p = 0.747$), suggesting that emotional engagement is necessary to foster e-WoM.

Self-congruity does not significantly impact e-WoM activity ($\beta = 0.198$, $T = 1.803$, $p = 0.071$), indicating that social involvement may play a stronger role. Conversely, shopping well-being has a strong positive effect on e-WoM activity ($\beta = 0.535$, $T = 6.471$, $p = 0.000$), emphasizing its role in enhancing consumer engagement. Mediation analysis confirms that shopping well-being fully mediates the relationship between shopping value and e-WoM ($\beta = 0.388$, $T = 5.456$, $p = 0.000$), while self-congruity does not ($\beta = 0.119$, $T = 1.786$, $p = 0.074$), as shown in Tables 4 and 5. These findings highlight the crucial role of emotional satisfaction in driving e-WoM activity. Shopping malls with green spaces should enhance consumer well-being by creating engaging and relaxing environments. This approach aligns with SDG 3, emphasizing the importance of well-being and sustainable consumer experiences.

CONCLUSION

The study confirms that shopping value significantly enhances self-congruity and shopping wellbeing, but its direct effect on e-WoM activity is not significant. Shopping wellbeing plays a crucial mediating role, emphasizing the importance of emotional experiences in driving e-WoM participation. In contrast, self-congruity does not strongly mediate this relationship, suggesting that additional factors influence consumer engagement. The findings support the value-satisfaction-loyalty theory and highlight the role of positive emotional experiences in malls with green spaces in contributing to SDG 3.

To enhance shopping wellbeing and e-WoM engagement, malls should optimize green spaces by introducing interactive zones, eco-friendly practices, and community events. Thoughtful design elements, such as water features and comfortable seating, can improve emotional experiences, while reward programs and aesthetic photo spots can encourage social sharing.

Future research should explore unique green space experiences and aesthetic appeal in strengthening self-congruity and customer engagement. Implementing these strategies can enhance mall competitiveness while supporting mental and emotional wellbeing.

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