

## EXPLORING THE ATTRIBUTES OF CUSTOMER DELIGHT AMONG MALL SHOPPERS IN DAVAO CITY

### ABSTRACT

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This study investigated the attributes of customer delight among mall shoppers in Davao City through non-experimental explanatory factor analysis. There were five (5) key informants who participated in interviews to identify the factors of customer delight. Based on their responses, the researcher identified 50 factors, which were surveyed among 250 randomly selected shoppers in Davao City to determine how these factors influenced their customer delight. Latent constructs were identified as attributes of customer delight. These constructs included Digital Integration, which refers to innovative technologies and the seamless blending of online and offline experiences; Service Quality, which refers to maintenance and courteous customer service; Customer Experience, which refers to the variety of stores, high product quality, and a pleasant ambiance; and Loyalty Convenience, which refers to essential amenities and efficient shopping processes. These findings provide valuable insights for mall managers and retailers aiming to foster customer satisfaction and loyalty and remain competitive in the evolving retail landscape. By prioritizing these factors, shopping malls can create a holistic and engaging shopping experience that meets evolving consumer preferences and maintains a competitive edge.

**Keywords:** business administration, e-commerce mall shoppers, exploratory factor analysis, Philippines

## INTRODUCTION

Customer delight involves surpassing customer expectations to create a positive emotional response that fosters deep satisfaction and loyalty. It goes beyond simply meeting needs, aiming to surprise and impress with exceptional service (Barron, 2022). In malls, achieving customer delight is crucial for encouraging positive experiences and repeat visits, yet several challenges often arise. Overcrowding during peak times can lead to long wait times, affecting satisfaction and diminishing the overall shopping experience. Additionally, inconsistent or poor service from staff can drive customers away, as they seek more personalized and attentive treatment. Many malls fail to offer tailored shopping experiences, instead providing generic services that do not cater to specific customer needs or preferences. Furthermore, issues like inadequate or poorly managed parking can cause significant inconvenience, adding stress to the shopping experience (Patel, 2024). Customer delight includes practices that prioritize satisfaction by exceeding basic expectations, aiming to evoke joy and loyalty that encourages repeat engagement with the brand (Donna, 2023). With this, the study wants to identify the factors that lead to customer delight in shopping malls Davao city.

Service quality refers to how effectively an organization meets customer needs and expectations through its services. Enhancing service quality can boost an organization's profitability and reputation while directly influencing customer satisfaction and competitiveness. By carefully studying how to assess and improve service quality, it can help a business to achieve its objectives and maintain high standards (Garcia, et al., 2024). Quality represents a level of excellence that can be challenging to measure. Companies that offer high-quality products or services can often charge higher prices. Well-known brands associated with quality evoke trust

and positive perceptions, as they consistently meet expectations in terms of safety, reliability, and performance. Quality is subjective and can be interpreted differently depending on the individual. In fields like business, engineering, and manufacturing, quality refers to how well something serves its intended purpose. It is often viewed as a measure of superiority, whether it applies to a product, service, process, personnel, or the entire organization (Meehan, 2016).

Delivering an exceptional customer experience is essential for success in today's competitive market. When customers feel valued and enjoy positive interactions with a brand, they are more likely to return and engage further. In contrast, poor experiences can push them toward competitors, often permanently. The reputation of a brand often holds more significance than the products or services themselves, making customer experience a key factor in fostering long-term growth (Gallemard, 2021). Over recent years, the focus of customer experience has shifted to ensuring that every step of the customer journey is seamless and obstacle-free. What was once an added value has now become a vital aspect of brand differentiation and business success. Quality interactions with customers directly shape a company's trajectory, turning occasional buyers into loyal customers through meaningful engagement (Rai, 2024). In today's competitive landscape, where choices are abundant, providing an outstanding customer experience has become a crucial strategy for standing out. It helps businesses build strong customer relationships and develop a distinct value proposition, promoting mutual growth through a customer-centric approach (Conway, 2023).

Consumer convenience refers to how easily customers can purchase products or services with minimal effort. It's essential for businesses to recognize that 97% of shoppers will abandon a purchase if the process is not convenient enough,

highlighting that ease of buying is as crucial as product pricing (Pittaway, 2020). Convenience allows customers to complete tasks quickly, freeing time for other activities by streamlining processes like quick checkouts, easy online ordering, or user-friendly apps. It also reduces stress by eliminating long waits and complex procedures, enhancing the shopping experience (Faraldo, 2024). Customers now expect this level of convenience, and if a business fails to deliver, they will likely turn to a competitor. The more accessible a business is, the more it attracts and retains customers through positive recommendations. Identifying and integrating strategic improvements to enhance convenience is key to standing out in a competitive market (Barone, 2023).

Digital integration leverages technology to optimize business operations, from automating tasks and enhancing communication to analyzing data for product and service development. The initial step is assessing current technological needs, identifying gaps, and choosing compatible, user-friendly solutions (Besra, 2022). In the evolving retail sector, technology plays a transformative role, driven by post-pandemic changes in consumer behavior and the adoption of innovations like e-commerce and omnichannel models that merge online and in-store experiences (McDonnell, 2023). Advancements in retail technology have improved inventory management, payment systems, and data use, enhancing customer interactions. Data analytics further enables personalized marketing strategies, enriching the overall customer experience (Price, 2023).

Due to the relevance of the topic yet limited studies related to customer delight in shopping malls, the researcher decided to conduct a study related to customer delight to identify the factors that lead to customer delight.

With this, the general objective of this study is to develop a multidimensional framework for customer delight in the context of mall shoppers. Specifically, to (1) identify the factors of customer delight. (2) determine the factor structure that influences customer delight, and (3) develop a scale to measure customer delight among mall shoppers.

The theoretical framework of this proposal is organized around theoretical base from different existing sources, such as books, journal articles, empirical studies, and reliable websites. The theoretical base is related to customer delight.

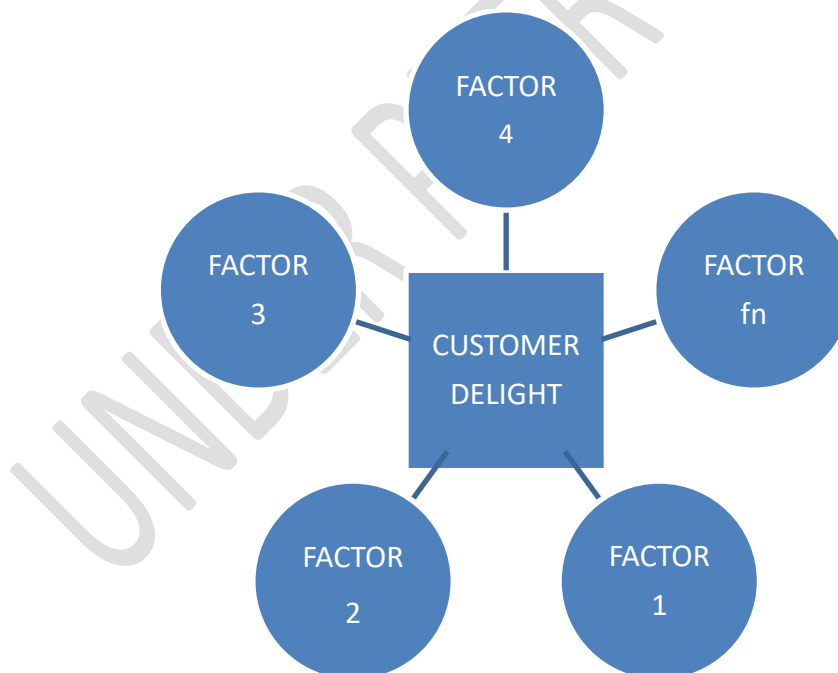


Figure 1. Conceptual framework of the study

The first theory that supports the study is SERVQUAL model, which focuses on service quality and how it affects customer experience. It assesses five key dimensions that contribute to customer perceptions of service quality. Five Dimensions of Service Quality: Reliability: Consistency and dependability in delivering the promised service. Responsiveness: Willingness to help customers promptly and effectively. Assurance: The knowledge and courtesy of employees and their ability to convey trust and confidence. Empathy: Providing personalized attention to customers and understanding their needs. Tangibles: The appearance of physical facilities, equipment, and staff. Application: Businesses use the SERVQUAL model to measure service gaps and improve the overall quality of the customer experience.

Another theory that supports the study is Brown's Convenience Theory (Brown, 1990), which identifies convenience as a fundamental factor influencing consumer behavior. It breaks down convenience into different dimensions that contribute to how customers perceive ease of use and accessibility. How quickly and easily a customer can complete a transaction or access a service. For example, online shopping provides time convenience by eliminating the need to visit physical stores. Businesses must focus on optimizing all dimensions of convenience to improve the overall customer experience and drive satisfaction.

One indicator of customer convenience is digitizing its services. Digital integration refers to the use of digital technologies to seamlessly enhance the customer experience across all touchpoints, making interactions more efficient and personalized. In the context of customer delight, digital integration is key to providing convenience, instant gratification, and personalized experiences. Personalization: Digital tools can provide hyper-personalized experiences, making customers feel

understood and valued. Instant Access: The ability to quickly access products, services, and support digitally creates delight by delivering convenience. Continuous Engagement: Digital touch points enable businesses to stay connected with customers, offering tailored offers and content that enhances their ongoing experience (Thomas H. Davenport, 1993).

UNDER PEER REVIEW

## METHOD

This part represents the research respondents, the research materials and instrument, and design and procedure implemented in the study.

### Study Respondent

The participants in this study were adult mall shoppers, ages 18 to 59, from selected malls in Davao City. The researcher chose to focus on adult shoppers because minors and seniors are often accompanied by adults, making adult shoppers the majority in the malls. The survey was conducted face-to-face, with voluntary respondents who were given sufficient time to complete the questionnaire. The researcher used proportionate-to-size simple random sampling to determine the number of mall customers to be included as respondents. In this study, a total of 250 respondents were randomly selected until the desired sample size was reached. This sample size is sufficient for exploratory factor analysis. The study excludes minors (under 17 years old), individuals with disabilities, and senior citizens (60+ years old).

There is no shortage of recommendations regarding the appropriate sample size for conducting factor analysis. Suggested minimums for sample size range from 3 to 20 times the number of variables, with absolute recommendations ranging from 100 to over 1,000 respondents. However, there is little empirical evidence to support these recommendations (Mundfrom et al., 2009). For this study, qualified respondents include any adult customers of shopping malls in Davao City.

In this study, prospective mall shoppers aged 18 and above were included as respondents. Participation was voluntary, and all respondents provided informed consent before answering the questions. The exclusion criteria were as follows: underage respondents, non-mall shoppers, individuals unwilling to complete the questionnaire, and those who chose not to proceed with the survey.

## Materials and Instrument

The researcher employed a self-made survey questionnaire developed from the in-depth interview key informants, literature, and scholarly sources that fit the study objectives. Refinement of the questionnaires was done through the adviser's assistance and four validators to ensure its validity. The survey questionnaire consists of two parts: Part I included the respondent's demographic profile and Part II captured respondents' ratings on items indicated as factors of customer delight

In interpreting the responses, the following range of means with description and interpretations were used:

Rang of means	Descriptive Level	Interpretation
3.26 – 4.00	Highly Essential	This means that the statement is highly essential to influence customer delight.
2.51 – 3.25	Essential	This means that the statement is essential to influence customer delight.
1.76 – 2.50	Less essential	This means that the statement is Less essential to influence customer delight.
1.00 – 1.75	Not essential	This means that the statement is not essential to influence customer delight.

To ensure that the research instrument effectively measures its intended constructs, content validity was employed. Content validity (CV) evaluates the extent to which the scale's items adequately represent the entire content domain. Experts

familiar with the content domain of the instrument assessed and determined the validity of the items. A Content Validity Ratio (CVR), a numeric value indicating the instrument's degree of validity as determined by expert ratings of the CV, was calculated. In this study, ten experts scrutinized the tailored scale and all of the item statements surpassing the 0.80 cutoff were retained in the scale.

### **Design and Procedure**

This study used a non-experimental quantitative research design, specifically exploratory factor analysis techniques. A non-experimental research design enables researchers not to manipulate variables but observe how they relate and describe the findings (Bonds et al, 2014). This design is the primary study decision method that will be collected from the respondents (Sharma & Purohit, 2021). In this study, the exploratory research design was used to extract the measures that characterize or describe redefining the measures of customer delight among malls shoppers in Davao City by using interviews to form the items of the scale, followed by gathering quantitative Data and analyzing the same using exploratory factor analysis (EFA).

The researcher sent letters of permission to conduct the study, signed by the adviser and endorsed by the Dean of the Professional Schools. Before distributing the questionnaires, the researcher explained the study's rationale to the respondents to help them understand its importance. Survey questionnaires were personally administered by the researcher to the identified respondents to ensure 100% retrieval and to provide immediate responses to any possible inquiries. The respondents were given sufficient time to complete the questionnaire. Subsequently, the questionnaires were retrieved and checked for any missing entries, and they were collected

immediately after being filled out. The survey was conducted over two weeks, starting in mid-March 2024.

After retrieval, the responses were tabulated and processed using appropriate statistical tools. Exploratory factor analysis enabled the researcher to determine the number of components of customer delight in shopping malls. Item loadings were determined, and items with similar themes were labeled with appropriate component names. Items that did not reach the cut-off point or have double-loadings were eliminated. Finally, the results were analyzed and interpreted based on the purpose of the study followed by Principal Component Analysis and Thematic Analysis.

The researcher was able to submit all the documentary requirements to UMERC to secure their approval and was granted a certificate to gather data. The researcher obtained the certificate with the UMERC protocol number #UMERC-2024-181. Furthermore, the researcher adhered to ethical standards in the study to protect the respondents' rights and ensure data confidentiality.

## RESULTS AND DISCUSSION

This section presents the findings and analysis of the gathered data. The results are organized as follows: measures of sampling adequacy and sphericity, the rotated component matrix using Principal Component Analysis (PCA), extracted factors exploring attributes of customer delight, and the developed framework for customer delight among mall shoppers

### Tests of sampling adequacy and sphericity

This measure assesses the suitability of the data for factor analysis. It ranges from 0 to 1, with higher values indicating more appropriate data for factor analysis. The KMO value is 0.897, which suggests that the data is highly suitable for factor analysis. A value above 0.5 is generally considered acceptable, so 0.897 indicates very good sampling adequacy (Ul-Hai et al., 2006), posited that a KMO score of  $>0.5$  indicates that the sample size is sufficient for factor analysis.

Table 1  
Measures of sampling adequacy and sphericity

Measurement	value
Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO)	0.897
Bartlett's Test of Sphericity	6510.522
Degrees of freedom	990
Sig.(p-value)	0

Bartlett's test evaluates whether or not the correlation matrix among variables is an identity matrix, which would indicate that variables are uncorrelated and therefore not suitable for factor analysis. The test statistic is an approximate chi-square value, which is compared against a critical value to determine statistical significance. The approximate chi-square value is 6510.522 with 990 degrees of freedom, and the associated significance level (Sig.) is 0.000 (or  $p < 0.001$ ). Since

the p-value is very small (less than the conventional significance level of 0.05), we reject the null hypothesis that the correlation matrix is an identity matrix. This means that there are significant correlations among the variables, indicating that factor analysis is appropriate.

The results of data reduction analysis on a total of 50 original items are shown in Table 2. Common factors among specific items can be identified using principal component analysis (PCA). Moreover, factor rotation increases a variable's loading on a single factor and decomposes the rows and columns of the factor matrix to make interpretation easier (Hair et al., 2019). The extraction method was principal component analysis, and the rotation method was VARIMAX with Kaiser-Meyer-Olkin normalization.

Only seventeen (17) items met the criteria for factor status after (8) rotations and the remaining ten items still had to meet the minimum standard of 0.60 to be considered. In the literature, factor loadings with a 0.4 were considered suitable for elimination (Lee Chan & Idris, 2017). Variables having factor loadings greater than 0.5 are categorized as factors (Balasundaram, 2009). Using the matrix analysis, four (4) constants were generated to capture the nature of clustered factors. Factors which failed to meet the established coefficient values and with only four (4) factors in clusters were clouded from the matrix analysis.

Table 2  
Rotated Component Matrix using PCA

	Component							
	1	2	3	4	5	6	7	8
VAR00044	0.768							
VAR00045	0.714							
VAR00046	0.662							
VAR00049	0.661							
VAR00048	0.607							
VAR00036		0.737						
VAR00018		0.657						
VAR00035		0.633						
VAR00022		0.626						
VAR00037		0.604						
VAR00007			0.804					
VAR00005			0.782					
VAR00006			0.77					
VAR00004			0.751					
VAR00010				0.853				
VAR00012				0.819				
VAR00011				0.769				
VAR00026					0.739			
VAR00025					0.668			
VAR00031						0.756		
VAR00030						0.743		
VAR00014							0.782	
VAR00016							0.78	
VAR00002								0.742
VAR00001								0.737

This dimension includes a preference for innovation, faster shopping, e-commerce integration, and the benefits of digital information. As consumer preferences evolve, shopping malls face new challenges and opportunities. Innovations like immersive displays and advanced technology are reshaping mall operations and customer engagement, helping malls stay competitive in the changing retail landscape (Siddiqui, 2023). Digital transformation is bringing advantages to both shoppers and retailers. As technology continues to evolve, firms should develop set of tactics to integrate it effectively. Retailers must adapt to customer expectations to gain a competitive edge in the market (Partida, 2021). Digital technologies like AI,

VR, AR, and IoT are transforming store design by creating more interactive and personalized shopping experiences. These innovations help retailers integrate online and offline channels, enhancing shopper's engagement and elevating the overall in-store experience (Gill 2023).

Table 3

Extracted dimensions exploring the attributes of customer delight among mall shoppers

Item	EXTRACTED DIMENSIONS	loading
	<b>Dimension 1 Digital integration</b>	
44	You prefer mall businesses that innovate and compete in new ways to meet your needs compared to those that offer traditional solutions in a crowded market	0.768
45	It is for me that physical retail stores offer the same level of convenience and speed as online shopping,	0.714
46	malls should adapt to using ecommerce to cultivate loyal customers to expand its presence and success in the market	0.662
49	I find the digital information provided by the mall helpful. Like (on their webpage, mobile app... etc.) To find offers, event and news about the mall.	0.661
48	I appreciate the ability to access products or services online, as made possible by digital transformation to the malls, in terms of convenience and accessibility	0.607
	<b>Dimension 2 Service quality</b>	
36	The facilities and amenities in shopping malls are well-maintained and clean	0.737
18	I am satisfied with the customer service provided by the stores	0.657
35	I am treated with courtesy and respect by staff members in shopping malls.	0.633
22	I am satisfied with the conformability of amenities such as seating areas/waiting area	0.626
37	I am satisfied with the level of customer service provided by staff	0.604
	<b>Dimension 3 Customer experience</b>	
07	The availability of exclusive or unique stores enhances my mall	0.804
05	A diverse range of stores and having my preferred shops in the mall positively influences my decision to visit	0.782
06	The quality of products offered in the stores meets my	0.77

04	The ambiance surrounding the mall, including verdant spaces and picturesque views, greatly influences my choice to spend time there	0.751
<b>Dimension 4 Convenience</b>		
10	I prefer shopping for daily items at mall compared to others	0.853
12	The pricing of daily necessities in the mall is reasonable	0.819
11	The mall adequately fulfills my daily shopping needs	0.769

Shopping malls are embracing innovations like interactive displays, fitting rooms, and smart parking to meet evolving consumer needs. These advancements are redefining the shopping experience and driving the future of retail, with endless possibilities as technology and consumer expectations continue to grow (Flame, 2024). Malls are evolving into experiential centers that blend shopping with entertainment and digital features to stay relevant in the e-commerce era. By merging online and offline experiences, they create synergy with e-commerce and use technology to adapt to changing consumer preferences. The future success of malls depends on their ability to embrace innovations and the evolving digital landscape. By Mike (2023), logistics automation integrates AI, data analytics, and robotics to reshape retail. Smart shelves, for instance, provide real-time inventory tracking and automated restocking to enhance efficiency. Also utilizes data analysis to predict trends, streamline inventory management, customize shopping experiences (Joannides, 2024).

Service quality encompasses the overall customer experience, which includes facility cleanliness, maintenance, and customer satisfaction with store and staff service. A well-maintained environment fosters a welcoming atmosphere, while a neglected facility can negatively reflect on the quality standards of the business. Additionally, staff perceptions of their workplace conditions influence their performance expectations and service delivery (Hesson, 2016). Service quality in

shopping malls involves key elements that enhance the assessment of a business's service delivery against customer expectations. Shoppers have specific standards for service, and businesses that meet or exceed these expectations maintain a competitive edge, while those that fall short risk damaging their reputation. This principle applies universally across industries (Edith, 2023). Malls act as community hubs that offer diverse customer experiences. For property owners and managers, effective facility management and rigorous quality assessments are essential for maintaining quality, ensuring longevity, and enhancing customer satisfaction. These assessments include evaluating building conditions and systems like restroom maintenance and lighting. High-quality facilities foster customer loyalty and influence both tenant sales and shoppers' (Kaarle, 2021).

Service quality value in shopping malls is influenced by several factors that determine the customer's perception of how well the services meet their needs and expectations. Customer responsiveness measures how rapidly and viably a firm addresses client needs, request, and complaints. It moreover incorporates how precisely orders are filled and how well feedback is executed (Dealhub Experts, 2024). Customer service quality assurance (QA) is a structured approach to evaluating buyer interactions, pinpointing areas that need improvement, and offering targeted coaching to elevate the overall consumers experience ( Wren, Writer,2024). Tangibility refers to how buyers perceive a service provider based on various physical aspects, such as the efficient of the staff, equipment, and the overall presentation of the company's environment (Endara et al., 2019).

Customer experience encompasses the overall impression that customers develop of a brand throughout their journey, shaping their perception and influencing how they view it. Creating a positive shopping experience is vital for driving business

growth, as it fosters customer loyalty, enhances retention, and encourages brand advocacy. Meeting customer needs by offering unique stores, a variety of shops, and high product quality is fundamental to this process (El-Abidin, 2024). Malls strive to deliver a unique shopping experience through a diverse selection of retailers, including international, national, and local brands, ensuring that there is something for everyone. Elements like cleanliness, ambiance, customer service, and amenities such as seating, restrooms, and Wi-Fi all contribute to a welcoming environment (Shailesh, 2024). In modern retail, the emphasis on customer experience has surpassed the focus on products themselves. It has become a key factor influencing where consumers choose to shop, highlighting the importance of delivering a strong, positive experience to stand out in a competitive market (Frank, 2023).

Personalizing customer experiences is vital for excellent service, with 80% of shoppers favoring businesses that provide tailored interactions. Building strong relationships relies on understanding shoppers on an individual level. An omnichannel loyalty program allows retailers to monitor buyer preferences and behaviors, enabling shopping malls to deliver personalized offers effectively (Karunesh, 2023). The physical environment of a business significantly influences how shoppers perceive it. A well-maintained and appealing setting can enhance consumer feelings towards the brand, positively affecting both perception and sales. Therefore, focusing on the image projected by the physical environment is essential for impacting the company's overall performance (McQuerrey, 2024). Additionally, the products and services segment of the business plan should not merely list what a business will offer; it should also detail pricing strategies, order fulfillment methods, and other essential information that potential investors need for funding

consideration. Moreover, it should highlight what makes products unique and how they differ from the competition (Duermyer, 2024).

Convenience has become a crucial factor in influencing consumers' purchasing decisions, with many willing to pay a premium for ease and efficiency. Businesses must understand what convenience means to their customers to adapt and innovate accordingly, providing solutions that cater to a broader audience and reducing the chances that customer will seek alternatives. Ensuring seamless interactions with business platforms and delivering an exceptional experience is key to customer satisfaction (Garcia, 2023). Shopping malls are a prime example of convenience, offering a one-stop destination where customers can find a wide range of products and services, from retail items to banking and tech support, all under one roof. They provide ample parking, making visits hassle-free, and cater to diverse needs with added entertainment options, enhancing the overall shopping experience (Shuaib, 2024). In today's retail environment, creating an engaging and memorable shopping experience is essential, as it shapes customer perceptions, influences purchasing decisions, and boosts loyalty. Prioritizing customer satisfaction in every interaction helps establish a positive brand image and drives long-term success (Versatile Displays, 2024).

### **Latent Roots Criterion**

A conventional outcome of exploratory factor analysis is typically determined using the latent roots criterion, which involves examining the total variance explained. This result is obtained by identifying the eigenvalues of the factors and the variance associated with each factor. In this study, the Kaiser's criterion, often referred to as the eigenvalue rule, was utilized. According to this rule, only factors with an

eigenvalue of 1.0 or greater are retained for further investigation. The eigenvalue of a factor serves as an indicator of the proportion of total variance explained by that specific factor (Pallant, 2011). The findings from the latent root criterion, as presented in Table 2, indicate that five factors can be extracted from the set of items subjected to factor analysis. These five dimensions or factor structures explain 52.305 percent of the variations in the data.

Table 4  
Total Variance Explained

Components	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	16.135	35.855	35.855	16.135	35.855	35.855	5.995	13.322	13.322
2	3.657	8.126	43.982	3.657	8.126	43.982	4.357	9.681	23.003
3	2.045	4.545	48.527	2.045	4.545	48.527	4.338	9.64	32.644
4	1.701	3.779	52.306	1.701	3.779	52.306	3.19	7.088	39.732
5	1.583	3.517	55.823	1.583	3.517	55.823	3.171	7.048	46.78
6	1.442	3.205	59.028	1.442	3.205	59.028	3.038	6.751	53.531
7	1.246	2.77	61.798	1.246	2.77	61.798	2.579	5.732	59.263
8	1.202	2.67	64.468	1.202	2.67	64.468	2.21	4.91	64.173
9	1.162	2.583	67.051	1.162	2.583	67.051	1.295	2.877	67.051

Extraction Method: Principal Component Analysis.

In Table 4, the latent root criterion reveals the four factors extracted from the dataset through factor analysis that exploring the attributes of customer Delight among mall shoppers. These identified factor structures are as follows: (1) Factor 1, with an eigenvalue of 16.135 and a variance of 13.322; (2) Factor 2, with an eigenvalue of 3.657 and a variance of 9.681; (3) Factor 3, with an eigenvalue of 2.045 and a variance of 9.64; (4) Factor 4, with an eigenvalue of 1.701 and a variance of 7.088 ; These factors represent distinct dimensions of Digital integration, Customer experience Service quality, Convenience , The eigenvalues indicate the amount of variance explained by each factor, with Factor 1 explaining the highest variance, followed by Factors 2, 3, and, 4, respectively. The eigenvalues indicate the

amount of variance in the data explained by each factor, with higher eigenvalues suggesting greater importance or relevance of the respective factors in explaining the observed patterns in the dataset. Additionally, the variance percentages provide insights into the proportion of total variance accounted for by each factor, highlighting their relative significance in Digital integration, Customer experience Service quality, Convenience.

### Framework for customer delight

The thematic framework that depicts the 4 categorized aspects defining exploring the attributes of customer delight in the context of mall shoppers in Davao city is shown in Figure 2. These factors include digital integration, service quality, customer experience, and convenience.

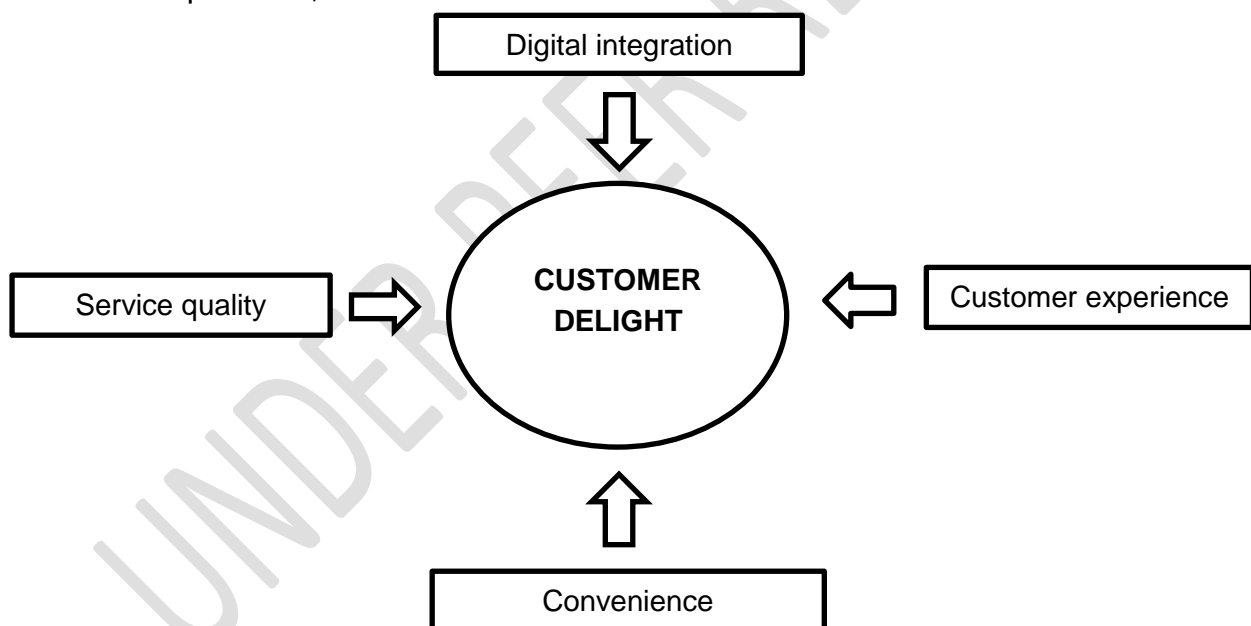


Figure 2 Thematic dimensions of customer delight among mall shoppers

## CONCLUSION AND RECOMMENDATIONS

Based on the results, the researcher identified four dimensions of customer delight in the context of mall shoppers, revealing that customer delight is multi-dimensional. These dimensions are: Digital Integration, Service Quality, Customer Experience, and Convenience. Each of these factors plays a pivotal role in shaping the overall shopping experience, increasingly recognized as crucial in the modern retail landscape.

It is suggested that malls should enhance their Digital Integration by continuing to invest in advanced technological features, such as interactive digital displays, augmented reality fitting rooms, smart parking systems, and self-checkout options. Additionally, malls should strengthen their Service Quality by training staff to provide exceptional customer service, as courteous and helpful interactions significantly boost customer satisfaction.

To enhance the Customer Experience, malls should offer a diverse mix of stores, including international brands, local businesses, and emerging retailers. Creating a pleasant and inviting ambiance with well-designed spaces and greenery can also significantly improve the shopping experience. Finally, malls should continue to prioritize Convenience by streamlining the shopping process with ample parking, accessible ATMs, and personal shopping assistance, which not only enhances customer satisfaction but also supports cost-effectiveness.

Regular quality assessments are also recommended to identify potential challenges and optimize emerging opportunities, ensuring that malls stay competitive and responsive to customer needs.

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