

# The role of stress in mall experience: Differences by shopping motivation and frequency

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## **Abstract**

This article aims to demonstrate that stress is a relevant feeling to take into account in customer experience management at malls. It tries to show that its effects on customer experience, defined through affective and cognitive responses, as well as on satisfaction with the mall differ depending on the shoppers' motivations and frequency of visit. The method is based on Structural Equation Modelling and data were obtained through a survey of 1,088 mall clients. Results show that stress reduces customers' affective response, being this effect less important for frequent shoppers. Furthermore, stress has a U-shaped effect on customers' cognitive response for both utilitarian and hedonic shoppers. Finally, stress reduces satisfaction with the mall, being this effect more important for infrequent shoppers.

**Keywords:** *Stress; Mall experience; Shopping motivation and frequency*

**Track:** Consumer Behaviour