

Keeping the Mall Alive? Identifying the Drivers of Shopping Mall Satisfaction and Closure from Customer Reviews

David de Jong

Vrije Universiteit Amsterdam

Christoph Teller

Institute for Retailing, Sales and Marketing

Dennis Herhausen

VU Amsterdam

Stephan Ludwig

Monash University

Francisco Javier Villarroel Ordenes

University of Bologna

Dhruv Grewal

Babson College

Cite as:

de Jong David, Teller Christoph, Herhausen Dennis, Ludwig Stephan, Villarroel Ordenes Francisco Javier, Grewal Dhruv (2025), Keeping the Mall Alive? Identifying the Drivers of Shopping Mall Satisfaction and Closure from Customer Reviews. *Proceedings of the European Marketing Academy*, 54th, (126417)

Paper from the 54th Annual EMAC Conference, Madrid, Spain, May 25-30, 2025



Keeping the Mall Alive? Identifying the Drivers of Shopping Mall Satisfaction and Closure from Customer Reviews

The transformation of the retail landscape and rise of online retailers have redefined customer expectations for malls. While many face closure, others thrive, emphasizing the need for strategic resource allocation to enhance experiences. This study uses customer reviews and introduce aspect-based sentiment analysis to explore how experiences with retail mix instruments—accessibility, advertising, atmosphere, pricing, products, services, and tenants—impact satisfaction and mall survival. The findings reveal that negative experiences outweigh positive ones in shaping satisfaction, with positive experiences from attractive instruments having a stronger effect than those from must-have instruments. Additionally, the authors uncover mall-specific heterogeneity and the relationships between customers' experiences and malls' survival. These findings offer practical guidance for focusing efforts and resources strategically across retail mix instruments to ensure malls' long-term success.

Keywords: shopping mall retail mix, mall closure, aspect-based sentiment mining.

Track: Retailing & Omni-Channel Management