

Revisit intentions: Novel social responsibility of mall for strengthening mall reputation and perceived trust during fear-arousal of Covid-19 pandemic in India

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Abstract. *The study aims to access the philanthropic influence of malls in creating trust among the shoppers to revisit them during the Covid-19 Unlock Period. Smart PLS-SEM was used to evaluate the responses of 607 customers who voluntarily participated in the survey carried out in Delhi – NCR, India. The study encompasses the hypotheses that the social responsibility of malls generates mall reputation, which in turn strengthens perceived trust, and ultimately the revisit intention. The results established the social responsibility of the mall as a key factor in building mall reputation and fostering trust among the shoppers, ensuring their revisits. The findings also supported shoppers' revisit intention under the varying influence of fear-arousal. The moderating effect of fear arousal on the relationships of mall reputation – revisit intention, and perceived trust – revisit intention in the organized retail industry has been adjudged as a novelty of the present study. The study recommends its application in framing strategies to strengthen the social commitments by retailers and malls, and also to ameliorate fear-arousal among shoppers during such pandemics. The study proposes avenues for further research in context to the social responsibilities of hospitality-related set-ups during a pandemic with varied variables.*

Keywords: Novel CSR, Covid-19, Mall Reputation, Trust, Fear Arousal, Revisit intention

JEL Codes: M14, M10, M30, L81, L82, L83, I18

1. Introduction

1.1 Malls, Covid-19 and Unlock

Malls have always been a place of attraction. People love to visit malls not only for shopping but also to hang out. In India malls are treated as the best and most holistic solution under one roof for all the activities, like shopping, exploring, awareness, entertainment, enjoyment, recreational activities and to avoid routine workloads and pressure to enjoy some of the precious moments with family and friends or alone (Ahmed et al., 2007; Sadachar & Fiore, 2018). A study examined whether an Indian shopper fulfills its utilitarian needs, hedonistic needs, and materialistic needs at a mall (Mehta et al., 2014; D. P. Singh, 2018). But, due to the Covid-19 pandemic which closed all the economic activities for almost a year, for almost all the sectors, the malls were also vacant (i.e., without visitors) between 2020 – 2021 (Kaul, 2020). Involuntarily or voluntarily the visitors restricted themselves to visit the mall. The organized retail industry noted a downfall in growth by -5.7% at the end of 2020 (Coronavirus: Impact on the Retail Industry Worldwide - Statistics & Facts | Statista, 2021). During the lockdown, the people were forced to remain glued at home. Post lockdown, when the market opened in a stage-wise process, visitors voluntarily preferred to remain confined and away from crowded or public places, public transport, educational

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institutes, shopping malls, etc. The sectors were opened in a systematic and stage-wise manner. Access was given to the public to visit malls too. Certain specific protocols were laid down by authorities to visit public places including malls. There were emotions to roam again free to enjoy a normal life. People were also deprived of mall visits during the lockdown. The unlocking of the market and public places instigated the very normal desire of humans to roam freely on the streets, and markets, attend their workplaces, meet friends, etc. The very normal nature of humans to access freedom resulted again in crowded markets and traffic on the streets (AFP, 2021; DHNS, 2021; PTI, 2021). This may instigate the spread of infections again with speed. Thus, the mall visitors had a mixed feelings to visit the mall soon after the unlock announcements (Khan, 2021; Mehra & Jain, 2021; Ramane Amey et al., 2020), which may be a result of 'coronaphobia' (Arora et al., 2020). To visit or not to visit malls has been previously studied by many in normal conditions and environments (H. J. Chang et al., 2015; Deb, 2014; Majumdar, 2005). Also, the studies on selection to visit a mall, mall revisit, and patronage, particularly in a developing country like India have been administered earlier (Kushwaha et al., 2019; Nair, 2018; Sadachar & Fiore, 2018). The pandemic due to the novel coronavirus in the current scenario has become a global threat to humanity and the global economy starting in 2019. The fear of infections of Covid-19 might have restricted shoppers to visit malls (Goolsbee & Syverson, 2021; Mehra & Jain, 2021; Sharma, 2021). Thus, a reputation and trust could have triggered the revisit intentions towards a mall, which is an unexplored area in India to date, to our knowledge. Moreover, corporate social responsibilities (CSR) remained unexplored concerning a mall. It may be believed that CSR policies of malls might have strengthened their reputation and built trust that could play a vital role in developing intentions to visit and revisit a mall.

1.2 Corporate Social Responsibility (CSR), Malls and Covid-19

CSR is a concept that encourages corporations to consider social and environmental issues while making decisions (Fatemi & Dube, 2021). CSR assumes a living relationship of corporations with the principles of sustainable development, i.e. a balance between a) economy, b) society and c) the natural environment (Elkington, 1998). CSR refers to a trait of morals that can distinguish between, right and wrong, good and bad, and continue doing the righteous and ethical thing. It is about planning activities that go beyond legal compliance and still making a profit. However, CSR policy is stimulated by the existing legal framework, which may be inspired by statutes and values (Panagiotopoulos, 2021). Companies implement strategic CSR or tactical CSR in a general course of action. Strategic CSR is the inclusion of a holistic approach toward CSR in strategic planning and core business activities so that organizations can comply with different levels of stakeholders to optimize economic and social values during the long term (del Mar Alonso-Almeida et al., 2015; Galan, 2006; Galbreath, 2010; Wanderley et al., 2008), whereas tactical CSR refers to CSR programs with limited resources and minimum impact on the core activities of a company (Chen, 1992; Connelly et al., 2010). Due to the outbreak of the Covid-19 pandemic in just a few months, the CSR activities by firms and malls have increased to a greater extent (Antwi et al., 2021). Such a new set of CSR activities is considered to be urgent CSR activities. In this research it is manifested that these urgent CSR activities of malls are neither tactical nor strategic hence in the current research it is described as a novel CSR policy. The study implicates the integration of framework about novel CRS in mall practices, mall reputation, and trust to build a significant revisit intention among the shoppers. The knowledge of the study could also be significant in understanding the shopping behavior of customers in malls during the Covid-19 pandemic. The paper provides managerial implications for understanding and arresting fear-arousal among the shoppers of malls. Invasion of Novel Corona Virus has a significant impact on different sectors of the economies hence the researcher perceived a significant research gap that resulted to support the current research to access perceived trust and perceived fear among the shoppers to visit a mall again. The current research is the reflection of the practices undertaken by the malls concerning CSR during the Covid-19 pandemic. It also emphasized factors affecting behavior intention among the shoppers in malls during the Covid-19 pandemic as the researcher found the gap in context to novel pandemic during 2020 and onwards.

2. Review of Literature

The theory of stakeholders as a managing mechanism addresses that a firm should protect the interest of all concerned parties, which may impact the firm's operations to achieve organizational goals and social motives (Freeman, 1984; Nelson. A, 2007; Mai. N. K, 2021). Stakeholder theory illustrates the principles of the relationship between shopping centers or businesses and their employees, community, customers, and social welfare in general (Donaldson and Preston, 1995). It has emerged as a leading paradigm in the literature on CSR education (Francis et al., 2019) and its extension to novel CSR and its practices.

2.1 Novel Social Responsibility of Mall (NSRM)

CSR is defined as a set of activities in context to an organization's perceived social obligations to look beyond profit-making and applicable laws (Brown & Dacin, 1997) to support its sustainable financial growth, to work equally with staff, community and public to enhance the quality of their life (Najam, 1999) and ensure the safety of the shoppers. Social spaces are the areas, capable of modifying as per arising social needs and demands of shoppers. These are developed in a variety of domains to expertise the social interests and needs (Hagberg & Styhre, 2013). According to Styhre (2019) mall is observed as a cultural and civic center in a city. In the service sector and malls, the most substantial matter is the reflection of physical evidence of service-scape, which is capable of creating a brand by acknowledging shoppers with add-on benefits (Maulana et al., 2012). A study suggested that shoppers visualize and establish shopping experiences in a combination of factors which include their safety and security (H. Singh & Sahay, 2012). Malls and retailers claim that CSR policies have numerous benefits to the economy, environment, and society which in turn integrate sustainability into their core business (Jones et al., 2007). COVID-19 has restricted the shoppers' ability to freely engage themselves in social interactions. Hence, it is necessary to configure the steadfastness of theories for conceptual models in the malls (Rosenbaum & Russell-Bennett, 2020) and nomenclate the new CSR practices as 'Novel Social Responsibility of Malls - NSRM' in the present scenario. According to Antwi et al. (2021), generally, CSR during epidemics or pandemics is based on four functions: a) to diagnose the masses, b) to protect the unaffected, c) to treat the affected, and d) to rehabilitate the sufferers. Thus, it was observed that during the Covid-19 pandemic the focus on social messages to the general public was primarily on getting tested for positivity (diagnosis) to segregate the infected and uninfected ones, protect self and others from the infections, and trust vaccination drives to deal with the pandemic issue.

2.2 Mall Reputation (MR)

The reputation of the mall is represented through excellence in quality as well as an ethical attitude toward its stakeholders (Braun et al., 2018). Reputation can be seen as a hologram of multifaced theories incorporating reverence, trust, reliance on consistent developments, and effective communication (Walsh et al., 2009). Shoppers perceive malls as more fun-oriented, satisfying, and rewarding as compared to other modes of shopping, as the hedonic components of mall shopping will be more popular in the future (Roy Dholakia et al., 1995). Merrilees & Miller (2019) mentioned that malls enhance and build the emotional brand experience. The study also extends toward shopping companions that help co-create the shopping brand experience. MR or store image can be interpreted as goodwill that plays an important role in customer satisfaction, trust-building (H. J. Chang et al., 2015), and revisit intention. To build a reputation during such an era, malls make extraordinary in-store experiences for visitors. Malls provide shoppers a reason to visit, complying with security measures to health risks to overcome the inertia of fear, adopted during the lockdown (Denise Lee Yohn, 2020). Shopping malls in Saudi Arabia comply right to entry for those shoppers whose mobile is verified by the Tawakkalna app which is designed by the Saudi Data and Artificial Intelligence Authority to prevent the spread of pandemics (Centre, 2021).

2.3 Perceived Trust (PT)

Sahi et al. (2016) in their study on online retailers concluded that trusting beliefs are positively influenced by an organization's image and reputation which motivate shoppers' intentions to purchase. According to H. H. Chang & Chen (2008), website brand and reputation affect visitors' trust resulting to purchase intention. The ethical approach of retailers affects shoppers' trust towards revisit (Limbu et al., 2012). A study conducted in Taiwan mentioned – trust as an important factor in building and maintaining relationships between service providers and consumers (Cheng et al., 2017). Perceived Trust is an important factor for building long-term and long-lasting relationships between retailers and shoppers (M.-J. Kim et al., 2011).

2.4 Fear Arousal (FA)

Consumers' hygiene consciousness is defined as an individual's "preference for maintaining cleanliness standards" (Talwar et al., 2020, p. 5). A study mentioned hygiene-conscious individuals have a greater tendency to follow social distancing. However, hygiene practices conscious retailers and malls are posing prominent challenges in sales during the covid-19 pandemic (Fernandes, 2020). In the current covid-19 based scenario very little is known to researchers about the purchase and consumption behaviors of consumers, particularly when they come from diverse age groups (R A Rather & Hollebeek, 2021), hence identification of fear arousal in a mall and organized retail stores are perceived as a gap which is supported in the current study. A study conducted in the US during Covid-19 indicated that customers' health locus of control is indirectly affected by the way they purchase their groceries products in 2020. The study also mentioned shoppers drive higher hygiene consciousness and greater social distancing precautionary behavior. Hence it was observed that consumers' online shopping behavior increased during the Covid-19 pandemic, with the corresponding intention to continue this in near future. The study also explored the impact of social distancing on their current pattern of grocery shopping in malls with future intentions to be more contingent on shoppers' age, with a stronger impact observed among older consumers (Itani & Hollebeek, 2021). A similar study further put an insight into pandemic-based grocery shopping behavior, the researchers observed consumers' social distancing behavior drives them to switch their buying intention from visiting the mall to online shopping (Hao et al., 2020; Hollebeek et al., 2021). Shopping channels at the time of the Covid-19 pandemic intend to maintain in near future (Batat, 2021; Pantano et al., 2020; Roggeveen & Sethuraman, 2020). The finding of the study, in turn, yielded an important implication for the researchers to understand the fear arousal behavior among the shoppers. Fear arousal can also be observed when shoppers avoid touching surfaces that included retail shopping carts, KIOSK, or payment terminals. Hence, customers were more inclined to purchase online during the Covid-19 pandemic (Hazée & Van Vaerenbergh, 2021; Jayaweera et al., 2020). The study is linked with the fear arousal among the shoppers of different age groups with the intention level to revisit the shopping center.

2.5 Mall Revisit Intention (MRVI)

Gyte & Phelps (1989) proposed the concept of revisit intention when they observed the British tourist having the intention to revisit Spain. Hence, revisit intention could be defined as a willingness to visit the destination again and to avail of its services and products (Kozak, 2002). A study mentioned that technology orientation and customers' emotions have a direct impact on revisit intention and developing mall patronage (Farrid & Gisip, 2021; Kabadayı & Alan, 2012). Previous studies also advocated perceived value, customers' satisfaction and trust develop revisit intention (D. A. Baker & Crompton, 2000; Han & Hyun, 2015; Jo et al., 2014; H. Kim et al., 2015). A study conducted on restaurants mentioned that justified price generates trust that positively influences revisit intention among the customers (Cakici et al., 2019). The study conducted by Singla & Rai (2016) suggested that depth and variety in stores, and merchandise characteristics (price, promotion, CSR activities, merchandise accessibility) influence shoppers' choice to revisit intention (Johnson & Grayson, 2005). CSR's impact on shopper's loyalty which varies across along with cultures mediates

positive or negative emotions. The study also mentioned that shoppers' association to environmentalism moderates the direct impact of a mall's CSR on buyers' attitudes towards the mall's reputation (Godefroit-Winkel et al., 2021). From the above review, the researcher perceives that revisit intention is reflected in consumers' overall perceptions about CSR. This research proposes to construct the novel CSR as a multidimensional construct. Hence, CSR domains in the current research are the more specific investigation of the impacts of CSR domains on consumers' trust and revisit intention.

3. Development of Conceptual Framework

Considering the above discussions it could be assumed that there could be the following possible relationships:

3.1 NSRM and its relationship with MR

Previous studies established a positive significant relation between CSR, business ethics, green marketing, and business loyalty (Amoako et al., 2021). A CSR complied brand is more likely to be preferred by customers as compared to non-CSR complied brands (Srinaruewan et al., 2015). CSR initiatives play a vital role in perceived service quality resulting in the establishment of high reputed brand value among shoppers (Poolthong & Mandhachitara, 2009; Tingchi Liu et al., 2014). Business transparency has a direct significant impact on mall revisit that develops sustainable business (Foscht et al., 2018). Ijabadeniyi & Govender (2019) in a study stated that consumers' intention and perceived value are mediated by the compliance with legal framework of CSR, whereas ethical and economic CSR serve as moderators in establishing the relationship and importance of CSR in decision-making processes (Gupta & Hodges, 2012; Sahelices-Pinto et al., 2018). (Su et al., 2015) investigated CSR activities in a Chinese hospitality consumption contributed to its reputation, customer satisfaction, and future intention to visit. Based on the previous research, the following hypotheses are formulated and proposed to support the current research in the context to the Covid-19 pandemic. The hypothesis (H1) is the reflection of novel CSR practices and their probable impact on mall reputation to build perceived trust and develop revisit intention.

H1: The novel social responsibility of a mall (NSRM) will strengthen the mall's reputation (MR)

3.2 Relationships between MR, PT, and MRVI

The reputation of a mall plays a considerable role in increasing the purchase intention of a product placed by even a weak producer (Chu et al., 2005). The impact of malls' services and quality is mediated via customers' satisfaction with their behavioral intentions to recommend and revisit the stores. The studies indicated that retail service quality has a significant influence on shoppers' perceptions of mall reputation. The relation between mall image and behavioral intentions is mediated by satisfaction (Y. Kim, 2005; Yu & Ramanathan, 2012). Studies conducted in various cities mentioned that customers are interested in food safety and quality, additionally, consumers purchase from the organized retail or mall because the safety and quality have been ensured by the seller (Paul & Rana, 2012; Tandon et al., 2016; Wertheim-Heck et al., 2015), which may be a measure of reputation, trust and ensured patronage. A similar study conducted in the context of reputation stated the establishment of the positive and significant impact of trust and satisfaction on the commitment. It illustrated positive and significant impacts of perceived reputation on consumer trust (Casalo et al., 2007). Customers share their negative experiences with their mates to avoid patronizing them (Grégoire & Fisher, 2008). Based on the existing research, 'Attribution Theory' illustrated that shoppers may intend to use the reputation of the mall to predict its future visit (Rhee & Haunschild, 2006), which is inculcated by the essence of trust. A good reputation decreases buyers' price unfairness perceptions (Xia et al., 2004). Based upon the above literature review it is proposed that mall reputation affects visitors' perceived trust. Previous research also suggested that mall reputation has a significant impact on buying

intention. Hence, it is perceived that there could be an impact of mall reputation on both perceived trust and revisit intention. Research has also indicated that different dimensions of trust could have varied consequences on the buying intention or mall revisit. During Covid-19 perceived trust about being safe from infection while shopping may contribute towards revisiting intentions. Hence, a multifaced conceptual knowledge of trust is required to explore its applicability (Gefen et al., 2008). Thus, in the background of the above discussion it is justified to propose the following hypotheses as well in context to Covid-19 pandemic:

- H2: Mall reputation (MR) has a positive influence on visitor's perceived trust (PT)**
H3: Mall reputation (MR) has a positive influence on mall revisit intention (MRVI)
H4: Visitor's perceived trust (PT) positively influences mall revisit intention (MRVI)

3.3 The moderating role of Fear Arousal

CSR messages are generally accompanied by visual components, to the shoppers as it has the persuasive power to involve shoppers' attention and empower the cause to become more evident (Garcia & Greenwood, 2015; S.-B. Kim et al., 2014). A study observed the superiority of visuals, that elicit emotions (like sympathy, fear, and anger), over text in influencing buying intentions (Powell et al., 2015). Newhagen (1998) mentioned that images that induce fear and anger are likely to impact more on latency-to-response and can affect memory and buying patterns. The study conducted by Truong et al. (2017) in Vietnam mentioned that perceived cleanliness was observed as a 'factor' corresponding to 'consumers' satisfaction, trust and revisit intention'. Hence, hygiene or cleanliness may create an overall customers experience during COVID-19. A study by Ruiter et al. (2003) based on 'threat information and coping with it', may also be associated with fear arousal as a result of widespread messages on social media during Covid-19. Thus, fear arousal may be sparked by the causing information or thought-provoking processes about the cause (infection – Covid positivity rate) and effect (isolation – hospitalization – death) and may be ceased with the soothing information (reduction in infection rate) and apparent ameliorative actions (Covid Appropriate Behaviour, handy treatment, vaccination drive, curing disease, and other precautions). Fear arousal during Covid-19 has motivated people to buy online with live streaming and socializing simultaneously on the same platform (Addo et al., 2020). It may moderate the relationships between 'reputation - revisit intention, and trust - revisit intention', thereby influencing willingness to isolate themselves (Heffner et al., 2021).

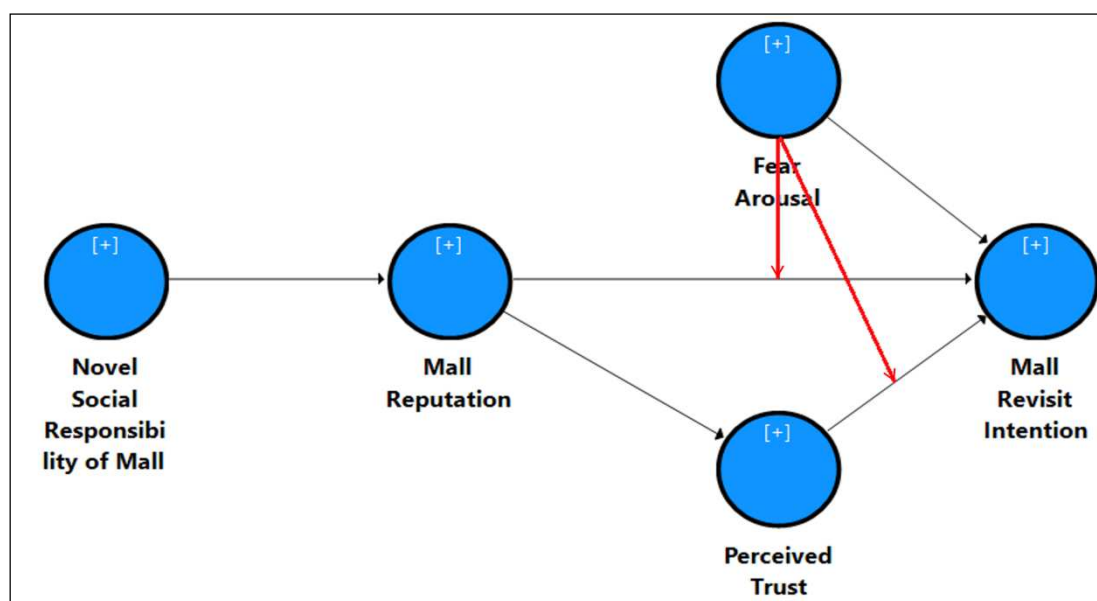


Fig. 1: Conceptual framework based on hypotheses (Source: Author's Hypotheses)

A moderation effect of fear arousal was observed between tourists' trust, tourism destination's reputation, and revisit intention (Hassan & Soliman, 2021), which may be similar for mall shoppers too during Unlock-Phase. Given the above context following hypotheses are proposed to assess mall revisit intention under the influence of fear arousal during the covid-19 pandemic:

H5: Fear arousal (FA) moderates the impact of the mall reputation (MR) on mall revisit intention (MRVI)

H6: Fear arousal (FA) moderates the impact of the perceived trust (PT) on mall revisit intention (MRVI)

Based on the above six hypotheses (H1, H2, H3, H4, H5, and H6), the conceptual framework could be poised (Refer Figure 1):

4. Research Methodology

4.1 Instrument

The questionnaire was divided into three survey sections.

The first page constituted the objectives of the study, confidentiality, and time required to participate in the survey. Moreover, the responder's demographic information consisting of gender, age, marital status, education, employment profile, and income were also captured on this page under survey section 1. Information regarding the responder's favorite shopping mall in Delhi – NCR was captured in survey section 2. In this section information related to NRSM, MR and PT was gathered. Scale related to NRSM was based on the previous studies (Hassan & Soliman, 2021; Jones et al., 2007; Su et al., 2015; Su & Swanson, 2017) with some modifications as per the need of the present study and more specifically the current pandemic environment addressing alarming needs for diagnosis, protection, treatment, and rehabilitation (Antwi et al., 2021). Scale related to MR was adapted from Artigas et al. (2015), H. J. Chang et al. (2015) and Weiss et al. (1999) and that of PT from H. H. Chang & Chen (2008), Cheng et al. (2017), and M.-J. Kim et al. (2011). The last survey section, 3, was related to gathering information about customers' fear arousal and revisiting intention levels during the Covid-19 scenario. The scale related to FA of Covid – 19 was adapted from Hassan & Soliman (2021), Ahorsu et al. (2020), and Ruiters et al. (2003) and that of mall revisit intention was adapted from D. A. Baker & Crompton (2000), J. Baker et al. (2002), and Grewal et al. (Grewal et al., 2003). All the indicators in section 2 were measured on a seven-point Likert-type scale, where 1 is "strongly disagree" and 7 is "strongly agree". All the indicators in section 3 were measured on the same scale, where 1 being "Not at All" and 7 being "Very High". The tested time to attend & complete the survey through this questionnaire was not more than 15 minutes. As the majority of the residents in Delhi – NCR can read and understand the English language very well, so Questionnaire was designed in the English language (Refer to Appendix A).

4.2 Sampling

This study was quantitative in nature and data were gathered from Indian mall shoppers, after the second wave of Covid-19. To obtain primary data, a non-probability sampling method was adopted and a mall-intercept survey approach with a structured close-ended questionnaire was employed (Brown et al., 2013), where shoppers were randomly asked about their willingness to participate in the survey process upon qualifying the norms. This sampling process was followed at various malls in Delhi – NCR, India during the period June 15, 2021, to Aug. 15, 2021, with the help of volunteer scholars. All 650 shoppers were intercepted and requested their time to participate in this survey. Incomplete forms (43) were repudiated. Thus, a total of 607 valid forms constituted the sample size and were used for data analysis.

4.3 Sample profile

The Respondent's demographic data is shown in Table 1.

Table 1: Summary of the sample profile

Variable		N= 607	%
Gender	Male	423	69.69
	Female	184	30.31
Age	18-24 years	220	36.24
	>24-34 years	167	27.51
	>34-44 years	154	25.37
	>44-54 years	54	8.90
	>55 years	12	1.98
Marital status	Single	229	37.73
	Married	378	62.27
Education	School-level	12	1.98
	Bachelor's degree (college/technical/diploma)	436	71.83
	Post-graduate degree (Masters/Ph.D.)	159	26.19
Employment profile	Student	167	27.51
	Business	189	31.14
	Govt. Job	23	3.79
	Private Job	132	21.75
	Homemaker	78	12.85
	Other	18	2.97
Household income	Rs. 30,000 or less	179	29.49
	Rs. 30,001 to 60,000	194	31.96
	Rs. 60,001 to 1,00,000	178	29.32
	Above 100,000 and above	56	9.23

(Source: Author's analysis)

5. Analysis

For analysis of data based on study objectives, particularly for the hospitality sector like malls and allied services, and to verify the hypothesis, partial least square-structural equation modeling has been in use for data analysis. Accordingly, 607 samples were bootstrapped using SmartPLS 3.0 software for the estimation of parameters and verification of the hypothesis (Ali et al., 2018; F. Hair Jr et al., 2014; Hair et al., 2019).

5.1 Measurement model analysis

Before testing the relationship between the constructs, it was verified that the measurement model fulfills the conditions of reliability, convergent validity, and discriminant validity (refer Table 2). The indicators used for the validation of the reliability were Cronbach α coefficient ≥ 0.7 (Cronbach, 1951), the composite reliability index CR ≥ 0.7 (Ali et al., 2018; Hair Jr. et al., 2017), and the Average Variance

Extracted - AVE ≥ 0.5 (Fornell & Larcker, 1981). All five constructs meet the required criteria as the loading values are above 0.7 (Carmines & Zeller, 1979; Hair et al., 2012).

Table 2: Reliability and validity of the instrument

Construct	Item	Outer FL	Outer VIF	Inner VIF	α	rho_A	CR	AVE
Novel Social Responsibility of a Mall (NSRM)	NSRM1	0.901	3.765	1.466	0.957	0.957	0.965	0.822
	NSRM2	0.907	3.984					
	NSRM3	0.892	3.701					
	NSRM4	0.920	4.823					
	NSRM5	0.915	4.378					
	NSRM6	0.905	4.187					
Mall Reputation (MR)	MR1	0.862	2.720	2.495	0.908	0.914	0.932	0.732
	MR2	0.892	3.950					
	MR3	0.861	3.884					
	MR4	0.851	3.068					
	MR5	0.809	3.098					
Perceived Trust (PT)	PT1	0.902	3.750	2.785	0.947	0.949	0.959	0.825
	PT2	0.914	3.877					
	PT3	0.907	3.611					
	PT4	0.899	3.391					
	PT5	0.919	4.353					
Fear Arousal (FA)	FA1	0.908	2.878	1.034	0.907	0.942	0.934	0.779
	FA2	0.873	2.685					
	FA3	0.860	2.739					
	FA4	0.890	2.468					
Mall Revisit Intention (MRVI)	MRVI1	0.879	2.099	1.478	0.860	0.860	0.914	0.781
	MRVI2	0.896	2.347					
	MRVI3	0.876	2.115					

Note: FL = Factor Loadings; VIF = Variance Inflation Factor; α = Cronbach's alpha;
 CR = Composite Reliability; AVE = Average Variance Extracted

(Source: Author's analysis)

To examine the discriminant validity, Fornell & Larcker's (1981) criterion was used and found established because the square roots of AVE of the constructs were higher than the correlation values between all the constructs (Refer Table 3). Discriminant validity was also established with a new robust method HTMT suggested by Henseler et al. (2016) where the threshold value for conceptually different construct is < 0.85 (Refer Table 4).

Table 3: Discriminant validity assessment (Fornell-Larcker Criterion)

	AVE	FA	MR	MRVI	NSRM	PT
FA	0.779	0.883				
MR	0.732	-0.136	0.855			
MRVI	0.781	-0.101	0.531	0.884		

NSRM	0.822	-0.149	0.468	0.237	0.907	
PT	0.825	-0.167	0.755	0.521	0.557	0.908

Values in Italics diagonally are $\sqrt{\text{AVE}}$ (Source: Author's analysis)

Table 4: Discriminant validity assessment (HTMT Ratio)

	FA	MR	MRVI	NSRM	PT
FA					
MR	0.145				
MRVI	0.109	0.603			
NSRM	0.155	0.494	0.261		
PT	0.173	0.803	0.576	0.587	

(Source: Author's analysis)

5.2 Structural model analysis

Partial least square-structural equation modeling was used for structural model analysis with the help of SmartPLS 3.0, using 500 alterations for running the PLS algorithm. The criteria to identify the issues with collinearity is the Variance Inflation Factor (VIF), which should be below the threshold value of 5 (Hair et al., 2019). All the VIF values (Outer and Inner) for the model were below 5, suggesting no collinearity issues (Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, 2017). Also, a full collinearity test - Common Bias Method (CBM) was conducted with a randomly created variable. Its assessment indicated all values less than 3.3 (refer to Table 1), confirming related to CBM (Kock, 2015). SEM performed with SmartPLS can also be estimated for its fitness. The most common and accepted parameter is to assess it based on standard root square residual (SRMS) values which are a result of bootstrapping. A value not exceeding the 0.08 limit is accepted to confirm a model as fit and to reject any inconsistencies with pragmatic relationships (Henseler et al., 2016; Hu & Bentler, 1999). In present analysis SRMR = 0.049 < 0.08 hence, model is found as fit. As the model was tested with SmartPLS, R^2 and Q^2 are the two customary statistical criteria for calculating the magnitude of variance on the dependent variable by each independent variable. In the present study, $R^2 \geq 0.20$ and $Q^2 \geq 0.00$ values for all the constructs (MR, PT & MRVI) in the study were > 0.25, which provide evidence of the predictive accuracy of the PLS path model (Ali et al., 2018; Hair et al., 2014, 2019). From the SmartPLS 3.0 output (refer to Table 5) this is evident, which is a good measure of predictive accuracy.

Table 5: R2 and Q2 values

	R Square	Q Square
MR	0.219	0.148
PT	0.570	0.437
MRVI	0.316	0.233

(Source: Author's analysis)

5.3 PLS-SEM Model analysis

5.3.1 Direct Impact

After assessing the measurement model and structural model, for all the variables we need to proceed toward testing our hypotheses. For this, 10,000 subsamples were created for the stability of results (Ali et al., 2018) for bootstrapping to estimate the PLS path model. Results revealed significant positive influence of independent variables on the dependents, for H1 (NSRM on MR: $\beta = 0.468$, $t = 9.724^{***}$), for H2 (MR on PT: $\beta = 0.755$, $t = 32.042^{***}$), for H3 (MR and MRVI: $\beta = 0.302$, $t = 5.108^{***}$), and for H4 (PT on MRVI: $\beta = 0.296$, $t = 4.903^{***}$). While measuring the effect size, f^2 (where 0.02 = low effects; 0.15 = medium effects; and 0.35 = large effects, Cohen (1988)), the analysis revealed a high level of effect

when NSRM impacts MR, and MR influences PT. However, weak effects were recorded for MR influence on MRVI, and PT influence on MRVI. Hence, all the hypotheses were accepted and results are supporting them (Refer Table 6 & Figure 2).

Table 6: Hypothesis testing results – Direct Impact

Hypothesis No	Path	β	STDEV	T Statistics	p Values	BI		f^2	Result
						2.50 %	97.50%		
H1	NSRM $\rightarrow$ MR	0.468	0.048	9.724 ***	0.000	0.369	0.558	0.281	Supported
H2	MR $\rightarrow$ PT	0.755	0.023	32.042 ***	0.000	0.706	0.796	1.324	Supported
H3	MR $\rightarrow$ MRVI	0.302	0.059	5.108 ***	0.000	0.183	0.414	0.057	Supported
H4	PT $\rightarrow$ MRVI	0.296	0.060	4.903 ***	0.000	0.178	0.413	0.053	Supported

(*p<0.05, **p<0.01, ***p<0.001) (Source: Author's analysis)

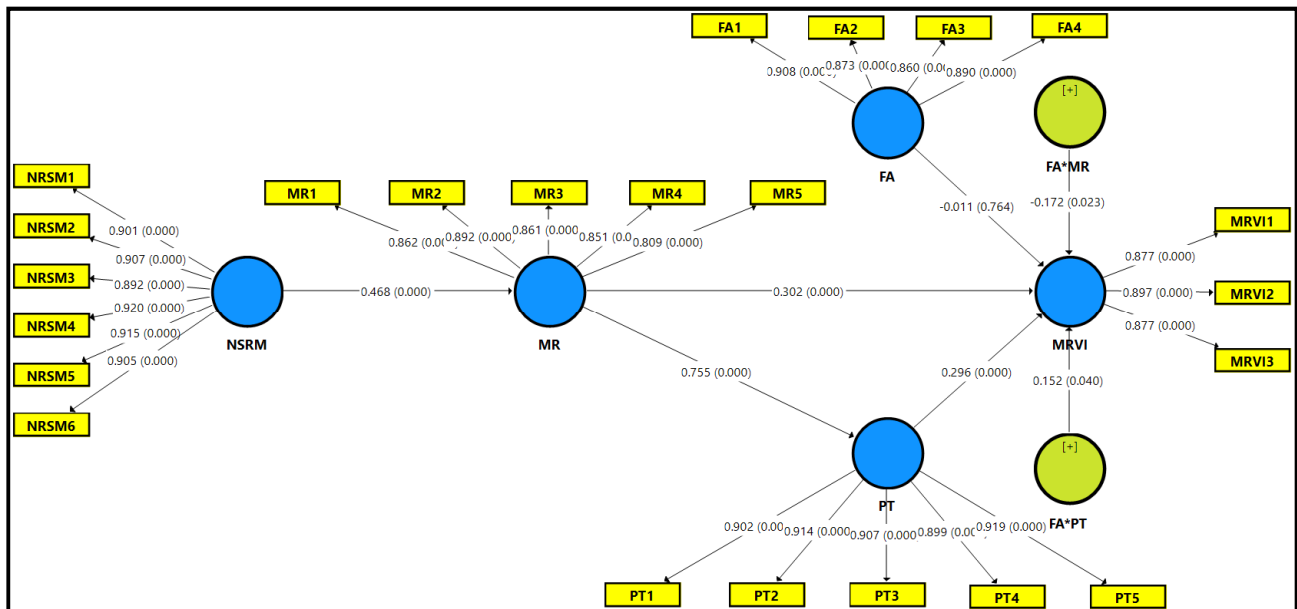


Fig. 2: SmartPLS 3 SEM - Bootstrapping output with β and significance level (Source: Author's analysis)

5.3.2 Moderating Effect

Analysis was also performed to evaluate the moderating role of FA due to Covid – 19. As seen in Table 7, an intangible effect (Cohen, 1988) was observed for the relationship between MR and MRVI in presence of FA (H5: $\beta = -0.172$, $t = 2.269^*$, $f^2 = 0.012$). It is evident that FA had a negative, but significant role in this relationship, implying that high FA may amend MR's positive influence on MRVI. Similar weak effect was recorded for the relationship between PT and MRVI in presence of FA (H6: $\beta = 0.152$, $t = 2.057^*$, $f^2 = 0.012$).

Table 7: Hypothesis testing results – Moderation Impact

Hypothesis no.	Path	B	ST DEV	T Statistics	P Values	f^2	Result
H5	FA on MR $\rightarrow$ MRVI	-0.172	0.076	2.269*	0.023	0.012	Supported
H6	FA on PT $\rightarrow$ MRVI	0.152	0.074	2.057*	0.040	0.012	Supported

(*p<0.05, **p<0.01, ***p<0.001) (Source: Author's analysis)

The above moderation impact can also be verified with Dawson's (2014) approach by plotting two-way interaction effects. From Figure 3 it is concluded that when FA of Covid-19 is low, MR has a stronger influence on MRVI in comparison to when FA of Covid-19 is high. Whereas, when FA is high, PT has a stronger influence on MRVI than when FA is low (Refer Figure 4).

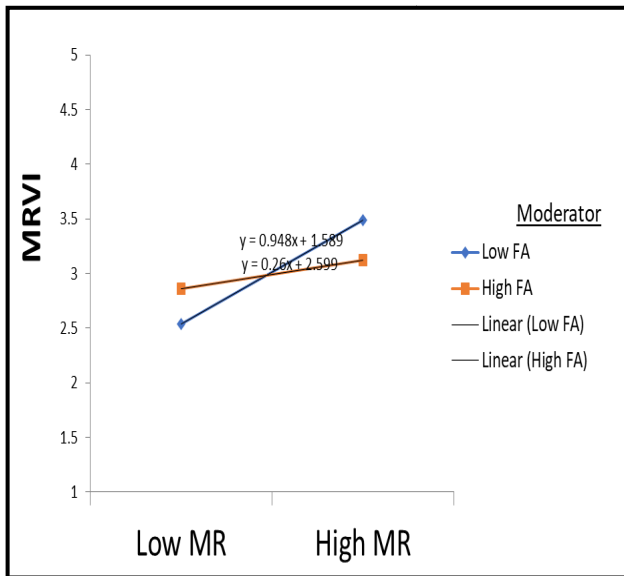


Fig. 3: Two-way interaction FA(MR-MRVI)

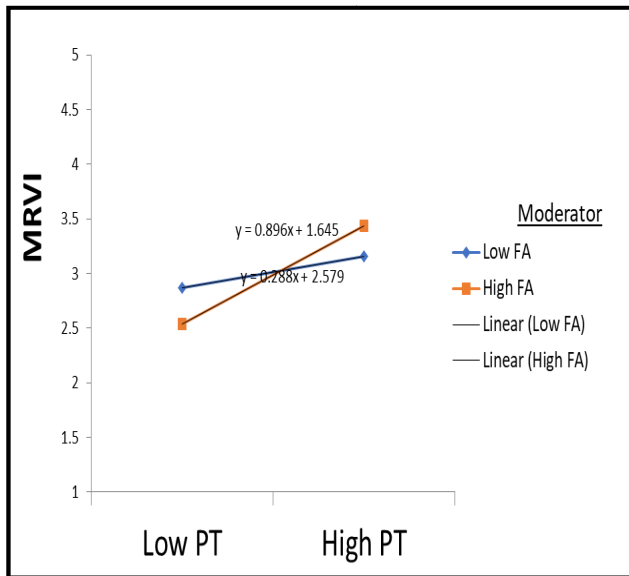


Fig. 4: Two-way interaction FA(PT-MRVI)

(Source: Author's analysis)

6. Results and discussion

The study was carried out with the objectives (a) to assess the impact of NSRM on 'MR, PT, and MRVI', and (b) to examine the moderation role of FA on relationships between MR → MRVI, and PT → MRVI of mall shoppers in Delhi NCR, India. The results of the study supported the proposed conceptual model, its predictive relevance, and predictive accuracy. Observed R^2 values indicated that NSRM weakly accounts for the variation in MR (Chin, 1998; Kock, 2014). Whereas MR moderately explains the variation in PT and weakly for MRVI. Also, PT moderately explains the variation in MRVI (Hair et al., 2014). The Q^2 values are suggestive of weak prediction of MR by NSRM, of PT by MR, and also of MRVI by MR & PT (Hair et al., 2014, 2019) when shopping malls and markets were opened after the mass lockdown due to the Covid-19 pandemic in India. The results have already proved significant relationships between NSRM → MR, MR → PT, MR → MRVI, and PT → MRVI, which culminated in the acceptance of hypotheses H1, H2, H3, and H4 as follows:

H1 accepted as – The novel social responsibility of a mall (NSRM) strengthens the mall's reputation (MR)

H2 accepted as – Mall reputation (MR) has positively influenced visitor's perceived trust (PT)

H3 accepted as – Mall reputation (MR) has positively influenced mall's revisit intention (MRVI)

H4 accepted as – Visitor's perceived trust (PT) has positively influenced mall to revisit intention (MRVI)

This provides us with the clue that the mall reputation is enhanced by the novel social responsibility steps taken by the mall management during the Covid-19 pandemic. These steps may include the mall's voluntary behavior towards supporting the society with integrity and reliable operations following Covid-19

hygiene protocols. Previous studies also opined that the success of a mall depends upon its image or reputation (H. Singh & Dash, 2012) and CSR activities have a positive impact on maintaining the brand image and reputation enhancement (Arief & Pangestu, 2021). Present results (i.e. NSRM strengthens MR, and MR influences PT), corroborate with previous studies (Ozdora Aksak et al., 2016). During the Covid-19 pandemic, organizations that have adopted survival as a social responsibility had improved their reputation and thus incorporated trust in their stakeholders (Hu et al., 2021). Present results also confirm support of MR in developing PT, which is following many previous studies on shopping malls and stores (Broutsou & Fitsilis, 2012; Desai & Phadtare, 2017; Keh & Xie, 2009; M.-S. Kim & Ahn, 2007; Prasad & Aryasri, 2009). Results also demonstrated a positive impact of PT on MRVI which is in line with many workers (Abubakar et al., 2017; Mosavi & Ghaedi, 2012; Raouf Ahmad Rather, 2021; Su et al., 2021). Investigations from the present study revealed that there is a strong impact of social responsibility and similar initiatives on the reputation by boosting the positive image and fostering trust amongst the visitors and consumers, thereby making shoppers loyal to revisit destinations, repeat consumption as well as complementing prior studies (Latif et al., 2020; Su & Huang, 2019; Tong & Wong, 2014). The present study hypothesized that FA would moderate the direct relationships between MR and PT and MRVI. The results of the analysis favorably helped in accepting the hypotheses, H5 & H6 as below:

H5 accepted as – Fear arousal (FA) moderated the impact of mall reputation (MR) on mall revisit intention (MRVI) such that increased FA weakens the positive relationship between MR and MRVI

H6 accepted as – Fear arousal (FA) moderated the impact of perceived trust (PT) on mall revisit intention (MRVI) such that increased FA strengthens the positive relationship between PT and MRVI

As a moderator, FA had a weak, negative and significant role in MR → MRVI relationship. If FA continues to increase, the direct positive link between MR and MRVI will tend to have lower values to the extent that this relationship might turn negative. Present findings substantiate the fact that the ongoing panicky states of isolation, quarantine, migration, joblessness, thriftiness, and high morbidity and mortality due to the Covid-19 pandemic exhibit untoward behavior like reluctance/ fear of outings in many shoppers. The results of the present study on the moderation effect of FA on the relationship of MR → MRVI during Covid-19 corroborate with Hassan & Soliman (2021) who conducted their studies in the tourism sector in Egypt. FA also acted as a moderator on the relationship between PT → MRVI, on the other hand, implies that high degrees of FA could enhance the shoppers' perceived trust to a level, where it will positively impact their intention to revisit the mall. The results of the present study on the moderation effect of FA on the relationship of PT → MRVI during Covid-19 differed of Hassan & Soliman (2021). Rittichainuwat & Chakraborty (2009) in their study on Thailand's hospitality industry observed that a high perceived risk of terrorism (i.e. FA) had a moderating role on traveling of visitors and declined to travel in risk-prone areas. In a study on tourists in China Zheng et al. (2021) observed that trust in Government (i.e. PT) can decrease travel fear but also it restricts travel intentions in the post-pandemic era. Untaru & Han (2021) suggested that the adoption of Covid-19 protocols (i.e. NSRM) by retailers had a significant and positive influence on shoppers' behavior to revisit the retail enterprise which may be due to fostered trust in Covid-19 appropriate behavior adopted by retailers. Based on 201 participants in the US Luo et al. (2021) reported the result of retailers to drive – 'informing the shoppers about enforcing the Covid-19 protocols for visiting the malls/stores in a mandatory and voluntary fashion, followed by appreciation and apology' towards increasing MRVI. Above previous research reinforces the usefulness of measures adopted by retailers similar to shopping malls of Delhi – NCR, India in crafting novel social responsibility factors in the light of the present pandemic. To the best of our knowledge, similar studies are scanty elsewhere, including India on malls and organized retailers where Covid-19 protocols are incorporated to assess the effect of social responsibility of mall concerning mall reputation, perceived trust and mall revisit intention.

7. Implications

Malls and shopping complexes are inevitable in human life to fulfill their utilitarian, hedonic and social needs and act as habitats (Bloch et al., 1994). Due to rapid development in civic infrastructure people kept malls at the first position for hangouts, utilitarian needs, and consumption. Before the Covid-19 pandemic, the intention to revisit a particular mall was based upon certain factors, as assessed by several workers. Tauber (1972) stressed designing new attractive cues for shoppers to influence their visit to the mall, and infusing escapist behavior in shoppers for longevity (stay) and revisit. Visitors' engagement in various in-house activity options like a movie screen, dining courts, fun, and gaming zones, where visitors relax with companions, fantasize, and feel freedom from daily routine work (Bloch & Richins, 1983; Khare, 2011; H. Singh & Sahay, 2012), automate them visiting their favorite mall. Mall attractive dimensions – mall environment, convenience, staff, hygiene, entertainment, and security were identified by Kumar et al. (2021). In India, it is clear that shoppers also pay attention to safety needs. During the Covid-19 pandemic, total hygiene including hand hygiene, physical distancing, application of masks, and sanitizers were addressed by everyone including state administration. Covid-19 appropriate behavior and protocols were followed by individuals and implemented by organizations like small to medium enterprises, offices, manufacturing units, educational institutions, government offices, as well as small to big organized and unorganized retailers including malls. The deadly and highly infectious Covid-19 pandemic united the nation for social upliftment. Many volunteer individuals and corporates/organizations donated in cash or kind and offered services for the cause. A strong feeling of social responsibility was observed where everyone tried to support the needy in his/ her manner. This was observed at shopping malls too. While the opening of markets, malls too responded to implement Covid-19 appropriate behavior and protocols for the safety of shoppers in-line with state policies. The present study verifies and proved that such social responsibility behavior of malls reinforced their image, reputation, and brand in such a way that it further fostered trust amongst their previous visitors and fulfilled their desire for utilitarian, hedonic, and social needs during revisiting. Shoppers were positive towards visiting their mall for environmental concerns in its operations, care of stakeholder's social needs, adoption of health and safety measures during acute distress due to the Covid-19 crisis period. Mall management's policies, for being ethical and in line with state-administered Covid-19 guidelines, were found appreciable. Shoppers relied upon the integrity of the mall's management and its staff in coping-up with the pandemic crisis and also in keeping good intentions towards the safety and health of all stakeholders. Mall management in other cities may adopt similar steps to align visitors' trust with their existing reputation during an event of a crisis. With low fear-arousal malls, reputation will have a high level of revisit intentions than with the high level of fear. This is, therefore, necessary for mall management to infuse a high level of trust among visitors. Because at a high level of fear arousal high level of trust is inevitably required to gain revisit intentions than with a low level of fear. Managers at the malls or similar hospitality sectors may incorporate flexible and novel social responsibility ideas and measures to build a positive image, reputation, and trust to reinvite their guests voluntarily by reducing fear during such pandemics. Also, they may provide good competition to online retailers and services.

8. Limitations and future scope for research

The present study was conducted during the Unlock Period of the Covid-19 pandemic and thus lacked responses from other cities due to restrictions on inter-city travel. Shoppers were also hesitant in direct physical interactions and were difficult to convince for their responses. Therefore, the instrument was made comparatively shorter. Future studies are likely to be intensified to access 'fear-arousal' as an important factor in the background of the current pandemic as a foundation. The present study further proposes avenues for future research in the context of the social responsibilities of hospitality-related set-ups during a pandemic suitable direct, mediating, and moderating relationships.

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