

## Assessing the Impact of Technological Advancement Strategies on Customer Loyalty in Selected Lifestyle Malls: Toward an Enhanced Strategic Framework

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### Abstract

This mixed-methods study investigated the impact of technological advancement strategies on customer loyalty in selected lifestyle malls in District 4 of the National Capital Region, Philippines. The research focused on commonly implemented digital tools such as contactless payments, mobile applications, QR codes, chatbots, and social media platforms, assessing their perceived usefulness, ease of use, and influence on customer satisfaction and loyalty. Guided by the Technology Acceptance Model (TAM) and the Customer Loyalty Model, the study utilized a concurrent triangulation design involving 136 customer surveys and 10 in-depth interviews with tenant partners and owners. Quantitative data were analyzed through descriptive statistics and multiple regression using JASP software, while qualitative data underwent thematic analysis. Findings revealed that all technological tools were rated high in perceived usefulness, with social media platforms achieving the highest mean score ( $M = 3.92$ ), followed by contactless payments ( $M = 3.85$ ). Regression results showed significant positive relationships between technological advancements and both customer satisfaction and loyalty ( $p < 0.05$ ). Qualitative insights highlighted operational benefits, including improved customer engagement and marketing reach, but also noted challenges such as implementation costs, compatibility issues, and training needs. The study concludes that a customer-focused, adaptive, and strategically integrated approach to technological adoption enhances the lifestyle mall experience, improves operational efficiency, and fosters long-term loyalty. An evidence-based three-year strategic framework is proposed to guide digital transformation efforts in lifestyle malls, ensuring a balance between innovation, tenant support, and evolving customer expectations.

*Keywords:* Business Administration; Technological Advancement, Customer Loyalty; Mixed-Methods; Philippines