

IS IT THE MOOD OR THE MALL THAT ENCOURAGES TOURISTS TO SHOP?

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Overview

There is ample evidence to suggest that the most popular tourist activity is shopping, with some people even planning their trips around the shopping experience. However, there is also evidence that many consumers now find shopping an undesirable chore instead of a pleasurable activity. These two conflicting views seem to suggest that consumers still like to shop, they just do not like to shop at home. This research was designed to investigate whether tourists enjoy shopping because they are away from home or whether the mall at which the tourist is shopping is simply a better mall for shopping. The research focused on four aspects of the shopping experience that may differ between shopping at home and shopping as a tourist. These aspects of the shopping experience were the hedonic and/or utilitarian value, the novelty of shopping in a different mall, and the encouragement of social interaction. The findings suggest that both the type of shopping experience, whether at home or away, and the particular mall that a tourist visits will affect the customer's value that is derived from the shopping trip, the overall satisfaction with the mall experience, how long the customer stays at the mall and how much money is spent during the shopping trip.



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■ Introduction

Bob and Mary live in a moderate-sized city (around 150,000 people) in the Midwest. When they go to visit Bob's parents in Minneapolis they always take time to visit a number of the shopping malls in the area including, of course, the Mall of America. Jim and Sandy live in a relatively small town (under 40,000) where the shopping diversity is limited, largely because there is no population base to support a large number of stores. Whenever they go on vacation they enjoy taking time to do some shopping to see products and stores that are not available at home. Lori and Kevin live in a major metropolitan area with a wide range of shopping options available to them. However, that does not stop them from going to Desert Passage and the Shops at Caesar's Forum when they go to Las Vegas. These individuals are far from unique. In fact, there is ample evidence to suggest that shopping is the most popular activity for tourists (e.g., Consumer Reports, 1998). However, research has also found that for many people shopping has become a "task" and consumers do not enjoy shopping as much as they used to (Fischer and Arnold, 1990; Thompson, Locander and Pollio, 1990). These findings create an interesting paradox, which seems to be that people like to shop, but just not where they live.

The purpose of the current study is to investigate how the shopping experience differs between shopping at home and shopping as a tourist. Shopping as a tourist should not be confused with outshopping. Outshopping occurs when an individual in one town or area leaves for the specific purpose of shopping at another town or area within a reasonable distance, and may occur repeatedly (Berman and Evans, 2001). The shopping activity that the current study is interested in is when consumers may be hundreds or even thousands of miles away from home.

■ Literature Review

Why do people go shopping when they are away from home? And do they really enjoy this experience more than shopping at home or is it simply that they are out to get souvenirs or necessities? The retail literature is surprisingly void of either theory or applied research in the area of tourism and retail. While the literature provides little specific guidance for research in this area, there is ample extant research that may provide some insights into the relationship between mall patronage and tourist behavior. There are four specific areas of research in shopping and consumer behavior which the current study will use to guide the research. These are the utilitarian and/or hedonic value that consumers may receive from

shopping, the novelty of shopping in a different shopping mall and the social interaction that may occur while shopping.

Utilitarian and Hedonic Value of Shopping

The utilitarian view of shopping, the acquisition of products in a purposeful and efficient process, has frequently been the focus of research (e.g., Batra and Ahtola, 1991; Bloch and Bruce, 1984). Today's consumers perceive themselves to be under significant levels of time pressure in trying to complete all the necessary tasks for daily life. Thus, for many modern consumers shopping has become simply another line on an already too long "to do" list. It is this view of shopping that appears to be associated with the "dark side" of shopping; essentially that shopping is just another type of work that creates stress rather than enjoyment (Babin, Darden and Griffin, 1994). For example, Fischer and Arnold (1990) found that some consumers viewed Christmas shopping to be simply another "chore" that needed to be done. If consumers have little choice but to go shopping in order to acquire the necessities for daily life, it is possible that some of the pleasurable aspects of shopping have been diminished. However, utilitarian shopping does not have to mean distasteful shopping. A consumer can experience significant utilitarian value when retailers do a good job of performing their obligations of having the right product, at the right price, at the right time, and ensuring that the purchase transaction is completed effectively and efficiently.

The hedonic view of shopping has investigated the potential enjoyment or pleasure that consumers may receive from the act of shopping (Bloch and Richins, 1983; Hirschman and Holbrook, 1982). Frequently for these consumers it is the experience of shopping that is important, rather than the outcome or purchase. Langrehr (1991, p. 428) even suggests that for these consumers "the purchase of goods may be incidental to the experience of shopping. People buy so they can shop, not shop so they can buy." The hedonic value of shopping may come from the sights and sounds experienced while shopping, it may come from the discovery of new products or retailers, a sense of relief from everyday stress and worry, or even a type of fantasy fulfillment (Block and Richins, 1983; Hirschman, 1984). Babin, Darden and Griffin (1994) note that consumers can also experience hedonic value through finding a "bargain." The hunt for the inexpensive item may be intoxicating for some consumers, helping to explain the fascination certain shoppers have with such retail venues as flea markets and eBay.

Do tourists experience hedonic or utilitarian value from shopping while away from home? It is possible that the freedom from the pressures of daily life may allow the tourist to relax and enjoy the pleasant setting

that most malls try to produce and experience greater hedonic value. Tourists may even bring a sense of pleasure they are experiencing from other activities they have been undertaking on their trip into the mall, making it that much easier for the mall visit to be enjoyable. However, being away from home does have its own set of issues with which the traveler must cope. These aspects of the trip may also flavor the visit to the mall and detract from the visit. For example, if a tourist was forced into the mall because of a lost piece of luggage it will be difficult for the mall visit to provide much enjoyment.

Malls may also provide significant utilitarian value for the tourist. This value could be achieved through something as simple as a quick trip to the mall to pick up products they either did not bring with them or need to bring back from their trip. Or the utilitarian value may be the result of the mall visited as a tourist having a different, and possibly greater, selection of merchandise compared to the retail assortment available at home.

Novelty

There are two ways novelty has been examined in research. The first is as a trait in consumers who seek out or have a need for novelty (e.g., Hirschman, 1980; Snepenger, 1986), and the second as a characteristic of a stimulus, frequently an advertisement. Novelty in a stimulus, whether it is an advertisement, product, or even catalog, has been associated with an increased amount of arousal or interest in the stimulus by the consumer (e.g., Cox and Locander, 1987; Stell and Paden, 1999; Tellis, 1997). It is anticipated that this type of effect should also occur when the consumer is exposed to a novel mall.

The literature also strongly suggests that consumers may adjust or habituate to stimuli in a relatively short time (e.g., Griffin, Babin and Modianos, 2000; Tellis, 1997). Once consumers have habituated to a stimulus, even if it was considered novel initially, it will no longer produce the higher arousal state. This habituation should be evident in consumers who shop a particular mall regularly. It is clearly evident mall developers and managers recognize that habituation occurs and try to deal with this effect by the periodic redesigning of existing malls and the search for exciting designs and features for new malls.

Mall developers spend a great deal of time and money in creating physical spaces they hope will attract shoppers. Some shopping centers go to great extremes to create spaces that are unlike any other center, e.g., Mall of America, Grand Canal Shops. At times these spaces may draw upon local influences or history, such as Faneuil Hall in Boston, or create a fantasy or spectacular space, such as Desert Passages in Las Vegas.

Essentially, these spaces create a novelty effect that should provide greater excitement and enjoyment in the shopping experience, more time spent at the mall, and hopefully more dollars spent (Wakefield and Baker, 1998).

Shopping malls, however, do not have to go to these extremes to be perceived as novel. Virtually any mall that is different from a shopper's home mall will have some level of novelty associated with it. While it is true that many of the same stores can be found in malls across the country (e.g., Gap, Limited, Victoria's Secret), each mall will have small stores that may be locally owned or not widely distributed. Each mall is also likely to have anchor department stores, which are frequently under a local identity even if they are part of a larger national chain (e.g., Foley's and Hecht's are both part of May Department Stores). In addition to different stores, each mall will have its own layout and architectural theme which will be different for the tourist shopper and may be perceived as somewhat novel. Mehrabian (1976) has suggested retail environments that create heightened experiences, which the novelty of a center should do, should lead to higher levels of buying.

Social Interaction

The act of shopping is, with few exceptions, a social behavior and frequently performed in the company of friends or relatives. The social interaction afforded by shopping has even been suggested to be the prime motivator for some consumers to visit retail establishments (Darden and Dorsch, 1990). Thus, it is not surprising that studies have frequently found the social context of retail shopping to be an important factor influencing the shopping behavior of the consumer (e.g., Bellenger and Korgaonkar, 1980; Bloch, Ridgeway and Nelson, 1991; Feinberg et al., 1989; Tauber, 1972).

The social side of shopping may take on added importance for the tourist shopper segment for a number of reasons. First, the core reason for the tourist visit may be based on social relations. The tourism literature has recognized that the market of individuals visiting friends or family is a significant segment of the tourism industry and this segment spends a great deal of money on food, gifts and entertainment (Lehto, Morrison and O'Leary, 2001). Second, the decision as to which shopping center to patronize may be influenced by individuals around them (Evans, Christiansen and Gill, 1996). If the tourists are in the area to visit friends or family it is probable that they will visit malls that the locals find enjoyable. And these tourists will not only be guided to the appropriate center, they will also frequently be accompanied by those individuals they are visiting. A third reason the social aspects of a mall may be important is that a

significant number of tourist activities (e.g., golfing, skiing, kayaking) require certain levels of skills or interest which may lessen its appeal for a group activity. It is possible that for many tourists the shopping center is a way to be with friends or family in a setting everyone can enjoy. Shopping allows all parties, of various ages and genders, to be in a single location and engage in social interaction. The ability of the environment to enhance the social interaction can encourage longer stays in the mall, which generally translates into more money spent. The mall can help through such aspects as having benches where parties can meet and talk, a variety of stores that will appeal to different market segments of age and gender and restaurants or eating areas where groups can share a meal.

■ The Study

The Instrument

The data were collected through the use of a self-administered questionnaire. There were two forms of the questionnaire, one for individuals who classified themselves as tourists and one for individuals who identified themselves as locals. Each instrument consisted of a number of attitudinal items scored on a Likert scale of 1 to 5, with strongly disagree to strongly agree, a number of questions about the shopper's behavior (e.g., estimate of time spent in the mall, amount of money spent), a number of demographic questions and a single question about the overall satisfaction with the shopping experience. The tourist questionnaire asked all these questions about their shopping experience at the study site mall and then it asked the tourist the same questions about their average shopping experience with a mall at their home. The local questionnaire only had questions about their experience with the study site mall.

The individual items on the questionnaire included all the scale items developed by Babin, Darden and Griffin (1994) to assess the utilitarian and hedonic value of a shopping experience. The scale has 11 items that tap into the hedonic aspect of shopping and four items to measure the utilitarian value of shopping. Babin, Darden and Griffin (1994) found the scale to be quite reliable and valid for research, and it has since been used in a cross-cultural study where it was also found to work well (Griffin, Babin and Modianos, 2000). In addition, there were five items designed to gauge the level of novelty perceived in the mall and three items to measure the ability of the mall to foster social interaction among the individuals on the shopping trip. The novelty and social interaction items were developed by the researchers based upon a review of

literature and discussion with other researchers and professionals in the retail industry.

The Site

The site used to collect data for this study was Park Meadows Mall in Denver, Colorado. This mall was selected for a number of specific reasons.

- It is located in a suburb of a large metropolitan area that is in the top 10 for destination cities for tourists. We believed this fact would help to ensure a sufficient sample of tourists that would be visiting the area for reasons other than specifically to go shopping.
- Park Meadows is a relatively new mall (less than 10 years old) but is not the newest mall in the metropolitan area. We wanted to see how tourists and locals responded to a more mature mall since the attraction and novelty of a brand new mall wears off quite quickly.
- Park Meadows was cited as one of the top tourist attractions in a recent newspaper article in one of the area's local papers.
- Park Meadows has a mall format consistent with many malls across the country of no theaters or other strictly entertainment venues (e.g., an amusement park) inside the mall.

The data were collected over a three-day period (Thursday-Saturday) during the summer vacation season. To the best of our knowledge there was no large conference, convention or other major event occurring during the data collection period that might have influenced the level of tourism in the area. The times of collection varied by day, but all were early to late afternoon. The data were collected on-site at the mall in the food court area. Approximately one-third of all people approached agreed to fill out the survey each day. The total surveys received from the shoppers on Thursday were 58 tourist, 106 local, on Friday were 65 tourist, 97 local, and on Saturday were 42 tourist, 73 local.

This sample may be not representative of the population of shoppers at the mall. Given that the data collection site was the food court area it is possible that more tourists than local residents were using this area for a quick meal. However, since the research was specifically interested in examining the theoretical basis for shopping as a tourist and not trying to generalize to any particular population of shoppers, the possible non-representative aspect of the sample is not an issue.

■ Hypotheses

H1: The attitudinal and behavioral shopping experiences at a tourist mall are different from the shopping experiences at the respondents' home mall.

Specifically, it is anticipated that individuals who visit a mall as tourists will view the hedonic, utilitarian, novel, social and satisfaction attributes of the experience differently than they would at their home mall. Furthermore, it is anticipated that the experience at the tourist mall will result in behavioral differences with regard to time spent actively shopping, percent of impulse purchases, total time spent at the mall and money spent than at their home mall.

This hypothesis examines the mall shopping experience while away from home, holding constant background factors such as demographics or personality characteristics. If this research hypothesis is supported, then potentially the gestalt of the mall and/or the gestalt of the travel experience are important situational factors affecting the shopping experience. The gestalt of the mall refers to the notion that the physical and symbolic configuration of the merchandise, services, stores and atmospherics are a unified whole such that the properties of the experience cannot be derived from its parts. The gestalt of the trip includes the psychological, sociological and economic aspects of being away from home. These two situational factors, the mall and the trip, occur simultaneously for the shoppers in this hypothesis. Consequently, it is impossible, initially, to initially separate out the gestalt of the mall from the gestalt of being away from home. However, if this research hypothesis is supported, then background characteristics are not driving the nature of the shopping experience.

H2: There are differences in the attitudinal and behavioral shopping experiences for tourists and locals shopping at the same mall. Specifically, it is anticipated that tourists at the mall will view the hedonic, utilitarian, novel, social and satisfaction attributes of the experience differently than will locals at the same mall. Furthermore, it is anticipated that tourists will differ with respect to time spent actively shopping, percent impulse purchases, total time spent at the mall, and money spent than will locals at the same mall.

This hypothesis investigates the influence of being away from home on the shopping experience while holding the mall constant. If the data support this hypothesis, then the gestalt of the trip is a significant situational variable impacting the shopping experience. In other words, being away from home matters.

H3: There are differences in the attitudinal and behavioral shopping experiences for tourists and locals at their respective home malls. Specifically, it is anticipated that tourists will perceive their home malls as providing different hedonic, utilitarian, novel, social and satisfaction attributes than will

locals shopping at the tourist destination (their home) mall. Furthermore, it is anticipated that tourists at their home malls will differ with respect to time spent actively shopping, percent impulse purchases, total time spent at the mall and money spent than will locals at their home mall.

This hypothesis tests the importance of the mall on shopping experiences while controlling for whether someone is shopping at home. If this hypothesis is empirically verified, then the gestalt of mall is a significant variable on the shopping experience. In other words, the mall matters.

■ Data and Method

Displayed in Table 1 are the demographic characteristics of the 388 respondents who provided sufficient data to be included in the analysis. Tourists provided 32% (123) of the sample and local residents comprised 68% (265) of the sample. The demographic profiles of the tourist and local shoppers revealed only one significant difference between the two groups. No significant demographic differences occurred for gender, age, marital status or household size. For example, slightly more than three-fourths of the respondents were female for both the tourist and local consumer populations and the average age was 35 for tourists and 37 for locals. With regard to household characteristics, the two populations were similar with respect to marital status and household size. More than half of the respondents were married in each group while the average household size for both groups was slightly larger than three members. However, the difference in the purchasing power of the two populations was statistically different at the .10 level. The locals had more respondents with incomes greater than \$90,000 and the average tourist income was \$63,000 while the average local income was \$72,000.

The first step in the data analysis was to determine if the items used in the questionnaire were reliable. The 15 items from the hedonic and utilitarian scale were checked for reliability. The Cronbach's α for the 11 hedonic items was .90 and for the four utilitarian items it was .73. Next we did an exploratory factor analysis for the five items we had developed to assess novelty and the three items for social interaction. There was one item in the novelty scale which did not load well, and after it was eliminated the other four items loaded cleanly on a single factor. The three items measuring the ability of the mall to enhance social interaction all loaded on a single factor. The items that we retained can be seen in Tables 2 and 3. The reduced set of items for novelty and the full set of items for social interaction were then checked for reliability. The Cronbach's α for the novelty scale was .67 and for the social interaction scale it was .64.

TABLE 1. DEMOGRAPHIC CHARACTERISTICS OF TOURIST AND LOCAL SURVEY RESPONDENTS

Characteristic	Tourists N = 123	Locals N = 265	Test Statistic	Sig.
Gender			Chi-square = 1.11	.293
Females	79%	76%		
Males	21%	24%		
Age			t = -.94	.346
Under 21	13%	10%		
21-25	9%	8%		
26-30	8%	12%		
31-35	16%	18%		
36-40	5%	15%		
41-45	16%	12%		
46-50	9%	7%		
51-55	7%	6%		
56-60	7%	4%		
Over 60	10%	7%		
Marital Status			Chi-square = 3.75	.153
Married	64%	67%		
Single	35%	28%		
Divorced	2%	6%		
Household Size			t = .31	.759
1	12%	10%		
2	31%	25%		
3	15%	21%		
4	23%	25%		
5 or more	19%	20%		
Income			t = 1.98	.055
Under \$30,000	7%	4%		
\$30,000- \$45,000	9%	12%		
\$45,001- \$60,000	25%	17%		
\$60,001- \$90,000	22%	14%		
\$90,001-\$120,000	15%	27%		
\$120,001-\$150,000	7%	10%		
Over \$150,000	15%	17%		

While these are slightly below the .70 generally accepted level for research (Nunnally, 1978), we decided to retain each as a scale since they loaded so clearly on a single factor and the reliability could not be enhanced through the dropping of any of the items.

■ Findings

The first hypothesis suggested that the attitudinal and behavioral shopping experiences at the subject mall would be different from the shopping

TABLE 2. NOVELTY SCALE ITEMS

	Mean of Item	Factor Loading
This mall has stores that are different from what I am used to	3.23	.824
This shopping mall is not at all what I am used to	2.83	.720
The architecture of this mall is different from what I am used to	3.14	.665
I found merchandise at this mall that I have not seen anywhere else	3.89	.615
Cronbach α for the scale items	.67	

TABLE 3. SOCIAL INTERACTION SCALE ITEMS

	Mean of Item	Factor Loading
My shopping companions and I spent a lot of time socializing with each other	3.80	.796
This is a good mall for visiting with the people I am shopping with	3.86	.768
The mall seemed to have something appealing for everyone I was shopping with today	3.70	.721
Cronbach α for the scale items	.64	

experiences at the respondents' home mall. Table 4 displays the attitudinal and behavioral measures for the shopping experiences by tourists at the study mall and for these same tourists at their home mall. All five of the attitudinal measures and the four behavioral measures were significantly different for the two experiences. The experience for the tourists at the study mall was more hedonic, utilitarian, novel and social, and resulted in higher satisfaction than trips to their home mall. For example, the mall visited as a tourist was viewed as more hedonic (3.53) than the mall visited when they were at home (2.75). Although the tourists spent less time actively shopping at the mall, a greater percentage of their purchases were impulse purchases, they spent more total time shopping and they spent more money at the subject mall than they did on an average trip to their home mall. Specifically, tourists spent 13.5 percent more time engaged in active shopping at their home mall, but had 9.4 percent more impulse purchases, spent approximately one hour more shopping and spent on average \$22.50 more at the mall they visited as a tourist. These attitudinal and behavioral differences can be attributed to being a tourist shopping at the study mall and not to background characteristics of the respondents.

TABLE 4. TOURISTS' ATTITUDINAL AND BEHAVIORAL COMPARISONS OF PARK MEADOWS AND THEIR HOME MALL (N = 123)

Shopping Experience Attributes	Tourists at Park Meadows	Tourists at Their Home Mall	t	Sig.
<i>Attitudinal Attributes</i>				
Hedonic	2.53 (0.70)	1.75 (0.81)	9.12	.000
Utilitarian	2.84 (0.85)	1.87 (0.78)	9.04	.000
Novelty	2.71 (0.91)	1.33 (0.87)	11.50	.000
Social	2.87 (0.87)	2.11 (0.93)	7.59	.000
Satisfaction	8.44 (1.64)	6.16 (2.57)	8.81	.000
<i>Behavioral Attributes</i>				
Percent time active shopping	61.81 (28.83)	75.31 (24.60)	-4.78	.000
Percent impulse purchases	38.74 (39.42)	29.35 (29.84)	2.97	.004
Time spent at mall	3.53 hours (1.61 hours)	2.56 hours (1.36 hours)	6.34	.000
Money spent at mall	\$94.00 (\$87.50)	\$71.50 (\$66.00)	3.03	.003

Note: 1. Means and standard deviations in parentheses reported.

2. Higher scores indicate stronger experience on the attitudinal attribute.

3. Repeated measures t-test used for comparisons.

The second hypothesis incorporated comparisons of tourists and locals while at the subject mall. This hypothesis examined the impact of being away from home on the shopping experience while controlling for the mall. Table 5 displays the attitudinal and behavioral findings for this comparison. For the attitudinal attributes, three of the five measures were statistically significant. The tourists had a higher hedonic and novelty experience and had higher levels of satisfaction. However, no significant differences were reported for the utilitarian value of the shopping experience and the social interaction that was fostered by the mall. Greater differences occurred with respect to the behavioral measures. The tourists spent slightly more time engaged in active shopping than did the locals, but this difference was only approaching statistical significance. The tourists did make more of their purchases on impulse, spent almost an hour more at the mall on average, and spent nearly \$40 more on average than did their local counterparts. Collectively the comparison suggests that being away from home does have an influence on both shopping behaviors and attitudes towards where they are shopping.

TABLE 5. TOURISTS' AND LOCALS' ATTITUDINAL AND BEHAVIORAL COMPARISONS OF PARK MEADOWS

Shopping Experience Attributes	Tourists at Park Meadows N = 123	Locals at Park Meadows N = 265	t	Sig.
Attitudinal Attributes				
Hedonic	2.29 (0.65)	2.08 (0.63)	3.02	.003
Utilitarian	1.95 (0.51)	1.97 (0.53)	-0.41	.683
Novelty	2.70 (0.91)	2.06 (0.78)	6.70	.000
Social	2.86 (0.87)	2.73 (0.79)	1.52	.129
Satisfaction	8.45 (1.62)	7.65 (2.05)	4.08	.000
Behavioral Attributes				
Percent time active shopping	62.11 (28.64)	55.92 (31.01)	1.82	.070
Percent impulse purchases	39.76 (39.92)	22.13 (32.71)	4.11	.000
Time spent at mall	3.53 hours (1.61 hours)	2.62 hours (1.42 hours)	5.27	.000
Money spent at mall	\$94.50 (\$86.50)	\$57.00 (\$76.00)	5.04	.000

Note: 1. Means and standard deviations in parentheses reported.

2. Higher scores indicate stronger experience on the attitudinal attribute.

3. The means and standard deviations for tourists at Park Meadows differ slightly because some tourists did not report home mall information (Tables 5 & 6).

4. Independent samples t-test used for comparisons.

Table 6 reports the data analysis for examining whether the study mall produces a superior shopping experience to one found at other

TABLE 6. TOURISTS' AND LOCALS' ATTITUDINAL AND BEHAVIORAL COMPARISONS OF SHOPPING EXPERIENCES AT THEIR HOME MALL

Shopping Experience Attributes	Tourists at Home Mall N = 123	Locals at Park Meadows N = 265	t	Sig.
Attitudinal Attributes				
Hedonic	1.72 (0.74)	2.08 (0.63)	-4.64	.000
Utilitarian	2.19 (0.59)	1.97 (0.53)	3.58	.000
Novelty	1.33 (0.87)	2.06 (0.78)	-8.28	.000
Social	2.11 (0.93)	2.73 (0.79)	-6.30	.000
Satisfaction	6.19 (2.59)	7.65 (2.05)	-5.34	.000
Behavioral Attributes				
Percent time active shopping	74.93 (24.80)	55.92 (31.01)	6.34	.000
Percent impulse purchases	31.22 (31.26)	22.13 (32.71)	2.48	.014
Time spent at mall	2.55 hours (1.34 hours)	2.62 hours (1.42 hours)	-0.44	.665
Money spent at mall	\$72.00 (\$67.50)	\$57.00 (\$76.00)	1.83	.069

Note: 1. Means and standard deviations in parentheses reported.

2. Higher scores indicate stronger experience on the attitudinal attribute.

3. Independent samples t-test used for comparisons.

malls. This hypothesis holds constant the type of shopping experience factor since the comparisons are made of shopping experiences while not away from home. Table 6 displays the attitudinal and behavioral comparisons between the tourists' home malls and the locals' home mall. The study site was perceived by the local shoppers as providing a greater hedonic, novel and social shopping experience than that experienced by the tourists at their home malls. The subject mall was also perceived by the local shoppers as providing an overall more satisfying shopping experience than the local malls for the tourists. However, the study mall was perceived as less utilitarian than the other malls. In contrast to the attitudinal aspects of the shopping experience, the shopping experiences by tourists at their home malls generated a higher percent of time actively shopping and a greater number of impulse purchases. No differences were observed in the amount of time spent in local mall shopping with both groups reporting approximately two and one-half hours. Lastly, slightly more money (\$15) was spent on average at other malls than at the study mall; however, this difference was only significant at the .10 level. Collectively, the attitudinal and behavioral comparisons in this table indicate that the gestalt of the mall impacts the experience.

■ Discussion

The data collected from the tourists visiting the subject mall provide clear evidence that they perceived their shopping experience at this mall differently than the average shopping experience at their home mall. But was it because they were shopping at a different mall or was it because they were simply away from home? If you look across the data there is evidence that the removal of the stress of daily living may make shopping more enjoyable again. The tourists certainly viewed shopping at the mall they were visiting as a tourist as a more pleasurable experience (higher hedonic value) than did the locals visiting the same mall. The ability to relax and spend more time in the mall may help explain why tourists do more browsing at a mall visited as a tourist (i.e., less time actively shopping) compared to their home mall. This browsing activity may be a factor in what led to the higher percentage of impulse purchases for tourists when compared to shopping at home. Exploring a new shopping venue may bring some of the "thrill of the hunt" back into the shopping experience for the consumer. The data did find that tourists and locals spend about the same amount of time and money when they are shopping at their local malls, which also suggests that being away from home may play a role in encouraging consumers to go shopping. This belief is also supported by the data from the tourists that found they believed they were spending

more time and money at the mall they were visiting than they normally would during a shopping trip at home.

There is also evidence that the mall may play a role in explaining the different reasons why tourists go shopping. The tourists viewed the study mall as more novel than did the locals, which is what would be predicted by the habituation concept. Novelty may enhance both the hedonic and utilitarian value for the tourist. Consumers find the novelty of a different mall engaging and stimulating which should make the experience more pleasurable than the mall that they generally shop at. It may also provide more utilitarian value by providing merchandise and stores which address specific needs of the consumer. Familiarity with the shopping center may help explain why the locals spent less time at the subject mall than did the tourists, but the merchandise and stores available led to the same level of utilitarian value for the local shoppers.

It is also interesting to note that the locals felt the study mall provided greater hedonic value than the malls that the tourists were used to shopping at when they were at home (Table 6). When you combine these results with the comparisons between the tourists' impression of the study mall and the locals' (Table 5) you see that the tourists had even higher values than the locals for the hedonic. That is, even when the at-home shopping period is examined, the study site is perceived as more hedonic than most malls. And when tourists visited the subject mall they perceived it as even more hedonic than those who visit it with greater regularity. This finding suggests that the mall does make a difference. We may not have gotten the results that we did if we had gathered the data at another mall.

The tourists also felt that this mall they were visiting provided more opportunity for social interaction than did their home mall. Since shopping is a social activity it may be that the subject mall was perceived as supporting and encouraging social interaction, making it a more enjoyable place to shop; however, another explanation may also fit the data. It is possible that consumers at home tend to shop alone more frequently and do not really take notice of the ways that their home mall may foster social interaction. But when the tourist is shopping at a mall away from home it is frequently done in the accompaniment of others and social interaction occurs because of the inherent social relations in the shopping group, not because of the mall itself.

Another factor which may suggest that the subject mall is simply a more enjoyable place to shop comes from the significant difference in the percentage of time the locals spent actively shopping at the subject mall compared to the time that the tourists spent in their local malls. When you add to this result the non-significant difference in this behavior between locals and tourists (Table 5), the data tend to suggest that this mall

is a pleasant place to spend time, even if you are not away from home. A cautionary note in this area has to be mentioned though, because the locals at the subject mall and the tourists at their home malls spent about the same amount of time overall in the shopping trip to the mall.

While the data from this study have helped to provide some insight on tourist shopping attitudes and behaviors, it is also essential to note some of the more important limitations of this work. Possibly the most significant problem is the heavy reliance on the retrospective recall of the tourist's home shopping experience. It is relatively easy to gather data about an activity that has just occurred, as with the shopping of both the tourist and local at the same mall. However, getting data about the shopping experience of an individual at home as compared with during a tourist experience is quite difficult. In order to eliminate the retrospective recall the researcher really has only two choices: collect data about the home experiences and then accompany the individual on a trip, or find a tourist at your local mall and go back home with him or her. Neither of these is practical, so some reliance on recall will have to be tolerated.

Another potential problem might be termed a "grass is always browner" effect. When an individual is away from home and enjoying the novelty of another shopping mall it may make the one back home pale in comparison. This pessimistic impression of the shopping options one has available at home may result in more negative attitudes toward these options being expressed than if the shopper were to have been surveyed while still at home.

It should also be noted that we did not attempt to measure the mood of the tourist shopper. The reason for this was because moods tend to be rather transitory and we would never have been able to capture what their moods were when they were shopping at their home malls. However, we believe that the comparisons we made were at least somewhat effective at pulling apart the mood from the mall in what might be underlying some of the significant differences we identified in the attitudes and behaviors of the tourist between shopping at their home mall and a mall while away from home.

■ Conclusion

When one recognizes the vast sums of money that tourists spend in malls, the lack of previous research into this area is quite surprising. Tourists spend a great deal of resources on shopping, which makes it important to support research into how and why they spend these resources. It is also important to note that the lack of research is not just in the retailing field, but also in the tourism field. Any new research in this area, one of the

most significant phenomena in either retailing or tourism, should be shared with both fields.

Is it the mood or the mall that encourages tourists to shop? Based upon the research that we have reported here we would have to say it is *both* the mood and the mall. The research found evidence to suggest that simply being away from home makes the shopping experience more enjoyable and satisfying for the consumer. But our research also found evidence that the specific mall one visits as a tourist may also play a role in making shopping fun again. Future research may be able to provide a definitive answer to the question of whether it is the mood or the mall. For now we would recommend that mall management endeavor to promote word-of-mouth communication about their mall between local shoppers and visitors with whom they may meet. These local shoppers are essentially the gatekeepers of information concerning the mall and its desirability as a place to shop.

Mall management should also strive to find ways to create novelty within the space available. These efforts may mean seeking out new and different retailers, possibly even providing rent concessions or other inducements for a period to encourage them to locate in the mall. These tenants should not be ones that shoppers can find at malls all across the country, so it is more likely that these will be local businesses or entrepreneurs. These actions may also have a positive aspect as far as the mall being seen by the locals as a good community citizen and encouraging local economic growth.

The tourist segment is important economically since tourists tend to spend more money and time at the mall than do the local shoppers. However, local shoppers are still the ones that provide the economic base to support the mall and they are the guides for out-of-towners regarding where to shop and socialize.

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