WHY AND WHERE TOURISTS SHOP:

MOTIVATIONS OF TOURIST-SHOPPERS AND THEIR PREFERRED SHOPPING CENTER ATTRIBUTES

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Overview

Shopping is the number one activity while traveling. Malls and shopping centers are major tourist attractions. Tourists often travel just to shop. Shopping is a big component of travel expenditures. Despite the importance of shopping as a tourism motivator, activity and attraction, this topic is underrepresented in the literature. Furthermore, the focus has been on shopping as a leisure activity for tourists, purchase of souvenirs, buying of exotic items, etc.

This study was designed to address questions such as: Why do people residing in large urban areas with multiple shopping centers shop in a similar center while in another city? What is the typology of the tourist-shopper? What mall attributes are sought by tourists? Are there gaps between the perceptions of tourists and that of shopping center operators?

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Telephone surveys were administered to 485 tourist-shoppers residing in metropolitan areas. Over 50 shopping center management personnel were also surveyed. The tourist-shopper can be segmented based on shopping motivations as *"Shopping Tourists"* motivated by shopping related issues; *"Experiential Tourists"* motivated by the social/entertainment experience of shopping; and *"Passive Tourists"* with low overall push or motivation to shop. Significant differences were found in this typology by ethnicity, income and education. Shopping center personnel ascribed greater importance to "fairs/events," "close to hotel," "enclosed mall," while tourist-shoppers ascribed greater importance to "reflective of local culture" and "unique architecture/buildings." No significant differences were found in expenditures between the segments. "Experiential Tourists" spent the most time in the shopping center. The "Passive Tourist" was least likely to be satisfied or to recommend the center to others.

■ Introduction

Consumers see non-essential shopping as a leisure activity (Martin and Mason, 1987) in part due to the more leisure oriented setting for shoppers (Buttle, 1992; Di Matteo and Di Matteo, 1996; Thomas and LeTourneur, 2001). The purpose of combining leisure with shopping is to target shoppers more effectively, encourage longer visits, gain a competitive advantage and create an image that is marketable (Johnson, 1990). Indeed, Johanson (2000) found that baby boomers, who comprise a great deal of the tourism industry in America, regard time as precious, money as spendable, priorities as changeable and travel as a way to relieve stress. Souvenirs purchased during travel serve as reminders of experiences that differ from the daily routine (Littrell, 1990).

Shopping is reported to be the number one activity while traveling (Goeldner, Ritchie and McIntosh, 2000; Kent, Shock and Snow, 1983) thus tourism is very important to the retail trade. While shopping might not be the specific motivation for visiting a particular location, the shopping possibilities may well be the attraction (Thomas and LeTourneur, 2001) and possibly the most universal of tourist activities (Kent, Shock and Snow, 1983; Ryan, 1991; Timothy and Butler, 1995; Turner and Reisinger, 2001). Crick-Furman and Prentice (2000) found that leisure shopping was associated with travel motives of "fun" and "spending quality time with family and friends." Furthermore, shopping facilities are often listed as an attribute in determining destination image (Jenkins, 1999).

Shopping has also been found to be the second most important travel expenditure following accommodation (Turner and Reisinger, 2001). Tourist shopping expenditures account for 30 to 36% of total travel spending (Bussey, 1987; Littrell, et al., 1994). Tarlow and Muehsam (1992) predict shopping will continue to represent a sizable portion of the travel budget in the present century.

Gordon (1987) said that tourists often feel they must take *something* home from a trip; while being a tourist, a person is no longer working, serious, responsible or thrifty. "They spend money on small foolish items because it is not an ordinary time" (p. 139). Further, Timothy and Butler (1995) reported that tourist shopping is not limited to souvenirs; it includes items such as clothes, jewelry, books, arts and crafts, duty-free goods and electronic goods. People do not go to a vacation destination with a shopping list; rather, shopping becomes a by-product of other experiences (Thomas and LeTourneur, 2001).

Increases in the number of tourism destinations in recent years have led to intensified competition among them (Yannopoulos and Rotenberg, 1999). Shopping centers as a tourist pursuit are important because they create an inviting environment and incentive to travel, develop an attractive tourist product, a source of pleasure and excitement (Jansen-Verbeke, 1987). Despite the important role of shopping as a motivator, an activity and an attraction for tourists, this topic is underrepresented in the literature (Getz, 1993; Heung and Cheng, 2000; Law and Au, 2000). Furthermore, tourism shopping literature has tended to focus on shopping as a leisure activity for tourists, purchase of souvenirs by tourists, buying exotic or foreign items, etc. No study has addressed why tourists residing in large urban areas with multiple shopping opportunities take the time to shop in a comparable shopping environment in another city. This study was designed to address this gap in the literature.

■ Travel Motivations: Push-Pull Motivators

A well-documented theoretical framework for analyzing tourism motivations is the concept of "Push" and "Pull" motivations (Crompton, 1979; Fodness, 1994; Dann, 1977; Jenkins, 1999; Josiam, Smeaton and Clements, 1999; Kim and Lee, 2000; Thatch and Axinn, 1994). "Push" motivations are the sociopsychological needs that motivate a person to travel. Given a choice of many appealing destinations that offer similar attractions, "pull" factors reflect unique attributes of a given destination that motivate the tourist to visit there to the exclusion of others. For example, a harsh winter might motivate or "push" people to travel to beach destinations, seeking sun, surf and sand. While there are many beach destinations with sun, surf and sand on offer, ultimately the tourist can only go to one place. Both Miami and Daytona in Florida are beach destinations. An architect may decide to go to Miami rather than Daytona because he is interested in the Art Deco period architecture on display in Miami, a specific and unique "pull" factor that tips the scale in favor of visiting Miami. The distinction between "push" and "pull" factors is useful for providing a logical and temporal sequencing explanation for tourism behavior (Dann, 1981; Josiam, Smeaton and Clements, 1999).

Push-Pull Framework and Shopping Behavior

Since the purpose of this study was to examine the motivations of tourist-shoppers and the attractions of shopping centers to tourists, this Push-Pull motivational framework was adapted as follows:

- A person living in a large metropolitan area has a number of shopping options close to home and could do their shopping while at home. What are the push factors that motivate this person to shop when they are tourists?
- Given that there are many shopping centers in the destination, what are the attributes or pull factors that motivate the tourist to select a given shopping center to the exclusion of others?

Tourist-Shopper: Push Motivators

Push factors or motivations for travel are central concepts in understanding tourism behavior (Josiam, Smeaton and Clements, 1999; Ross and Iso-Ahola, 1991). One of the most ancient motives for travel is to see the unfamiliar and to escape from pressures and responsibilities of everyday life or the home environment (Boorstin, 1964; Crompton, 1979; Fodness, 1994). Leisure activities are sought to add novelty to daily routines. For example, sightseers in Australia have been found to be motivated by knowledge seeking and social interaction (Ross and Iso-Ahola, 1991). Other examples of push factors include exploration and evaluation of the self, relaxation, prestige, nostalgia, enhancement of kinship relations, social interaction, or just simply the pursuit of entertainment, recreation and fun (Crompton, 1979; Dann, 1981; Fodness, 1994).

When traveling, an individual's shopping behavior is markedly different from his/her normal shopping activity. Money is spent more casually and more non-essential items are bought (Butler, 1991). Consumers gain satisfaction from shopping itself, apart from the purchase of product

(Bloch and Richins, 1983; Buttle, 1992; Christiansen and Snepenger, 2002). Shopping for unique items or items less expensive than they could be purchased for at home may even be viewed as sensible economic behavior (Butler, 1991). Purchasing items not available at home can serve to enhance an individual's desire for uniqueness (Burns and Warren, 1995), and shopping can be a social activity conducive to spending time with friends and relatives (Christiansen and Snepenger, 2002). Souvenirs become tangible evidence of the travel experience purchased to sustain memories of the trip (Littrell et al., 1994).

Shopping motives have also been a topic of academic study. Why do people shop? In an often-cited study, Tauber (1972) attempted to determine motivations for *shopping*, rather than buying or consuming. Two categories of motives emerged: personal and social. Many of the personal motives help explain why an urban tourist may choose to shop on vacation: diversion, self-gratification, physical activity and sensory stimulation. Similarly the social motives, social experiences outside the home, communication with others and pleasure of bargaining may play a role in the shopper tourists' decision to go shopping. Twenty years later, Buttle (1992) replicated and expanded Tauber's work and found that reasons for shopping could be examined through at least six context markers including life-script, lifestyle, episode (product class), relationships, gender and location. The context of location in the Buttle study was specific to travel. Several of the families interviewed indicated that shopping on vacation was very different than shopping at home. Some of the reasons cited were: more time to browse, more relaxed social interaction with family and friends and money has been set aside for spending. "What once was a chore becomes a pleasure . . . shopping becomes special" (pp. 365–366). These shoppers were interested in "killing time, finding out what's new, enjoying the aesthetics of local crafts and souvenirs, [and] enjoying the vacation atmosphere" (p. 366).

Tourist-Shopper: Pull Motivators

Why would tourists from an urban origin shop in a mall on vacation? Store mix and product offerings in most regional malls are quite similar. The primary difference between most regional malls is location. It would be logical that most shoppers would shop in the mall closest to their home; however, it is relatively common for people to travel to shop or shop when traveling (Burns and Warren, 1995). Tourists in Florida and Atlanta have cited shopping as a popular activity and specific benefit of travel (Fodness, 1994; Kent, Shock and Snow, 1983), as it becomes more of a leisure activity than a means to acquire needed goods (Butler, 1991). This may be true especially in cities that report shopping to be the number one tourist activity (Halkias, 2001). There is inherent pleasure in shopping (Dawson, Block and Ridgway, 1990). Tarlow and Muehsam (1992) predicted a number of years ago that shopping would continue to be the primary purpose of travel, especially as shopping centers and malls distinguish themselves as a vacation destination.

Most malls have little to offer that is unique (Butler, 1991). Evans (1999) reports that every mall seems to have the same six anchors and the same 150 national retailers. Even so, the opportunity to shop can be a tourist attraction at varying scales. Malls are attractive: they offer convenience, familiarity, safety and a sense of escapism (Butler, 1991). Shopping in an attractive and diversified environment can be the element that leads to a leisure experience (Jansen-Verbeke, 1987). In a study of West Edmonton Mall, Butler (1991) reported results from a marketing survey that cited shopping, sightseeing and curiosity as three of the top four reasons tourists visit the mall.

The mall itself, if unique enough, can be a tourist attraction. That uniqueness may be size (West Edmonton Mall or Mall of America) or the entertainment options provided. Goeldner, Ritchie and McIntosh (2000) reported Bayside Marketplace as Miami-Dade County's number one visitor attraction and the fifth-most-visited attraction in Florida. When Kinley, Kim and Forney (2002) asked tourists which specific attributes were important in making a mall selection, general priorities included a friendly, organized, safe, clean and pleasant environment. The location of the mall was not comparatively important, suggesting that when the tourist decides to shop, the perceived image of the mall or shopping center is most important. Similarly, Jansen-Verbeke (1987) found shopping facilities and décor to be very important and the greatest criticism with the mall to be lack of variety in the retail assortment.

Dawson, Bloch and Ridgway (1990) posit that the "ultimate survival of all retail establishments depends on providing outlet features that generate patronage among a significant segment of consumers" (p. 409). In the overstored United States, this proposition is an impetus for aggressively pursuing the tourist market in addition to building a strong base with resident shoppers.

■ Research Model and Objectives

Using the push-pull motivation theory as a framework, this study examined how various individual characteristics and shopping center attributes affected the consumer outcome variables, expenditure, repatronage intention and recommendation to other people. This study uses the National Tourism Resources Review Commission's definition of a "*tourist*" as a person who travels away from his or her home for a distance of at least 50 miles (Hunt and Layne, 1991). For this study, a "*tourist-shopper*" is defined as a person who shops while traveling. Study participants were limited to persons living in cities who have shopped at another city while traveling.

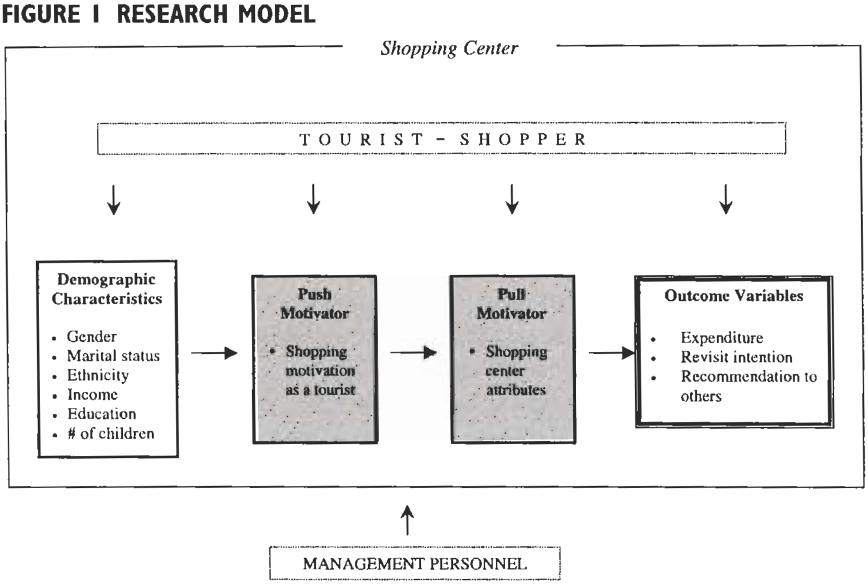
The specific objectives of this study were to: (1) develop a typology of tourist-shoppers based on push motivators; (2) compare tourist-shopper segments in terms of (a) demographic characteristics, (b) pull motivators and (c) outcome variables (expenditure, revisit intention and recommendation); (3) compare pull motivators as self-identified by tourist-shoppers and as perceived by shopping center personnel; and (4) identify demographic characteristics and pull motivators that predict outcome variables. (See Figure 1.)

Methods

Focus Group Interviews

In order to generate items beyond what would be identified through literature review, two focus group interviews were conducted with an average of nine consumers (seven females and two males) between the ages of 25 and 35. Focus groups supplemented by some empirical validation provide a reasonable basis for identifying performance dimensions for measurement (Oliver, 1981). In the focus group interviews, participants were asked to respond to several open-ended questions regarding push motivators and pull motivators: "When you were traveling and you

FIGURE 1 RESEARCH MODEL



went shopping, why did you go shopping?" (push), "How do you decide where to go?" (pull) and "What kinds of shopping do you like to do there?" (pull). The findings, along with the scales from the literature, were used in developing the push motivators and the pull motivators.

Sample and Data Administration

Two sampling frames were used in this study: tourist-shoppers and management personnel in shopping centers. The sampling frame of tourist-shoppers consisted of brokered telephone lists of four particular metropolitan areas (Chicago, Dallas/Ft. Worth, Atlanta and Washington, D.C.).

A Computer Assisted Telephone Interview was utilized for data collection. Potential respondents were screened by two criteria: (a) they had traveled more than 50 miles to a large metropolitan city within the past year, and (b) the shopping center they visited while traveling in the city was comparable to a shopping center at home.

A total of 485 surveys were collected from four cities: 125 from Chicago, 128 from Dallas/Ft. Worth Metroplex, 114 from Atlanta and 118 from Washington, D.C. A list of shopping centers in the identified metropolitan areas made up the sampling frame of shopping center personnel.

The shopping center personnel were contacted by phone as well. The person who was contacted was in a position to answer all the survey questions; i.e., a marketing director, tourism director, or mall and store managers. Surveys were completed by 52 mall management personnel.

Instruments

The items that were obtained from the literature and focus group interviews served as the foundation of the survey instrument. There were three main variables: push motivators, pull motivators and outcome variables.

Push motivators reflected shopping motivation while traveling. The respondents were asked to indicate the level of importance of various motivations for shopping on a 5-point rating scale (1 "not important" to 5 "very important"). Among the examples of push motivators were "buying souvenirs," "shopping in different kinds of stores," "finding a particular product that I forgot to bring from home," "seeing local stores unique to the area" and "lower sales tax."

The pull factors were derived from Jenkins (1999) and Thach and Axinn (1994). The pull motivators were queried of tourist-shoppers and shopping center personnel with parallel items: "How important is each one of the following attributes when you selected the shopping center?" to tourist-shoppers; and "How important is each one of the following attributes to tourists when they select your specific shopping center?" to shopping center personnel. The attributes consisted of 28 items, such as architecture, popularity of the center, nightlife and entertainment, reflection of local culture and proximity to the airport. The responses were measured based on a 5-point rating scale (1 "not important" to 5 "very important").

Additionally, demographic information profiled shoppers on gender, marital status, number of children, education and household income. Outcome variables included the total estimated expenditure or money and time on the last trip in the shopping center and behavioral intention (e.g., overall satisfaction, intention to revisit, recommending to other people).

Data Analyses

Prior to main data analyses, a factor analysis identified factors of pull motivators. Objective 1 was accomplished by conducting a cluster analysis to identify tourist-shopper segments based on push motivators. To achieve Objective 2 (Develop profiles of different tourist-shopper segments that will be based on push motivators in terms of demographic characteristics, pull motivators and outcome variables), tourist-shopper segments were compared in terms of demographic characteristics, pull motivator factors and outcome variables. For the categorical variables (e.g., gender, marital status, ethnicity), Chi-square was used; for the continuous variables (e.g., income, pull motivators, outcome variables), Univariate Analysis of Variance (ANOVA) was used.

Objective 3 (Compare the pull motivators between tourist-shoppers and shopping center personnel) was accomplished using ANOVA. Finally, Objective 4 (Identify the demographic characteristics and pull motivators that predict outcome variables) was accomplished using regression analyses with each of the two variables (i.e., overall satisfaction and revisit intention) as a dependent variable.

▪ Results

Survey respondents were primarily female, married, with no children living at home. The majority was white, had earned at least a bachelor's degree and reported an income of $70,000 or more (see Table 1).

Objective 1. Develop a typology of tourist-shoppers based on push motivators.

Cluster analysis was employed to classify tourists into segments, using 22 push motivators. K-Means Cluster Analysis was employed to classify respondents into homogeneous segments that exhibited similar motivations as a tourist.

As a result of cluster analysis, a three-cluster solution emerged. Mean scores of push motivators with clusters are presented in Table 2. The three-cluster solution was then validated using ANOVA and discriminate analysis. ANOVA revealed significant differences among three clusters in

TABLE 1. DEMOGRAPHIC PROFILE OF SAMPLE

Demographic	n	Percent
Gender		
Male	173	35.7
Female	312	64.3
Marital Status		
Married	314	65.8
Single	163	34.2
Children Under Age 18 Living at Home		
None	350	72.2
Children age 0 to 6	60	12.4
Children age 7 to 12	56	11.5
Children age 13 to 17	53	10.9
Ethnicity		
White–American	324	69.5
African–American	93	20.0
Hispanic–American	14	3.0
Other	35	7.5
Education		
Graduate Degree	154	31.9
Four-Year College Degree	142	29.4
Two-Year College Degree	36	7.5
Some College	64	13.3
High School or Less	78	16.1
Income		
$30,000 or less	35	8.8
$30,001–$50,000	73	18.3
$50,001–$70,000	72	18.1
$70,001–$90,000	77	15.9
$90,001 or more	142	35.6

all of the 22 push motivators. The result of a multiple discriminate analysis also showed that 98.2% of the respondents were correctly classified.

The clusters were labeled by examining the comparative mean scores of push motivators across clusters.

Segment 1: Shopping Tourists (46.2%). These tourists displayed high mean scores on shopping-related motivations. These tourists indicated their strongest motivations were "to see local stores unique to the area" (M = 3.97), "shopping in different kinds of stores" (M = 3.84), "to buy something special for others" (M = 3.80) and "to hunt for a bargain" (M = 3.66).

Segment 2: Experiential Tourists (27.3%). When compared to the other tourist-shopper segments, these tourists showed the highest scores on all push motivators. The Experiential Tourist placed greater importance on entertainment-related motivations, including "to enjoy a vacation" (M = 4.75), "to treat myself" (M = 4.36), "shopping in different kinds

TABLE 2. CLUSTER MEANS OF PUSH MOTIVATORS FOR TOURIST SEGMENTS

	Cluster 1 Shopping Tourists (n = 200)	Cluster 2 Experiential Tourists (n = 118)	Cluster 3 Passive Tourists (n = 115)	F-statistic
To buy a souvenir	2.07	2.96	1.71	25.21***
To enjoy lower sales tax	2.03	3.37	1.51	61.51***
Shopping in different kinds of stores	3.84	4.34	2.82	51.08***
To treat myself	3.66	4.36	2.58	69.80***
To benefit from my friends' or family's shopping expertise	2.27	3.40	1.50	76.01***
To be in a climate-controlled setting	3.01	4.31	1.87	97.48***
To do people-watching	2.21	3.08	1.47	52.67***
To buy something special for others	3.80	4.25	2.85	45.67***
To hunt for a bargain	3.66	4.25	2.85	56.13***
To find a particular product that I forgot to bring from home	2.86	3.36	2.18	19.13***
To experience entertainment for the entire family	2.57	3.84	1.58	100.69***
To enjoy social interactions with friends or family	3.25	4.20	1.92	107.83***
To shop at upper-end stores	3.13	3.56	2.40	24.96***
To experience larger stores that give me more choices	3.38	4.12	2.05	98.13***
To see local store unique to the area	3.97	4.19	2.90	45.14***
To be entertained while away from home	3.51	4.16	2.18	89.04***
To buy gifts while there	3.40	3.95	2.46	50.69***
To enjoy a vacation	4.07	4.75	2.74	98.82***
To enjoy a different store layout	2.75	4.04	1.63	151.77***
To pass time	2.66	3.77	1.81	77.62***
To get me out of the hotel room	2.55	3.87	1.54	109.12***
To eat while there	2.86	4.27	1.89	120.57***

***$p < .001$.

of stores" (M = 4.34) and "to enjoy social interactions with friends or family" (M = 4.20).

Segment 3: Passive Tourists (26.6%). These tourists displayed the lowest average scores on all 22 push motivators. The greatest importance was placed on "seeing stores unique to the area" (M = 2.90), "to buy something special for others" (M = 2.85), "to hunt for a bargain" (M = 2.85) and "shopping in different kinds of stores" (M = 2.82).

While the Experiential Tourists scored all of the push motivators as relatively important and the Passive Tourists scored all of the push motivators as relatively unimportant, there was a great deal of commonality among the three segments with regard to shopping motivations. All three segments ascribed the least importance to "people-watching," "benefiting from others' shopping expertise" and taking advantage of a "lower sales tax." Similarly all three segments ascribed the most importance to "buying something special for others," "hunting for a bargain," "shopping in different kinds of stores," "enjoying a vacation" and "treating myself."

Objective 2. Compare tourist-shopper segments in terms of: (a) demographic characteristics, (b) pull motivators and (c) outcome variables.

Prior to testing this objective, underlying dimensions of the pull motivators were identified for further analyses (Table 3). Principal Components Factor Analysis with Varimax Rotation produced four factors: Merchandise/Ambience, Entertainment, Mall Basics and Convenience. These factors displayed medium-to-high reliabilities, with Cronbach's alphas ranging from .71 to .86.

Using ANOVAs, the three tourist-shopper segments were compared in terms of demographic characteristics (Table 4-1), pull motivators (Table 4-2) and outcome variables (Table 4-3). As illustrated in Table 4-1, significant differences were displayed by ethnicity, income and education. White-Americans were found to be more likely to be Shopping or Passive Tourists and African-Americans were more likely to be Experiential Tourists. Higher percentages of Shopping Tourists and Passive Tourists had incomes of $100,000 or more compared to Experiential Tourists. This result supports the finding that Experiential Tourists were identified by a higher percentage of African-Americans who have a lower level of household income than do White-Americans. With respect to education, Shopping Tourists and Passive Tourists had higher levels of education (e.g., four-year college or graduate degree) than Experiential Tourists.

Table 4-2 depicts the comparison in pull motivators among the three tourist segments. The three segments differed in all the four pull motivation factors. More specifically, the highest scores on the four pull motivation factors were exhibited by Experiential Tourists, the lowest scores by Passive Tourists.

While the importance of each of the four factors varied significantly

TABLE 3. FACTOR ANALYSIS OF PULL MOTIVATORS

Pull Motivator	Factor Loading	Shopping Tourist M	Experiential Tourist M	Passive Tourist M
Factor 1: Merchandise/Ambience Alpha = .85; Eigenvalue = 4.47; Variance = 15.95				
Quality of products	.76	4.47	4.64	3.94
Merchandise selection	.76	4.35	4.56	3.84
Variety of stores	.72	4.41	4.59	3.77
Attractive décor	.62	3.97	4.42	3.22
Higher end retail stores	.61	3.42	3.74	2.88
Pleasant atmosphere	.61	4.39	4.61	3.51
Occupied shops	.53	3.79	4.18	3.16
Contemporary	.42	3.25	3.67	2.26
Factor 2: Entertainment Alpha = .86; Eigenvalue = 4.32; Variance = 15.43				
Unique architecture/ buildings	.77	2.88	3.59	2.09
Fairs, exhibits, festivals, or cultural events	.73	2.73	3.22	1.84
Lively atmosphere	.65	3.44	4.18	2.35
Reflective of local culture	.63	3.43	3.84	2.56
Night life and entertainment	.62	2.54	3.30	1.65
Restaurant choices	.59	3.15	4.06	2.20
Facilities for information and tours	.56	2.70	3.55	1.63
Factor 3: Mall Basics Alpha = .81; Eigenvalue = 3.37; Variance 12.02				
Enclosed mall	.66	3.28	4.17	2.91
Number of large department stores	.65	3.18	3.83	2.63
Family-friendly	.61	3.49	4.32	2.59
Well-known brands	.57	3.95	4.25	3.45
Popularity of center	.51	3.20	3.97	2.29
Convenient parking	.45	3.89	4.32	3.46
Having a movie theater	.42	2.17	2.91	1.85
Safety of center	.42	4.28	4.55	3.66
Factor 4: Convenience Alpha = .71; Eigenvalue = 2.27; Variance = 8.11				
Close to hotel/motel	.79	3.54	3.98	2.90
Conveniently located	.67	3.85	4.13	3.44
Convenience of other stores	.53	4.10	4.39	3.37
Close to airport	.46	2.00	2.81	1.47

TABLE 4-1. DEMOGRAPHIC CHARACTERISTICS BY TOURIST SEGMENT: FREQUENCIES AND MEANS

	Shopping Tourists (n = 200)	Experiential Tourists (n = 118)	Passive Tourists (n = 115)	F-statistic	Chi-Square
Demographics					
Gender					4.42
Female	136 (68.0%)	72 (61.0%)	65 (56.5%)		
Male	64 (32.0%)	46 (39.0%)	50 (43.5%)		
Marital Status					1.90
Married	134 (68.0%)	72 (61.5%)	79 (69.3%)		
Single	63 (32.0%)	45 (38.5%)	35 (30.7%)		
Ethnicity					43.68***
African-American	26 (13.5%)	43 (37.4%)	14 (12.7%)		
White-American	146 (75.6%)	58 (50.4%)	89 (80.9%)		
Native-American	2 (1.0%)	0	0		
Hispanic-American	7 (3.6%)	4 (3.5%)	3 (2.7%)		
Asian-American	2 (1.0%)	4 (3.5%)	2 (1.8%)		
Multi-racial	3 (1.6%)	0	0		
Income					51.03***
Less than $20,000	2 (1.2%)	5 (5.2%)	2 (2.1%)		
$20,000–29,999	4 (2.3%)	14 (14.4%)	2 (2.1%)		
$30,000–39,999	13 (7.6%)	10 (10.3%)	5 (5.3%)		
$40,000–49,999	15 (8.7%)	15 (15.5%)	6 (6.4%)		
$50,000–59,999	19 (11.0%)	12 (12.4%)	5 (5.3%)		
$60,000–69,999	16 (9.3%)	4 (4.1%)	8 (8.5%)		
$70,000–79,999	29 (16.9%)	9 (9.3%)	12 (12.8%)		
$80,000–89,999	15 (8.7%)	3 (3.1%)	7 (7.4%)		
$90,000–99,999	17 (9.9%)	8 (8.2%)	8 (8.5%)		
$100,000 or more	42 (24.4%)	17 (17.5%)	39 (41.5%)		
Education					56.13***
High school or less	23 (11.5%)	35 (29.9%)	7 (6.1%)		
Some college	30 (15.0%)	14 (12.0%)	11 (9.6%)		
Two-year college degree	13 (6.5%)	15 (12.8%)	4 (3.5%)		
Four-year college degree	67 (33.5%)	27 (23.1%)	35 (30.4%)		
Graduate degree	64 (32.0%)	23 (19.7%)	58 (50.4%)		
Household size	2.53	2.50	2.37	.678	
Number of children under 18 years old					11.4
0	140 (70.0%)	78 (66.1%)	91 (79.8%)		
1	32 (16.0%)	16 (13.6%)	10 (8.8%)		
2	19 (9.5%)	20 (16.9%)	12 (10.5%)		
3	6 (3.0%)	3 (2.5%)	1 (.9%)		
4	3 (1.5%)	1 (.8%)	0		

Note. Totals differ due to the missing data.
***p < .001.

TABLE 4-2. PULL MOTIVATORS BY TOURIST SEGMENT: MEANS

	Shopping Tourists (n = 200)	Experiential Tourists (n = 118)	Passive Tourists (n = 115)	F-statistic
Pull Motivators				
Merchandise/Ambience	4.00	4.31	3.30	68.54***
Entertainment	2.96	3.68	2.04	111.19***
Mall Basics	3.43	4.04	2.83	69.24***
Convenience	3.38	3.81	2.80	41.17***

Note. Totals differ due to the missing data.
***$p < .001$.

TABLE 4-3. OUTCOMES BY TOURIST SEGMENT: MEANS

	Shopping Tourists (n = 200)	Experiential Tourists (n = 118)	Passive Tourists (n = 115)	F-statistic
Outcomes				
Overall satisfaction	4.31	4.39	3.92	10.17***
Recommendation to family/friends	4.33	4.45	3.69	20.66***
Revisit intention	4.34	4.36	3.67	17.00***
Money expenditure	724	735	694	.02
Time expenditure	3.64	5.18	2.72	2.63

Note. Totals differ due to the missing data.
***$p < .001$.

among the three shopper segments, further analysis of the individual means of the pull motivators indicates several similarities (Table 3). All three groups regarded "quality of products," "variety of stores," "pleasant atmosphere," "merchandise selection," "safety of center" and "reasonable price ranges" as very important. On the other hand, all three groups ascribed little importance to "close to airport," "having a movie theater," "night life and entertainment," "facilities for information and tours" and "fairs, exhibits, festivals, or cultural events."

Table 4-3 illustrates the result on outcome variables by tourist segment. The three segments differed in overall satisfaction, recommendation to family/friends and revisit intention. Experiential Tourists and Shopping Tourists had higher levels of overall satisfaction and were more likely to recommend the center to family or friends and return to the center. There were no significant differences in money expenditure and time expenditure among the three segments.

Objective 3. Compare pull motivators as self-identified by tourist-shoppers and perceived by shopping center personnel.

Pull motivators were compared between tourist-shoppers and shopping center personnel. T-tests were employed for this purpose. Table 5 contains a complete list of the pull motivators organized into three categories: (a) the perceived pull motivator scores of shopping center personnel were higher than those of tourist-shoppers, (b) non-significant gaps between these two groups and (c) the perceived pull motivator scores of tourist-shoppers were higher than those of shopping center personnel.

Shopping center personnel's scores were higher than tourist-shoppers in a number of pull motivators. High gap scores were found from: "lively atmosphere," "family-friendly," "fairs, exhibits, festivals, or cultural events," "close to hotel/motel," "enclosed mall," "number of large department stores," "conveniently located," "facilities for information and tours," "occupied shops," "restaurant choices" and "popularity of center."

Tourist-shoppers showed higher scores than shopping center personnel on two pull motivators: "reflective of local culture" and "unique architecture/building." There were no significant differences between the two groups in "reasonable price range," "quality of products" and "convenience of other stores."

Objective 4. Identify demographic characteristics and pull motivators that predict outcome variables.

To predict outcome variables based on demographic characteristics and pull motivators, two multiple regression analyses were employed with overall satisfaction and revisit intention as the dependent variables (Table 6).

The significant predictor of overall satisfaction was Merchandise/Ambience. The more likely tourists were motivated by Merchandise/Ambience factor items, the more likely they were to be satisfied with the center. Revisit intention was predicted by two variables: household size and Merchandise/Ambience. The family with larger household size and those who were pulled to the center by Merchandise/Ambience items indicated they intend to revisit the center in the future.

■ Discussion and Applications

The findings of this study will enable professionals and shopping centers to better understand the motivations of the tourist-shoppers and the attributes they seek in shopping centers. Such an understanding will enable them to identify viable market segments. Furthermore, it will assist them in the development of strategies for more targeted marketing efforts such as development of marketing messages, creation of promotional

TABLE 5. COMPARISON OF PULL MOTIVATORS BETWEEN TOURIST-SHOPPERS AND SHOPPING CENTER PERSONNEL

Pull Motivator	Tourist-Shoppers	Shopping Center Personnel	F-statistic
Shopping Center Personnel > Tourist-Shoppers			
Close to airport	2.07	2.96	5.59*
Merchandise selection	4.28	4.46	5.64*
Variety of stores	4.28	4.56	6.68**
Pleasant atmosphere	4.21	4.33	7.02**
Safety of center	4.21	4.25	7.08**
Attractive décor	3.89	3.77	8.12**
Convenient parking	3.92	3.96	10.23***
Well-known brands	3.90	4.12	10.55***
Contemporary	3.09	3.21	13.09***
Higher end retail stores	3.34	3.47	14.38***
Having a movie theater	2.27	3.14	16.54***
Night life and entertainment	2.51	3.48	16.77***
Popularity of center	3.19	3.71	20.30***
Restaurant choices	3.17	4.00	20.58***
Occupied shops	3.70	4.29	21.03***
Facilities for information and tours	2.69	3.42	21.65***
Conveniently located	3.83	4.31	23.09***
Number of large department stores	3.19	3.56	23.85***
Enclosed mall	3.41	3.79	26.33***
Close to hotel/motel	3.47	4.12	29.22***
Fairs, exhibits, festivals, or cultural events	2.66	3.02	31.64***
Family-friendly	3.50	4.37	44.72***
Lively atmosphere	3.39	3.85	45.50***
Non-significant Gaps			
Reasonable price range	4.05	3.52	2.33
Quality of products	4.39	4.27	3.30
Convenience of other stores	3.98	4.08	3.66
Tourist-Shoppers > Shopping Center Personnel			
Reflective of local culture	3.33	3.00	16.60***
Unique architecture/ building	2.91	2.81	16.82***

*$p < .5$, **$p < .01$, ***$p < .001$.

TABLE 6. REGRESSION ANALYSIS: OUTCOME VARIABLES

	Overall Satisfaction	Revisit Intention
Variable	Beta	Beta
Household size	.031	.101*
Income	−.015	−.042
Merchandise/Ambience	.535***	.512***
Entertainment	.002	−.016
Mall Basics	−.071	.014
Convenience	−.088	−.100
Final Statistics		
R	.456	.480
SS	55.237	94.423
Df	6	6
MS	9.206	15.737
F	15.07***	17.095***
R^2	.208	.230

*p < .5, ***p < .001.

programs and design of shopping center ambience to attract tourist-shoppers. This understanding will also serve to increase the number of tourist-shoppers and encourage them to spend more time and money while shopping, providing a competitive advantage to shopping centers.

Why Tourists Shop: Push Motivators

First, the findings show that rather than treating tourists as being a homogeneous group of tourist-shoppers, mall operators need to address them as distinctive segments. Specifically, the *Shopping Tourist* and the *Experiential Tourist,* who compose the majority of tourist-shoppers, already are motivated to shop. Here the challenge for the operator is to get them to their center. This study also shows that the *Experiential Tourist* ascribes great importance to the entertainment and ambience aspects of the shopping center. Operators, however, cannot ignore mall basics such as climate control, merchandise selection and store variety, as these contribute both to core shopping needs and the overall experience. On the other hand, the *Passive Tourist* is not particularly interested in shopping and has to be motivated to shop by being given many reasons to visit a comparable center while on vacation.

Interestingly, three of the five push motivators common to all three shopper segments were personal motivations ("to enjoy a vacation," "to buy something special for others" and "to treat myself"), rather than mall- or product- focused. Mall promotions might focus on personal enjoyment of the shopping environment as well as the unique aspects of individual shopping centers.

While all of the tourists in this study indicated they had shopped in a mall while traveling, it is interesting that "getting out of the hotel" was not a strong enough motivator to go to the shopping center. Malls should give tourists reasons to shop and to choose their particular mall. Advertisements should focus on pleasurable aspects of the shopping center (i.e., store variety, unique local stores, as well as the indulgence aspects of the mall, such as day-spas or gourmet coffee shops and restaurants).

Where Tourists Shop: Shopping Center Pull Factors

A finding that stands out is that all three tourist-shopper types seek stores unique to the local area as well as different kinds of stores in one center. Center operators should try to incorporate unique design elements and different stores to give the tourist a reason to come to their center. The gap analysis findings suggest that while operators perceive that tourist-shoppers place great importance on convenience and proximity to hotel/airport, tourist-shoppers think otherwise. Taken together, these findings suggest that the majority of tourist-shoppers are sufficiently motivated to overcome the barriers of inconvenient location if the center is unique and localized. (This is consistent with Kinley, Kim and Forney, 2002.) Promotional materials placed in hotels and travel centers targeted to tourists should emphasize the unique aspects of the mall.

Even if shopping at the same store as in their local center, tourist-shoppers are seeking a different layout to provide variety. National and international chains need to explore how to preserve brand identity across the chain while yet providing variety and uniqueness in store layout.

It is interesting to examine the pull motivators tourist-shoppers regard as least important. The findings from this study indicate that tourist-shoppers are interested in mall options for the purpose of shopping. While tourists, they do not seek out the entertainment options the mall has to offer such as movie theaters and nightlife entertainment; in fact, in one of the focus groups, one subject commented "I can see a movie at home." Going to a movie is inherently a leisure activity that one engages in at home; the literature indicates that shopping, on the other hand, may be regarded as a chore at home and a leisurely pursuit while traveling.

The mall attributes determined to be most important to attracting tourist-shoppers can be controlled by the mall developers and managers via environmental control and tenant mix. Tourists desire quality, variety, assortment of both stores and merchandise, reasonable prices and safety.

Furthermore, the mere presence of such a large number of significant gaps between tourists' perception and operators' perceptions suggests a need for greater research in this area to assist center managers to better understand and target tourist-shoppers. As Butler (1991) stated, "To a large proportion of the population, leisure and tourist places must entertain the visitor rather than merely provide the opportunity for visitors to entertain themselves" (p. 293).

In conclusion, tourists do indeed shop at comparable malls and stores and are a significant segment of mall customers. Greater research is needed in this area to enable operators to target this segment more effectively and efficiently.

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