TOURIST SHOPPERS' SATISFACTION WITH REGIONAL MALL EXPERIENCES

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November 2006

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EXPERIENCES

Abstract

This article assesses whether tourist shopper segments are an attractive market for shopping centers. The purpose of this research is to explore whether or not tourist shoppers are more satisfied than resident shoppers with their shopping experience and do tourist shoppers have the intention to spend more than their resident shopper counterparts.   Data for this report come from personal face-to-face mall intercepts of shoppers (n = 578) in two new generation malls (West Edmonton Mall and Mall of America in Bloomington) and two heritage-destination (Pier 39 in San Francisco and Forum Shops in Las Vegas) centers. Analysis concludes that although the shopping center and retail industry place increasing emphasis on leisure shopping and tourism, the results of this study suggest that the tourist shopper market may not be the most valuable customer group. Resident shoppers of tourist-focused shopping centers are more satisfied than tourist shoppers of those centers. These findings should encourage shopping center managers to use caution when modifying strategies to meet the needs of the tourist segment, as well as to not forget the importance of resident shoppers to their profitability.

Key words: tourism, shopping, shopping centers, customer satisfaction

Shopping is a preferred activity for travelers and the shopping center industry responds by developing new properties or adjusting strategies to encourage patronage by tourist shoppers (Paige & Litrell, 2003). Examples of large-scale tourist oriented shopping malls currently

operating include Mall of America and West Edmonton Mall. The Mall of America attracts

approximately 43 million visitors per year (Gill, 2007), while the West Edmonton Mall annual

visits are around 22 million (Hazel, 2001).

According to the International Council of Shopping Centers (2000), malls are able "to

foster the same magical experiences that were once only seen in national amusement parks such

as Disney World" (p. 3). Similar to retailers, who are placing increasing emphasis on

entertaining customers (Arnold & Reynolds, 2003; Kruger, 2001; Mazur, 1999; Wilson, 2001),

shopping centers recognize that a fun and interesting shopping experience is important

(Anonymous, 2000; Ginsberg, 1999; International Council of Shopping Centers, 2000). Large,

tourist-focused shopping centers typically include amusement parks, ice skating rinks, water

parks, and/or various other entertainment venues as part of their tenant mix. Emphasizing

entertainment strategies and shopping as a leisure activity allow shopping centers to broaden

their customer base to include tourist shoppers.

The attempt to draw in a tourist oriented customer base appears to be in opposition to the

retail industry's increased interest in building customer loyalty (Cuthbertson & Laine, 2004;

Forseter, 2005; Hallowell, 1996; Kumar & Shah, 2004; LeHew, Burgess & Wesley, 2002;

Macintosh & Lockshin, 1997; Magi, 2003; Oliver, 1999; Stone & Bearman, 2004; Wallace &

Giese, 2004). Attracting non-residents to patronize a shopping center encourages a temporary

relationship with these customers. In an age where organizations attempt to quantify the lifetime

value of a customer, targeting short-term customers appears illogical. Therefore, evaluating

whether tourist shoppers may be an attractive market for shopping centers is important. The

purpose of this paper is to investigate key differences in shopping satisfaction and behavioral

intentions between tourist and resident shoppers.

REVIEW OF LITERATURE

Tourism and Tourist Shopping Behavior

For travelers, shopping is the number one trip activity for both domestic and international tourists (Goeldner, Ritchie, & McIntosh, 2000; Kent, Shock, & Snow, 1983; TIA TravelScope, 2003), and for many a trip is not complete without having spent time shopping (Hudman & Hawkins, 1989). TIA TravelScope (2003) estimates that 34% of all trips by U.S. tourists include shopping as an activity. However, the importance of shopping as a tourist activity is not well represented in the literature (Heung & Cheng, 2000; Law & Au, 2000).

The travel industry defines persons who travel as visitors (Paci, 1992). These visitors are persons who travel outside their usual environment for leisure, business, or other purposes, at which point the act of traveling becomes tourism (Paci, 1992). Tourism is the activities of people who travel to and stay in places outside their usual environment. Tourists are temporary visitors to a destination (Paci, 1992) and will return to their permanent residencies after traveling.

As traveling increases, so does shopping. With many options available to travelers today, shopping currently accounts for 33% of all trips taken in the United States, followed by outdoor activities (17%), visits to historical sites and museums (14%), and travel to beaches, cultural events, and festivals, and national/state parks (10% each), (TIA TravelScope 2003). Tourists are also spending money when they travel. For example, in 2001, General Growth Properties, one of the United States' largest shopping center owners, reports an estimated 31% of its annual sales came from tourist customers (General Growth Properties Announces, 2001). Similarly, a study

by the Travel Industry Association of America and Taubman Centers (TIA and Taubman Centers Release, 2001) finds that for more than half (51%) of U.S. adults traveling named shopping as their primary or secondary reason for travel. Findings also suggest tourist shoppers spend a lot on their purchases - an average of $333 during each trip taken, with 22% spending more than $500 each trip (TIA and Taubman Center Release, 2001).

Tourists like to take something home from the trip (Gordon, 1987), and therefore, they go shopping. A tourist's shopping behavior is very different from his/her normal shopping activity. "They spend money on small foolish items because it is not an ordinary time" (Gordon, 1986, p. 139). As a tourist, a person does not have to think about their job or any other obligations they have at home. The tourist also gains satisfaction from the shopping experience, separate from the purchase of the product (Buttle, 1992; Christiansen & Snepenger, 2002). Tourist shopping is not limited to souvenirs but also includes purchases of clothing, jewelry, books, arts and crafts, and electronics (Timothy & Butler, 1995). Typically, tourists do not go shopping with a specific list; rather shopping becomes a by-product of their travel experiences (Thomos & LeTourneur, 2001). Tourists spend approximately one-third of their total expenditures on shopping purchases (Gratton & Taylor, 1987; Littrell, Baizerman, Kean, Gahring, Niemeyer, Reilly, & Stout, 1994) only spending more on their accommodations (Turner & Reisinger, 2001).

When shopping, tourists base their purchase decisions on several factors. Research finds that tourists look for high-quality, well-designed products (Costello & Fairhurst, 2002; Littrell, et al., 1994; Paige & Littrell, 2003; Reisinger & Turner, 2002). Many tourists will spend more money on purchasing an item while they are away from home, so they want to secure the highest quality item possible. Tourists feel that purchasing an item by a well-known manufacturer is

very important (Littrell, et al., 1994), and therefore, look to find well-known brand names or logos when shopping (Gee, 1987). These well-known products are brands with which they are familiar; thereby they feel confident in their purchase decisions.

Research shows that tourist shoppers look for unique products unavailable at home or unique to the tourist destination (Costello & Fairhurst, 2002; Littrell, et al., 1994; Paige & Littrell, 2003; Reisinger & Turner, 2002). The unique quality of the product enhances the tourism experience by giving the tourist a special memory about their trip (Turner & Reisinger, 2001), allowing them to positively reminisce about the experience they had while traveling. However, whether or not this characteristic is generalizable to all shopping formats is questionable. The researchers finding uniqueness to be important to tourist shoppers were looking at shopping in local retail areas versus shopping center settings. Many shopping centers are similar from location to location. Therefore, shoppers of shopping centers may not expect to find unique retail storefronts, but rather are looking for the shops with which they are the most familiar.

Shopping Satisfaction

The marketing concept suggests that satisfying customers should be the primary goal for firms because satisfaction leads to profitability. "One key measure of whether retailers are fulfilling the marketing concept is that of customer satisfaction" (Ellis, & Marino, 1992, p. 42). Satisfaction with a shopping experience encourages re-patronage intentions, and customer loyalty (Hallowell, 1996). For retail organizations, whether a retail store or a shopping center with multiple retail tenants, offering appropriate mix of products, services, and experiences enhances customer satisfaction. Brown (1987) identifies relevant attribute categories through

which retail organizations attempt to satisfy customers: merchandise, service, physical

characteristics, employees, and other shoppers (as cited in Ellis & Marino, 1992). Assessment of

customer attitudes relating to such retail attributes allows management to modify strategies and

increase shopping satisfaction (Ellis & Marino, 1992).

As well as satisfaction, respondent's intention to spend money during the current

shopping trip is a variable of interest. Research supports the link between satisfaction and

profitability (Gomez, McLaughlin, & Wittink, 2004; Hallowell, 1996). Hallowell (1996) finds

that customer loyalty explains nearly forty percent of the variance in profitability. Likewise,

customer satisfaction explains thirty-seven percent of differing customer loyalty levels

(Hallowell, 1996).   Since evidence supports the link between satisfaction and profitability,

shopping center strategies increasing tourist shopping satisfaction should result in greater

spending by these customers. Tourism research finds tourist shoppers spending more than other

shoppers (McCormick, 2002; Travel Industry Association of America, 2001; TIA and Taubman

Center Release, 2001). If so, shopping center managers may modify center attributes to increase

tourists' satisfaction if they intend to target them as part of the overall marketing strategy.

Research Questions

1. Are tourist shoppers more satisfied than resident shoppers with their shopping experience?

2. Do tourist shoppers have intention to spend more than resident shoppers?

METHODOLOGY

Responding to the increasing demand for leisure shopping, centers utilize one of three

strategic models: ambient leisure, new generation mall, or heritage-destination leisure (Johnson,

1990). The ambient leisure model recommends creating a pleasant shopping environment to encourage shoppers to extend their stay in the property (Johnson, 1990). Whereas, the new generation mall (NGM) model calls for the property to become the tourist destination by offering recreational and entertainment attractions as part of the tenant mix (Johnson, 1990). The third possible model, the heritage-destination model, results in a shopping center appealing to both shoppers and sightseers to an existing tourist area (Johnson, 1990). The last two models: new generation mall and heritage-destination leisure, are of interest in this study because they represent shopping centers that target tourists as well as resident shoppers. Therefore, for this study, four North American shopping centers represent the typical centers attracting tourist shoppers: The Mall of America, West Edmonton Mall, The Forum Shops, and Pier 39. The Mall of America and West Edmonton Mall are shopping centers that are travel destinations - new generation malls. These centers draw visitors from around the world. The remaining two centers also attract tourist shoppers, but these centers may not be the primary destination for travelers. The Forum Shops and Pier 39 are centers locating within or nearby very popular travel destinations (Las Vegas, Nevada and San Francisco, California respectively) and classify as heritage-destination centers.

In Bloomington, Minnesota, the Mall of America is the United States' largest retail and entertainment complex, attracting more visitors annually then Disney World (Mall of America Continues Its Nine-Year Reign, 2001). The Mall of America is a major tourist destination with average sales around $860 million per year (Lisanti, 1998). Forty percent of customers are tourists, including domestic as well as international visitors (Media: Tourism Media Information, n.d.), attributing approximately fifty percent of gross sales to tourism (Pesmen, 1994).

The West Edmonton Mall covers 5.3 million square feet of shopping and entertainment space and is currently listed as Alberta's number one tourist attraction (Fast Facts, 2002). Developers of the mall sought to create a mixed shopping and entertainment environment powerful enough to become a major tourist destination (Getz, 1993).

The Forum Shops in Las Vegas, Nevada is one of the earliest shopping-center-as-theme-park creations, drawing around $1,200 per square foot in annual sales, whereas the national average for per square foot sales is around $300 (Ginsburg, 1999). The Forum Shops uniquely simulates ancient Roman streets and connects to Caesar's Palace casino and hotel.

Pier 39 is in San Francisco, California and is San Francisco's number one tourist attraction with approximately 10.5 million visitors each year (Pier 39 Press Priorities, 2002). Located just two blocks from Fisherman's Wharf, Pier 39 provides stunning views of the Golden Gate Bridge, Alcatraz, Angel Island, and the San Francisco Bay (Pier 39 Press Priorities, 2002).

Survey Instrument

Items for this study are part of a larger study investigating attribute preferences and shopping orientations of shopping center customers. Customer satisfaction and their intention to spend are of interest in this study, as well as characteristics of the respondents. The questionnaire measures satisfaction using a five-point Likert-type scale. Responses may range from satisfied (1) to dissatisfied (5), with the mid-point (3) representing an undecided response. Two of the satisfaction items measure overall satisfaction with the shopping center. Twelve remaining items focus on respondent satisfaction with various aspects of the shopping center: retailer and merchandise characteristics; service and convenience; and physical characteristics of the center. Spending intentions of the respondents are measured using nominal scales.

Respondents are asked to choose the category representing their intended level of spending.

Choosing only one, respondents select the category they intend to spend the most from a list of

typical category measures. The instrument also measures specific characteristics of the

respondents, such as whether resident or tourist, frequency of visits, and other demographic

details.

DATA COLLECTION

Shopping center representatives agreed to allow data collection using the mall intercept

technique. Researchers were positioned in a central location of each shopping center, and an

informational sign detailed the study. Shoppers were asked to participate in the study as they

passed by the collection location. Each respondent was given a participation gift after

completing the questionnaire. The final convenience sample contained 578 respondents.

Sample Description

Table 1 presents characteristics of the sample. Females are approximately two-thirds of

the sample. Respondents are primarily young, with thirty percent falling in the range of 18 to 24

years old. The next two largest age groups are evenly split between the ranges of 25 to 34 years

old (21%) and 35 to 44 years old (23%). The sample is predominantly White/Caucasian ethnic

origin (75%). The next largest ethnic group is Asian/Pacific Islander (9%).   Marital status is

evenly split between single and married respondents. Thirty-one percent of respondents report

completing some college (31%) and approximately twenty-two percent report completing high

school (22%). Twenty-two percent have a Bachelor's degree (22%). The demographic

characteristics of this sample represent the typical shopper in the new generation malls and

heritage-destination centers, but may not hold true in all such shopping centers. The data

collection method was not random, due to the exploratory nature of the study.

Take in Table 1

DATA ANALYSIS

Data analysis includes using SAS 9.1 computer software. The data analysis utilizes the 578 usable surveys from the study. If a response item was missing, that respondent was dropped from the analysis. Therefore, overall sample size may vary during the separate analyses.

T-tests analyze the differences between resident and tourist shopper satisfaction. Chi-square tests assess the differences between resident and tourist shoppers' intentions and behaviors. Respondents were asked to identify the amount of money they were planning to spend, their primary reason for visiting the shopping center, as well as the number of times they had visited that center. These items are nominal variables; therefore, chi-square tests are appropriate.

RESULTS and DISCUSSION

The purpose of this research is to investigate the attractiveness of targeting a tourist market by examining key difference in shopping satisfaction and behavioral intentions. Two research questions were posed: (1) are tourist shoppers more satisfied than resident shoppers with their shopping experience; and (2) do tourist shoppers have intention to spend more than resident shoppers?

Take in Table 2 and Table 3

A significant difference occurs in shopping satisfaction between resident and tourist shoppers along several satisfaction dimensions (Table 3). Satisfaction is higher among resident versus tourist shoppers in regards to: (1) the ease of locating stores; (2) the number of retail

stores; (3) the overall convenience of the center; (4) the size of the center; (5) the layout of stores in the center (6) the variety of stores; and (7) the ability to comparison shop in the center. No difference is found in overall satisfaction with the shopping center between resident and tourist shoppers (Table 4). Tourist shoppers are not experiencing greater satisfaction, and according to the satisfaction literature should not be as lucrative a market to target as the satisfied resident shoppers.

<center>Take in Table 4</center>

Chi-square test results do not show a significant difference in the amount of money that tourist and resident shoppers were planning to spend in the shopping centers (Table 5). The lack of significant Chi-Square statistic suggests that differences found are not great enough to rule out chance. Results indicate that both research questions must be answered in a negative sense: tourist shoppers were not more satisfied with the shopping center and do not intend to spend more money while visiting the center.

<center>Take in Table 5</center>

To better understand tourist shoppers, two additional questions related to shopping center behavior were asked: (1) what was the primary reason for visiting the center and (2) how often had this particular center been visited in the past? Chi-square results suggest that tourist shoppers are more likely than residents to visit the shopping center for entertainment and socializing, whereas resident shoppers are more likely than tourists to visit for other, non-specified, reasons (Table 5). The greatest frequency of response to this question was shopping as the primary reason to visit the center for both residents and tourists; no significant difference in shopping motivation of the two groups is found. Resident shoppers are more likely than can

be expected by chance to be regular customers, with more than five visits to that center.

Tourists are more likely to be first time visitors, or to have visited 1 to 5 times.

Tourists may not be the most valuable target market for shopping centers. Each data collection center for this study was a tourist destination (new generation mall) or located within a popular tourist area (heritage-destination center). Even shoppers in tourist focused centers tend to be less satisfied, are not planning to spend significantly more than resident shoppers, are less frequent shoppers, and are primarily motivated to visit the center for entertainment and socializing. Therefore the tourist market may not be the most attractive market for shopping centers in general.

The unexpected results stimulate a desire to better understand tourist shoppers. Therefore, some additional post-hoc tests were conducted by dividing the sample into customers of shopping centers located in a tourist area (heritage-destination center) and customers of centers developed as tourist destinations (new generation mall). Statistical t tests compared the mean scores for satisfaction of respondents in new generation malls (NGM) and heritage-destination centers (HDC) (Table 6 and Table 7). Findings suggest that NGM shoppers are more satisfied than HDC shoppers with almost all of the shopping center attributes. New generation mall shoppers are more satisfied with: (1) the number of retail stores in the center; (2) the number of food retailers in the center; (3) the number of entertainment facilities in the center; (4) prices offered by retailers in the center; (5) the fashionability of merchandise offered in the center; (6) overall convenience of the center; (7) the parking facilities of the center; (8) the size of the center; (9) the layout of the center; (10) the variety of stores in the center; and (11) the ability to comparison shop in the center. New generation mall (Mall of America and West

Edmonton Mall) shoppers are more satisfied then heritage-destination center (Pier 39 and

Forum Shops) shoppers (Table 8).

Take in Table 6 and Table 7 and Table 8

Chi-square tests reveal the differences in shopping intention and behaviors of NGM and

HDC shoppers (Table 9). Shoppers in NGMs plan to spend more than HDC shoppers. Sixty-

five percent of shoppers planning to spend $100 to $250 are respondents from new generation

malls (NGM), while only thirty-five percent are heritage-destination (HDC) shoppers. Likewise,

those respondents reporting plans to spend over $250, sixty-five percent are NGM shoppers and

thirty-five percent are HDC shoppers. The significant p-values of the Chi-Square test indicate

that the difference is not due to chance.

Take in Table 9

Primary motivations for visiting the two center types are also significantly different. Of

the respondents reporting shopping as their primary motivation for visiting the shopping center,

seventy percent are new generation mall shoppers, in comparison to thirty percent being

heritage-destination shoppers. The analysis also identifies a difference between the two

shopping center types related to the socializing motivation. Those respondents reporting

socializing as their primary motive, seventy-seven percent are HDC shoppers, while only

twenty-three percent are NGM.

The number of times respondents visit the two shopping center types yields an interesting

and significant difference. Chi-square results indicate that NGM shoppers visit these malls more

frequently, more than 5 times (73%), than HDC shoppers visit heritage-destination centers

(27%). Whereas, HDC shoppers are more likely than can be expected by chance to be first time

visitors of that center (78%) than NGM shoppers as first time visitors (22%).

Respondents' intention to spend the most money on specific category of products/services is the last shopping behavior analysis with a chi-square test (Table 9). New generation mall shoppers plan to spend the most money on apparel and shoes (76%) as well as health and beauty care (89%), more so than heritage-destination center shoppers (24% and 11% respectively). Food and souvenirs are most popular with HDC shoppers. Sixty-three percent of HDC shoppers plan to spend most of their money on food in comparison to thirty-seven percent of NGM shoppers. Whereas, ninety-four percent of HDC shoppers plan to spend the most on souvenirs, while only six percent of NGM shoppers intend to spend their money in this category.

IMPLICATIONS

The shopping center and retail industry place increasing emphasis on leisure shopping and tourism, but the results of this study suggest that the tourist shopper market may not be the most valuable customer group. Resident shoppers of tourist-focused shopping centers are more satisfied than tourist shoppers of those centers. These findings should encourage shopping center managers to use caution when modifying strategies to meet the needs of the tourist segment, as well as to not forget the importance of resident shoppers to their profitability.

The differences in customer satisfaction and behavioral intention of the two shopping center type customers (NGM and HDC) are interesting. In all cases, specific attributes better satisfy NGM shoppers, with intent to shop and frequency motivating their visits. Since, the primary reason for visiting the center is to shop, perhaps expectations regarding the shopping experience are more defined in the mind of the NGM shopper. Therefore, perceptions of center attributes such as layout, number of retail stores, etc., may meet or exceed their shopping

expectations. Whereas, HDC shoppers schedule a visit to the center as part of their overall

tourist experience and preconceived expectations may not be as well formed.

New generation mall shoppers also appear to be more loyal customers. Significantly

more report having visited the Mall of America and West Edmonton Mall more than five times,

the highest category for respondents to check. This may reflect greater commitment from

resident shoppers, or a combination of resident and tourist shoppers. Future research should

identify the characteristics of loyal customers of new generation malls (NGM).

Even though the results of this study do not support the attractiveness of the tourist

shopper segment, shopping centers located within tourist destinations should attempt to tailor

some of their product/service offerings to please such customers. Heritage-destination center

shoppers do buy souvenirs and patronize food establishments, which can add to the profitability

of the shopping center. Drawing in the tourist shopper with such offerings may enhance the

probability of those shoppers purchasing from other product/service categories.

LIMITATIONS and FUTURE RESEARCH

The non-random nature of the sample for this study is the primary limitation. Therefore

the results are not generalizable to the greater population of tourist focused shopping centers.

The responses of each customer are only for those days the researchers collected data as well as

only those respondents in the center that agreed to fill out a survey. Customers over 18 years of

age wanting to participate were allowed. Therefore, conclusions are cautionary.

Future research should explore the link between satisfying tourist shoppers and the

impact on profitability. Typical satisfaction studies indicate that the path from customer

satisfaction to profitability goes through customer loyalty. Are tourist shoppers loyal to

shopping centers outside of their residential area? What constitutes loyalty for tourist

shoppers? How many visits per year are necessary to be considered a loyal tourist shopper? Or

does a different path to profitability exist when investigating tourism and shopping behavior?

Additionally, a more thorough investigation of the three strategic models (Johnson, 1990)

used by the shopping center industry is necessary. Do successful centers have different

attributes among the three models: ambient leisure, new generation mall, and heritage-

generation? What local conditions and characteristics are best for each model? Future research

will provide a richer understanding of the tourist-shopping phenomenon and provide shopping

center managers with information that can help better satisfy these customers as well as improve

their strategic performance.

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Table 1. Description of Sample

	Frequency	Percent	N
Gender			573
Female	376	65.62	
Male	197	34.38	
Age			575
18-24	177	30.78	
25-34	123	21.39	
35-44	134	23.30	
45-54	78	13.57	
55-64	41	7.13	
65-74	15	2.61	
75+	7	1.21	
Ethnic Origin			574
African American	20	3.38	
American Indian/Eskimo	6	1.04	
Asian/Pacific Islander	52	9.04	
Hispanic	44	7.65	
White	429	74.61	
Other	23	4.00	
Marital Status			578
Never Married	244	42.21	
Married	279	48.27	
Divorced	45	7.79	
Widowed	10	1.73	
Education Level			577
Grade School	34	5.89	
High School/GED	124	21.49	
Some College	178	30.85	
Associate's Degree	40	6.93	
Bachelor's Degree	126	21.84	
Graduate/Professional	75	13.00	

Note: Total sample size varies due to missing data.

Table 2. Mean Satisfaction of Resident and Tourist Shoppers (1=Satisfied, 5=Dissatisfied)

Variable	Resident Mean	Tourist Mean
Ease of locating stores	1.91	2.23
Number of retail stores	1.52	1.83
Number of food retailers	1.72	1.86
Number of entertainment facilities	1.73	1.92
Prices offered by retailers	2.67	2.83
Fashionability of merchandise	1.83	2.04
Overall convenience	1.73	1.98
Parking facilities	2.20	2.40
Size of center	1.57	1.84
Layout of center	1.75	1.95
Variety of stores	1.70	1.91
Ability to comparison shop	2.02	2.48
Experience in center today	1.66	1.77
When think of center I am:	1.74	1.86

Table 3. Comparison of Resident and Tourist Satisfaction Using a t-Test: Individual Items

Variable	t value	df	Pr > |t|
Ease of locating stores	-2.83	330	0.005
Number of retail stores	-2.99	325	0.003
Number of food retailers	-1.23	332	0.219
Number of entertainment facilities	-1.78	325	0.077
Prices offered by retailers	-1.24	332	0.215
Fashionability of merchandise	-1.90	331	0.058
Overall convenience	-2.34	333	0.020
Parking facilities	-1.40	319	0.161
Size of center	-2.78	333	0.006
Layout of center	-1.95	330	0.053
Variety of stores	-2.02	332	0.044
Ability to comparison shop	-3.79	331	0.000
Experience in center today	-1.16	328	0.247
When think of center I am:	-1.32	327	0.186

Table 4. Comparison of Resident and Tourist Satisfaction Using t-Test: Summed Items

Variable	t value	df	Pr > |t|
Center attribute satisfaction	-2.66	285	0.008
Overall satisfaction	-1.40	320	0.163

Table 5. Chi-Square Test: Shopping Intention and Behavior of Tourist and Resident Shoppers

	N	Resident n(%)	Tourist n(%)	Total Sample %
Amount of money plan to spend $[\chi^2 = 6.19, df = 3, p=.103]$	332			
$1-$50		78(52.7)	70(47.3)	44.6
$51-$100		31(20.4)	48(60.8)	23.8
$100-$250		25(37.3)	42(62.7)	20.2
$251+		18(47.4)	20(52.6)	11.5
Primary reason for visiting center $[\chi^2 = 16.94, df = 4, p=.002]$	251			
Shopping		51(44.0)	65(56.0)	46.2
Entertainment		16(24.2)	50(75.8)	26.3
Eating		7(50.0)	7(50.0)	5.6
Socializing		8(34.8)	15(65.2)	9.2
Other		21(65.6)	11(34.4)	12.8
Number times visited the center $[\chi^2 = 186.26, df = 2, p=.0001]$	339			
First visit		3(4.3)	67(95.7)	20.7
1 to 5 times		10(10.8)	83(89.3)	27.4
More than 5 times		144(81.8)	32(18.2)	51.9

Table 6. Mean Satisfaction of New Generation Mall (NGM) and Heritage-Destination (HDC) Center Shoppers (1=Satisfied, 5=Dissatisfied).

Variable	NGM Mean	HDC Mean
Ease of locating stores	2.07	2.06
Number of retail stores	1.61	1.92
Number of food retailers	1.65	1.98
Number of entertainment facilities	1.66	2.14
Prices offered by retailers	2.51	2.84
Fashionability of merchandise	1.76	2.15
Overall convenience	1.73	2.02
Parking facilities	1.93	2.66
Size of center	1.51	1.96
Layout of center	1.70	2.03
Variety of stores	1.60	1.98
Ability to comparison shop	2.02	2.48
Experience in center today	1.61	1.86
When think of center I am:	1.60	1.97

Table 7. Comparison of New Generation Mall (NGM) and Heritage-Destination (HDC)
Center Satisfaction Using t-Test: Individual Items

Variable	t value	df	Pr > | t |
Ease of locating stores	0.08	562	0.939
Number of retail stores	-3.88	550	0.000
Number of food retailers	-4.09	562	0.000
Number of entertainment facilities	-6.17	549	0.000
Prices offered by retailers	-3.32	560	0.001
Fashionability of merchandise	-4.65	563	0.000
Overall convenience	-3.67	563	0.000
Parking facilities	-6.89	548	0.000
Size of center	-6.08	566	0.000
Layout of center	-4.41	562	0.000
Variety of stores	-4.94	563	0.000
Ability to comparison shop	-5.06	561	0.000
Experience in center today	-3.34	554	0.001
When think of center I am:	-5.08	559	0.000

Table 8. Comparison of New Generation Mall (NGM) and Heritage-Destination Center
Satisfaction Using t-Test: Summed Items

Variable	t value	df	Pr > | t |
Center attribute satisfaction	-5.87	487	0.000
Overall satisfaction	-4.71	545	0.000

Table 9. Chi-Square Test: Shopping Intention and Behavior of New Generation Mall (NGM) and Heritage-Destination Center (HDC) Shoppers

	N	NGM n(%)	HDC n(%)	Total Sample (%)
Amount of money plan to spend [$\chi^2 = 20.54$, df = 3, p=.0001]	568			
$1-$50		102(45.1)	124(54.9)	39.8
$51-$100		63(45.3)	76(54.7)	24.5
$100-$250		84(65.1)	45(34.9)	22.7
$251+		48(64.9)	26(35.1)	13.0
Primary reason for visiting center [$\chi^2 = 47.82$, df = 4, p=.0001]	441			
Shopping		161(70.0)	69(30.0)	52.2
Entertainment		37(40.7)	54(59.3)	20.6
Eating		11(40.7)	16(59.3)	6.1
Socializing		9(23.1)	30(76.9)	8.8
Other		26(48.2)	28(51.9)	12.2
Number times visited the center [$\chi^2 = 110.96$, df = 2, p=.0001]	576			
First visit		24(21.8)	86(78.2)	19.1
1 to 5 times		58(35.4)	106(64.6)	28.5
More than 5 times		220(72.9)	82(27.2)	52.4
Plan to spend most money on: [$\chi^2 = 63.51$, df = 7, p=.0001]	470			
Apparel/Shoes		120(76.4)	37(23.6)	33.4
Jewelry/Accessories		10(52.6)	9(47.4)	4.0
Hobbies/Toys		14(51.9)	13(48.2)	5.7
Food		41(36.9)	70(63.1)	23.6
Gifts/Collectibles		46(57.5)	34(42.5)	17.0
Health/Beauty care		8(88.9)	1(11.1)	1.9
Souvenirs		1(6.3)	15(93.8)	3.4
Entertainment attractions		28(54.9)	23(45.1)	10.9

Note: N varies due to missing data