

The Variety of Mall Offering and Shopper's Emotional Responses

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Abstract

As shopping malls become more wide-spread in Asia, the focus of mall management has shifted to the creation of on-site experiential values as an important precondition for customer retention. This study extended Mehrabian and Russell's environmental psychology model to investigate the relationship between tenant variety, promotional variety, and physical environment, and customers' emotional states as well as re-patronage intention.

A survey was conducted with shoppers from Dream Mall, the largest shopping mall in Taiwan. The findings indicate that the variety of tenant mix, promotional mix and mall physical environment have a positive impact on both shoppers' pleasure and arousal, which consequently influence their re-patronage intention. This paper concludes by discussing theoretical and practical implications of the results.

Keywords: shopping mall, tenant variety, promotional variety, emotional responses

1. Introduction

The rapid development of shopping mall continues its pace with extraordinary levels of construction and new openings taking place globally. An annual survey conducted by CBRE Global Research and Consulting reported that 9.8 million square meters of new space opened in 2013 in 180 of the world's major cities, compared with 7.3 million square meters in 2012 (Patel, 2014). In Asia-Pacific, the growth of shopping malls has exploded in the last decade. Separate research undertaken by Jones Lang LaSalle, a global real estate services firm, estimated that 150 malls would open in 2013 in 20 major cities in China, in contrast to 80 malls in 2012 (Sun, 2013). In Taiwan, there are more than five shopping malls scheduled to open in the next two years, such as Tainan Spinning Dream Mall in Tainan City, Taroko Park and E-DA Asia Plaza in Kaohsiung City, Gloria Outlet Mall in Taoyuan City and Linkou Outlet Park in New Taipei City. Fierce competition has forced mall managers to rethink their ways how to attract and retain customers.

Factors affecting mall shoppers' emotions and behavioral responses have long been documented. In particular, retail researchers have adopted the Mehrabian and Russell's (1974) environmental psychology model (M-R model) to investigate how environmental stimuli affect shopper's emotional and behavioral reactions (Baker, Grewal, & Parasuraman, 1994; Baker, Levy, & Grewal, 1992; De Nisco & Warnaby, 2014; Sherman, Mathur, & Smith, 1997). Many studies focused on the examination of the effect of physical environment and its elements, including ambient, design and layout, and social factors (Baker et al., 1994; Baker et al., 1992; Sherman et al., 1997; Wakefield & Baker, 1998). Wakefield and Baker (1998) extended the framework by examining the impact of tenant variety on shoppers' excitement and re-patronage intention. Other studies confirmed the effect of tenant variety on customer's

emotional states (De Nisco & Warnaby, 2014; Teller & Reutterer, 2008), resulting from his/her needs for variety seeking (Hirschman, 1980; Raju, 1980).

Wakefield and Baker (1998) and Jones (1999) draw attention to in-store promotional activities as another influence factor on shoppers' emotional states. Mall promotional activities were categorized into two main types, price-based (sales) and entertainment-based (event) promotions (Alexander & Muhlebach, 1992). The former appeals both the hedonic and utilitarian shoppers, while the latter appeals to mainly the hedonic shoppers. The shoppers with hedonic motivation seek enjoyment and emotional worth from the shopping experience and special events, whereas those with utilitarian motivation seek more instrumental benefits related to shopping itself (e.g., bargaining for a discount price).

This study builds on the M-R model (Baker et al., 1992; Donovan & Rossiter, 1982; Gilboa & Rafaeli, 2003; Sherman et al., 1997) and takes a combined look at how promotional variety, tenant variety, and physical environment influence shopper's emotional responses and re-patronage intention. The empirical results should provide the practitioners with more insights from a wider application of the M-R model.

2. Theoretical Foundation and Development of Hypothesis

Mehrabian and Russell's (1974) S-O-R environmental psychology framework (M-R model) assumes that the stimuli (Stimulus) in the environment can have impact on the people's approach or avoidance behavior (Response) and with an intervening effect from the three categories of emotional states (Organism): pleasure-displeasure, arousal-non arousal, and dominance-submissiveness, which are collectively referred to as the PAD dimensions (Mehrabian & Russell, 1974). The PAD dimensions in the M-R model act as a role of mediating organism between environmental stimuli and behavioral outcomes. It consists of three emotional states, Pleasure-Displeasure (P),

the degree of joyfulness and happiness, Arousal-Non arousal (A), the degree of the excitement and mental stimulation, and Dominance-Submissiveness (D), the degree of the feel of being controlled (Donovan, Rossiter, Marcoolyn, & Nesdale, 1994; Russell & Pratt, 1980). However, subsequent studies revealed that dominance is the least strong factor in the model, while the pleasure and arousal are able to explain most of the variance in behavior (Donovan & Rossiter, 1982; Donovan et al., 1994; Mehrabian & Russell, 1974; Russell & Pratt, 1980). Thus, most recent retail research didn't include the dominance construct (Kaltcheva & Weitz, 2006; Sherman et al., 1997).

The M-R model has been empirically tested in a variety of service or retailing settings, such as shopping mall (Chebat & Michon, 2003; Wakefield & Baker, 1998), shopping street in the town center (De Nisco & Warnaby, 2014), hotel (Aubert-Gamet & Cova, 1999), recreational center (Wakefield & Blodgett, 1999), and sporting venue (Hightower Jr, Brady, & Baker, 2002). For instance, Sherman et al. (1997) investigated the effects of social factors, design factors, ambience factors, and overall image on emotional and behavioral responses; Wakefield and Baker (1998) examined the relationship between three factors (i.e., tenant variety, mall environment and shopping involvement) on consumers' excitement and three behavioral responses (i.e., desire to stay at the mall, re-patronage intention, and out-shopping), and De Nisco and Warnaby (2014) applied the M-R model to explore the effects of aesthetic design and tenant variety on pleasure and arousal, and several approach behaviors (i.e., unplanned purchase, time spent, money spent, and number of products).

This study presents an extended M-R model (See Figure 1). The hypothesized model assumes that the three environmental antecedents (i.e., tenant variety, promotional variety, and physical environment) will directly influence two organism factors (pleasure and arousal) which consequently lead to one approach behavior,

re-patronage intention.

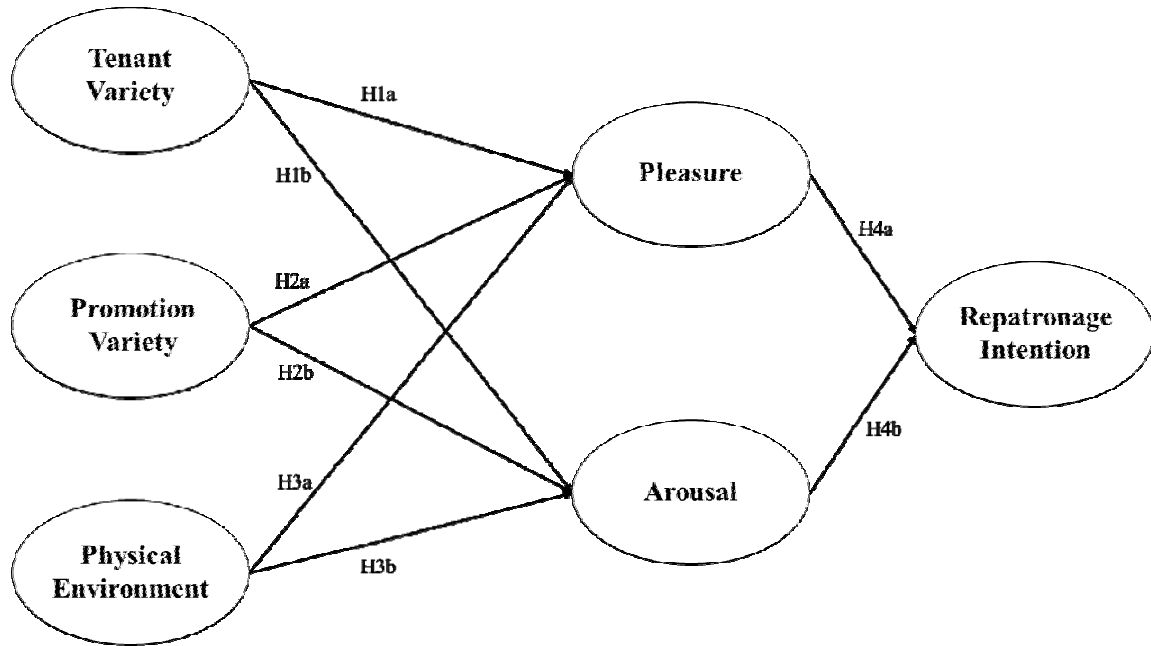


Figure 1 Hypothesized Model

Tenant Variety and Shopper's Emotional States

Where services are viewed as possessing hedonic value, they are associated with the affective, experiential, symbolic, and aesthetic domains and evoke fun, pleasure, and excitement (Dhar & Wertenbroch, 2000). Hedonic values are more subjective and personal (Babin et al., 1994) and involve finding value in the shopping experience itself, in addition to any task-related (i.e. utilitarian) motives (Babin & Attaway, 2000). It relates to the immediate personal gratification derived from the emotional benefits provided by consumption experience (Griffin et al., 2000).

A mall equipped with a large variety of tenant mix provides a one-stop shopping convenience, allowing consumers to purchase and compare the offered products and services (Berman & Evans, 1995). The tenant variety fulfills shoppers' inherent need for variety seeking (Hirschman, 1980; McAlister & Pessemier, 1982; Raju, 1980), resulting in positive emotional responses. There is empirical evidence tenant mix

arouses consumers' excitement (Cockerham, 1995; Kowinski, 1985; Wakefield & Baker, 1998). Other findings (Babin, Darden, & Griffin, 1994; Holbrook & Hirschman, 1982) suggested that exploring new merchandises or shops provides utilitarian or hedonic value to patronage, while browsing for pleasurable or informational purposes in a retail setting with a variety of products and services can make shopping experiences entertaining and pleasant (Hirschman, 1980; Raju, 1980). Based on this we hypothesize that:

H1: The variety of tenant mix has a positive effect on shopper's pleasure (a) and arousal (b).

Promotional Variety and Shopper's Emotional States

Similar to tenant variety, promotional variety captures the consumer's desires for diversity and novelty of a service. Promotional activities are frequently utilized to differentiate the mall itself from other competitors, increase visits, and stimulate purchases (LeHew & Fairhurst, 2000). The price-based promotions may take forms such as mall-wide sales, discount, gift-with-purchase, and gift-voucher, while the entertainment-based promotions are center-court and stage-based events such as stage shows, fashion shows, market days, product displays, and school and community activities (Alexander & Muhlebach, 1992; Parsons, 2003). Both price-based and entertainment-based promotions can attract the hedonic shoppers (Parsons, 2003). Research on price-based promotional variety, although scarce, provide evidence that such activities are effective in attracting and retaining customers (e.g., Folkes & Wheat, 1995; Smith & Sinha, 2000; Kendrick, 1998; Babin et al., 1994). Although their overall judgment about sales promotions are mainly formed through consideration of the acquisition utility of the deal and transaction utility, the latter is associated with pleasure or displeasure from the offered deal (Tat & Schwepker Jr,

1998). Transaction utility theory even indicates that shopping for the higher-priced items can achieve greater levels of both satisfaction and pleasure with the promotional deal than lower value product purchases (McNeill, Fam, & Chung, 2013).

Shoppers regard mall as a provider of entertainment (Bloch, Ridgway, & Dawson, 1994), because it provides fun shopping experiences leading to more purchases (Haynes & Talpade, 1996). Shoppers' perceptions of creativity and originality of a retailer's events help them create hedonic shopping value (Turley & Milliman, 2000) and obtain fun and pleasure (Beatty & Ferrell, 1998). Thus, we argue that promotional variety has the same valence as promotion inventiveness in fulfilling shoppers' hedonic needs for excitement and pleasure. Based on this we hypothesize that:

H2: Promotional variety has a positive effect on shopper's pleasure (a) and arousal (b).

Physical Environment and Emotional States

Environmental dimensions, such as ambient conditions, spatial layout and functionality, and signs, symbols, and artifacts are important determinants of consumer behaviors in the service context (Baker, 1987; Wakefield & Baker, 1998; Bitner, 1992; Han & Ryu, 2009; Spies, Hesse, & Loesch, 1997; Wakefield & Blodgett, 1994, 1996, 1999). Ambient music can evoke the shoppers' complex affective responses and thereby influence purchasing behavior (Baker et al., 1992; Zentes, Morschett, & Schramm-Klein, 2007). Even well-designed lighting systems can enhance a store's interior, guide the customers' eyes to key sales points, create an atmosphere of excitement, and induce positive emotional reactions (Yoo, Park, & MacInnis, 1998). Design and layout factors including aesthetic and functional features, such as color scheme (Baker et al., 1992) appears to influence pleasant feelings

(Bellizzi & Hite, 1992; Crowley, 1993) and arousal (Crowley, 1993). Layout makes the shopping enjoyable and arouses positive emotions. Design factors reduce the perceived stress in shopping (Baker, Parasuraman, Grewal, & Voss, 2002) and prompt positive moods (Yoo et al., 1998).

Store-level research supports the linkage between physical environment and emotional reactions (Baker et al., 1992; Darden & Babin, 1994; Wakefield & Baker, 1998). Darden and Babin (1994) found that emotion is strongly influenced by the store surroundings. Wakefield and Baker (1998) discovered that architectural design, music, and layout at mall were significantly related to excitement. Based on this we hypothesize that:

H3: Physical environment has a positive effect on pleasure (a) and arousal (b).

Emotional States and Re-patronage Intention

According to the M-R model, people's feelings and emotions ultimately determine actual behavior (Donovan & Rossiter, 1982; Ryu & Jang, 2007). In a retail setting, positive emotional states evoked by the store environmental factors have an impact on patronage behavior (Dawson, Bloch, & Ridgway, 1990; Baker et al., 1992; Babin & Darden, 1996; Donovan et al., 1994; Sherma et al., 1997; Wakefield and Blodgett, 1999). Bitner (1992) noted that 'perceptions of service-scape lead to certain emotions, beliefs, and physical sensations which in turn influence behaviours. In other words, behaviours can be mediated by a person's internal response to the service-scape. Additionally, Stoel et al. (2004) found that hedonic shopping values mediate the relationship between consumer satisfaction with mall attributes (e.g. cleanliness, spaciousness, and atmosphere) and re-patronage intentions. Sherman et al. (1997) found that pleasure and arousal responses mediate the relationship between consumer perceived quality of store environments (e.g. design and ambience), and

purchase behaviors (e.g., money and time spent). We thus posit that shopper perception of a mall's variety of tenant mix, promotional mix, and physical environment may also have a positive effect on their pleasure and arousal responses that subsequently lead to re-patronage behaviors. Therefore we hypothesize that:

H4. Pleasure (a) and arousal (b) will have a positive effect on re-patronage intention.

3. Methodology

Measurement

To measure store variety, we adapted the scales of Teller & Reutterer (2008), Parsons (2003), and Alexander and Muhlebach (1992). To measure physical environment we used the scale from Wakefield and Baker (1998), Baker et al. (1994) and Wakefield and Blodgett (1999). We utilized previously validated scales from Mehrabian-Russell model to assess pleasure and arousal (Donovan & Rossiter, 1982; Mehrabian & Russell, 1974). The two dimensions of emotions were measured on seven-point semantic differential scales. The scale for re-patronage intention was adapted from Oliver and Swan (1989). Items were measured on seven-point disagree-agree scales.

The questionnaire survey was conducted at Dream Mall in Kaohsiung City in May, 2014. 402 surveys were collected, of which 382 (a 95% response rate) had completed all of the items and were therefore useful for the analysis. The sample was predominantly female (53%), younger aged (66% below 29 years), college educated (70%) and frequent mall shopper (44% visit the mall once per month).

4. Data Analysis and Results

Measurement Model

Structural equation modelling using Partial Least Squares was employed to test the hypotheses (Ringle, Wende, & Will, 2005).

Means and standard deviations of original variables are presented in Table 1, where promotional variety and physical environment are second-order variables represented by the latent variables in the first-order. All construct means vary between 4.47 and 5.83. Standard deviations vary between 0.93 and 1.46. Moreover, all factor loadings for the constructs exceed the recommended threshold value of 0.7, demonstrating the convergent validity of the scales employed (Hulland, 1999).

As also indicated in Table 2, the reliability and validity measures are measured for the model constructs. The composite reliability exceeds the 0.7 threshold (Nunnally, 1978) and are totally higher than 0.8, indicating a high level of construct reliability. As for convergent validity of the measured constructs, the AVE coefficient range from 0.86 (highest) to 0.51 (lowest), all above the threshold of 0.5 (Fornell & Larcker, 1981). The square roots of the AVE range from 0.72 to 0.93 and all are greater than the correlations between constructs, thereby confirming the existence of discriminant validity (Fornell & Larcker, 1981).

Table 1 Means, Standard Deviations and Standardized Loadings of Manifest Variables

Constructs		Indicators	Mean	Std. Deviation	Loading
Tenant Variety (TV)		TVS1	5.60	.99	.72***
		TVS2	5.80	.99	.72***
		TVR1	5.21	1.11	.79***
		TVR2	5.30	1.10	.77***
		TVE1	4.66	1.13	.81***
		TVE2	4.57	1.20	.77***
Promotional Variety	Price-based Promotions (PVP)	PVP1	5.07	1.11	.79***
		PVP2	5.22	1.12	.83***
		PVP3	4.77	1.13	.87***
		PVP4	5.05	1.13	.92***
		PVP5	5.02	1.14	.92***

Entertainment-based Promotions (PVE)	PVE1	5.37	1.03	.81***
	PVE2	4.96	1.14	.86***
	PVE3	5.47	1.21	.83***
	PVE4	4.83	1.18	.84***
Ambient (PEA)	PEA1	4.72	1.28	.81***
	PEA2	4.93	1.29	.85***
	PEA3	5.45	1.06	.82***
	PEA4	5.57	1.13	.81***
Physical Environment Design (PED)	PED1	5.83	1.03	.83***
	PED2	5.55	1.03	.90***
	PED3	5.29	1.04	.88***
	PED4	5.47	1.11	.88***
Layout (PEL)	PEL1	4.63	1.46	.86***
	PEL2	5.02	1.32	.83***
	PEL3	5.30	1.25	.78***
	PEL4	4.83	1.37	.90***
Pleasure (PL)	PL1	5.54	.93	.84***
	PL2	5.46	1.09	.87***
	PL3	5.40	1.12	.92***
	PL4	5.38	1.10	.90***
	PL5	5.15	1.16	.82***
	PL6	5.62	1.14	.82***
Arousal (AR)	AR1	4.56	1.08	.81***
	AR2	4.60	.97	.88***
	AR3	4.58	1.01	.88***
	AR4	4.47	1.04	.87***
	AR5	4.57	1.17	.86***
	AR6	4.89	1.16	.77***
Re-patronage Intention (RI)	RI1	5.46	1.09	.89***
	RI2	5.49	1.11	.95***
	RI3	5.43	1.16	.95***
	RI4	5.57	1.15	.91***

Note. TVS=Tenant Variety of Store, TVR= Tenant Variety of Restaurant, TVE=Tenant Variety of Entertainment Facilities.; *** represents $p < .001$

Table 2 Reliability and Validity Measures, Correlations and Square Roots of AVE

	Mean	Std. Deviation	AVE	C.R.	AR	PL	PE	PV	RI	TV
AR	4.61	1.07	.72	.94	.85					
PL	5.43	1.09	.74	.95	.59	.86				
PE	5.22	1.20	.51	.93	.51	.62	.72			
PV	5.08	1.13	.69	.90	.47	.50	.63	.79		
RI	5.49	1.13	.86	.96	.51	.63	.47	.45	.93	
TV	5.19	1.09	.58	.89	.46	.53	.60	.61	.41	.76

Note. AR=Arousal, PL=Pleasure, PE=Physical Environment, PV=Promotion Variety, RI=Re-patronage Intention, TV= Tenant Variety.; Numbers shown in bold italics denote the square root of the average variance extracted.

Structural Model and Mediation Test

Table 3 and Figure 2 present the estimated path coefficients of the hypothesized model and the respective significances. It shows a medium explanatory power for pleasure (.42), arousal (.31), and re-patronage intention (.43). The results indicate that tenant variety has a significant effect on pleasure ($\beta = .21, p < .001$) and arousal ($\beta = .17, p < .01$) respectively. On this basis, H1a and H1b were supported. Further, promotional variety significantly impacts pleasure ($\beta = .11, p < .05$) and arousal ($\beta = .19, p < .001$), lending support to H2a and H2b. The results of testing H3a and H3b manifest that physical environment has a significant effect on both pleasure ($\beta = .42, p < .001$) and arousal ($\beta = .29, p < .001$). Therefore, H3a and H3b were supported. As for H4a and H4b, the path coefficient ($\beta = .50, p < .001$) between pleasure and re-patronage intention and that between arousal and re-patronage intention ($\beta = .21, p < .001$) are both significant supporting H4a and H4b.

Table 3 Structural Model Results and Effect Sizes (f^2)

Criterion	Predictors	R^2	Path Coefficient (t-value)	f^2
Pleasure	TV	.42	.21 (4.42)***	.04
	PV		.11 (2.11)*	.01
	PE		.42 (7.06)***	.16
Arousal	TV	.31	.17 (2.86)**	.02
	PV		.19 (3.65)***	.03
	PE		.29 (5.48)***	.06
Repatronage Intention	PL	.43	.50 (9.96)***	.29
	AR		.21 (4.24)***	.05

Note. AR=Arousal, PL=Pleasure, PE=Physical Environment, PV=Promotion Variety, RI=Re-patronage Intention, TV= Tenant Variety.; *** represents $p < .001$; ** $p < .01$; * $p < .05$; Effect size measure the relevance of each predictor of a dependent latent variable and is based on the relationship of determination confidents when including or excluding a particular predictor from the structural equation. **GoF= 0.51**

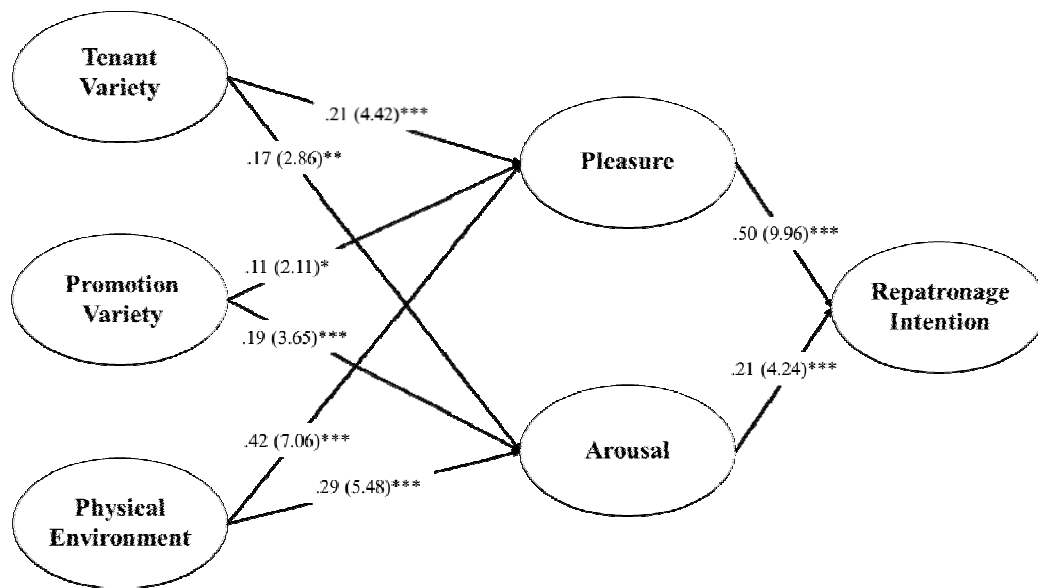


Figure 2 Path Coefficient (t-value)

Next, we tested the mediating effects depicted in the research model (Baron & Kenny, 1986). The results of the Sobel tests where Z-value ranges from 6.44 to 9.53 indicate that partial mediation exists between the three antecedent variables and re-patronage intention when the mediators (i.e., pleasure and arousal) were included (Table 4).

Table 4 Test Results of Mediation Test

DV	IV	M	IV → M	IV → DV	IV+M → DV		Sobel Z	Results
					M → DV	IV → DV		
RI	TV	PL	.53***	.41***	.57***	.11*	9.53***	Partial
RI	TV	AR	.46***	.41***	.41***	.22***	6.44***	Partial
RI	PV	PL	.62***	.47***	.55***	.13***	8.65***	Partial
RI	PV	AR	.51***	.47***	.37***	.28***	6.72***	Partial
RI	PE	PL	.50***	.46***	.54***	.18*	8.62***	Partial
RI	PE	AR	.48***	.46***	.38***	.27***	6.50***	Partial

Note. DV=Dependent Variable; IV=Independent Variable; M=Mediator; AR=Arousal, PL=Pleasure, PE=Physical Environment, PV= Promotion Variety, RI=Re-patronage Intention, TV= Tenant Variety.; *** represents $p < .001$; ** $p < .01$; * $p < .05$

5. Conclusions and Discussion

This study explores the effects of tenant variety, promotion variety, and physical environment on consumers' emotional reactions and re-patronage intention by extending the M-R model. The current study complements extant research by developing a model that links wider mall stimuli than previous studies (De Nisco & Warnaby, 2014; Wakefield & Baker, 1998). In this study, we further examined the effect of promotional variety on emotional and behavioral outcomes; though this concept was seldom taken into consideration. The results showed that all hypotheses are supported.

The direct effect of tenant variety on pleasure and arousal is consistent with the previous studies (De Nisco & Warnaby, 2014; Wakefield & Baker, 1998). For example, Wakefield and Baker (1998) found that tenant variety affect consumer's excitement, while De Nisco and Warnaby (2014) also revealed the positive effect of tenant variety on pleasure and arousal. A large variety of store, restaurant and entertainment mix can induce mall shoppers' joyfulness and excitement because of need for variety or novelty, and increase intention to re-patronage.

The empirical results confirm that the physical environment is positively related to both pleasure and arousal, which are in agreement with the prior findings of architectural design, ambient music and layout to shoppers' excitement (Wakefield & Baker, 1998), color to pleasant and aroused feelings (Bellizzi & Hite, 1992; Crowley, 1993), and lighting to positive emotional states (Yoo et al., 1998). Although De Nisco and Warnaby (2014) found aesthetic design did not have an impact on arousal, this study shows that its effect on pleasure and arousal is higher than that of tenant variety and promotion variety. This dissimilarity may result from the different settings we employed. We tested the relationships in an urban mall, whereas De Nisco and

Warnaby (2014) investigated a shopping street in the town center. The former setting involved more integrated aesthetic design than the latter. In addition, the mall typically provides regular and seasonal promotional programs that together with aesthetic design may further arouse shoppers' emotional responses.

The past studies on retail setting show that promotion mix has increasingly gained its importance by being used as a tool to attract visits and stimulate purchases (LeHew & Fairhurst, 2000). However, the literature pertaining to the impact of the promotion variety on emotional states is still in its infancy. Therefore, to make up this research gap based on the suggestion from Wakefield and Baker (1998) and Jones (1999), this paper pioneers the examination of the effect of promotion variety on these shoppers' response of emotional states, and consequently behavioral intention. The findings demonstrate that the variety of promotion mix affects both pleasure and arousal, and consequently re-patronage intention.

Managerial Implications

The results from this study can help mall managers to better understand how different mall stimuli can contribute to eliciting positive emotions and eventually affect consumer's re-patronage intention. The results show that the variety of the tenant mix is a crucial stimulus. Along with the past research, showing the effect of tenant mix on store selection (Bellenger et al., 1977), image (Finn & Louviere, 1996) and the overall urban attractiveness (Teller & Reutterer, 2008), mall managers should increase the diversity of the mix of tenant among stores, restaurants and entertainment alternatives and manipulate well the power of the well-known brands. Malls in Taiwan usually use the luxury fashion brands as their anchor stores to attract shoppers and balance elaborately the ratio of tenant mix to catch their target customers. Moreover, increasing the product and service formats of newly developed stores may increase shoppers demand for variety. Mall managers can redesign and rearrange their

tenant mix periodically to meet the shoppers' needs. For example, with the growth of health awareness, several Taiwan malls have included a fitness center to increase mall traffic.

We discovered that physical environment affects emotional states and re-patronage intention. Thus, attention must be drawn to to make the mall environment pleasant and exciting. As indicated by previous researchers, ambience (e.g., music, temperature and lighting) plays an important role in influencing shoppers' in-store experiences. The management can combine adequate music with seasonal or event-related decorations for holidays or special events (e.g. Christmas, the FIFA) to make shoppers happily get involved in the well-designed shopping tour. The store layout should be spacious enough to make consumers shop easily and feel less crowded during the shopping process.

Another interesting factor that retailers can utilize is the variety of promotions. The findings imply that managers can also induce stimulating and entertaining shopping experience by planning attractive sales and event promotions. The mall managers can use appealing and popular products as their gift-with-purchase, such as a luxury bag or useful traveling case with famous icon (e.g., Hello Kitty or Gaspard and Lisa). Staging a shopping competition and sweepstakes could increase shopper's excitement and satisfaction to complete a task (e.g., a minimum cost to be qualified to attend the game), and consequently increase consumer spending. Moreover, holding event promotions can not only make shopping experiences exciting and fun, but also boost visits. Malls may design events to attract specific group of customers, such as a sports apparel fashion show with sports stars for target fans and sports lovers, a story-telling activity for family customers and children, and an art exhibition for people who seek for appreciation of handcrafted masterpieces.

Limitations and Further Research

The limitations of this research provide directions for future research. First, this study considered only an urban shopping mall. Urban shopping malls attract consumers for both hedonic and utilitarian purposes. Future studies may examine the impact of the environmental stimuli on emotions and behavioral intention in other types of malls, for instance, entertainment-oriented mall and suburban outlet mall. Second, the survey respondents in this study are local residents. Future research can be extended to an international context. Third, in this study we focused on general results only and did not compare the effects of changes in tenant mix and physical environment, and differences between before-and-after participating in a sales or event promotional activities. Future research could focus on the effect that changing levels of tenant mix and mall environment have on shoppers' attitude and emotional response.

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