

**MALLS AND GENERATION Y CONSUMERS: A CONSUMPTION MOTIVATION
PERSPECTIVE**

Craig A. Martin
Department of Economics and Marketing
Gordon Ford College of Business
Western Kentucky University
Bowling Green, KY 42101
270-745-5707
craig.martin@wku.edu

L.W. Turley*
Department of Economics and Marketing
Gordon Ford College of Business
Western Kentucky University
Bowling Green, KY 42101
270-745-2649
lou.turley@wku.edu

*contact author

Key words: Malls, Generation Y, socialization, retailing

MALLS AND CONSUMPTION MOTIVATION: AN EXPLORATORY EXAMINATION OF OLDER GENERATION Y CONSUMERS

ABSTRACT

Although malls have been a topic of interest to marketing researchers for at least 35 years, the attraction between malls and Generation Y consumers has received little interest from marketing academics. This study focuses on the attitudes that the older segment of Generation Y consumers (19-25) have toward a mall, and on the consumption motivation of these consumers. Key findings include that Generation Y consumers are significantly more likely to be objectively rather than socially motivated to consume. Using regression, the findings from this study also suggest that objective motivations to consume predict an individual consumer's perception of a shopping mall's ambience, layout, and his or her involvement in the shopping process. Social motivations to consume predict perceptions of a mall's ambience, design, variety, and excitement, as well as the consumer's desire to stay and intent to return to shop at the mall. Managerial implications include using objective information, such as price oriented promotions rather than socially oriented or image based promotions, when trying to attract older Generation Y consumers.

INTRODUCTION

Although mall-related research has been ongoing for at least 35 years, the number of studies is relatively small considering the importance malls have had in this culture (Feinberg and Meoli 1991; Bloch Ridgway and Dawson 1994). More surprisingly, published studies rarely mention young shoppers, and the authors were able to find only one quantitative mall study that used them as a sample. In that study, Taylor and Cosenza (2002) found that “later aged female teens” had neutral feelings about the mall used in the study and that they wanted their shopping venue to be exciting.

In some ways the results of the Taylor and Cosenza study mirrors findings from a variety of other sources indicating that malls are slipping in popularity with consumers (Reynolds, Ganesh and Luckett 2002; Marketing News 1997; Burns and Warren 1995). In a study that compared mall behavior across a six-year period, Nicholls et. al. (2002) noted that even though consumers are going to malls less frequently, they are making more purchases today than they did in the past. Some retail executives and academics have noted this change in consumer attitudes and have recognized that malls may have to change and adapt to stay viable in the marketplace (Nichols et. al. 2002).

However, the degree to which these neutral feelings about malls are universal across all segments of consumers is not clear. Mall related research has predominately used “adult” samples in studies while virtually ignoring the views and attitudes of younger consumers. The Taylor and Cosenza study is an exception. However, whether the views they report are generalizable to all female teens for all malls is not known. In any event, it is interesting that mall related studies have explored adult consumers and teenagers while ignoring the group that lies in between, the older segment of Generation Y. These 19-25 year olds constitute a bridge

between adolescents and adults when buying behavior is in transition. For example high school students tend to like clothing with prominent logos while college students tend to shun these types of identifying symbols on clothing (Wall Street Journal 2001).

Although malls and young consumers almost appear to be made with each other in mind, attitudes toward malls may also be changing during the years between 19-25. Generation Y consumers have grown up in a world where malls always existed and served as primary shopping choices. During their younger years they embraced them as a place to see and be seen. As an example of this attraction between malls and teenaged consumers, some malls are almost overwhelmed by hordes of younger consumers and have had to place curfews and restrictions on teenaged shoppers (Hazel 2001a). Malls established these regulations after finding that parents were dropping off young people, some as young as three years old, and failing to return for them until long past closing time. In addition, unescorted teens in some malls were fighting that often attracted as many as 150 onlookers. The Mall of America established the most famous escort policy in 1995 after 300 teen-related incidents in 1995. After establishing these regulations incidents dropped to two for the next year (Hazel 2001a).

Even though malls sometimes view younger consumers as a problem there is a genuine upside to this segment. Generation Y consumers spend an average of \$30 dollars on every trip to the mall. As a cohort group, their spending power exceeds \$200 billion and they influence another \$300 billion to \$400 billion in family purchasing. Overall, Generation Y consumers are often described as a free spending but hard to reach generation of 71 million 8- to 25-year-olds (Horovitz 2002). Although marketers have had to learn to use different tactics to reach this group as they shun reading and increasingly are turning the TV off (Horovitz 2002), these consumers can be very impulsive once inside stores (d' Astous, Maltais and Roberge 1990).

The wealthiest members of the Generation Y consumption group are those 19-25 year-olds, many of whom are employed in either part-time or full-time jobs. A significant number of these older Generation Y consumers are also either part-time or full-time college students. Of those Generation Y consumers attending college, nearly 80 percent are employed. With buying power exceeding \$200 billion annually, older Generation Y consumers represent a significant opportunity for United States retailers today (Gardyn 2002).

Even though there is a growing literature associated with how to market to Generation Y consumers, as mentioned previously there is not much information about how they perceive and use malls. The purpose of this paper is to explore this particular gap. We use established consumption motivation scales (Moschis 1978, 1981), mall-related variables and measures utilized by Wakefield and Baker (1998) and other measures as a means for exploring the attraction that a subset of Generation Y consumers have for malls. In the following sections of this article we explore two sets of literature, the role of malls in the North American culture as well as relevant research on marketing to Generation Y shoppers. Next, we describe the method, results and implications of a study that examines the consumption motivation of a subset of Generation Y consumers, and how the consumption motivation of these Generation Y consumers influences their views and uses of malls as both a place to shop and a place to socialize. As a conclusion, we discuss the study implications and future research in the general area of younger consumers and shopping center choices.

MALLS IN THE NORTH AMERICAN CULTURE

According to the International Council for Shopping Centers (ICSC), Southdale Center in Edina, Minnesota, opened as the first fully enclosed regional mall in 1956. This mall utilized a

two-level design, had central air-conditioning and heating, and had two department stores as anchors. By the early 1970's malls had become fixtures in most major markets and Americans had grown to enjoy the convenience and pleasure of mall shopping.

Since their introduction, malls have been constantly adapting and changing in both style and substance in order to attract increasingly sophisticated and fickle consumers. In the present iteration, malls seem to be going in several different directions. Some malls are composed of huge buildings, however in many only half the total space is actually devoted to retail (Mall of America and West Edmonton Mall), while other malls like Opry Mills and Sawgrass Mills are devoted to outlets, discounters and retail clearance stores. A relatively new innovation utilized by the Galleria at Roseville and the Mall of Georgia is a new look that is described as a "hybrid mall" (Mander 2001), where malls include both enclosed and open areas. In some areas these hybrid malls have evolved into a concept called "The Mall Meets Main Street" as malls are forging direct links to main streets and town centers by developing pedestrian-oriented mixed-use projects that create synergy that benefits developers, retailers and the community (Lockwood 2001). A common theme that seems to connect all these different variations is that malls need to provide more than just a centralized warehousing of retail stores. Modern shoppers have more choices as to where they shop and are clearly looking for centers that are more entertainment-oriented, and places that blend with and reflect their own communities (Hazel 2001b).

In the midst of this evolution, some developers have discovered that Generation Y consumers have their own love affair with malls. Desert Ridge Marketplace in Phoenix created a retail, restaurant and entertainment area around its young shoppers. Called The District, this section of the mall focuses exclusively on the wants and needs of Generation Y consumers (Mitchell 2002).

As malls evolved academicians also changed the ways they studied them. Academic research focusing on malls began in earnest in the late 1960's. Many early researchers focused on mall patronage and driving time (Bucklin 1967; Brunner and Mason 1968; Moore and Mason 1969; Cox and Cooke 1970; Bellenger, Robertson and Greenburg 1977; Bearden 1977; Howell and Rogers 1981). As interest in malls as a research topic escalated, studies became broader and encompassed different mall aspects and features as well as behaviors in malls. Examples of these broader interests include mall atmospherics (Grossbart et. al. 1975; Langrehr 1991), mall image (Finn and Louviere 1996); mall shopping frequency (Roy 1994), mall browsing behavior (Jarboe and McDaniel 1987), location choices within a mall (Ghosh 1986), shopper mood states (Lotz, Eastlick and Shim 2000), mall excitement (Wakefield and Baker 1998) and shopper circulation through a mall (Brown 1991).

One of the most striking characteristics associated with malls is that they have developed into leisure and social places as well as shopping alternatives (Feinberg, et. al. 1989; Bloch, Ridgway and Nelson 1991; Csaba and Askegaard 1999). Victor Gruen, the designer of the Southdale Shopping Center generally recognized as the first true mall, envisioned this social dimension when he initiated this type of retail location alternative. Gruen envisioned them as a community or "shopping town" (Gruen and Smith 1960) where people could stroll, chat, promenade, eat at sidewalk locations, strike up new acquaintances, and shop all in the same location (Gruen 1973). As malls developed, however, Gruen became disenchanted with the way they were being designed as "machines for selling" rather than the more socially oriented "shopping towns" that he envisioned them as being (Gruen 1973; Csaba and Askegaard 1999). Gruen then might endorse the current "malltainment" trend that has malls providing large areas focused on entertaining consumers while they are in the facility.

Marketing academicians have also noted the leisure (Bloch, Ridgway and Nelson 1991) and social (Feinberg, Sheffler, Meoli and Rummel 1989; Feinberg and Meoli 1991; Bloch, Ridgway and Dawson 1994) dimensions to malls. Bloch, Ridgway and Dawson (1994) called malls consumer “habitats” and places where varying patterns and levels of behavior can be found. Their analysis found four different groups of mall users that they termed “mall enthusiasts,” “traditionalists,” “grazers,” and “minimalists” and found that there was significant differences in the number of minutes these groups spent in the mall, the number of stores they visited, and the number of mall visits they had made in the previous 30 days.

For some reason, anecdotal evidence appears to support the notion that young people seem to have embraced this social dimension of malls. However, as noted earlier there has been only one published study in the marketing literature that explores just how younger consumers perceive malls as a place to shop and socialize (Taylor and Cosenza 2002). There is a growing literature associated with younger consumers and before describing the present study, we will briefly review the pertinent information from this literature stream.

GENERATION Y CONSUMERS

The consumption statistics associated with specific sub-groups of Generation Y consumers in the United States are astonishing. The sub-group known as the tweens, those Generation Y consumers between ages 8 and 12, spent \$55.7 billion in 1999, and influenced another \$250 billion in consumer spending in the same year (Rosenberg, 2000). A separate analysis found that children between the ages of 4 and 12 earn a combined income of nearly \$32 billion per year, and save only 8% of what they earn. Additionally, this same group of young consumers has an influence on an incredible \$565 billion spent by their parents annually (Rice,

2001). The spending power of older children in the Generation Y consumer group is even stronger, as United States teenagers spent \$94 billion of their own money in 2000, and influenced grocery purchases alone of an unbelievable \$20 billion that year (Goff, 1999).

However, the purchasing power of the tweens and the teens, the two youngest Generation Y sub-groups, pales in comparison to the money earned and spent by older Generation Y consumers. Generation Y consumers between the ages of 19 and 25 have purchasing power of \$200 billion (Gardyn 2002). Accounting for over one-third of the Generation Y consumption group, the consumers of the 19-25 year old sub-group have reached adulthood and many are making consumption and purchase-related decision on their own. As such, many of these consumers have made the decision to further their education (Paul, 2001).

Specifically, these older Generation Y consumers attending college have purchasing power of \$105 billion, and earn nearly \$6,000 annually. In the United States alone, over 15 million older Generation Y students are currently attending college, with 8 million of these students being classified as full-time. Additionally, the average college student spends nearly \$300 per month on personal or discretionary items, with the greatest amount of this spending being used for food, personal care, and music purchases. The greatest purchasing power in the Generation Y college student takes place within the part-time student, who spends over \$400 monthly on discretionary purchases while often maintaining full-time employment (Gardyn, 2002). Combined with the ever-expanding fiscal knowledge being obtained by these Generation Y college students, the significant spending power of this sub-group indicates that they are a prime target for marketers of certain college student-friendly products and services.

Although their spending power alone is enough reason to pay significant attention to this group of consumers, the fiscal knowledge of the average Generation Y consumer also earns them

the respect of marketers today. Due in part to the tremendous upswing in the economy over the past decade, Generation Y consumers possess a tremendous amount of disposable income. Additionally, because of this high level of spending power, marketers have made consumers in the Generation Y segment more aware of their ability to purchase and spend. As a consequence of this attention from marketers and businesses, Generation Y consumers are very likely to spend their cash as quickly as they acquire it, usually on consumer goods and personal services (Der Hovanesian, 1999).

The importance of this group of consumers has taken on a greater level of meaning for those marketers associated with the shopping mall. As a common gathering place for consumers of Generation Y, the individual stores in the mall are often the beneficiaries of a substantial portion of the money being spent by this group of consumers. For teenagers, "A trip to the mall is high on the priority list, with clothing shopping being the top activity among both teens and tweens" (Setlow, 2001, p. 16). When these same teens were asked about their most recent excursion to the mall, one of every three adolescents indicated that they had purchased something for themselves, and another 15% admitted to purchasing a gift for someone else. These teenagers also admitted to having the greatest purchasing freedom in buying food, entertainment, and electronic products (Setlow, 2001), all products that are readily available at most malls. Consequently, as common perceptions would suggest, the shopping mall and the newly wealthy Generation Y teen appear to be a perfect match.

However, very little is known about the attraction between older Generation Y consumers and mall shopping. The average college student has over 11 hours daily of free or discretionary time to fill (Gardyn, 2002). Increasingly, college students are spending this time surfing and shopping online (Anderson, 2001). Although considered a healthy alternative to other college

entertainment options, the online shopping trend might serve as an early warning sign to traditional retailers such as shopping malls. Although the aforementioned product categories heavily purchased by Generation Y college students include traditional mall-related products (food, electronics, and entertainment), recent statistics indicate that mall managers today are likely needing to focus greater attention on bringing the Generation Y college consumer into the shopping mall to make purchases.

Although retailers and mall managers world-wide have discovered opportunities that this group provides and the importance of the Generation Y consumer has been identified in popular press, academic research has yet to place a significant focus on this potentially profitable group of consumers. As a result, little is known about the consumption patterns of older Generation Y consumers, and even less is known about their attitudes and behaviors in the marketplace, and the process by which they obtain these consumption-related perceptions.

The most common approach to understanding how younger consumers obtain these consumption-related perceptions is most often grounded in socialization theory. The most accepted definition of consumer socialization is the "*processes by which (these) young people acquire skills, knowledge, and attitudes relevant to their functioning as consumers in the marketplace*" (Ward, 1974, p. 2). Consumer socialization theory can be traced back to Piaget's theory of intellectual development, often called the cognitive development approach to socialization, that assumes a fairly slow development of intellectual growth through childhood and early adolescence (Moschis 1981). Although Piaget assumed socialization was complete around the age of 15, research in marketing suggests that some consumption-related learning can continue beyond that age. For example, Moschis (1981) compared consumers younger and older than 15 and found significant differences in attitudes toward advertising, brands, prices, and in

levels of consumer affairs knowledge. He concluded that consumer socialization continues through the late adolescent years and both younger and older adolescents appear to continuously develop and integrate simple and complex consumer skills (Moschis 1981).

The transmission of consumer-related information is also an integral part of consumer socialization. According to social learning theory, agents of socialization can be found in the form of direct interpersonal communication between a young person and other individuals. Moore and Stephens (1975) found that overt parent-child communication about consumption predicted the child's knowledge of product prices. Also, Moschis and Churchill (1978) found that peer communication about consumption played a key role in the development of consumer skill motivations and the materialistic values of young people. Hence, it can be stated that the category of socialization agents also includes the communication a young person shares with other individuals, including parents, peers, teachers or other family members (McLeod and O'Keefe, 1972).

Additionally, research suggests that one of the strongest socialization agents utilized in examining general consumption outcomes is the consumer's motivation to consume. In terms of research analysis and practitioner interpretation, *social* motivations to consumer are often perceived as detrimental or unacceptable, leading consumers to make product selections that can be labeled irrational or unreasonable. Conversely, *objective* motivations to consume are often viewed as desirable decision-making stimuli, helping consumers make logical or practical consumption decisions. (John 1999). Social motivations to consume have been positively associated with peer communication about consumption, greater exposure to television and media influences (Churchill and Moschis 1979; Moschis and Churchill 1978), and certain types of parent-child communication (Moschis and Moore 1979). On the other hand, objective

motivations to consume are positively related to family communication about consumption (Churchill and Moschis 1979; Moschis and Churchill 1978) and increases in age and maturity level (Churchill and Moschis 1979), and negatively related to greater exposure to television and other media (Moschis and Churchill 1978). Although consumption motivation has been shown to play a critical role in the development of socialization perceptions of children, its impact in a mall setting has yet to be clarified. Therefore, the present study will attempt to deal with this deficiency.

THE STUDY

In addition to examining older Generation Y consumers and their perceptions of malls, the present study will also assess the consumption motivation of this group of consumers. As these young consumers develop attitudes and perceptions of malls, it will be important to understand how these perceptions and attitudes are influenced by the consumption variables commonly associated with consumer socialization. For the present study, measures have been taken to determine the consumption motivation for the older component of Generation Y consumers, focusing specifically on the comparison of objective and social motivations for consumption (Moschis 1978, 1981). These divergent motivations are considered to be cognitive orientations, predispositions and values that can influence why and how people shop and consume. Objective motivations for shopping focus on the salience of a brand's functional and economic features, orientations toward comparison-shopping and important discriminatory attributes. Social motivations for shopping are based on the relevance of conspicuous consumption and self-expression through conspicuous consumption (Moschis 1981).

In this study, we are particularly interested in exploring the relationship between these social predispositions and attitudes toward malls. Since malls are seen not only as a habitat (Bloch, Ridgway and Dawson 1994) and as a more socially oriented place to shop (Feinberg et. al 1989), but also as a place where there can be a concentration of stores offering similar merchandise, consumers with these divergent predispositions are likely to see the mall very differently. However, at this time we do not know which specific mall-related variables are likely to be perceived differently between socially and objectively motivated consumers, and even if one of these two segments have stronger affinities for malls.

Because there are not any published studies that focus on young adults' perceptions of malls, this study is truly exploratory. Therefore we used a wide variety of measures to examine their perceptions and attitudes toward these types of shopping centers by primarily using established scales from previous studies from the socialization literature and studies of mall perceptions.

From the socialization literature we use two separate measures developed by Moschis (1978, 1981) to assess the consumption motivation of consumers. The objective motivation to consume scale is a four-item scale and the social motivation to consume scale is measured using five items. Both of these scales are measured on five-point continuums anchored by strongly disagree and strongly agree.

We also incorporated a series of scales that Wakefield and Baker (1998) had selected in their mall-related study. Scales used for this study include a measure of atmospherics developed by Wakefield and Baker (1998) and Wakefield and Blodgett (1994), involvement (Zaichkowsky 1985), excitement (Russell and Pratt 1980), repatronage intention (Oliver and Swan 1989) desire to stay (Wakefield and Blodgett 1994), and outshopping (Wakefield and Baker 1998).

After a series of conversations with mall managers, we included several other items that they suggested. These items included questions that asked how many stores consumers visit on a “typical” mall visit, how long they stay on an average trip, the kinds of stores in which they prefer to shop (department stores or specialty stores), their favorite store in the mall, how safe they perceive the mall to be, and any stores they would like to see added to this particular mall. Appendix A contains a description of each multi-item measurement scale utilized, and its coefficient alpha reliability score.

In order to explore these concepts, data was gathered from college students enrolled in undergraduate basic marketing courses at a mid-sized mid-western university. At this university, as it is at most universities, the basic marketing class is a 300 level class and is mostly composed of junior and senior students. Although the use of college students as a sample is sometimes discouraged, college students are a large segment of the Generation Y population that is the target market of interest for this particular study.

Initially we asked that only those individuals who had actually been to the local regional mall complete the questionnaire. Respondents were asked in class to visualize the regional mall that is located in this college town and to answer the questionnaire with this mall in mind. The authors gathered data using this approach in seven undergraduate sections and generated 249 responses. As our initial interest is focused on the mall perceptions and consumption characteristics of older Generation Y consumers, we have utilized only those 210 respondents who fall in the 19-25 age classification in our data analysis. This age bracket represents the oldest consumer segment of Generation Y consumers (Der Hovanesian 1999). The following section is utilized to discuss the initial findings from the present study.

RESULTS

Perceptions of Mall Characteristics

The first component of our analysis will focus on the characteristics of the mall as perceived by older Generation Y consumers. Table 1 below provides a numerical representation of the perceptions. Initially, the means indicate that none of the mall characteristic variables generated impressively high perceptions among the respondents. All of the perceptions assessed on 5-point scales have means below 3.5, and each of the scales measured on 7-point scales have means below 5. Although the explanations for these modest mean scores are plentiful, one specific implication that can be drawn is that the mall examined in the present study is not creating a high level of excitement or impressive repatronage intentions in older Generation Y consumers. The same lack of enthusiasm is seen in the respondents' perceptions of the design, layout, and variety offered at this particular mall. Unlike Desert Ridge Marketplace in Phoenix, the present mall might not be specifically targeting Generation Y consumers (Mitchell 2002).

Another possible explanation suggests that, although shopping malls are increasingly aiming their physical goods and services toward the Generation Y clientele (Mitchell 2002), it is possible that the segment of Generation Y examined in the present study (19-25 years of age) has exceeded the focal age group on which shopping malls are focusing. Instead, the general shopping mall of today might be targeting the "tweens" or the "teens", the newly recognized and significant spending components of Generation Y (Goff 1999).

Insert Table 1 About Here

Consumption Motivation

The present study has also examined the motivation utilized by older Generation Y consumers in making decisions about product purchases in malls. Utilizing the objective and social consumption motivation scales developed by Moschis (1978, 1981), the present study is able to assess and compare the driving forces behind the purchases made at malls by college-aged Generation Y consumers. The results in Table 1 are strikingly clear, indicating that these consumers are more motivated by objective or economic factors associated with mall consumption (mean = 3.87) than they are by the social factors associated with mall shopping (mean = 2.77). Statistically, this difference is significant ($p < .01$). In greater detail, this result suggests that college-aged Generation Y consumers are placing a higher emphasis on the objective, functional, and economic issues associated with mall consuming than they are placing on the opinions of other important peers or social groups that might have an influence on their mall purchases.

This result can possibly be attributed to the growing fiscal knowledge of college-aged Generation Y consumers and their increasing reliance on personal funds to make mall purchases. As these consumers move to upper-level status as students, their accumulated wisdom about money and its value often increases, signifying that these consumers are more likely to be protective of their money and more focused on the tangible benefits of products. Upper-level college students are also more likely than any other Generation Y consuming segment to be relying solely on their own income or savings for shopping excursions, while younger Generation Y consumers are often still obtaining consistent monetary infusions from their parents. As such, college-aged Generation Y consumers are more likely to be concerned with

economic value instead of social value when making general purchases, including those made at shopping malls.

The significant objective consumption motivation exhibited by this older Generation Y consumer group might also explain their lack of positive attitudes towards the environmental characteristics of the shopping mall discussed earlier. Although this consumer group was not highly negative in terms of their perceptions of shopping mall design, variety, ambience, and layout, their perceptions do not appear to be strongly positive either. However, if this consumption group is highly motivated by objective consumption motives, they might not be significantly concerned with the environment at the shopping mall. The involvement mean for this group (4.64 on a 7-point scale), measuring the importance this group places on shopping, indicates that shopping is a fairly high involvement process for these consumers. It appears, though, that Generation Y mall shopping is much more centered on the value of the products purchased instead of the social benefits or intangible entertainment experiences available to them.

To further investigate the relationship between consumption motivation and older Generation Y mall shopping, regression analyses were completed to examine the impact that the consumption motivation of the respondents was having on the respondent's perception of the mall characteristics. As expected, both objective and social motivations to consume predicted certain mall-related perceptions and attitudes. The results of the individual regression analyses are presented in Table 2.

Insert Table 2 About Here

Socially motivated consumers are driven by the opinion of others, and shop and buy products based on what other individuals perceive of the purchases made. It can be said that socially motivated consumers are more image conscious and focus greater attention on the image-associated factors of their environment. Initially, the present results indicate that a respondent's social motivation to consume significantly and positively predicts an individual consumer's perceptions of ambience ($p < .05$), design ($p < .05$), and variety ($p < .05$) within a mall setting. The results also suggest that social motivation to consume positively and significantly predicts the consumer's desire to stay at the mall ($p < .01$), their perceptions of excitement within the mall ($p < .01$), and their intent to return to shop at the mall ($p < .05$). These results are within the realm of expected outcomes. The mall characteristics positively predicted by social motivation to consume revolve around the subjective dimensions of the mall environment. Individual shoppers who are more socially motivated to consume are more likely to possess positive opinions of the mall's image related factors, such as music, lighting, architecture, and color schemes. Additionally, the results suggest that socially motivated consumers exhibit a greater desire to stay within the mall environs, and stronger repatronage intentions. These results suggest that longer shopping visits and return trips to the mall are likely an outcome of socially related factors, such as the opinions of others, than they are the outcome of objective or economic motivations to consume.

The remaining results in Table 2 indicate that an older Generation Y consumer's objective motivation to consume positively and significantly predicts his or her perceptions of the shopping malls ambience ($p < .05$) and layout ($p < .05$), and his or her involvement in the shopping process ($p < .05$). Although both objective and social motivation to consume positively predict a respondent's ambient perceptions, the overall results analyzing the influence

of objective motivation to consume are in line with what would logically be expected. Objectively motivated consumers are most likely to search for a route within a mall that will lead them to reach their goals most efficiently. Therefore, older and objectively motivated Generation Y consumers will focus greater attention on store location than those consumers motivated by other shopping characteristics. Additionally, consumers motivated by objective or economic factors are more likely to find the shopping experience to be important or interesting. As objectively motivated consumers seek to obtain tangible benefits from their shopping experiences, it appears that this inner drive increases their involvement in the overall shopping experience.

General Mall Shopping

Additional questions included in the survey utilized for the present study focused on the general mall shopping behaviors of older Generation Y consumers. These questions focused on the type of stores this consumer group patronizes, the average number of mall stores visited on a single trip, and the average time spent on a single mall visit. Table 3 below provides a brief description of the results of each question.

Insert Table 3 about here

Initially, the results indicate that the majority (56%) of older Generation Y consumers prefer spending time at both department and small specialty stores. A much smaller percentage (11%) of older Generation Y consumers shop only at department stores during an average mall visit. The likely implication from this is that the small specialty stores should be promoted to

this group of consumers to entice them to shop at a particular mall. Second, the results pertaining to the average number of stores visited on a trip to the shopping mall is rather revealing. Over 85% of the respondents surveyed stated that they usually visit between 1 and 6 stores on a typical visit. This somewhat surprising low number of stores visited indicates that either older Generation Y consumers are not satisfied with a significant amount of the store offerings at the particular mall surveyed, or that older Generation Y consumers are visiting malls with a detailed plan outlining exactly what stores they will visit. If the latter is true, it would indicate that college students as Generation Y consumers are not browsers who spend time wandering through stores but, instead, are very process-oriented and systematic in their mall shopping.

Finally, the results in Table 3 indicate that nearly two-thirds of Generation Y college consumers spend one hour or less in the mall on an average shopping excursion. Only about 11% of these consumers are spending over one and one-half hours in the mall on an average visit. Compared to the routine two to three hour mall visits frequently seen from the teenage segment of Generation Y (Setlow 2001), this brevity is rather unexpected. Again, in agreement with the previous results in this section, the older Generation Y consumers appear to be less entertainment or browsing oriented in their shopping as shown by their low number of stores visited and minimal time spent in the mall on an average visit.

MANAGERIAL IMPLICATIONS AND DISCUSSION

Probably the most important implication arising from this study is that as a group, this senior division of the Generation Y segment displays some diverse shopping attitudes and behaviors. Our findings indicate that this group is largely motivated by objective, functional and

economic motivations to consume, they spend relatively low levels of time in the mall when they go, and are likely to visit a relatively small group of stores during a visit. Although untested, these results tend to indicate that this group of consumers is more strongly associated with utilitarian rather than hedonic shopping values (Babin, Darden and Griffin 1994). Utilitarian shoppers are likely to purchase products in a deliberate and efficient manner, while hedonic shoppers are motivated by the emotional and entertainment dimensions associated with the shopping experience (Babin, Darden and Griffin 1994).

The observed emphasis that older Generation Y consumers place on objective shopping and utilitarian benefits is important to mall managers as they attempt to draw older Generation Y consumer into their shopping malls. Based on the present results, mall managers would be more successful in drawing these consumers into their mall locations by emphasizing unique sales promotions or sales at popular specialty stores within the mall. As these consumers limit their time spent within the mall stores, it will be important for the consumers to have a reason or motivation driving their mall visit. Mall managers might even consider coordinating multiple store sales, focusing on the three to five most popular stores for this consumer segment, and advertising sales in these stores on the same weekend. This would motivate the utilitarian shopper by saving them time and money, while capitalizing on their desire for short-term, purchase-oriented visits.

A final implication is that both objective and social motivation significantly predict perceptions of ambiance in shopping malls. This is the only variable used in this study that is predicted by both forms of motivation. The measure for ambiance, first used in a mall context by Wakefield and Baker (1998), is composed of items for choice of music, music volume, lighting and temperature. The significant predictions suggest these are variables that mall

managers should be particularly concerned with when trying to attract these older Generation Y shoppers. Since two of the four-item are concerned with music, this is a variable that mall managers should be particularly careful with since Yalch and Spangenberg (1993) found that perceptions of environmental music are not universal and vary by age. In a different context, Holbrook and Morris (1989) also tested music preferences and noted that musical tastes acquired during late adolescence and early adulthood tend to remain as “favorites” throughout life. Holbrook and Schindler’s research identified a peak attachment for music popular during the 24th year suggesting that for the late Generation Y segment, music that is currently popular and recently popular with this age group should be the music that they prefer. However, as noted in a review of atmospheric influences by Turley and Milliman (2000), music tempo influences behavior and consumers tend to shop to the beat of the music played in retail environments. Therefore currently popular music with relatively faster tempos may shorten the already brief time that this group spends in a mall.

FUTURE RESEARCH AND CONCLUSION

Since this is truly an exploratory study focusing on a large group of consumers’ perceptions of a very prominent marketing institution, there are a number of issues that could be explored in future research. An obvious issue focuses on the generalizability of this research. Do the findings of this study generalize across all older Generation Y consumers and all malls?

Even though we found that objective motivations to consume were significantly more likely with this cohort group, there are likely Generation Y consumers that are socially motivated as well. Therefore, mall managers may be able to segment this market partially based upon consumers’ motivation to consume. Hence, research that explores how other critical

segmentation variables such as race, ethnicity, income, social class, use occasion and geographic factors such as climate and county size influence mall perceptions could be valuable to mall and retail managers.

The perceptions of mall atmospherics that emerged from this study also warrant attention from researchers. The Wakefield and Baker (1998) measures of atmospherics used in this study indicated that objective motivations to consume predicted perceptions of ambience and layout, while social motivations to consume predicted ambience and design. However since these scales only ask about music volume, music type, lighting, temperature, architectural style, decorations, colors and mall layout, there are other atmospheric variables that should be investigated. As Turley and Milliman (2000) note, an atmosphere is extremely complex and can include a very large number of stimuli for consumers to process. Turley and Milliman's review of this literature also indicates that consumers react to very small changes in the environment even when consumers are not consciously aware of them. Therefore how this group reacts to some other critical environmental stimuli such as crowding, olfactory stimuli, music tempo, signage and social areas needs to be explored. This atmospheric related research could explore the effect changes in the composition of a mall's environment have on older Generation Y consumers' approach-avoidance behavior, spending patterns, and time spent while in a mall.

A further application of this study concerns the preponderance of objectively motivated shoppers in our sample. Since the Generation Y segment is composed of a very wide age range and these subgroups are likely to have varying attitudes and behavior due to developmental differences (Goff 1999), an obvious issue is whether this utilitarian trait is specific to this older group or whether it runs throughout the entire cohort group. Due to the experiences mall managers have had with teens in malls throughout the U.S. and their need to install curfews,

these findings may be specific to this older group. As college students, these consumers have entertainment options that the younger Generation Y shoppers do not. Therefore this younger group, particularly the teenage group, may find the mall more attractive than our sample does. However, this notion needs to be tested. A study that measures attitudes toward the mall of three groups, the youngest Generation Y consumer (8-12), junior high and high school aged Generation Y consumers (13-18), and college aged Generation Y consumers (19-25), would indicate whether mall attitudes of shoppers of different ages are U-shaped or display some other pattern.

Finally, the role a mall plays in the socialization process is not clear. At present we do not know if a mall is a socialization agent, an outcome of socialization, or both. Specifically, socialization agents (parental and peer communication, mass media viewing, and advertising, among others) have been shown to have direct positive or negative influences on a variety of socialization outcomes. These outcomes include consumer activism, attitudes toward prices, materialism (Moschis and Smith 1985), and attitude toward advertising (Bush, Smith and Martin 1999). While the mall environmental perceptions examined in the present study, including ambient, layout, design and variety perceptions, are proposed as outcomes of socialization, the possibility exists that these variables might also influence other important socialization outcomes previously studied. A younger consumer's perception of mall excitement or mall ambience could logically influence his or her materialistic views or price sensitivity. Future research should focus on identifying where, exactly, the shopping mall has its greatest impact in the consumer socialization process.

REFERENCES

- “A Brief History of Shopping Centers” (2000), ICSC News, www.icsc.org.
- Anderson, C. (2001), "Survey: The Young: Youth, Inc.," *The Economist*, 357 (8202), S9-S10.
- Babin, B., Darden, W., and Griffin, M. (1994), “Work and/or Fun: Measuring Hedonic and Utilitarian Shopping Value,” *Journal of Consumer Research*, 20 (March), 644-656.
- Bearden, W. (1977), “Determinant Attributes of Store Patronage: Downtown Versus Outlying Shopping Centers,” *Journal of Retailing*, 53 (2), 15-22, 92, 96.
- Bellenger, D., Robertson, D., and Greenburg, B. (1977), “Shopping Center Patronage Motives,” *Journal of Retailing*, 53 (2), 29-38.
- Bloch, P., Ridgway, N., and Dawson, S. (1994), “The Shopping Mall as Consumer Habitat,” *Journal of Retailing*, 70 (1), 23-42.
- Bloch, P., Ridgway, N., and Nelson, J. (1991), “Leisure and the Shopping Mall,” in *Advances in Consumer Research*, Vol. 18, Rebecca H. Holman and Michal R. Solomon, eds., Provo, UT: Association for Consumer Research, 445-452.
- Brown, S. (1991), “Shopper Circulation in a Planned Shopping Centre,” *International Journal of Retail & Distribution Management*, 19 (1), 17-24.
- Brunner, J., and Mason, J. (1968), “The Influence of Driving Time Upon Shopping Center Preference,” *Journal of Marketing*, 32 (April), 57-61.
- Bucklin, L. (1967), “The Concept of Mass in Intra-urban Shopping,” *Journal of Marketing*, 31 (October), 37-42.
- Burns, D., and Warren, H. (1995), “Need for Uniqueness: Shopping Mall Preference and Choice Activity,” *International Journal of Retail & Distribution Management*, 23 (12), 4-12.
- Bush, A., Smith, R., and Martin, C. (1999), "The Influence of Consumer Socialization Variables on Attitude Toward Advertising: A Comparison of African-Americans and Caucasians," *Journal of Advertising*, 28 (3), 13-24.
- Churchill, G., and Moschis, G. (1979), "Television and Interpersonal Influences on Adolescent Consumer Learning," *Journal of Consumer Research*, 6 (June), 23-35.
- Cox, W., and Cooke, E. (1970), “Other Dimensions in Shopping Center Preference,” *Journal of Marketing*, 34 (October), 12-17.

Csaba, F., and Askegaard, S. (1999), "Malls and the Orchestration of the Shopping Experience in a Historical Perspective," in *Advances in Consumer Research*, Vol. 26, Eric J. Arnould and Linda M. Scott, eds., Provo, UT: Association for Consumer Research, 34-40.

d'Astous, Alain, Julie Maltais and Roberge, C. (1990), "Compulsive Buying Tendencies of Adolescent Consumers," in *Advances in Consumer Research*, Vol. 17, Goldberg, M., Gorn, G., and Pollay, R. eds., Provo, UT: Association for Consumer Research, 306-312.

Der Hovanesian, M. (1999), "Spending It, Investing It -- Coming on Strong: The Children of the Baby Boomers are Affecting Spending and Investing as Their Parents Did; The Similarity Ends There," *Wall Street Journal*, November 29, Eastern Edition, 12.

Feinberg, R., and Meoli, J. (1991), "A Brief History of the Mall," in *Advances in Consumer Research*, Vol. 18, Holman, R and Solomon, M., eds., Provo, UT: Association for Consumer Research, 426-427.

Feinberg, R., Sheffler, B., Meoli, J., and Rummel, A. (1989), "There's Something Social Happening at the Mall," *Journal of Business and Psychology*, 4 (1), 49-63.

Finn, A., and Louviere, J. (1996), "Shopping Center Image, Consideration, and Choice: Anchor Store Contribution," *Journal of Business Research*, 35, 241-251.

Gardyn, R. (2002), "Educated Consumers," *American Demographics*, 24 (10), 18-19

Ghosh, A. (1986), "The Value of a Mall and Other Insights from a Revised Central Place Model," *Journal of Retailing*, 62 (1), 70-97.

Goff, L. (1999), "Don't Miss the Bus," *American Demographics*, 21 (8), 48-54.

Grossbart, S., Mittelstaedt, R., Curtis, W. and Rogers, R (1975), "Environmental Sensitivity and Shopping Behavior," *Journal of Business Research*, 3 (4), 281-294.

Gruen, V. (1973), *Centers for the Urban Environment: Survival of the Cities*, New York: Van Nostrand Reinhold.

Gruen, V., and Smith, L. (1960), *Shopping Towns, U.S.A.: The Planning of Shopping Centers*, New York: Van Nostrand Reinhold.

Hazel, D. (2001a), "Centers turn to Curfews as a Last Resort to Cope with Teens," *Shopping Centers Today*, October, www.icsc.org.

Hazel, D. (2001b), "Mall Maestros: As Projects Get More Complex, So Do Architects Roles," December, www.icsc.org.

Holbrook, M., and Schindler, R. (1989), "Some Exploratory Findings on the Development of Musical Tastes," *Journal of Consumer Research*, 16 (1), 119-124.

- Horovitz, B. (2002), "Gen Y: A Tough Crowd to Sell," *USA Today*, April 22, B1-2.
- Howell, R., and Rogers, J. (1981), "Research into Shopping Mall Choice Behavior," in *Advances in Consumer Research*, Vol. 8, Kent B. Monroe, ed., Ann Arbor, MI: Association for Consumer Research, 671-676.
- Jarboe, G., and McDaniel, C. (1987), "A Profile of Browsers in Regional Malls," *Academy of Marketing Science*, 15 (1), 46-53.
- John, D. (1999), "Consumer Socialization of Children: A Retrospective look at Twenty-Five Years of Research," *Journal of Consumer Research*, 26 (3), 183-213.
- Langrehr, F. (1991), "Retail Shopping Mall Semiotics and hedonic Consumption," in *Advances in Consumer Research*, Vol. 18, Holman, R. and Solomon, M. eds., Provo, UT: Association for Consumer Research, 428-433.
- Lockwood, C. (2001), "Emerging Trend: The Mall Meets Main Street," *Shopping Centers Today*, September, www.icsc.org.
- Lotz, S., Eastlick, M. and Shim, S. (2000), "Modeling Patrons' Activities at Entertainment Malls: A Study in 'Flow'," in *Enhancing Knowledge Development in Marketing*, Gundlach, G., and Murphy, P. eds., Chicago: American Marketing Association, 256-257.
- Mander, E. (2001), "Growing Pains for Hybrid Malls," *Shopping Centers Today*, October, www.icsc.org.
- Marketing News (1997), "Malls Losing Popularity with Shoppers," *Marketing News*, 31 (May 26), 10.
- McLeod, J., and O'Keefe, Jr., G. (1972), "The Socialization Perspective and Communication Behavior," in *Current Perspectives in Mass Communication Research*, Kline, G. and Tichenor, P. eds., Beverly Hills, CA: Sage, 121-168.
- Mitchell, D. (2002), "Young Bucks: Desert Ridge Marketplace Caters to Affluent Gen-Y Shoppers," *Shopping Centers Today*, February, www.icsc.org.
- Moore, C., and Mason, J.(1969), "A Research Note on Major Retail Center Patronage," *Journal of Marketing*, 33 (July), 61-63.
- Moore, R., and Stephens, L. (1975), "Some Communication and Demographic Determinants of Adolescent Consumer Learning." *Journal of Consumer Research*, 2 (September), 80-92.
- Moschis, G. (1978), *Acquisition of the Consumer Role by Adolescents*, Research Monograph No. 82, Atlanta, GA: Publishing Services Division, College of Business Administration, Georgia State University.

Moschis, G. (1981), "Patterns of Consumer Learning," *Journal of the Academy of Marketing Science*, 9 (2), 110-126.

Moschis, G., and Churchill, Jr., G. (1978), "Consumer Socialization: A Theoretical and Empirical Analysis," *Journal of Marketing Research*, 15 (November), 599-609.

Moschis, G., and Moore, R. (1979), "Family Communication Patterns and Consumer Socialization," in *1979 AMA Educators' Conference Proceedings*, ed. Neil Beckwith et al., Chicago: American Marketing Association, 226-230.

Moschis, G., and Smith, R. (1985), "Consumer Socialization: Origins, Trends, and Directions for Future Research," in *Historical Perspectives in Consumer Research: National and International Perspectives*, Chin Tiong Tan and Jagdish Sheth eds., Singapore: Association for Consumer Research, 275-281.

Nichols, J., Fuan L., Kranendonk, C., and Roscow, S. (2002), "The Seven Year Itch? Mall Shopping Over Time," *Journal of Consumer Marketing*, 19 (2), 149-165.

Oliver, R., and Swan, J. (1989), "Consumer Perceptions of Interpersonal Equity and Satisfaction in Transactions: a Field Survey Approach," *Journal of Marketing*, 53 (April), 21-35.

Paul, P. (2001), "Getting Inside Gen Y," *American Demographics*, 23 (9), 42-49.

Reynolds, K., Ganesh, J., and Lockett, M. (2002), "Traditional Malls vs. Factory Outlets: Comparing Shopper Typologies and Implications for Retail Strategy," *Journal of Business Research*, 55 (9), 687-696.

Rice, F. (2001), "Superstars' of Spending," *Advertising Age*, 72 (2), S1, S10.

Rosenberg, J. (2000), "Tweens Mesh Latest Fads, Moms & Dads," *Advertising Age*, 71 (7), 40.

Roy, A. (1994), "Correlates of Mall Visit Frequency," *Journal of Retailing*, 70 (2), 139-161.

Russell, J., and Pratt, G. (1980), "A Description of the Affective Quality Attributed to Environments," *Journal of Personality and Social Psychology*, 38 (2), 311-322.

Setlow, C. (2001), "Younger Consumer Hit the Mall," *DSN Retailing Today*, 40 (15), 16.

Shim, S., and Eastlick, M. (1998), "The Hierarchical Influence of Personal Values on Mall Shopping Attitude and Behavior," *Journal of Retailing*, 74 (1), 139-160.

Taylor, S., and Cosenza, R. (2002), "Profiling Later Aged Female Teens: Mall Shopping Behavior and Clothing Choice," *Journal of Consumer Marketing*, 19 (5), 393-408.

Turley, L., and Milliman, R. (2000), "Atmospheric Effects on Shopping Behavior: A Review of the Experimental Evidence," *Journal of Business Research*, 49 (2), 193-211.

Wakefield, K., and Baker, J. (1998), "Excitement at the Mall: Determinants and Effects on Shopping Response," *Journal of Retailing*, 74 (4), 515-539.

Wakefield, K., and Blodgett, J. (1994), "The Importance of Servicescapes in Leisure Service Settings," *Journal of Services Marketing*, 8 (3), 66-76.

Wall Street Journal (2001), "Abercrombie Seeks to Send Teeny-Bopper's Packing," *Wall Street Journal*, August 30, pp. B1, B4.

Ward, S. (1974), "Consumer Socialization," *Journal of Consumer Research*, 1 (September), 1-14.

Yalch, R., and Spangenberg, E. (1993), "Using Store Music for Retail Zoning: A Field Experiment," in *Advances in Consumer Research*, Leigh McAlister and Michael L. Rothschild, eds., Provo, UT: Association for Consumer Research, 632-636.

Zaichkowsky, J. (1985), "Measuring the Involvement Construct," *Journal of Consumer Research*, 12 (December), 341-352.

Table 1
Mean Values

<u>Summed Construct</u>	<u>Item Mean</u>
Ambient Factors	3.43
Design Factors	3.24
Layout	3.37
Variety	2.75
Desire To Stay	2.50
Excitement	3.96
Involvement	4.64
Repatronage Intention	4.80
Consumption Motivation (Social)	2.77
Consumption Motivation (Objective)	3.87

Table 2

Individual Regression Analyses of Motivation to Consume and Mall Perceptions

Perceptions of Ambient Factors

Predictor (Consumption Motivation)	Standardized Beta Coefficient	Significance t-statistic	Significance Level
Objective	.128	2.001	.046*
Social	.145	2.262	.025*

Adjusted r-squared for the model = .038, F-value = 5.859, significant at $p < .01$

Perceptions of Design Factors

Predictor (Consumption Motivation)	Standardized Beta Coefficient	Significance t-statistic	Significance Level
Objective	.040	0.617	.538
Social	.165	2.557	.011*

Adjusted r-squared for the model = .024, F-value = 4.010, significant at $p < .05$

Perceptions of Layout Factors

Predictor (Consumption Motivation)	Standardized Beta Coefficient	Significance t-statistic	Significance Level
Objective	.164	2.542	.012*
Social	.048	0.744	.458

Adjusted r-squared for the model = .025, F-value = 4.136, significant at $p < .05$

Perceptions of Variety Factors

Predictor (Consumption Motivation)	Standardized Beta Coefficient	Significance t-statistic	Significance Level
Objective	.009	0.134	.894
Social	.144	2.231	.027*

Adjusted r-squared for the model = .023, F-value = 3.757, significant at $p < .05$

Table 2 (continued)

Perceptions of Desire to Stay

Predictor (Consumption Motivation)	Standardized Beta Coefficient	Significance t-statistic	Significance Level
Objective	.030	0.473	.637
Social	.189	2.940	.004*

Adjusted r-squared for the model = .031, F-value = 4.992, significant at $p < .01$

Perceptions of Excitement

Predictor (Consumption Motivation)	Standardized Beta Coefficient	Significance t-statistic	Significance Level
Objective	.044	0.687	.493
Social	.173	2.689	.008*

Adjusted r-squared for the model = .027, F-value = 4.487, significant at $p < .05$

Perceptions of Involvement

Predictor (Consumption Motivation)	Standardized Beta Coefficient	Significance t-statistic	Significance Level
Objective	.135	2.108	.036*
Social	.113	1.765	.079

Adjusted r-squared for the model = .030, F-value = 4.849, significant at $p < .01$

Perceptions of Repatronage Intentions

Predictor (Consumption Motivation)	Standardized Beta Coefficient	Significance t-statistic	Significance Level
Objective	.033	0.507	.613
Social	.150	2.326	.021*

Adjusted r-squared for the model = .018, F-value = 3.259, significant at $p < .05$

Table 3

Mall Shopping Behaviors

Prefer spending time at:	Frequency	Percent
Department stores only.	24	11%
Small Specialty Stores only.	67	32%
Both Department and Small Specialty stores	117	56%
Unidentified	2	1%

Stores visited on average trip:	Frequency	Percent
1 - 3	82	39%
4 - 6	96	46%
7 - 9	24	11%
10 or more	7	3%
Unidentified	1	1%

Number of minutes in mall on average trip:	Frequency	Percent
1 - 30	30	14%
31 - 60	103	49%
61 - 90	53	25%
91 - 120	17	8%
121 or more	6	3%
Unidentified	1	1%

Appendix A

Measurement Scales and Reliabilities

Construct	Coefficient Alpha						
<p>Ambient Factors (5)</p> <p>The mall plays music that I like. Mall music is played at an appropriate volume. The mall lighting is appropriate. The mall temperature is comfortable.</p>	.737						
<p>Design Factors (5)</p> <p>The mall's architecture gives it an attractive character. The mall is decorated in an attractive fashion. The interior wall and floor color schemes are attractive. The overall design of the mall is interesting.</p>	.895						
<p>Layout (5)</p> <p>The layout makes it easy to get to the stores you want. The layout makes it easy to get to the food areas. The layout makes it easy to get to the restrooms. Overall, the layout makes it easy to get around.</p>	.835						
<p>Variety (5)</p> <p>The variety of food offered at this mall is excellent. This mall has an excellent variety of stores. This mall has excellent entertainment alternatives.</p>	.761						
<p>Desire To Stay (5)</p> <p>I like to stay at this mall as long as possible. I enjoy spending time at this mall.</p>	.805						
<p>Excitement (7)</p> <p>The mall is:</p> <table style="margin-left: 40px; border: none;"> <tr> <td style="padding-right: 40px;">unexciting - exciting</td> <td>unappealing - appealing</td> </tr> <tr> <td>dull - interesting</td> <td>monotonous - sensational</td> </tr> <tr> <td>boring - stimulating</td> <td></td> </tr> </table>	unexciting - exciting	unappealing - appealing	dull - interesting	monotonous - sensational	boring - stimulating		.906
unexciting - exciting	unappealing - appealing						
dull - interesting	monotonous - sensational						
boring - stimulating							
<p>Involvement (7)</p> <p>In general, going shopping is:</p> <table style="margin-left: 40px; border: none;"> <tr> <td style="padding-right: 40px;">unimportant - important</td> <td>means nothing - means a lot to me</td> </tr> <tr> <td>unexciting - exciting</td> <td>doesn't matter - matters to me</td> </tr> <tr> <td>unappealing - appealing</td> <td>boring - interesting</td> </tr> </table>	unimportant - important	means nothing - means a lot to me	unexciting - exciting	doesn't matter - matters to me	unappealing - appealing	boring - interesting	.963
unimportant - important	means nothing - means a lot to me						
unexciting - exciting	doesn't matter - matters to me						
unappealing - appealing	boring - interesting						

Repatronage Intention (7) .948

In the future, my shopping at this mall will be:

not at all - very frequent not probable - very probable
unlikely - likely impossible - very possible

Consumption Motivation (Social) (5) .884

Before purchasing a product at the mall, it is important to know _____:

what friends think of different brands or products.
what kinds of people buy certain brands or products.
what others think of people who use certain brands or products.
what brands/products to buy to make good impressions on others.

Consumption Motivation (Objective) (5) .812

Before purchasing a product at the mall, it is important to know _____:

about guarantees on different brands.
the name of the company that makes the product.
whether any brands are on sale.
the kinds of materials different brands are made of.
the quality of store selling a particular brand.

(5) = 5-point strongly disagree (1) to strongly agree (5) scales

(7) = 7-point semantic differential scales