

Shopping Centers beyond purchasing of luxury goods: a tourism perspective

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Abstract

This study sought to identify the main dimensions of luxury shopping experiences shared online by tourists after visiting luxury shopping malls and to ascertain the main narratives linked with any dissatisfaction these tourists express. A mixed content analysis was conducted on 1,050 reviews describing shopping experiences in seven luxury malls. The results reveal the existence of eight dominant themes: shopping, luxury, day, place, food, walk, expensive (goods) and people. The main theme linked with dissatisfaction is that of expensive. The concept map of these themes confirms that shopping experiences in luxury malls diverge from those in general goods shopping centres.

Keywords: Luxury shopping, web generated content, content analysis, tourism and leisure, shopping experience

1. Introduction

Shopping satisfies several social and psychological needs (Howard, 2007; Holroyd, 2016). It is, thus, a visitor attraction, leisure activity and source of income (Lau & Au, 2000; Johnson, 2013), as well as an important component of tourism trips that is often influential in destination choices (Moscardo, 2004). Shopping has a significant impact on national economies, the tourism industry and the retail sector (World Tourism Organization [UNWTO], 2014), and shopping can influence tourists' satisfaction with their tourism experiences (Meng & Xu, 2012).

Shopping, tourism and destination development appear to be interrelated, with perceived shopping opportunities functioning as an important pull factor of destinations (Henderson, Cheea, Mun & Lee, 2011). Contemporary shopping centres and tourism destinations combine in the form of tourism shopping. Thus, retailers are an important component of the tourism industry in many destinations (Henderson et al., 2011). New urban areas are retail-laden town centres where tourists not only shop but also enjoy several leisure and entertainment opportunities (Little, 2006).

Although shopping tourism has received increasing interest in the literature, this field is still in an early stage of research (Choi, Heo & Law, 2016). The present paper seeks to address two of the research gaps in shopping tourism literature identified recently by Choi et al. (2016). First, the cited authors report that, in spite 'of the importance of the luxury goods market, few studies have been conducted on this subject' (Choi et al., 2016, p. 12). Previous studies (Park, Reisinger & Noh, 2010) have concluded that the patterns of shopping for luxury goods contrast with those for general goods and souvenirs. Locations such as Dubai are good examples of the new trend referred to as retailtainment, which combines shopping and contemporary entertainment and leisure opportunities for travellers. In general, consumers perceive luxury goods as of premium quality and unique (Zaidan, 2016).

Second, based on previous studies of shopping satisfaction (Heung & Cheng, 2000; Wong & Law, 2003; Tosun, Temizkan, Timothy & Fyall, 2007; Wong & Wan, 2013), Choi et al. (2016, p. 13) also argue that 'factors that contribute to . . . dissatisfaction . . . [with] shopping' merit future research. Overall, dissatisfaction in luxury shopping is an underresearched area. The aims of the present study, therefore, were twofold: to identify the main dimensions of luxury

shopping experiences shared online by tourists visiting luxury shopping malls and to identify the main narratives of satisfied and dissatisfied individuals among these tourists.

This paper is structured as follows. The next section provides an overview of the literature on shopping tourism, in general, and luxury shopping tourism, in particular. Then, the methodology section presents the research context, data sources and mixed content analysis approach. The results of the content analysis of the web reviews are detailed in the fourth section. The paper ends with a discussion, conclusions and implications of this study, as well as avenues for future research.

2. Literature Review

2.1 Shopping Tourism

Shopping tourism is a multibillion-dollar global industry, although researchers have difficulty determining its exact size (Economist Intelligence Unit, 2011). With the fast growth of the global tourism industry (Meng & Xu, 2012), shopping tourism now has a significant impact by contributing to national economies, the tourism industry and the retail sector (Kent, Schock & Snow, 1983; Kim & Littrell, 1999; Lawson, 1991; Meng & Xu, 2012; Swanson, 2004; Yu & Littrell, 2003).

Shopping is, therefore, considered an important factor when defining the overall economic impact of tourism in any given region (Makkonen & Hokkanen, 2013; Saarinen, 2003). Shopping can be the biggest expenditure of tourists (Cai, Lehto & O'Leary, 2001; Meng & Xu, 2012; Turner & Reisinger, 2001). Studies have shown that tourists spend about one-third of their total tourism-related expenditures on shopping (Grattan & Taylor, 1987; Littrell et al., 1994), only spending more on their accommodations (Turner & Reisinger, 2001). Thus, in some areas of the world, shopping represents, directly and indirectly, a significant source of income for national economies (UNWTO, 2014).

Shopping is reported to be the most important activity of both domestic and international tourists (Anderson & Littrell, 1995; Kent et al., 1983; MacCannell, 2002). It is not only an activity in which tourists engage on their trips, but often it represents a determinant factor that influences their destination choice (Henderson et al., 2011; Moscardo, 2004; Timothy, 2005; Timothy & Butler, 1995; Turner & Reisinger, 2001; UNWTO, 2014; Zaidan, 2016). Many tourists feel that a trip is not complete without having spent time shopping (Heung & Qu, 1998;

Lehto, Chen & Silkes, 2014), and opportunities to engage in it can often enhance the attractiveness of destinations (Dimanche, 2003; Henderson et al., 2011; Heung & Cheng, 2000; Kent et al., 1983; Lau & Au, 2000; Yeung, Wong & Ko, 2004).

Recently, the literature on tourism has focused on shopping's role in this industry both as a general leisure activity of tourists and a primary motive for travel (e.g. Coles, 2004; Heung & Qu, 1998; Lau & Au, 2000; Mok & Lam, 1997; Moscardo, 2004; Timothy, 2005; Timothy & Butler, 1995). Tourist shopping is not limited to souvenirs (Gordon, 1986), and it includes purchases of clothing, jewellery, books, arts and crafts, duty-free goods, electronics (Timothy & Butler, 1995; Turner & Reisinger, 2001) and luxury goods (Park et al., 2010). Typically, tourists do not have specific products in mind. Instead, shopping becomes a by-product of their travel experiences.

When shopping, tourists base their purchase decisions on several factors. Researchers have found that tourists look for high-quality, well-designed products (Costello & Fairhurst, 2002; Littrell et al., 1994; Paige & Littrell, 2003; Reisinger & Turner, 2002). Besides wanting to secure the highest quality items possible, tourists feel that purchasing an item by a well-known manufacturer is extremely important (Littrell et al., 1994), so they look for well-known brand names or logos when shopping. Studies have also shown that tourist shoppers look for unique products unavailable at home or unique to tourist destinations (Costello & Fairhurst, 2002; Littrell et al., 1994; Paige & Littrell, 2003; Reisinger & Turner, 2002). However, some researchers have questioned whether this characteristic is generalisable to shopping mall settings since many centres are similar regardless of their location (LeHew & Wesley, 2007).

Since vacation time is considered 'unordinary' in the exciting and non-home atmosphere of travel (Crompton, 1979; Gordon, 1986), tourists' shopping behaviour is often different from their rational, ordinary day-to-day shopping at home (Belk, 1988; Littrell, Anderson & Brown, 1993; Oh, Cheng, Lehto & O'Leary, 2004; Timothy & Butler, 1995; Turner & Reisinger, 2001). Individuals on trips frequently spend a significantly larger amount of money on souvenirs and goods that may not be readily available or affordable in their home country (Dimanche, 2003; Jansen-Verbeke, 1991; Timothy & Butler, 1995; UNWTO, 2014). They also purchase more nonessential products while on vacations (Gordon, 1986).

Shopping often serves as an important component of destinations' tourism resources (Dimanche, 2003), and this is increasingly used by destinations worldwide as their main

regional attraction (Jansen-Verbeke, 1991). Many cities in Asia, Europe and the United States (US) provide tourists with quality goods, as well as ensuring variety and quantity and, thereby becoming important shopping destinations. Some destinations are also considered to be a shopping paradise (Dimanche, 2003; Heung & Cheng, 2000; Heung & Qu, 1998; Kattiyapornpong & Miller, 2012; Keown, 1989; Lehto, Cai, O’Leary & Huan, 2004; Park et al., 2010), and they are visited for the sole purpose of shopping (Cohen, 1995; Guo et al., 2009; Park et al., 2010).

One research perspective on the origin of shopping tourism is the increasing importance of shopping in tourist activities. Shopping has become a core element of the tourism value chain (UNWTO, 2014), gaining a similar level of importance as accommodation, dining, transportation and sightseeing, rather than simply being an accompanying activity (Choi et al., 2016). It has thus become a primary motivation for travelling (Getz, 1993; Hsieh & Chang, 2006; Kemperman, Borgers & Timmermans, 2009; Kim & Littrell, 1999; 2001; Mak, Tsang & Cheung, 1999; Snepenger, Murphy, O’Connell & Gregg, 2003; Turner & Reisinger, 2001; Yüksel, 2004; 2007).

Shopping is a vital component of the inclusive experience of travelling (Zaidan, 2016). Tourists’ shopping can be considered a hedonic and leisure activity (Meng & Xu, 2012) in which consumption is not just about products but also about consuming places, spaces and time (Jansen-Verbeke, 1991; Timothy, 2005; Timothy & Butler, 1995). Tourists’ shopping involves diversion, self-gratification, sensory stimulation and opportunities to learn about local traditions and new trends (Tauber, 1972). This includes entertaining, emotional and recreational experiences that are tied to the emotional aspects of shopping (Babin, Darden & Griffin, 1994; Holbrook & Hirschman, 1982) and separate from the purchase of products (Buttle, 1992; Christiansen & Snepenger, 2002). Therefore, tourism shopping – similar to other tourism activities – is essentially experiential consumption, and this can impact the overall evaluation of the entire tourism experience (Meng & Xu, 2012).

The definition of shopping tourism remains broad and unclear (Choi et al., 2016). Jansen-Verbeke (1991) was the first scholar to use the term ‘shopping tourism’ in tourism research. Timothy and Butler (1995) defined shopping tourism as tours with the main purpose of purchasing products. Timothy (2005) was the first to propose that the concept of shopping tourism was distinct from tourist shopping. Shopping tourism occurs when ‘shopping is the primary motivation for a trip, or the primary element in forging the touristic experience’

(Timothy, 2005, p. 71), whereas incidental shopping activities at tourism destinations is understood as tourist shopping. This definition was later generally accepted by other scholars who study shopping tourism (e.g. Liu & Wang, 2010; Michalko & Ratz, 2006; Saayman & Saayman, 2012; Spierings & van der Velde, 2013).

A more comprehensive approach, therefore, is to define shopping tourism as ‘a contemporary form of tourism fostered by individuals for whom purchasing goods outside of their usual environment is a determining factor in their decision to travel’ (UNWTO, 2014, p. 13). Although Timothy’s (2005) definition has been broadly used, some scholars still use tourist shopping and shopping tourism interchangeably, and controversies continue to arise over how the main purpose of shopping tourism should be defined (for example, see Kent et al. [1983] and Yu and Littrell [2003] for other views on this topic) (Choi et al., 2016).

2.2 Luxury Shopping Tourism

Luxury shopping tourism behaviour may differ from patterns generated by general goods in conventional economics (Park et al., 2010). Luxury goods are perceived to be associated with ostentation, uniqueness, sociality, emotion, premium quality and price, aesthetics, extraordinariness, and symbolic meaning (Berry, 1994; Choi et al., 2016; Gardyn, 2002; Kapferer, 1998; Mandhachitara & Lockshin, 2004; Park et al., 2010; Phau & Prendergast, 2000; Prendergast & Wong, 2003; Zaidan, 2016). These goods fulfil shoppers’ desire for wealth and possessions (Vigneron & Johnson, 1999).

Items, products, services and even experiences that make people feel these are better than other options are now included in the luxury goods market. In this regard, tourism and shopping are both part of the experience industries (Pine & Gilmore, 2000), and luxury travel may focus on specific or combined vacation experiences, such as cultural, leisure and/or recreational activities.

The luxury market is an important segment in the travel and tourism industry, and travelling for the purpose of buying luxury products and services is currently the fastest growing segment of the tourism industry (Park et al., 2010). Worldwide, the luxury goods market was estimated to be over US\$220 billion in 2007 (Park et al., 2010), and its sales have been rapidly expanding at around 7% annually. The number of consumers who demand luxury experiences is constantly growing, and this trend is expected to continue to increase significantly (Park et al., 2010).

Globally, many markets now depend not just on local consumers but also on tourist spending on luxury goods. Luxury tourists represent 3% of all tourists (UNWTO, 2011). Luxury tourists spend per day eight times more than regular tourists, and their overall expenditure represents 25% of the money in circulation in the international travel sector (UNWTO, 2011). The market has responded to this demand by providing a wide variety of luxury products and travel choices. Characteristics of luxury shopping destinations identified in previous tourism studies (Anwar & Sohail, 2004; Park et al., 2010; Zaidan, 2016) include safety, convenience, luxury shopping venues, a wide variety of luxury products, high quality retail services, thrilling shopping experiences and entertainment opportunities combined with shopping.

Currently, shopping centres and malls are significant venues for luxury shopping. Luxury shopping malls that offer convenience, familiarity and safety (Josiam, Kinley & Kim, 2005) and that travellers consider clean and as providing quality service (Littrell et al., 2004) act as tourist attractions in many destinations (Jansen-Verbeke, 1991). Shopping malls are more than venues for purchasing luxury products. There is increased investment in shopping complexes, mega malls and outlets across the world (Zaidan, 2016), indicating that shopping is now a main theme throughout global tourism. The shopping centre industry has developed new properties or adjusted strategies to encourage patronage by tourists (Paige & Littrell, 2003). In addition, tourism destinations are increasingly considering augmenting this market trend by creating authentic and distinctive shopping experiences that reinforce their tourism positioning (UNWTO, 2014).

Recognising that fun and interesting shopping experiences are important (International Council of Shopping Centers, 2000), shopping centres are placing increasing emphasis on entertaining customers (Kruger, 2001; Mazur, 1999; Wilson, 2001). In this way, malls today ‘foster . . . magical experiences’ (International Council of Shopping Centers, 2000, p. 3). This entertainment and leisure strategy has allowed shopping centres to broaden their customer base to include tourist shoppers (LeHew & Wesley, 2007).

Along with striking designs and controlled tenancy (Henderson et al., 2011), a new widespread trend in shopping centres is the combination of shopping and other leisure and entertainment options – sometimes with a predominant theme – which creates a cosmopolitan-based shopping experience (Zaidan, 2016). Thus, large, tourist-focused shopping centres typically include multiscreen cinemas, amusement parks, ice skating rinks, water parks, indoor theme parks, vast food courts, bowling alleys, kids’ clubs and/or various other entertainment

venues as part of their tenant mix (LeHew & Wesley, 2007; Zaidan, 2016). As mentioned previously, this new trend has been dubbed ‘retailtainment’ (Stephenson, 2013).

3. Methodology

3.1 Research Context

This study included seven luxury shopping malls located in five different countries. The malls selected are (1) Rodeo Drive, Beverly Hills, California, USA; (2) Orchard Road, Singapore; (3) Siam Paragon, Bangkok, Thailand; (4) Central World Plaza Bangkok, Thailand; (5) The Dubai Mall, Dubai, United Arab Emirates (UAE); (6) Mall of the Emirates, Dubai, UAE; and (7) Pavilion Kuala Lumpur, Kuala Lumpur, Malaysia. These locations all market themselves as shopping destinations.

3.1.1 Rodeo Drive, Beverly Hills, CA, USA

Rodeo Drive is a two-mile-long street, primarily located in Beverly Hills, California, with a southern segment in the City of Los Angeles. The name is most commonly used as a metonym to refer to the three-block stretch of the street known for its luxury goods stores. The larger business district surrounding Rodeo Drive, known as the Golden Triangle, extends from Wilshire Boulevard to Santa Monica Boulevard, and this district is both a shopping and tourist attraction (see <http://www.rodeodrive-bh.com/> for more details).

3.1.2 Orchard Road, Singapore

Orchard Road, a 2.2-kilometer-long boulevard, is the retail and entertainment hub of Singapore. Orchard Road is flanked by pedestrian shopping centres, and it contains numerous upmarket restaurants, coffee chains, cafés, nightclubs and hotels. It is the site of the official residence and offices of the president of Singapore – the Istana – and Orchard Road is a major tourist attraction (see <http://www.yoursingapore.com/see-do-singapore/places-to-see/orchard.html> for further details).

3.1.3 Siam Paragon, Bangkok, Thailand

Siam Paragon is a shopping mall in Bangkok, Thailand, that opened in December 2005. It is currently the third largest mall in Thailand and one of the biggest shopping centres in Asia. With a total retail floor area of 400,000 square metres (m²), it houses over 250 shops, including

international high-end fashion brands; Southeast Asia's largest aquarium; a 16-screen Cineplex, with one of the cinemas having the biggest screen and seating capacity in Asia; and a comprehensive selection of world cuisine. Siam Paragon also has an exhibition hall, the Thai Art Gallery, an opera concert hall and a large bowling alley and karaoke centre. This mall is considered by many to be the heart of Bangkok (see <http://www.bangkok.com/shopping-mall/siam-paragon.htm> for more details).

3.1.4 Central World Plaza Bangkok, Thailand

Central World is a shopping plaza and complex in Bangkok, Thailand, that opened in June 2001. This centre is the largest mall in Thailand and the tenth largest shopping complex in the world, with the shopping mall occupying 550,000 m² and the complex as a whole 1,024,000 m². Central World has about 500 stores, 100 restaurants and cafés, 15 cinemas, a kids' zone and learning centre (i.e., the Genius Planet Zone) and two anchor department stores, as well as a trendy food court, an expansive supermarket and an outdoor square for large-scale events like Bangkok's official New Year countdown party. The complex also includes a hotel and office tower (see <http://www.bangkok.com/shopping-mall/centralworld.htm> for further details).

3.1.5 The Dubai Mall, Dubai, UAE

The Dubai Mall is a shopping centre in Dubai, UAE, that opened in November 2008. Dubai Mall has 5.9 million m² and about 1,200 retailers, making one of the world's shopping centre in retail history. The mall also features the world-class Dubai Aquarium and Underwater Zoo, KidZania® (an innovative children's 'edutainment' concept), SEGA Republic (a high adrenaline indoor theme park), 22-screen Reel Cinemas megaplex (with a total capacity of 2,800 seats) and the Olympic-sized Dubai Ice Rink. In 2014, Dubai Mall was the most-visited retail and entertainment destination, attracting over 80 million visitors. In 2016, it was named the World's Leading Shopping Mall at the World Travel Awards (2016). *Forbes* (Bishop, 2017) has also designated The Dubai Mall the top shopping mall in Dubai (see <https://thedubaimall.com/en/about-us/about-the-dubai-mall> for more details).

3.1.6 Mall of the Emirates, Dubai, UAE

Mall of the Emirates is a shopping mall in Dubai, UAE, that opened in November 2005. The multi-level shopping mall has a total retail floor area of 2,400,000 m² and currently features more than 630 retail outlets, 7,900 parking spaces, over 100 restaurants and cafés, 80 luxury

stores and 250 flagship stores. The mall also hosts family leisure activities including Ski Dubai (the Middle East's first indoor ski resort and snow park), the 500-seat capacity Dubai Community Theatre and Arts Centre and Magic Planet (one of the largest indoor family entertainment centres in Dubai). In 2005, Mall of the Emirates was named the World's Leading Shopping Mall at the World Travel Awards (2005) in London. *Forbes* (Bishop, 2017) has also recognised Mall of the Emirates as one of the top five shopping malls in Dubai (see <http://www.malloftheemirates.com/about-us> for further details).

3.1.7 Pavilion Kuala Lumpur, Kuala Lumpur, Malaysia

Pavilion Kuala Lumpur is a shopping mall in Kuala Lumpur, Malaysia, which opened in September 2007. This mall is a world-class mixed-use urban development, comprising a seven-storey premier shopping mall with a total retail floor area of 1,400,000 m². It has 532 stores offering the finest fashion and home furnishing, entertainment and culinary delights, two blocks of Pavilion Residences, the Pavilion Tower office block and the soon-to-open five-star Royale Pavilion Hotel (see <http://www.kuala-lumpur.ws/klshopping/pavilion-kl.htm> for more details).

3.2 Sample

Around 54% of the reviewers included in the sample are males and 46% females. Of those that reported their age, 2.6% are between 18 and 24 years old, 27.1% between 25 and 34, 30.8% between 35 and 39, 23.2% between 50 and 64 and 6.2% 65 or more years old. The reviews were written by visitors of 79 different countries in Asia (35%), Europe (25%), North America (21%), Oceania (9%), the Near East (5%), Africa (3%) and Latin America and the Caribbean (2%). On average, visitors reported very good and excellent levels of satisfaction (see Table 1) with their trip (i.e. 80% of the reviews).

Table 1. Satisfaction Rating by Shopping Mall

Visitors reporting high levels of satisfaction (i.e. 'very good' and 'excellent') make up around 80.3% of the sample. Their satisfaction is higher with shopping centres (89.9%) than with shopping streets (56.7%). These values are higher than those reported for the Beijing Silk Market experience by Wu, Wall and Pearce (2014), namely, 63% rated their market experience as very good and excellent.

3.3 Data Treatment

Content analysis was carried out on the online evaluations and comments of customers, using Leximancer to transform data from natural language into semantic patterns (Wu et al., 2014). Leximancer is text analytics software that analyses the content of collections of text documents and visually displays the extracted information representing the main concepts contained within the text, as well as information about how they are related. Leximancer thus assists in the analysis of text ‘from words to meaning to insight’.

Differently from other qualitative content analysis techniques that require potentially biased researcher-driven text analysis, Leximancer uses word association information to identify automatically concept seed words and suggests these to the analyst. The researcher can retain them and/or add other seed concepts, as well as control the coding resolution (Tkaczynski, Rundle-Thiele & Cretchley, 2015).

This software uses a two-stage quantitative approach of co-occurrence information extraction to conduct qualitative conceptual and relational analyses. Leximancer uses word occurrence and co-occurrence frequency to infer concept classes and update the list of words highly relevant to seed concepts, thereby extracting a thesaurus of terms for each concept. Further analyses include suggesting clusters of meaning based on how often concepts appear together in a block of text and applying inductive identification of themes with minimal manual intervention.

Leximancer also provides a concept map of the results – a diagrammatic view of the data – visually demonstrating how different concepts and themes are related and showing the extent and strength of relationships between them. This helps the researcher to gain insights into, and an understanding of, the data more efficiently through the process of identifying key concepts and themes. The analyst can view the data in a graphical format and analyse concepts whilst exploring the text for deeper contextual associations (Wu et al., 2014).

4. Results

The analyses revealed eight themes: shopping (with a connectivity rate of 100% and 294 reviews), luxury (58%, 225), day (33%, 102), place (16%, 102), food (15%,106), walk (16%, 81), expensive (12%, 33) and people (10%, 49). The concept map in Figure 1 displays these themes and their related concepts.

Figure 1. Concept Map

4.1 Shopping

The theme of shopping includes the concepts shopping, brands, stores and restaurants. One visitor to Central World Plaza wrote:

[There's s]hopping and eating. . . [and l]ots of good restaurants and great desserts. I love to eat here because there are plenty of restaurants with various types of food. You will enjoy shopping and eating[,] or watch[ing] the movie is a good choice. In the evening, there are some interesting restaurants with [a] nice atmosphere . . . [in the] Groove area.

A Siam Paragon visitor wrote, this is a '[s]hopping paradise [with] multiple brands . . . [and a] variety of designs, [so I] loved this place. [The i]nteriors are amazing, [so I] felt shopping [was] more fun. [There are n]ice food courts.' A visitor to the Mall of Emirates shared:

[A f]abulous luxury shopping mall in Dubai . . . [, t]his is one of Dubai premiere shopping malls . . . [w]ith over 630 retail outlets, over 100 restaurants and cafés, luxury stores, flagship stores, family leisure activities including the Middle East's first indoor ski resort and snow park. This is a very enjoyable and fabulous shopping mall, a must-see of Dubai.

4.2 Luxury

The theme of luxury comprises the concepts luxury, mall, visit, huge, worth, experience and everything. A typical review by a Dubai mall visitor is as follows:

This mall is brilliant to go shopping [in] and it is the biggest mall in the world. We only saw a quarter of the mall but enjoyed the experience and [it] is in a good location as the entrance to the Burj Khalifa is . . . here. Also the Dubai fountains are in the same area and so worth a visit. Top designer shops along with many interesting [items] and something for everyone is here. Cafés and toilets are plent[iful], but as it's so huge, whoever you are with[,] plan a meeting place in case you get lost.

A visitor of the Rodeo Drive wrote that the mall offers an 'immaculate shopping experience with friendly people [and it is a] great area for luxury shopping and dining'. A Central World Plaza visitor shared:

[This is the b]est shopping mall in Bangkok. [It's an e]ndless shopping mall that offers shopping, dining, cinemas and more. [I h]ighly recommend . . . [it and it's w]orth . . . visit[ing]. [This is l]uxury . . . [by] any global standard!

4.3 Day

The theme of day combines the concepts day, time, need, prices, take, during and local. Central World Plaza got this review: '[You m]ust visit [it]. It is a mall everyone should visit. People seeking to visit famous and big brands must take half [a] day . . . to explore this. It is worth . . . [see]ing and recommended for shopping.' A visitor to the Siam Paragon wrote: 'Everything under the sun [is here]! This is a high end shopping mall with every top name available. You can easily lose a day or two here.' A Dubai Mall visitor shared, 'I love this place, it has everything! It is not just a mall in my opinion, I could . . . easily do this as a day trip!'

Another visitor to Dubai Mall wrote:

If you have a lot of money to spend . . . [on] luxury [goods], or just too much spare time [on your hands] to look for several things this mall has to offer, you can easily spend a full day here. [It's e]ven exciting to see if you don't have shopping shoes on. What you want from Dubai Mall depends on your experience. This evening I went with my significant other. We had dinner in Souk al Bahar and went on an *abra* (traditional Arabic boat) cruise around the fountains. [It w]as romantic and the best way to see the fountains. I was pleasantly surprised that it was not priced according to the usual Dubai prices. [It's w]ell worth it.

A Mall of Emirates visitor shared, 'This place is big and impressive and if you are just visiting Dubai, you will need more than 1 day to do it justice. [It's w]ell worth the visit.' Another visitor to the same mall wrote, 'It is a complete shopping experience. It takes a day to see it all and a lifetime to forget it.'

4.4 Place

The theme of place encompasses the concepts place and buy. A typical review of this concept shared by a visitor to the Mall of Emirates says:

[I a]bsolutely love it! [It has a]ll you need under one roof. Ladies, grab your credit cards and spend [money] to buy whatever you like. Everything is easy and available from car parking, washing your car to buying what[ever] you fancy.

4.5 Food

The theme of food includes the concepts food, world, court, best and floor. A typical review from a Siam Paragon visitor reads, ‘The food court is also amazing with different cuisines from around the world.’ Another reviewer wrote about the Mall of Emirates:

[This is a w]onderful shopping experience. [I l]ove love love this mall! [I d]id most of my shopping here. . . . [The f]ood court [is] superb. . . . [with s]o much choice. In fact we were spoilt for choice. [It is s]o clean and [offers] huge portions.

A tourist who visited the Pavilion Kuala Lumpur shared:

[It was g]ood to have some food [even though the] Pavilion is . . . very expensive maybe for average people but it is [also] a very good place to have any kind of food . . . At [the] food court you . . . [can] find . . . all kind[s] of food . . . such as Thai . . . , Vietnamese, Malaysian, Japanese, Korean . . . etc. . . . If you want to have some beer or alcoholic drink the bars are all around you and [if you are] just loitering . . . this is the place to be.

A visitor to the Central World Plaza said:

[This is an e]xcellent shopping mall, with an incredible selection of brands and products. The food court has many options with different type[s] of cuisine. There is also an amazing supermarket inside where you can find . . . delicatessen [food] from everywhere in the world! I . . . suggest . . . [you] buy Thai food products to bring back home!

4.6 Walk

The theme of walk encompasses the concepts walk, nice, love and clean. A reviewer of Orchard Road wrote, ‘[It is n]ice to walk [but] too expensive for shopping. Only super expensive brands [are] available [and n]o Nike, Quicksilver, Adidas, Tommy Hilfiger. . . . But [it is] definitely the cleanest main street in the world.’ A visitor to Rodeo Drive reported:

[This is a]nother beautiful place to visit – we just window shopped. We just wanted to walk down this famous road. It was lovely to see. [It has a]ll high end shops. We spent our time window shopping, [but we] did manage a short trip into Tiffany’s It was a Sunday evening, [and] late when we went and it was fairly quiet.

A guest from Dubai Mall shared:

If you want to just sightsee, relax, casually walk around or shop till you drop, this is definitely a must visit spot! [It's a] great place to shop and relax. You have almost everything there. . . . Make sure . . . [you] wear some good walking shoes – even if you're only window-shopping, it will take you a few hours to cover the place.

A reviewer of Pavilion Kuala Lumpur wrote, '[This is a] very modern and up-to-date mall . . . featuring many high end brands as well as everyday stores[,] . . . lots of walking . . . and lots of shopping. . . . [My t]eenage daughters loved it.'

4.7 Expensive

The theme of expensive combines the concepts expensive and street. A tourist who visited Pavilion Kuala Lumpur reported:

[This is a c]lassy and expensive mall . . . [and a] very classy place which is lit up very well for Christmas. You can spend an hour here and not be bored. The food is expensive and so are the shops.

Another visitor wrote, '[This is e]xtreme urban shopping life. . . . Pavilion Kuala Lumpur is probably the most expensive and upscale shopping mall situated in the most vibrant commercial area Bukit Bintang.' A Rodeo Drive customer wrote, '[This is a h]appening place with high end shops . . . [and a m]ust visit in Los Angeles. This road [is] lined with high end branded shops with glitzy façade[s that m]ay be expensive.'

4.8 People

The theme and concept of people is linked with the other luxury shopping customers in malls. A typical review with this concept comes from an Orchard Road visitor: '[Singapore is v]ibrating . . . [and offers e]asy access by metro . . . or by taxi, thousands of famous shops and shopping malls; until late [at] night, streets are full of people and smiling faces.' Another visitor, this time to Rodeo Drive, wrote:

[This is an i]mmaculate shopping experience with friendly people . . . [and a g]reat area for luxury shopping and dining. [It has f]riendly people[,] considering the clientele. The area is amazingly well kept, everything from litter to painting to street cleaning. It's almost like walking through a movie set.

A Mall of Emirates visitor shared:

[The mall is l]arge and luxurious. What to do in Dubai when you have just two hours to spend? Hit the nearest mall. . . . The mall is fascinating and crawling with the most diverse crowd one can think of. [It's w]orth a visit if only for looking at the people.

A visitor to the Central World Plaza said:

[This will be a]n unusual 2016 year end. The apron of Central World used to . . . [be] the highlight of the Xmas [Christmas and] New Year lifestyle of Thai people and visitors. However, this year will be exceptional. A mourning period . . . [for] the late Rama the 9th [has] overwhelmed the holidays mood. There will not be any carnival here this year. Xmas decoration[s] ha[ve] also been subdued to [a] monotone theme. Because of this, it is more worthwhile [than ever] to pay a visit and take pictures . . . [commemorate]ing this special occasion.

A Mall of the Emirates visitor shared:

[This is a g]reat mall! [It has the m]ost famous brands and a huge . . . [Carrefour] store, amazing Apple Store plus nice architecture, metro station, taxi pickup, food court and people from everywhere as [the] customers [are what] make a mall named Emirates.

4.9 Ratings

This study's analyses included a second step identifying the main themes associated with dissatisfaction (see Figure 2). As tags, 4 and 5 ratings were grouped together on one side and 1, 2 and 3 rankings on the other. Ratings 1, 2 and 3 are associated with the concepts of expensive (41%) and street (43%).

Figure 2. Ratings

4.9.1 One Ratings

A visitor to Orchard Road (i.e. one rating) shared:

[This mall is c]rowded and overpriced. Plenty of huge malls [are located along] . . . one street, [with] hotels and restaurants. For shopp[ing] fanatics [this] may be paradise, [as]

all luxury brands are there. For me, these are not interesting since I look for special Singaporean things.

A Central World Plaza visitor (i.e. one rating) wrote:

[This is a]nother modern shopping centre. [I have n]othing much to say about this mega shopping centre. It's like any other mega shopping centre in a big city. [It's v]ery modern and expensive. [I would n]ot recommend . . . [this] for tourists if you expect something different from the ordinary.

4.9.2 Two Ratings

A visitor to Rodeo Drive (i.e. two rating) shared:

[This is just a] few blocks of overpriced shopping. So as I walked this street I struggled to see why anyone really cares about it. I am not a shopper that is for certain, but as I passed the windows on my early morning exercise walk, I saw the undoubtedly very expensive clothes and I was reminded of 'The Emperor's New Clothes'.

A Dubai Mall visitor (i.e. two rating) wrote:

This place is huge . . . [and n]ew . . . [with l]ots of things to buy, especially if you have lots of money and a penchant for designer labels. However, I felt that it is overrated, cold, impersonal and [I] can probably purchase [these items] just as well or better in the [United Kingdom] UK. I have heard reports of people flying out to Dubai for the shopping (experience?). It's a long way to go to have to haul it back again with you. It was an experience – and I did visit so that [I] could . . . [have] this experience, but [it's] one that I will choose not to repeat. Now . . . [how] did I get to shopping on Amazon [?]

4.9.3 Three Ratings

A visitor to the Mall of Emirates (i.e. three rating) shared:

[It was n]ice to window shop . . . [but it f]elt a bit overwhelming. . . . [You] can't take Go Pro or cameras . . . [and h]ave to be careful not to take pictures which might capture locals. Burj was amazing. [The s]hops are beautiful with very nice things but at completely ridiculous prices. For example, I know macaroons are expensive . . . but 12 macaroons for €50 is unbelievable! [These were j]ust normal ones . . . [and] even Selfridges has them cheaper than that. Make up is also priced up . . . [so the] same brands we would buy in the UK cost at least 1.5 times as much. [The mall has n]ice

play areas for children of all ages. Sega world . . . [and] an airplane type area [are there] for younger kids, etc. [The f]ood court is lovely as you get all the famous chains plus more[,] . . . all halal . . . [s]o plenty of choice. [The c]ost of food is similar to the UK but [the] quality is lovely.

A Pavilion Kuala Lumpur visitor (i.e. three rating) wrote, ‘[This mall is e]xpensive, overrated and not the best for shopping. [I w]ould not recommend [it]. [It was t]oo busy to explore with children.’ A visitor to Siam Paragon (i.e. three rating) said:

[This mall offers e]xpensive and not exclusive shopping. [The b]est aspect of Siam Paragon is the food area that has numerous options for eating. I wouldn’t shop here for anything except groceries. [It h]as cinemas on the top floor which are good.

5. Conclusion

Shopping is widely recognised as an important component of tourism experiences. Luxury shopping, thus, can be an important tourism attraction for destinations. The results of this study support the conclusion that shopping tourism combines tourism destinations and contemporary shopping malls, which have become quite uniform (Rusko, 2013). The present research sought to add to the literature by analysing data on the luxury shopping tourism segment – an under researched area – as well as considering shopping centres and malls in different locations and identifying themes linked with tourist shoppers’ dissatisfaction.

The content analysis revealed the existence of eight themes: shopping, luxury, day, place, food, walk, expensive and people. The most important theme is shopping, which highlights the role of stores, brands and services such as restaurants. Retailers are thus an integral dimension of shopping tourism (Henderson et al., 2011). This dimension is in accord with the concept of retailtainment (Stephenson, 2013) – merging shopping with entertainment opportunities. Therefore, visitors are offered a ‘cosmopolitan-based shopping’ experience (Zaidan, 2016). Jansen-Verbeke (1991) suggests this be used as the criteria for improving the attractiveness of shopping malls to tourists, namely, creating a cluster of a wide variety of shops, catering, leisure and other activities and attractions.

Luxury is a second significant concept identified in the present study. The shopping malls under analysis are recognised as luxury shopping destinations offering a wide range of luxury retail outlets with premium quality and unique goods (Zaidan, 2016). In addition, the theme of day agrees with the idea that shopping is a significant component of tourism trips (Moscardo,

2004) so that, by combining cosmopolitan shopping with entertainment opportunities, shopping malls might be worth a visit for at least one day. The theme of place further links shopping locations with buying items, so to buy different types of products is a significant component of tourists' trips (Moscardo, 2004). The latter dimension reflects the concept of shopping malls, which correspond to commercial facilities and infrastructure developments that allow tourists to buy a diverse selection of goods. Tourists are known to select locations for what they can do rather than what they can see (Zaidan, 2016).

Food is another theme that describes the diversity of cuisines from all over the world. The mix of exciting shopping experiences with leisure dining opportunities is known as one of the drivers of shopping destinations' competitiveness (Zaidan, 2016). The luxury theme also describes the experience of visiting these huge malls. Online reviews link shopping malls with places to buy goods and expensive places. As these shopping malls are huge, visitors recognise that they can spend one or even more days there and that they have to walk.

The theme of walk is linked with the concepts of nice and love. In addition, several narratives that come under this theme are about window shopping. This dimension is in accordance with the hedonic and leisure components linked with shopping tourism experiences (Timothy & Butler, 1995). Even if tourists only do window shopping (Yüksel, 2004), this activity can still bring them pleasure (Choi et al., 2016). The theme of expensive matches the characteristics of luxury goods available in luxury retail stores identified by Zaidan (2016). The people dimension describes the opportunities offered to tourists to interact with other people while shopping (Tosun et al., 2007).

When compared with the experiences shared in online reviews by tourists in Beijing's Silk Market, luxury shopping experiences are different and more complex. In the Silk Market (Wu et al., 2014), shopping experiences mainly relate to the purchase of cheap products that might be fake brands. Prices are negotiated, and narratives describe bargaining experiences. Shopping in the Silk Market is mainly linked with everyday goods, whereas, in luxury contexts, tourist reviews mention not only stores and brands but also restaurants. Regarding emotions, luxury shopping evokes love, while the Silk Market is recalled as fun, a form of escapism and a different experience.

Some concepts obtained in the semantic analysis step overlap, including buy, walk, price, floor, experience, time and everything. Buy is a central theme linked with a place to purchase goods

and services and to do shopping. In the present paper, the concept of experience is part of the luxury theme, but Wu et al.'s (2014) study linked experiences with bargaining that might be fun. The theme of walk is identified in luxury shopping experiences as linked with a clean mall and the concepts of nice and love, and, thus, it is a pleasant activity, whereas, in the Silk Market, the concept of walk falls within the price theme because of efforts to find the best prices. Some consumers are price sensitive in both contexts. Luxury malls are linked with overpriced goods, and, in the Silk Market, finding the best price is of utmost importance. The concept of floor is linked with specific offers, fake products in the context of the Silk Market and food in luxury shopping. The main theme linked with dissatisfaction is that of expensive.

Although this study has some advantages compared with surveys, it also has the shortcoming of not allowing consumers to be described according to several variables such as income, education, age and motivation. As purchasing behaviours are influenced by tourism shopping environments, future studies could target other luxury shopping contexts, such as shopping festivals and airports.

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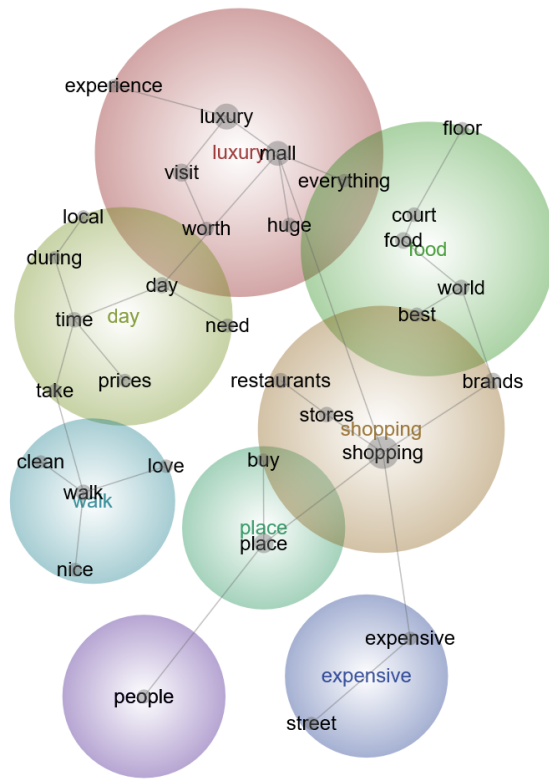


Figure 1. Concept Map



Figure 2. Ratings

Table 1. Satisfaction Rating by Shopping Mall

Shopping Mall	Satisfaction Rating						Total
	1	2	3	4	5	4+5 (%)	
Central World Plaza	1	1	12	61	75	90.7	150
Dubai Mall	–	2	8	53	87	93.3	150
Mall of Emirates	–	–	30	56	64	80.0	150
Orchard Road	4	44	37	22	43	43.3	150
Pavilion Kuala Lumpur	2	–	8	65	75	93.3	150
Rodeo Drive	3	7	35	30	75	70.0	150
Siam Paragon	–	1	11	47	91	92.0	150
Total	21	55	141	334	509	843	1,050