Journal of the Korea Fashion &
Costume Design Association
Vol. 8 No. 1 (2006) pp.145~154

Gender and Ethnic effect on Perceived Shopping Value and Shopping Intention in the Mall Context

Ji-Young Kim† · Youn-Kyung Kim*
Associate Prof., Dept. of Fashion Design, Keukdong College†
Associate Prof., Dept. of Retail, Hospitality, and Tourism Management, University of Tennessee, USA*

쇼핑몰상황에서 인지된 쇼핑가치와 쇼핑의도에 대한 성별과 인종의 영향

김 지 영† · 김 연 경*
극동정보대학 패션디자인과 부교수†
미국 테네시대학교 RHT학과 부교수*
(2006. 2. 10. 접수; 2. 25. 채택)

논문초록

본 연구는 미국 쇼핑몰 내에서의 소비자행동에 관한 것으로, 인구통계학적 변수와 소핑가치 및 쇼핑의도와의 관계를 모델검증을 통하여 밝혔다. 우선 쇼핑가치와 쇼핑의도 하위차원의 구조를 살펴보면, 소비자가 인지한 쇼핑가치를 쾌락적 쇼핑가치와 실용적 쇼핑가치로 구분하였다. 또한 기존연구와는 달리 쇼핑의도 변수에 있어서는 다차원적인 구조의 접근을 시도하여 쇼핑의도의 차원을 경제적, 외식, 기분전환, 서비스 이용 의도로 분류한 모델을 제시하였다. 인구통계학적 변수는 소비자가 인지한 쇼핑가치에 영향을 미치고 쇼핑가치는 소비자의 쇼핑의도에 영향을 미치는 인과적인 모델을 검증해본 결과를 살펴보면, 다음과 같다.

제시된 쇼핑가치 및 쇼핑의도의 차원은 통계적으로 유의하였으며, 인종 및 성별의 인구통계학적 변수는 쇼핑가치에 영향을 미치고 쇼핑가치는 쇼핑의도에 영향을 미치는 모델의 구조 또한 유의한 것으로 나타났다. 실용적 쇼핑가치의 인지에 있어서 백인과 흑인간의 차이는 없었으나, 쾌락적 쇼핑가치에서는 차이를 보여 흑인이 백인보다 쾌락적 쇼핑가치를 더욱 느낀 것으로 나타났다. 성별의 차이에서는 쾌락적 쇼핑가치뿐 아니라 실용적 쇼핑가치에서도 여성이 남성보다 더 큰 반응을 보였다. 또한 쾌락적 및 실용적 쇼핑가치 모두 쇼핑의도의 전체 차원들과 정적인 관계가 있는 결과를 보여, 실용적 쾌락적 쇼핑가치를 더욱 인지하면 할수록 경제적, 외식, 기분전환, 서비스 이용의 쇼핑의도 모두 높은 것으로 나타났다.

Key Words: Shopping value(쇼핑가치), Shopping Intention(쇼핑의도), Ethnicity(인종), Gender(성별) Shopping mall(쇼핑몰)

I. INTRODUCTION

Shopping trips are evaluated on numerous intangible and emotional benefits as well as the merit of any goods or services acquired, in particular, consumers evaluate shopping experiences along utilitarian and hedonic dimensions[1]. We need to recognize the diverse sides across consumer's evaluations of shopping experience to understand their buying activity and intention for next visit.

†Corresponding author ; Ji-Young Kim
Tel. +82-10-4809-3471, Fax. +82-43-879-3376
E-mail : jykim@kdc.ac.kr

Given a growing recognition that intention is closely related with forecasting consumer behavior, companies are concerned with intention in many situations and mall developers and operators would pay attention to mall shopping intention.

Minority consumers may be outnumbered at the shopping mall, but their buying power should not be underestimated. In 1990, whites represented 87 percent of the total consumer marketplace, but by 2007, analysts expect white consumer's share to shrink to 80 percent of all US consumer spending[2] As the buying power of African American, Hispanics and Asians increase, mall operators need to observe the differences of shopping behavior oriented from ethnicity. Some researchers[3][4] asserted that gender appears to be a more important attribute than age in determining a number of shopping traits, particularly, actual shop choice and the expressed motives for shop choice. But limited research has been undertaken to compare factors of shopping value and intention in relation their ethnicity and gender.

This study conceptualized those relationships, especially focused on the shopping intention related to shopping experience and demographic variables in the mall shopping context. In detail, this study designed to investigate the relationships of perceived shopping value and shopping intention in the context of shopping mall. In addition to the relationship, we assessed the influence of demographic variables such as ethnicity and gender. The structural model was tested to verify the relationships of variables.

Ⅱ. THEORETICAL BACKGROUND

1. Mall shopping value

Today's consumers face a multitude of choices in selecting where and how they shop and most likely choose an alternative in which they perceive that shopping will be done most efficiently and satisfactorily. In many instances, the shopping mall is a social and recreation meeting place. Mall operators have turned shopping centers into halls for special events, exhibitions, exercising, shows, and amusement parks. [5]

Mall shopping has become an expression of personal value due to the important role the perceived value plays in predicting purchase behavior and achieving sustainable competitive advantage. Consumer researchers' growing interest in consumer experience has revealed that many consumption activities produce both hedonic and utilitarian outcomes.[6] Babin, Darden, Griffin[7] developed a scale measuring both values obtained from the pervasive consumption experience of shopping and validate the scale using a multistep process. The study demonstrated that there were distinct hedonic and utilitarian dimensions of shopping value and those dimensions related to a number of consumption variables.

The hedonic value reflects the experiential value consumers derive from the shopping process itself, by means of social interaction, personal security and entertainment[8]. Eroglu, Machleit and Davis[9] showed that the feelings of pleasure and arousal had a significant effect on consumer behaviors. Moreover, if shoppers have had their moods improved by visiting a shopping environment, they may reciprocate in the form of a small purchase[10]. Thus, it is expected that perceived hedonic shopping value is positively associated with shopping intention.

Perceived utilitarian shopping value depend on whether the particular consumption need stimulating the shopping trip was accomplished[11] and relates to usefulness and prudence of the purchases from a specific store[12], informativeness, ease of use, saving time and effort and finding the right high-quality product. In this respect, consumers are more concerned with efficient and economic value. To improve utilitarian shopping

value, consumers must save time and/or reduce effort by engaging in goal-directed behavior that is instrumental, purposive, and task-specific[13].

Utilitarian shopping value reflects shopping with a work mentality, while hedonic shopping value is more subjective and personal than its utilitarian counterpart[14]. Thus, both shopping value may be useful in encompassing explanation of shopping value.

2. Mall shopping Intention

Intention is the cognitive representation of a person' s readiness to conduct a specified behavior, and considered to be the immediate antecedent of behavior[15]. Thus identifying shopping intension may provide an important base to understand local consumers' needs and segment target markets.

In the shopping mall context, shopping intention refers to the strength of willingness to visit mall for shopping. Some researches[16][17][18][19] studied the shopping intention on the Web and most of them assessed the general shopping intention for next time. But there is very little research on dimensions of shopping intention. Several empirical studies have examined that the shopping motives of consumers to shop at the mall. In one of the studies on this subject,[20] the researchers identified five motivation factors of mall shoppers: economic, service, diversion, eating-out, and social shopping motivation. Mall shoppers have different motivations when they visit shopping mall. In similar vein that consumers are incited to go shopping by different motivations, they intend to visit shopping mall for a variety of reasons. Therefore, shopping intention is expected to retain similar dimensions with shopping motive in the mall context.

Perceived value reflects consumers' net gain obtained from their consumption behavior; thus it is likely to be used as an indicator of purchase intention[21]. Empirical evidence showed that shopping value are strong predictors of the shopping intention. In one study[22], the researchers investigated the structural interrelationships among internet shopping value, beliefs about the web site, shopping attitude, and shopping intention. Consumers who shop for cultural products on the internet have both hedonic and utilitarian shopping values and both these values must be addressed by internet retailers.

3. Ethnicity and shopping behavior

Ethnic identification is an integral part of a person's social identity and is a composite of subjective feelings, attitudes, knowledge, and behaviors in regards to one's ethnicity. As culture and ethnicity have an effect on values[23], perceived shopping value of consumer' s is expected to be under the influence of ethnicity.

A study[24] showed a possible difference in shopping value between ethnicity. In the study, Russian consumers experience levels of utilitarian shopping value lower than US consumers while they experience levels of hedonic shopping value comparable to the US consumers. Also the positive correlation between hedonic and utilitarian shopping value is greater among Russian consumers than US consumers. They conclude that habituation is more likely to affect hedonic values as compared to utilitarian. The results also imply that the measures of pleasure or satisfaction for consumers may need to be examined for evidence of the habituation effect.

In 1990, whites represented 87 percent of the total consumer marketplace. By 2007, analysts expect white consumers' share to shrink to 80 percent of all US consumer spending.[25] Although whites occupy the majority of buying power, their market share tends to decrease. Census data of the US in 2004 showed that the majority of US population was White American, who account for 77.1% in total 286 million population and that the second

dominant population was African American (12.4%).[26] To find out relationship between ethnicity and perceived shopping value, this study investigated the differences between two dominant ethnicity groups in US-White and African American.

4. Gender and shopping behavior

Gender is another important variable which show difference in shopping behavior or trait.[27][28][29][30] The characteristics of male and female shoppers seem to be certainly different. Women report more frequent shopping trips; rate 'shopping as pleasure' and 'shopping as utilitarian' as being more important. They seem to enjoy going shopping to the mall more than men.[31] In terms of personality attributions, the female shopper seemed to be less technical, less spontaneous, and more reliable[32].

It may be expected that "real" men will avoid shopping, try to minimize any time and effort expended when shopping becomes necessary, and will not enjoy any aspect of the shopping process and experience. But it appears that cultural and socialization conditions create distinct approaches for shopping willingness of men's. Otnes and McGrath[33] found through observations and interviews that some men who are not tied to traditional notions of masculinity are able to become willing shoppers, and deliberately and pragmatically pursue this activity. Realities of male shopping behavior during the shopping process were more active than conventionally explained. The type of products may influence the shopping behavior of both sexes. Dholakia and Chiang[34] found that shopping is generally considered a "female typed" activity but the stereotype reverses when the product purchased is technical and expensive.

Burt and Gabbott[35] suggest that gender appears to be a more important attribute than age in determining a number of shopping traits, in particular, actual shop choice and the expressed motives for shop choice. Dholakia[36] also asserted that despite the influence of individual variables such as age, education and occupation, it is the respondent's sex that makes a tremendous impact on shopping behaviors.

Ⅲ. METHOD

1. Measurements

Measures consisted of three main constructs: shopping value, shopping intention, and demographic information. Scales for the exogenous and the endogenous variables were adopted from the extant literature due to their relevance to the study's context. Hedonic and utilitarian shopping value were based on the scales in Babin et al.'s study. 6 items to measure consumer's perceived hedonic value and 4 items to measure utilitarian value were used for the analysis. Items measuring shopping intention were adopted from the former studies in the shopping mall context[37][38][39][40][41]. '12 items were used for the final analysis. All items of shopping value and intention were measured on seven-point Likert-type scales. Demographic information included 2 items asking the respondent's ethnicity and gender.

2. Sampling and Data Collection

The data were collected via survey in shopping malls located in metropolitan cities. Interviewers intercepted shoppers as they were exiting the malls to ask for their participation in the survey. A total of 1316 questionnaires were used for data analysis and the total effective sample size was 1078. The samples of this study were consumers aged between 16 and 85. The group of respondents consisted of two ethnic groups-White American (64.7%) and African American (35.3%). Male respondents were

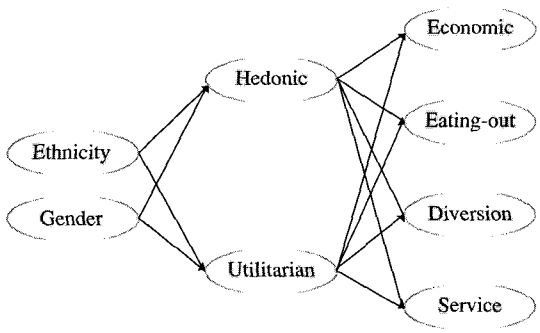
37.8% and females were 62.2%.

3. Data Analysis

The measurement model and structural model using asymptotic covariance matrix of polychoric correlations with weighted least squares (WLS) were estimated via LISREL 8.53[42]. Overall fit of the model was assessed by various statistic indexes: Goodness of Fit Index (GFI), Adjusted Goodness of Fit Index (AGFI), Normed Fit Index (NFI), Root Mean Square Error of Approximation (RMSEA). The x^2 statistic is known to be strongly dependent on sample size[43] and, although reported, was not used in the evaluations of model fit or comparison.

4. Structural model tested

This study seeks to find relationships shopping experience and shopping intention as well as to investigate the effect of ethnicity and gender on consumer' s evaluations of shopping experience. As indicated in the theoretical background, the relationships of variables-consumer' s ethnicity and gender, hedonic and utilitarian shopping values, and each dimension of shopping intention-were proposed in <FIGURE1>.



<FIGURE1> Structural Model of Ethnicity, Gender, Shopping value, and Shopping intention

Ⅳ. RESULTS AND DISCUSSION

1. Shopping value and shopping intention factors

A confirmatory factor analysis was conducted to verify the factor structure of mall shopping value and intention. As recommended by Bollen[44] and Jöreskog[45], we computed a polychoric correlation matrix of their asymptotic covariance using PRELIS. Once PRELIS generated these matrices, we used weighted least squares (WLS) estimation implemented by LISREL 8.53.

Since the sample size was large (n = 1078), x^2 value couldn't assess overall fit of the model. GFI, AGFI, NFI, and RMSEA were used to evaluate the goodness of model fit. The GFI, AGFI, NFI, and RMSEA were .98, .98, .97, and .06, respectively. The GFI, AGFI, and NFI should be equal to or greater than .90 threshold level to accept the model and there is adequate fit if RMSEA is less than or equal to .08. as recommended by Hair et al.[46]. The GFI, AGFI, NFI, and RMSEA of the model showed a good fit of the model. As illustrated in Table 1, the factor loadings of those indicators raged from .69 to 92, and Cronbach's αs of the factors raged from .71 to .97. Also, the variance extracted were above the threshold value of .05 and each of the mall shopping value and intention items had significant and positive coefficients on the predefined six factors. These results showed that the endogenous constructs are highly reliable and valid, indicating that the mall shopping value and intention survey might provide a valid measurement.

Shopping value was confirmed to have two constructs: hedonic shopping value and utilitarian shopping value. The construct of hedonic shopping value consisted of six observed indicators. The mean of utilitarian shopping value (M = 4.75) was higher than that of hedonic shopping value (M = 3.88).

Shopping intention was classified into four constructs: economic intention, eating-out intention, diversion intention, and service intention. The first factor of shopping intention, economic intention, consisted of three observed indicators: 'to hunt for a real bargain', 'to comparison shop to find the best value for my money', and 'to find good prices'. The mean of this factor was highest (M = 5.10) of all shopping intention, which means that consumers on this study were concerned about the price of products and had the intention to visit shopping mall for economic reason than for any other reason.

The second factor, eating-out intention, included three observed indicators: 'to have a meal at a restaurant', 'to have a meal at the food court', and 'when I want get a snack'.

The third factor, diversion intention, contained three observed indicators: 'when I'm trying to forget my problems', 'when I bored', 'just so that I to get out of the house'. The eating-out intention and diversion intention received similar mean score (M = 3.63, M = 3.70, respectively), indicating that consumers wanted to enjoy eating and a sense of

<TABLE1> Confirmatory Factor Analysis of Shopping Value and Intention

Factor Items	Factor Loading (λij)	t Value	Reliability (α)	Variance Extracted	M (SD)
Hedonic Shopping value			.89	.81	3.88
During this trip, I felt the excitement of the hunt	.93	93.36			3.84 (1.76)
This shopping trip truly felt like an escape	.93	108.24			3.90 (1.85)
I enjoyed being immersed in exciting new products	.90	89.06			4.14 (1.79)
While shopping, I was able to forget my problems	.91	84.69			4.13 (1.86)
While shopping, I felt a sense of adventure	.91	101.02			3.7 6(1.86)
I was able to do a lot of fantasizing during this trip	.84	54.08			3.50 (1.95)
Utilitarian Shopping value			.89	.87	4.75
I accomplished just what I wanted to on this shopping trip	.89	83.86			4.81 (1.86)
I bought what I really needed	.94	99.28			4.69 (1.89)
I felt this shopping trip was successful	.97	140.04			4.95 (1.77)
I felt really smart about this shopping tri	.93	79.94			4.54 (1.79)
Economic Intention			.85	.80	5.10
To hunt for a real bargain	.90	78.32			5.13 (1.87)
To compare shop to find the best value for my money	.92	87.83			5.07 (1.82)
To find good prices	.92	98.05			5.11 (1.84)
Eating-out Intention			.83	.82	3.63
To have a meal at a restaurant	.89	69.06			3.88 (2.08)
To have a meal at the food court	.93	90.23			3.73 (2.06)
When I want get a snack	.93	89.81			3.28 (2.07)
Diversion Intention			.83	.83	3.70
When I' m trying to forget my problems	.96	92.99			3.35 (2.07)
When I bored	.92	93.65			3.68 (2.16)
Just so that I to get out of the house	.91	89.79			4.07 (2.09)
Service Intention			.71	.64	2.54
To use hair salon services	.71	33.16			2.48 (1.97)
To use banking services	.82	44.64			2.69 (1.98)
To visit medical/dental/vision care office(s)	.93	64.46			2.45 (1.93)
Goodness of Fit Statistics	x^2 = 835.11 (df = 194, p = 0.0) GFI = 0.98, AGFI = 0.98 NFI = 0.97 RMSEA = 0.055				

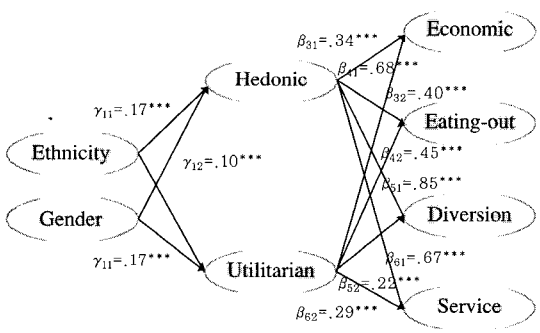
diversion as a secondary purpose of the mall visit.

The fourth factor, service intention, consisted of three observed indicators: 'to use hair salon services', 'to use banking services', 'to visit medical/dental/vision care office (s)'. The mean of this factor was lowest (M = 2.54) of all shopping intention, suggesting that consumers were less likely to intend to go shopping mall for visiting service providers than for other reason.

2. Structural Model Testing

The structural model tested causative relationship among latent variables (i.e. shopping value and shopping intentions). There are two exogenous variables-ethnicity(ξ_1) and gender(ξ_2)-and six endogenous variables-hedonic shopping value (η_1), utilitarian shopping value (η_2), economic intention (η_3), eating-out intention (η_4), diversion intention (η_5), and service intention (η_6). The GFI, AGFI, NFI, and RMSEA were .96, .95, .91, and .087, respectively. which were approximately fitted the criterion. The results indicate an acceptable overall fit between the model and the observed data. <see FIGURE2>

Ethnicity had a significant positive effect on hedonic shopping value (γ_{11} = .17, p < .001),



<FIGURE2> Tested Results of Structural Model

whereas no effect on utilitarian shopping value. Since the value of ethnicity was coded White as 0 and African American as 1, the positive relationship suggests that African American felt hedonic shopping value after their shopping trip more than White did.

Gender showed significant relationships with hedonic (γ_{12} = .10, p < .001) and utilitarian (γ_{22} = .07, p < .01). The positive relationship between gender and hedonic shopping value suggests that females felt hedonic shopping value after their shopping trip more than male did. The utilitarian aspect indicated similar findings with hedonic shopping value. These results are consistent with findings of Dholakia's (1999) who found that women rated 'shopping as pleasure' and 'shopping as utilitarian' and enjoyed going shopping to the mall more than men.

Perceived shopping values are positively associated with shopping intentions. Hedonic shopping value was positively related to economic (β_{31}=.34, p<.001), eating-out shopping intentions (β_{41}=.68, p <.001), diversion shopping intentions (β_{51}=.85, p <.001), and service shopping intentions (β_{61}=.67, p<.001). This finding suggests that consumers who had pleasant feelings at the shopping trip intend to visit the shopping mall again with any reasons. Hedonic shopping value seemed to have a strong effect on the diversion aspect of shopping intension (β_{51} = .85, p < .001) more than other aspect, which suggested that the more consumers felt the shopping as a pleasant trip, the consumer intended to come back the mall for diversion. Clearly, it was supported that hedonic side of shopping experience was related to diversion. Also hedonic shopping value was less related to the economic than other dimensions of shopping intension.

Although the effects differed with the results in hedonic shopping value, utilitarian also had significant positive effects on all the dimensions of shopping intension; economic (β_{32} = .40, p < .001), eating-out (β_{42} = .45, p < .001), diversion (β_{52} = .22, p < .001), and service shopping intentions (β_{62} =

.29, $p < .001$). To contrast with the result of hedonic shopping value, utilitarian shopping value had weaker relationship with diversion compared to other aspects of shopping intension.

V. CONCLUSION

This study developed a model that conceptualized the relationships on the shopping intention, shopping experience, and demographic variables in the shopping mall context. The conceptual model aims to provide insights on the construction of perceived shopping value and shopping intention as well as the consequences of ethnicity and gender. By applying this issue, mall operators and researchers can gain valuable insights to understand consumer's shopping behavior. To analyze the proposed relationships, we adopted a structural equation modeling approach.

It was verified that shopping value grouped into hedonic and utilitarian shopping value. This study proposed a multidimensional approach on shopping intention, differently with former researches, thus shopping intention was classified into four constructs: economic intention, eating-out intention, diversion intention, and service intention. Hedonic and utilitarian shopping value had significant positive effects on all the dimensions of shopping intension. Consequently, perceived shopping value identified to have close relationship with shopping intention.

There was no difference between the perception of African American and White American toward utilitarian shopping value. But African American felt hedonic shopping value after their shopping trip more than White did. Females seem to exhibit more hedonic and utilitarian value about shopping, relative to males. Knowledge of distinct shopper segments is useful for retailers in constructing marketing communication strategy and designing appealing mall environments. For future research, it is necessary to explore how other personal traits of shoppers, such as age, household income, and personality. More research findings on those issues may contribute to offer straightforward application.

REFERENCE

1) Babin, B. J., Darden, W. R. & Griffin, M. (1994). Work and/or fun: Measuring hedonic and utilitarian shopping value. *Journal of Consumer Research 20(1)*, pp.644-656.

2) Gardyn, R. & Fetto, J. (2003). The way we shop. *American Demographics February*, pp.30-33.

3) Burt, S. & Gabbott, M. (1995). The elderly consumer and non-food purchase behaviour. *European Journal of Marketing 29(2)*, pp.43-57.

4) Dholakia, R. R. (1999). Going shopping: Key determinants of shopping behaviors and motivations. *International Journal of Retail & Distribution Managemen 27(4)*, pp.154-165.

5) Richard Michon, R. & Chebat, J. (2004). Cross-cultural Mall Shopping Values and Habitats: A comparison between English- and French-speaking Canadians. *Journal of Business Research 57*, pp.883-892.

6) Babin, B. J., Darden, W. R. & Griffin, M. (1994). Op. cit., pp.644-656.

7) Ibid., pp.644-656.

8) Alba, J. W., Lynch, J. R., Weitz, B., Janiszewski, C., Lutz, R., Sawyer, A. & Wood, S. (1997). Interactive Home Shopping: Consumer, Retailer, and Manufacturer Incentives to Participate in Electronic Marketplaces. *Journal of Marketing 61(3)*, pp.38-53.

9) Eroglu, S. A., Machleit, K. A. & Davis, L. M. (2001). Atmospheric qualities of online retailing: A conceptual model and implications. *Journal of Business Research 54(2)*, pp.177-184.

10) Babin, B. J. & Darden, W. R. (1995). Consumer self-regulation in a retail environment.

Journal of Retailing 71(1), pp.47-70.

11) Babin, B. J., Darden, W. R. & Griffin, M. (1994). Op. cit., pp.644-656.

12) Rajeev, B. & Ahtola, O. T. (1990). Measuring the hedonic and utilitarian sources of consumer attitudes. *Marketing Letters 2(2)*, pp.159-170.

13) Hoffman, D., Novak, T. & Schlosser, A. (2003). Locus of Control, Web Use, and Consumer Attitudes Toward Internet Regulation. *Journal of Public Policy in Marketing 22(Spring)*, pp.41-57.

14) Hirschman, E. C. & Holbrook, M. B. (1982). Hedonic consumption: Emerging concepts, methods and propositions. *Journal of Marketing 46(2)*, pp.92-101.

15) Fishbein, M. A. & Ajzen, I. (1975). *Belief, Attitude, Intention and Behavior: An Introduction to Theory and Research.* Addidion-Wesley Reading. MA, pp.12-13.

16) Lowengart, O. & Tractinsky, N. (2001). Differential effects of product categoryon shoppers' selection of web-based stores: A probabilistic modeling approach. *Journal of Electric Commerce Research 2(4)*, pp.142-156.

17) Levin, A. M., Levin, I. P. & Heath, C. E. (2003). Product category dependent consumer preferences for online and offline shopping features and their influence on multi-channel retail alliances. *Journal of Electronic Commerce Research 4(3)*, pp.85-93.

18) Chiang K. & Dholakia, R. R. (2003). Factors driving consumer intention to shop online: An empirical investigation. *Journal of Consumer Psychology 13(1&2)*, pp.177-183.

18) Chiang K. & Dholakia, R. R. (2003). Factors driving consumer intention to shop online: An empirical investigation. *Journal of Consumer Psychology 13(1&2)*, pp.177-183.

19) Lee, G. G. & Lin, H. F. (2005). Customer perceptions of e-service quality in online shopping. *International Journal of Retail & Distribution Management 33(2)*, pp.161-176.

20) Kim, Y., Kim, E. & Kang, J. (2003). Teens°Ø mall shopping motivations: Functions of loneliness and media usage. *Family and Consumer Sciences Research Journal 32(2)*, pp.14-167.

21) Chen, Z. & Dubinsky, A. J. (2003). A Conceptual model of perceived customer value in E-commerce: A preliminary investigation. *Psychology & Marketing 20(4)*, pp.323-347.

22) Lee, S. E. & Littrell, M. A. (2005). Op. cit., pp.133-147.

23) Phiney, J. S. (1992). The multi-group ethnic identity measure: A new scale for use with diverse group. *Journal of Adolescence Research 7*, pp.156-176.

24) Griffin, M., Babin, B. J. & Modianos, D. (2000). Shopping values of Russian Consumers: The impact of habituation in a developing economy. *Journal of Retailing 76(1)*, pp.33-53.

25) Gardyn, R. & Fetto, J. (2003). Op. cit., pp.30-33.

26) Retrieved Dec 20. 2005. from http://www.census.gov.

27) Fadiga, M. L., Misra S. K. & Ramiraz, O. A. (2005). US consumer purchasing decisions and demand for apparel. *Journal of Fashion Management 9(4)*, pp.367-379.

28) Dholakia, R. R. (1999). Op. cit., pp.154-165.

29) Dholakia, R. R. & Chiang K. (2003). Shoppers in cyberspace: Are they from venus or mars and does it matter. *Journal of Consumer Psychology 13(1&2)*, pp.171-176.

30) Burt, S. & Gabbott, M. (1995). Op. cit., pp.43-57.

31) Dholakia, R. R. (1999). Op. cit., pp.154-165.

32) Dholakia, R. R. & Chiang, K. (2003). Op. cit., pp.171-176.

33) Otnes, C. & McGrath, M. A. (2001). Perceptions and realities of male shopping behavior. *Journal of Retailing 77(1)*, pp.111-137.

34) Dholakia, R. R. & Chiang, K. (2003). Op. cit., pp.171-176.

35) Burt, S. & Gabbott, M. (1995). Op. cit., pp.43-57.
36) Dholakia, R. R. (1999). Op. cit., pp.154-165.
37) Bellenger, D. N., Robertson, D. H. & Greenberg, B. A. (1977). Shopping center patronage motives. *Journal of Retailing 53(2)*, pp.29-38.
38) Bloch, P., Ridgeway, N. M. & Dawson, S. A. (1994). The shopping mall as consumer habitat. *Journal of Retailing 70(1)*, pp.23-42.
39) Kang, J., Kim, Y. & Tuan, W. (1996). Motivational factors of mall shoppers: Effects of ethnicity and age. *Journal of Shopping Center Research 3(1)*, pp.7-31.
40) Roy, A. (1994). Correlates of mall visit frequency. *Journal of Retailing 70(2)*, pp.139-161.
41) Tauber, E. M. (1972). Why do people shop. *Journal of Marketing 36*, pp.46-49.
42) Joreskog, K. G. & Sorbom, D. (2002). *LISREL 8.52*. Chicago: Scientific Software International, Inc.
43) Marsh, H. W., Balla, J. R. & McDonald, R. P. (1988). Goodness-of-fit indexeds in confirmatory factor analysis: The effect of sample size. *Psychological Bulletine 103*, pp.391-410.
44) Bollen, K. A. (1989). *Structural Equations with Latent Variables*. New York: John Wiley and Sons.
45) Joreskog, K. G. (2002). Structural Equation Modeling with Ordinal Variables using Lisrel. Retrieved Dec 20. 2005. from http://www.ssicentral.com/lisrel/corner.htm.
46) Hair, J. F., Anderson, R. L., Tatham, R. L. & Black, W. C. (1998). *Multivariate Data Analysis*. 5th ed., New Jersey: Printice-Hall.