emerald**insight**

International Journal of Retail & Distribution Management

The shopping experience of female fashion leaders
Richard Michon, Hong Yu, Donna Smith, Jean-Charles Chebat,

Users who downloaded this article also downloaded:

(2015),"Fashion orientation, shopping mall environment, and patronage intentions: A study of female fashion shoppers", Journal of Fashion Marketing and Management: An International Journal, Vol. 19 Iss 1 pp. 3-21 https://doi.org/10.1108/ JFMM-09-2012-0055

(2008),"The influence of mall environment on female fashion shoppers' value and behaviour", Journal of Fashion Marketing and Management: An International Journal, Vol. 12 Iss 4 pp. 456-468 https://doi.org/10.1108/13612020810906128

Access to this document was granted through an Emerald subscription provided by

For Authors

If you would like to write for this, or any other Emerald publication, then please use our Emerald for Authors service information about how to choose which publication to write for and submission guidelines are available for all. Please visit www.emeraldinsight.com/authors for more information.

About Emerald www.emeraldinsight.com

Emerald is a global publisher linking research and practice to the benefit of society. The company manages a portfolio of more than 290 journals and over 2,350 books and book series volumes, as well as providing an extensive range of online products and additional customer resources and services.

Emerald is both COUNTER 4 and TRANSFER compliant. The organization is a partner of the Committee on Publication Ethics (COPE) and also works with Portico and the LOCKSS initiative for digital archive preservation.

*Related content and download information correct at time of download.

The shopping experience of female fashion leaders

Richard Michon
*School of Retail Management, Ryerson University,
Toronto, Ontario, Canada*

Hong Yu
School of Fashion, Ryerson University, Toronto, Ontario, Canada

Donna Smith
*School of Retail Management, Ryerson University,
Toronto, Ontario, Canada, and*

Jean-Charles Chebat
HEC-Montreal, Montréal, Québec, Canada

488

Abstract

Purpose – The purpose of this paper is to explore how the shopping mall environment impacts on hedonic and utilitarian shopping experiences, and approach behaviour of fashion leaders and followers.

Design/methodology/approach – Fashion shoppers' response and behaviour has been modelled in an invariant multigroup latent structural path analysis. Paths were initially constrained and then released as required. More than 300 usable questionnaires were acquired from a mall intercept in a regional urban middleclass shopping centre. Participants were probed on their attitude about fashion, perception of the shopping mall, present mood, shopping value and approach behaviour toward the mall.

Findings – The mall environment directly influences fashion leaders' hedonic shopping experience and approach behaviour. Fashion followers' hedonic shopping experience may be mood driven, while that of fashion leaders' is triggered by higher involvement cognitive processing.

Research limitations/implications – This study was carried out in one fashion-oriented urban mall in Montreal, and should be replicated to other locations and markets. A larger sample would allow the inclusion of additional constructs.

Practical implications – Mall owners and developers might appeal to fashion leaders through offering services that will speed up their shopping trip, using high-tech methods to convey fashion information and by branding the mall. Fashion followers and laggards are likely to respond to experience-oriented strategies that make their shopping trip more pleasurable.

Originality/value – Although fashion consumer groups have been studied from various perspectives, no research was found that investigates the integrated shopping experience of fashion shoppers in a shopping mall setting. This study fills the void.

Keywords Shopping centres, Fashion, Women, Consumer behaviour, Canada

Paper type Research paper

Introduction

The decline of the regional shopping centre is regularly discussed (Gulli, 2004). The emergence of power and lifestyle centres was not without collateral damage to the traditional shopping mall. Shopping centre operators are fighting back with

innovations such as concierges to improve customer service, designing living-room-like spaces for relaxation, and upgrading food courts in an effort to extend both the length and frequency of shopping trips.

Mall managers and retailers increasingly acknowledge the positive impact of retail atmospherics on shopping behaviour (Chebat and Michon, 2003; Stoel *et al.*, 2004; Laroche *et al.*, 2005). While malls originally enjoyed an enviable position in the suburbs and faced little opposition (Stockil, 1972), they have now reached maturity and are competing with newer power centres (Simmons and Hernandez, 2004), urban entertainment centres (Kooijman, 2002), lifestyle centres (Hazel, 2005b), and hybrids (Monroe, 2003). Real estate developers have devised creative strategies to breathe new life into the aging mall format (Bodzin, 2003; Feldman, 2004).

Fashion is becoming the mainstay of enclosed malls. Facing aggressive competition, regional and super regional malls rely more than ever on branded fashion merchandise. A store count in major shopping malls in the Montreal and Toronto areas shows that more than 60 percent of non-anchor stores specialize in apparel, accessories and footwear. At least three out of four target female shoppers. Some mall operators are courting luxury retailers such as Chanel, Louis Vuitton, Ferragamo or even Hermes (Moin, 2006). The pursuit of upscale fashion implies an understanding of the fashion-oriented consumer. Apart from selecting and matching tenants, mall developers can also offer fashion shoppers a retail environment that will have a positive impact on shopping behaviour (Stoel *et al.*, 2004; Laroche *et al.*, 2005). This study investigates how the mall environment influences the behaviour of female fashion leaders and followers.

Conceptual framework and research hypotheses
Mall perception
Researchers have argued that formal, expressive, and symbolic qualities of store environments communicate various messages to consumers and may bring about both aesthetic and instrumental value (Fiore and Ogle, 2000). Therefore, a retail environment may influence consumers' inferences about merchandise, service quality, and store image (Baker *et al.*, 1994).

Moreover, shoppers' perceptions of a retail environment may also have an impact on their mood (Chebat and Michon, 2003). Perception of the mall environment has been found to be an antecedent to arousal (Baker *et al.*, 1994). Darden *et al.* (1983) suggest that shoppers' attitude towards a mall environment may be more important in influencing affective response than attitude towards a product. An effective mall shopping environment may increase shopping value and induce consumers to exhibit increased approach behaviours and staying longer in the mall (Stoel *et al.*, 2004).

C (cognition) vs E (emotion)
Environmental psychology theory (Mehrabian and Russell, 1974) rests on the E-C paradigm where emotions are antecedents of cognition, which in turn, leads to two contrasting forms of behaviour, approach and avoidance (Donovan and Rossiter, 1982). Approach is a desire to stay longer in the mall or the store, explore, and affiliate with other shoppers and sales associates, whereas avoidance is the opposite. However, this classic paradigm has faced challenges in recent years, as some researchers have failed to replicate E-C sequence (Chebat and Michon, 2003; Spangenberg *et al.*, 1996).

An alternate theory posits that cognition elicits emotion (Lazarus, 1991). External and internal cues must be evaluated in terms of one's own experience and goals:

> Appraisal of the significance of the person-environment relationship, therefore, is both necessary and sufficient; without a personal appraisal (i.e. of harm or benefit) there will be no emotion; when such an appraisal is made, an emotion of some kind is inevitable (Lazarus, 1991, p. 177).

The C-E theory has received empirical support in retail atmospherics (Chebat and Michon, 2003; Baker *et al.*, 1994) and serves as an over arching conceptual framework for the current study.

Arousal and pleasure

Store atmosphere moderates consumers' moods through both arousal and pleasure (Mehrabian and Russell, 1974). Arousal means the degree to which an individual feels stimulated, active or alert, while pleasure refers to the degree to which an individual feels good, happy or satisfied in a shopping environment. Some scholars maintain that arousal and pleasure are independent dimensions (Babin and Darden, 1995; Russell and Pratt, 1980). However, other researchers believe that the two dimensions are correlated (Crowley, 1993). Furthermore, Laroche *et al.* (2005) report empirical support for a positive direct influence of arousal on pleasure.

Shopping value

Shopping value involves an interaction between a consumer and a product or service that pertains not only to the object itself, but also to the consumption experience. It involves the intrinsic and extrinsic value of the object (Holbrook, 1986). Shopping goes way beyond functional utility and task orientation (Bloch *et al.*, 1986), and provides other experiential benefits and gratifications (Holbrook and Corfman, 1985). Two dimensions, utilitarian and hedonic shopping benefits, summarize perceived shopping value (Babin *et al.*, 1994; Babin and Attaway, 2000). Utilitarian value reflects task-orientation, while hedonic value indicates personal gratification and self-expression associated with the shopping experience. Shopping affect was found to have a positive impact on perceived shopping value, which in turn positively influences a consumer's consistent repeat purchase behaviour (Babin and Attaway, 2000).

Fashion shoppers

In the past two decades, fashion consumers have been studied extensively. These studies focused on identifying fashion leaders, innovators, followers, and rejecters (Behling, 1992; Gutman and Mills, 1982), understanding motivations and emotional enhancements (Evans, 1989), and documenting demographic and lifestyle profiles (Shim and Kotsiopulos, 1993).

Fashion is primarily concerned with newness (Evans, 1989), and is often considered as a novel way for fashion adopters to express their "self" to others (Midgley and Wills, 1979). Fashion is a representation of the pursuit of individuality, within a socially acceptable uniqueness (Sproles, 1985).

Self concept was also explored with respect to fashion leaders and followers (Goldsmith *et al.*, 1996). It was reported that fashion leaders considered themselves as more excitable, indulgent, contemporary, formal, colourful, and vain than fashion followers. This study also validated a positive association between fashion leadership and opinion leadership. Based on these findings, the researchers suggested that appropriate marketing and retailing strategies should be directed at fashion leaders.

Goldsmith *et al.* (1991) associated social values and fashion leadership in an effort to explore if social values could be used to offer insight into the motives underlying fashion purchases. They reported that consumers who processed high values of fun, enjoyment, and excitement in their lives were indeed more fashion-conscious. In addition, fashion leaders were younger, had higher clothing expenditures and shopped more often for clothes than non-fashion leaders. Yet, in a number of studies, demographic and life style characteristics of fashion adopter categories were examined, with no significant differences found (Goldsmith and Flynn, 1992; Goldsmith *et al.*, 1987; Huddleston *et al.*, 1993). This suggests that the female fashion market may not be easily segmented by demographic and life style characteristics.

The female fashion market has been segmented along consumers' innovativeness (Goldsmith and Flynn, 1992). Significant differences were found between early fashion adopters and followers. The former were more frequent media users, more responsive to retail promotional activities, and more likely to mix and match old and new fashion items in their wardrobe to build new outfits; innovators bought more stylish clothing (rather than practical), and were encouraged to visit a store after receiving a phone invitation from a sales associate.

Although fashion consumer groups have been studied from a variety of perspectives, no research was found that investigates the integrated shopping experience of fashion shoppers in a shopping mall setting. This study fills the void. The authors investigate how fashion leaders and followers process the mall environment and respond to atmospheric cues.

Research hypotheses
Research hypotheses are shown in Figure 1. Based on concepts drawn from the environmental psychology literature, the perception of the mall environment should create a mood shift that triggers hedonic and utilitarian shopping experiences. The latter are likely to influence shoppers approach behaviour and patronage intentions. It is believed that fashion orientation moderates shoppers' response to the mall environment. Fashion leaders should be more sensitive to mall atmospherics and have a higher propensity for hedonic shopping experiences.
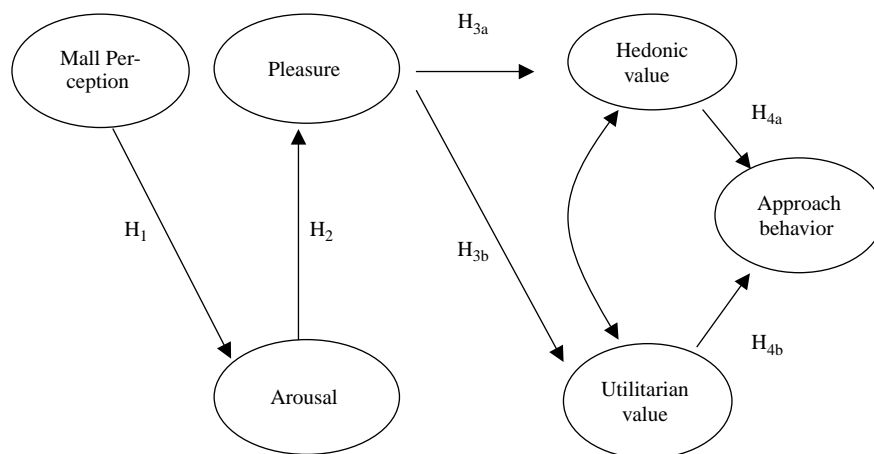
Figure 1.
Hypothesized model

Mall perception → arousal:

H1. A favourable perception of the shopping mall environment is more likely to arouse female fashion leaders than followers.

Arousal → pleasure:

H2. Arousal is more likely to elicit pleasure among female fashion leaders.

Pleasure → shopping value

H3. In response to positive affect, female fashion leaders are more likely to sense hedonic shopping experiences (*H3a*) and realize their shopping objectives (*H3b*).

Shopping value → approach/avoidance

H4. Female fashion leaders who encounter hedonic shopping experiences (*H4a*) and fulfil their shopping tasks (*H4b*) are more likely to engage in approach behaviours that fashion followers.

Methodology

Mall intercept

The research was carried out in tightly controlled mall intercept survey. The 692,000-square foot urban shopping mall is located in the city of Montreal. The population in the immediate trading area is urban middle-class.

Graduate marketing students handled the fieldwork. Some were responsible for recruiting participants as they completed their shopping trip and were leaving the mall. Recruiters had to meet selection criteria based on cultural balance, gender, age distribution, day of week, and time of day to avoid systematic biases. Participants were then accompanied to a more quiet area where they could fill a self-administered questionnaire. Other graduate students were available to help with the questionnaires, if required. Shoppers had the choice to answer the questionnaire in English or in French. Questionnaire translation followed the textbook approach.

This research on fashion leadership focuses on female shoppers only (312 usable questionnaires). Fashion leadership is a sub-dimension of Gutmann and Mills' (1982) fashion orientation scale (see below). The original scale was developed among Los Angeles female shoppers. When administered to male shoppers the scale maintains it structural invariance but fails to achieve loading equivalence. It was deemed preferable to keep male shoppers out of the study rather than introduce as systematic measurement bias. In this particular fashion-oriented shopping mall, 77 percent of non-anchor store target female shoppers.

Questionnaire

The questionnaire contained scaled items measuring the variables under investigation: fashion leadership, mall perception, pleasure and arousal, shopping experience, and approach behaviour. Scale items are listed in Table I.

Fashion leadership. This latent construct was measured from the fashion orientation scale developed by Gutman and Mills (1982). The latter includes four components: fashion leadership, interest in fashion, importance of fashion, and anti-fashion attitudes. Respondents were asked to rate their agreement with five seven-point Likert

	1	2	3	4	5	6
Mall perception,[b] ($\alpha = 0.92$)						
Dull or bright?	*0.878*	0.018	0.069	0.092	0.029	0.017
Boring or stimulating?	*0.867*	0.032	0.030	0.180	0.053	0.058
Drab or colourful?	*0.862*	0.031	0.002	0.030	0.057	0.048
Uninteresting or interesting?	*0.834*	0.013	0.098	0.178	0.030	0.096
Unlively or lively?	*0.808*	0.046	0.025	0.123	0.045	0.121
Depressing or cheerful?	*0.801*	0.055	0.082	0.156	0.061	0.059
Arousal[c] ($\alpha = 0.73$)						
Calm or excited?	0.042	*0.822*	0.185	0.145	0.097	0.034
Relaxed or stimulated?	0.060	*0.775*	0.356	0.076	0.080	0.036
Pleasure[c], ($\alpha = 0.94$)						
Unhappy or happy?	0.025	0.043	*0.929*	0.005	0.004	0.028
Annoyed or pleased?	0.052	0.130	*0.923*	0.063	0.071	0.007
Unsatisfied or satisfied?	0.065	0.212	*0.879*	0.003	0.108	0.037
Melancholic or contended?	0.043	0.198	*0.870*	0.003	0.008	0.027
Hedonic shopping[d] ($\alpha = 0.84$)						
I enjoyed being immersed in exciting new products	0.127	0.052	0.030	*0.793*	0.022	0.016
Compared with other things I could have done, the time spent shopping was truly enjoyable	0.166	0.028	0.046	*0.785*	0.190	0.187
This shopping trip truly felt like an escape	0.087	0.132	0.035	*0.751*	0.093	0.179
While shopping, I felt a sense of adventure	0.127	0.023	0.006	*0.724*	0.150	0.148
This shopping trip was truly a joy	0.247	0.020	0.036	*0.707*	0.224	0.199
Utilitarian shopping[d] ($\alpha = 0.69$)						
While shopping, I found just the item(s) I was looking for	0.072	0.028	0.080	0.186	*0.775*	0.130
I couldn't buy what I really needed	− 0.062	− 0.039	− 0.038	− 0.159	*− 0.718*	− 0.074
I accomplished just what I wanted to do on this shopping trip	0.025	0.117	0.197	0.246	*0.652*	0.090
Approach behaviour ($\alpha = 0.92$)						
Even when items are available at other malls, I tend to shop at X	0.097	0.024	0.011	0.139	0.015	*0.907*
It makes sense to shop at X instead of other malls, even if the items are the same	0.099	0.020	0.005	0.108	0.028	*0.891*
If there were another mall as good as X, I would still prefer to shop at X	0.093	0.009	0.003	0.169	0.036	*0.874*
If another mall is just as good as X in every way, it still seems smarter to shop at X	0.048	0.058	0.057	0.165	0.026	*0.870*
I would not make any purchases in other shopping centres if I could find the same products at X	0.038	0.003	0.030	0.098	0.074	*0.850*

Notes: Extraction method: principal component analysis. Rotation method: Varimax with Kaiser normalization. [a]Derived from EFA; [b]adapted from Fisher (1974); [c]from Mehrabian and Russell (1974); [d]from Babin *et al.* (1994)

Table I.
Scale items, factor loadings[a] and reliability coefficients

type fashion leadership statements ($\alpha = 0.87$), where 1 is strongly disagree and 7 strongly agree: "It is important for me to be a fashion leader"; "I am aware of fashion trends and want to be one of the first to try tem"; "I am confident is my ability to recognize fashion trends"; "Clothes are one of the most important ways I have of expressing my individuality"; "I am the first to try new fashion; therefore, many people regard me as being a fashion leaders". Using factor scores, female shoppers were divided in three equal fashion leadership clusters (low, medium, high). The three clusters were entered in multigroup latent path analyses.

Mall perception. Six seven-point semantic differential items were used to measure consumers' perceptions of the shopping mall environment, where 1 is depressing, drab, boring, unlively, dull, and uninteresting, and 7 is cheerful, colourful, stimulating, lively, bright, and interesting. These items were adopted from a previous study by Fisher (1974).

Pleasure and arousal. Six seven-point semantic differentials were used to ask female shoppers about the present feelings (unhappy/happy, annoyed/pleased, unsatisfied/satisfied, melancholic/contended, relaxed/stimulated, calm/excited, and unaroused/aroused). These items were drawn from Mehrabian and Russell's (1974) PAD scale.

Shopping experience. The hedonic and utilitarian shopping experience scale developed by Babin *et al.* (1994) was used. The items were rated on a seven-point Likert-type agreement/disagreement scale.

Approach behaviour. Five seven-point agreement/disagreement statements were developed as indicators of shoppers' loyalty to this particular mall. All scale items as well as factor loading and α coefficients are given in Table I.

Research findings

Model building

Initial scale item selection was based on exploratory factor analysis. Scales were further validated in a confirmatory factor analysis using EQS 6.1 (Bentler, 2004). The structural path model was first tested on the aggregate sample, and then replicated on each of the fashion leadership clusters. The multigroup approach underscores the moderating effect of fashion clusters.

Multigroup path models are normally compared with unstandardized coefficients (Bollen, 1989, p. 350). The aggregate baseline SEM (Figure 2) supports the research framework and path directions. Shoppers' perception of the mall has a significant arousing effect ($\gamma = 0.15$, $z = 2.591$). In turn, arousal impacts on pleasure ($\gamma = 1.09$, $z = 6.464$). Contrary to expectations, pleasure has no significant effect on the hedonic shopping experience ($\gamma = 0.06$, $z = 1.316$). It was initially believed that the influence of the mall environment would be fully mediated by shoppers' mood. Instead, the Lagrange multiplier test in EQS 6.1 (Bentler, 2004) insists in creating a direct path between mall perception and hedonic value ($\gamma = 0.20$, $z = 3.919$). As anticipated, pleasure influences the utilitarian value ($\gamma = 0.20$, $z = 3.040$). The hedonic shopping experience elicit an approach behaviour ($\gamma = 0.47$, $z = 3.797$). The utilitarian construct has a marginal effect on shoppers' approach behaviour ($\gamma^s = 0.19$, $z = 1.717$). As estimated in previous empirical research (Babin and Attaway, 2000; Michon and Chebat, 2004) there is significant positive disturbance covariance between the hedonic and utilitarian constructs ($\psi = 0.36$, $z = 3.266$). The two constructs do not oppose each other.
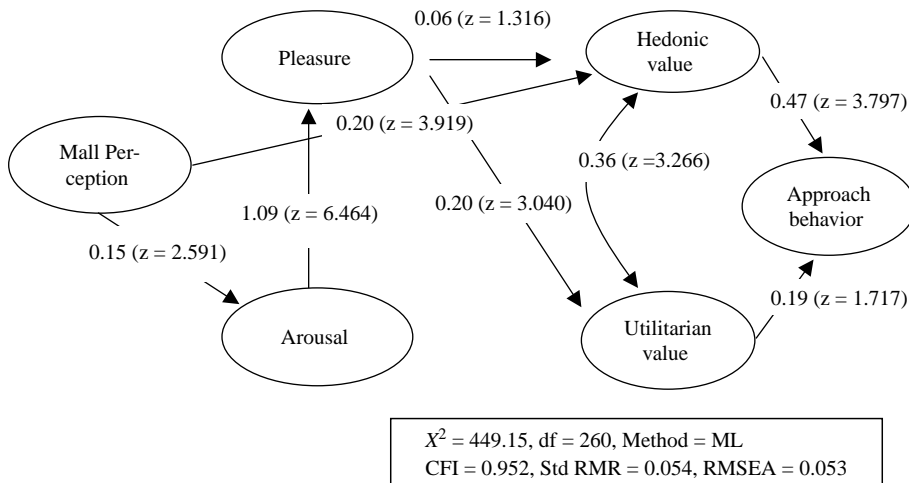
Figure 2.
Tested model for the
female fashion cohort
standardized coefficients
(z-value)

While some task-oriented shoppers may not derive a hedonic shopping experience,
experiential shoppers have shopping objectives. The overall maximum likelihood model
shows a good fit ($\chi^2 = 449.15$, Df $= 260$, CFI $= 0.952$, and RMSEA $= 0.053$)

The three fashion leadership segments were the object of a multigroup SEM.
Initially, all structural paths were constrained to equality between the groups.
Structural constraints were released only if required by the Lagrange Multiplier test
under EQS 6.1 (Bentler, 2004). Considering the three groups and the number of
indicators entered in the model (Table I), the multigroup latent path model (Table II)
displays an adequate fit ($\chi^2 = 1,188.17$, Df $= 788$, CFI $= 0.92$, RMSEA $= 0.078$). The
multigroup mean χ^2 value per degree of freedom (i.e. χ^2/Df) is 1.51, compared with
1.73 for the single group aggregate model. The Akaike information criterion used
to compare non hierarchical models leans in favour of the partly constrained
multigroup model (-387.828) compared with -70.854 for the baseline single group
model (Bollen, 1989, p. 279; Kline, 2005, p. 142).

Multigroup equality constraints between arousal and pleasure, mall perception,
pleasure and hedonic constructs had to be released. In the case of low and middle
fashion leaders, shoppers' mood influences the hedonic shopping experience ($\gamma = 0.11$,
$z = 2.215$). This is quite different from the single group model where the effect of
pleasure on the hedonic construct was not significant. With female fashion leaders, the
hedonic experience is directly affected by perception of the mall atmosphere ($\gamma = 0.49$,
$z = 4.819$) and is not influenced by a mood shift.

The research propositions formulated hypotheses about path directions between
latent constructs and about higher coefficient intensities for fashion leaders. All
hypothesized paths are validated for fashion followers and laggards. With fashion
leaders, the direct effect of mall perception on hedonic value was not anticipated,
nor was the severed path between pleasure and hedonic experience. Hypotheses
about fashion leaders' response cannot be verified as stated. However, looking at
total effects (Table III), we observe that mall perception has a stronger effect on fashion

496

Dependent variables	Independent variables	Fashion leadership	Unstandardized coefficients	z-value
Arousal	Mall perception	Low	0.135	2.368
		Medium	0.135	Constrained
		High	0.135	
Pleasure	Arousal	Low	3.039	2.208
		Medium	0.997	3.932
		High	0.754	5.157
Hedonic value	Pleasure	Low	0.109	2.215
		Medium	0.109	Constrained
		High	NS	NS
	Mall perception	Low	NS	NS
		Medium	NS	NS
		High	0.488	4.819
Utilitarian value	Pleasure	Low	0.186	3.068
		Medium	0.186	Constrained
		High	0.186	
Approach behaviour	Hedonic value	Low	0.429	3.488
		Medium	0.429	Constrained
		High	0.429	
	Utilitarian value	Low	0.213	2.018
		Medium	0.213	Constrained
		High	0.213	
Covariance Hedonic/ utilitarian value		Low	0.230	2.713
		Medium	0.230	Constrained
		High	0.230	
ML multigroup fit statistics				
$\chi^2 = 1188.171$	Df = 788	CFI = 0.917	RMSEA = 0.078	

Table II.
Multigroup standardized coefficients and fit statistics

leaders' hedonic shopping experience ($\gamma = 0.49$, $z = 4.819$) and approach behaviour ($\gamma = 0.21$, $z = 2.959$).

The total effect of the mall environment on the hedonic value is not significant for the bottom and middle fashion leadership clusters ($\gamma = 0.08, z < = 0.991$). In contrast, mall perception has a significant impact on the utilitarian experience (task orientation) of fashion laggards ($\gamma = 0.08$, $z = 2.169$), and a marginal influence on the two other

Dependant variables	Independent variables	Fashion leadership	Unstandardized coefficients	z-value
Hedonic value	Mall perception	Low	0.077	0.777
		Medium	0.077	0.991
		High	0.488	4.819
Utilitarian value	Mall perception	Low	0.077	2.169
		Medium	0.025	1.756
		High	0.019	1.779
Approach behaviour	Mall perception	Low	0.099	1.085
		Medium	0.039	1.101
		High	0.214	2.959

Table III.
Total effects of mall perception on shoppers' response and approach behaviour

segments ($\gamma < \ = .03$, $z < \ = 1.779$). Finally, the total effects of the mall atmosphere on shoppers' approach behaviour is not significant for fashion laggards ($\gamma = 0.10$, $z = 1.085$) and middle-of-the-road fashion shoppers ($\gamma = .04$, $z = 1.101$).

Discussion

Fashion cluster membership moderates shoppers' emotional and cognitive processes. The path relationship model shows that fashion leaders respond very differently to the mall environment. The latter exerts a stronger influence on fashion leaders' hedonic shopping experience and approach behaviour, than it does on fashion followers and laggards. Furthermore, mall influence on fashion leaders' hedonic value is direct and is not mediated by any mood shift. Fashion leaders, contrary to followers and laggards, experience a great deal of personal involvement when shopping and are more likely to engage in cognitive processes. Other shoppers are not as much involved with fashion and will not process the retail environment with the same cognitive intensity. Followers' and laggards' mood may be likened to Petty and Cacioppo's (1986) peripheral route for processing environmental cues in low involvement situations. Traditional retail atmospheric research supports this point of view (Donovan and Rossiter, 1982).

Fashion leaders patronize stores on a more frequent basis and spend more on clothing (Goldsmith and Flynn, 1992) which in turn, makes them more familiar with retail and mall environments. Cue familiarity has been shown to carry meanings, evoke memories and past experiences, and stimulate cognitive processing (Chebat *et al.*, 2001; Spangenberg *et al.*, 2005). The mall environment also plays a non-negligible role helping fashion followers to achieve shopping objectives and strengthen loyalty. Fashion followers' hedonic shopping experience may be mood driven while that of fashion leaders is triggered by higher involvement cognitive processing. Depending on shoppers' fashion motivation, the shopping mall might be a fun place to be or serious matter for one's self-concept.

Implications and future research

Fashion leaders thrive on shopping as a way of acquiring fashion knowledge (Gutman and Mills, 1982). For the fashion leader, mood is not an antecedent to hedonic value; the mall visit is purposeful, and meaningful cues must be present in the environment. As fashion leaders move through the mall, giant, flat panel LCD displays can be used for marketing and information purposes (Dennis and Newman, 2006; Summerfield, 2005). Similarly, interactive kiosks that offer the latest fashion trends and information (Chandiramani, 2002) might be effective. While Goldsmith and Flynn's (1992) study showed that fashion innovators who attend fashion shows often purchase the featured merchandise, a more recent study by Parsons' (2003) suggested that fashion shows are not an effective promotional method because they do not increase spending or mall visits. Further research in this area is required.

This study shows that female fashion followers' and laggards' shopping experience may be mood driven. Compared to fashion leaders, laggards' and followers' mall shopping experience is more emotional and a peripheral route for processing environmental cues would likely be appropriate (Petty *et al.*, 1983). In order to appeal to this group, regional mall owners and developers should focus on arousing a pleasurable shopping experience. Pine and Gilmore (1998) emphasize the importance

of engaging and entertaining the consumer in creative and compelling ways. Barbieri (2005) states that in order to remain competitive, shopping centres have been incorporating family entertainment attractions and themed interactive experiences into their retail mix. These elaborate and high cost ventures are in addition to existing services such as concierges, elaborate lounge areas, baby sitting services and play areas; these services are designed to make the shopping experience more pleasurable, increasing time spent in the mall. In addition, some mall operators are encouraging their retail tenants to ensure that window displays and visual merchandising are compelling and use drama (Hazel, 2005a).

Female fashion leaders visit the mall with a shopping mission in mind and fashion followers and laggards just need to have fun as part of their fashion shopping experience. Regional mall owners and developers can successfully devise strategies that target both markets.

The research was conducted in only one fashion-oriented shopping mall. Further research replication would be needed in order to generalize findings. Other mall format (lifestyle, entertainment, power centres) are likely to draw different shoppers and trigger other responses. Considering the sample size for each fashion clusters, the model is stretched to the limit. A larger sample would have no effect on the model identification, but would certainly reduce sampling errors (Kline, 2005, p. 110).

References

Babin, B.J. and Attaway, J.S. (2000), "Atmospheric affect as a tool for creating value and gaining share of customer", *Journal of Business Research*, Vol. 49 No. 2, pp. 91-100.

Babin, B.J. and Darden, W.R. (1995), "Consumer self-regulation in a retail environment", *Journal of Retailing*, Vol. 71 No. 1, pp. 47-70.

Babin, B.J., Darden, W.R. and Griffen, M. (1994), "Work and/or fun: measuring hedonic and utilitarian shopping value", *Journal of Consumer Research*, Vol. 20 No. 4, pp. 644-56.

Baker, J., Grewal, D. and Parasuraman, A. (1994), "The influence of store environment on quality inferences and store image", *Journal of the Academy of Marketing Science*, Vol. 22 No. 4, pp. 328-39.

Barbieri, K. (2005), "The mall is dropping THE BALL", *Amusement Business*, Vol. 118 No. 1, p. 52.

Behling, D. (1992), "Three and a half decades of fashion adoption research: what have we learned?", *Clothing and Textiles Research Journal*, Vol. 10 No. 2, pp. 34-41.

Bentler, P.M. (2004), *EQS 6 Structural Equation Program Manual*, Multivariate Software, Encino, CA.

Bloch, P.H., Sherrell, D.L. and Ridgway, N. (1986), "Consumer search: an extended framework", *Journal of Consumer Research*, Vol. 13 No. 1, pp. 119-26.

Bodzin, S. (2003), "New life for old malls", *Journal of Housing and Community Development*, Vol. 60 No. 3, pp. 51-5.

Bollen, K.A. (1989), *Structural Equations with Latent Variables*, Wiley, New York, NY.

Chandiramani, R. (2002), "High-speed net kiosks to debut in malls", *Marketing*, January 10, p. 5.

Chebat, J-C. and Michon, R. (2003), "Impact of ambient odors on mall shoppers' emotions, cognition, and spending: a test of competitive causal theories", *Journal of Business Research*, Vol. 56 No. 7, pp. 529-39.

Chebat, J-C., Gélinas-Chebat, C. and Vaillant, D. (2001), "Environmental background music and in-store selling", *Journal of Business Research*, Vol. 54 No. 2, pp. 115-23.

Crowley, A.E. (1993), "The two-dimensional impact of color on shopping", *Marketing Letters*, Vol. 4 No. 1, pp. 59-69.

Darden, W.R., Erdem, O. and Darden, D.K. (1983), "A comparison and test of three causal models of patronage intentions", in Darden, W.R. and Lusc, R.F. (Eds), *Patronage Behaviour and Retail Management*, North-Holland, New York, NY, pp. 29-43.

Dennis, C. and Newman, A. (2006), "Marketing segmentation of shopping locations: responses to plasma screen media", paper presented at ACRA/AMS Conference, Orlando, FL, November.

Donovan, R.J. and Rossiter, J.R. (1982), "Store atmosphere: an environmental psychology approach", *Journal of Retailing*, Vol. 58 No. 1, pp. 34-57.

Evans, M. (1989), "Consumer behaviour towards fashion", *European Journal of Marketing*, Vol. 23 No. 7, pp. 7-16.

Feldman, L. (2004), "Successful investment and turnaround strategies for distressed shopping centre properties", *Journal of Retail & Leisure Property*, Vol. 4 No. 1, pp. 32-9.

Fiore, A.M. and Ogle, J.P. (2000), "Facilitating the integration of textiles and clothing subject matter by students, Part one: dimensions of a model and taxonomy", *Textiles and Clothing Research Journal*, Vol. 18 No. 1, pp. 31-45.

Fisher, J.D. (1974), "Situation specific variables as determinants of perceived environmental aesthetic quality and perceived crowdedness", *Journal of Research in Personality*, No. 8, pp. 177-88.

Goldsmith, R.E. and Flynn, L.R. (1992), "Identifying innovators in consumer product markets", *European Journal of Marketing*, Vol. 26 No. 12, pp. 42-55.

Goldsmith, R.E., Flynn, L.R. and Moore, M.A. (1996), "The self-concept of fashion leaders", *Clothing and Textiles Research Journal*, Vol. 14 No. 4, pp. 242-8.

Goldsmith, R.E., Heitmeyer, J.R. and Freiden, J.B. (1991), "Social values and fashion leadership", *Clothing and Textiles Research Journal*, Vol. 10 No. 1, pp. 37-45.

Goldsmith, R.E., Stith, M.T. and White, J.D. (1987), "Race and sex differences in self-identified innovativeness and opinion leadership", *Journal of Retailing*, Vol. 63 No. 4, pp. 411-25.

Gulli, C. (2004), "Rebirth of the mall: as more and more shoppers flock to big-box outlets and power centres, mall owners and developers are trying to attract customers with new concepts, new looks, even new bathrooms", *National Post Business*, September, p. 34.

Gutman, J. and Mills, M.K. (1982), "Fashion life style, self-concept, shopping orientation, and store patronage: an integrative analysis", *Journal of Retailing*, Vol. 58 No. 2, pp. 64-86.

Hazel, D. (2005a), "Wide-open spaces", *Chain Store Age*, Vol. 81 No. 11, p. 120.

Hazel, D. (2005b), "New lease on lifestyle", *Chain Store Age*, Vol. 81 No. 11, pp. 126-8.

Holbrook, M.B. (1986), "Emotion in the consumption experience: toward a new model of human consumer", in Peterson, R., Hoyer, W.D. and Wilson, W.R. (Eds), *The Role of Affect in Consumer Behaviour: Emerging Theories and Applications*, Lexington, Heath, MA, pp. 17-52.

Holbrook, M.B. and Corfman, K. (1985), "Quality and value in the consumption experience: Phaedrus rides again", in Peterson, R. (Ed.), *Perceived Quality: How Consumers View Stores and Merchandise*, Lexington, Heath, MA, pp. 31-57.

Huddleston, P., Ford, I. and Bickle, M.C. (1993), "Demographic and lifestyle characteristics as predictors of fashion opinion leadership among mature consumers", *Clothing and Textiles Research Journal*, Vol. 11 No. 4, pp. 26-31.

Kline, R.B. (2005), *Principles and Practice of Structural Equation Modeling*, 2nd ed., The Guilford Press, London.

Kooijman, D. (2002), "A third revolution in retail? The Dutch approach to leisure and urban entertainment", *Journal of Retail & Leisure Property*, Vol. 2 No. 3, pp. 214-29.

Laroche, M., Teng, L., Michon, R. and Chebat, J-C. (2005), "Incorporating service quality into consumer mall shopping decision making: a comparison between English and French Canadian consumers", *Journal of Services Marketing*, Vol. 19 No. 3, pp. 157-63.

Lazarus, R.S. (1991), *Emotion and Adaptation*, Oxford University Press, New York, NY.

Mehrabian, A. and Russell, J.A. (1974), *An Approach to Environmental Psychology*, MIT Press, Cambridge, MA.

Michon, R. and Chebat, J-C. (2004), "Cross-cultural mall shopping values and habitats: a comparison between English- and French-speaking Canadians", *Journal of Business Research*, Vol. 57 No. 8, pp. 883-92.

Midgley, D. and Wills, G. (1979), *Fashion Marketing: Lateral Marketing Thought(s)*, MCB Publications, Bradford.

Moin, D. (2006), "Malls court luxury: a long affair", *WWD: Women's Wear Daily*, Vol. 191 No. 81, p. 2B.

Monroe, M.C. (2003), "Not just malls, but 'alls'", *National Real Estate Investor*, Vol. 34 No. 12, p. 54.

Parsons, A. (2003), "Assessing the effectiveness of shopping mall promotions: customer analysis", *International Journal of Retail & Distribution Management*, Vol. 31 No. 2, pp. 74-9.

Petty, R.E. and Cacioppo, J.T. (1986), *Communication and Persuasion: Central and Peripheral Route to Attitude Change*, Spinger-Verlag, New York, NY, pp. 14-262.

Petty, R.E., Cacioppo, J.T. and Schumann, D. (1983), "Central and peripheral routes to advertising effectiveness: the moderating role of involvement", *Journal of Consumer Research*, Vol. 10 No. 2, pp. 135-46.

Pine, J. and Gilmore, J.H. (1998), "Welcome to the experience economy", *Harvard Business Review*, Vol. 76 No. 4, pp. 97-105.

Russell, J.A. and Pratt, G. (1980), "A description of the affective quality attributed to environments", *Journal of Personality and Social Psychology*, Vol. 38 No. 2, pp. 311-22.

Shim, S. and Kotsiopulos, A. (1993), "A typology of apparel shopping orientation segments among female consumers", *Clothing and Textiles Research Journal*, Vol. 12 No. 1, pp. 73-85.

Simmons, J. and Hernandez, T. (2004), *Power Retail: Close to Saturation?*, Centre for the Study of Commercial Activity, Ryerson University, Toronto.

Spangenberg, E.R., Crowley, A.E. and Henderson, P.W. (1996), "Improving the store environment: do olfactory cues affect evaluations and behaviours?", *Journal of Marketing*, Vol. 60 No. 2, pp. 67-81.

Spangenberg, E.R., Grohmann, B. and Sprott, D. (2005), "It's beginning to smell (and sound) a lot like Christmas: the interactive effects of ambient scent and music in a retail setting", *Journal of Business Research*, Vol. 58 No. 11, pp. 1583-9.

Sproles, G.B. (1985), "Behavioural science theories of fashion", *The Psychology of Fashion*, Lexington Books, Lexington, MA.

Stockil, P. (1972), "The mall", in Darlow, C. (Ed.), *In Enclosed Shopping Centres*, Architectural Press, London, pp. 52-62.

Stoel, L., Wickliffe, V. and Lee, K.H. (2004), "Attributes beliefs and spending as antecedents to shopping value", *Journal of Business Research*, Vol. 57 No. 10, pp. 1067-73.

Summerfield, P. (2005), "Signs, signs, everywhere (digital) signs providers proliferate as marketers begin to embrace a targetable digital retail space", *Strategy*, p. 25, October.

Further reading

Baker, M. (2004), "Shopping centre industry benchmarks – an international perspective on the collection, analysis and dissemination of operating statistics", ICSC White Paper.

Beaujean, M., Davidson, J. and Madge, S. (2006), "The 'moment of truth' in customer service", *McKinsey Quarterly*, No. 1, pp. 62-73.

Kilbinger, S.S. (2005), "European malls keep habits in mind", *Wall Street Journal*, Vol. 14, p. 1.

Mattila, A.S. and Wirtz, J. (2001), "Congruency of scent and music as a driver of in-store evaluations and behaviour", *Journal of Retailing*, Vol. 77 No. 2, pp. 273-89.

About the authors

Richard Michon is Associate Professor in the School of Retail Management, Ryerson University, Toronto. He is a graduate of the Royal Military College, Kingston, Ontario. He received his MBA (Finance) and PhD (Marketing) from HEC-Montreal. He teaches retail research, retail technology, and merchandising. Research interests include retail atmospherics, shopper modelling and data mining. He is a member of the Academy of Marketing Science and the Society for Marketing Advances. Richard Michon is the corresponding author and can be contacted at: rmichon@ryerson.ca

Hong Yu is an Assistant Professor in the School of Fashion, Ryerson University, Toronto. She earned her PhD in the Department of Textile and Clothing at Iowa State University, USA. She has completed a number of funded research projects and published papers on consumer shopping behaviour and experience related to fashion and textile craft at different retail venues. Her current research focuses on the impact of culture and acculturation on consumer behaviour in a shopping centre environment. She is a member of a number of honorary societies and professional associations related to textiles and apparel, consumer behaviour, and merchandising. E-mail: hongyu@ryerson.ca

Donna Smith is a Professor in the School of Retail Management, Ryerson University, Toronto. She has held administrative positions in the Faculties of Business and Communication and Design. She worked as part of a research team, examining the shopping behaviour of female fashion shoppers in a shopping centre environment. She is currently a Research Associate at Henley Management College in Britain and is pursuing research related to multi-channel retailing. In July 2006, she began a two-year term as President of the American Collegiate Retailing Association, a global network of university professors who teach and conduct research in retailing. E-mail: drsmith@ryerson.ca

Jean-Charles Chebat is Chair Professor, Commercial Space and Customer Service Management, at HEC-Montreal. He is a graduate from l'Ecole Supérieure de Commerce de Paris (Marketing). He was awarded a MBA (Marketing) at Laval University, Quebec, and a PhD (Sociology) from the University of Montreal. He is a fellow of the Society for Marketing Advances, the Academy of Marketing Science, and the American Psychological Association. E-mail: Jean-Charles.Chebat@hec.ca

This article has been cited by:

1. Marike Venter de Villiers, Richard Chinomona, Tinashe Chuchu. 2018. The influence of store environment on brand attitude, brand experience and purchase intention. *South African Journal of Business Management* **49**:1. . [Crossref]

2. Wen-Yu Tsao. 2018. An Assessment of Propagation Stickers in LINE Services to Promote: Toward a New Model of Diffusion Theory. *Journal of Promotion Management* **13**, 1-23. [Crossref]

3. Helena Van Kerrebroeck, Malaika Brengman, Kim Willems. 2017. Escaping the crowd: An experimental study on the impact of a Virtual Reality experience in a shopping mall. *Computers in Human Behavior* **77**, 437-450. [Crossref]

4. Kamel El Hedhli, Haithem Zourrig, Jeongsoo Park. 2017. Image transfer from malls to stores and its influence on shopping values and mall patronage: The role of self-congruity. *Journal of Retailing and Consumer Services* **39**, 208-218. [Crossref]

5. Mohammad ShafieeMajid, Majid Mohammad Shafiee, Es-HaghiSayyed Mohammad Sadiq, Sayyed Mohammad Sadiq Es-Haghi. 2017. Mall image, shopping well-being and mall loyalty. *International Journal of Retail & Distribution Management* **45**:10, 1114-1134. [Abstract] [Full Text] [PDF]

6. Yun-Hee Kim, Youn-Kyung Kim. 2017. A technology-fashion collaborative product: Its impact on consumer attitudes and purchase intention. *Journal of Global Fashion Marketing* **8**:4, 283-297. [Crossref]

7. John Murray, Jonathan Elms, Christoph Teller. 2017. Examining the role of store design on consumers? cross-sectional perceptions of retail brand loyalty. *Journal of Retailing and Consumer Services* **38**, 147-156. [Crossref]

8. El-AdlyMohammed Ismail, Mohammed Ismail El-Adly, EidRiyad, Riyad Eid. 2017. Dimensions of the perceived value of malls: Muslim shoppers' perspective. *International Journal of Retail & Distribution Management* **45**:1, 40-56. [Abstract] [Full Text] [PDF]

9. Jane E. Workman, Seung-Hee Lee. 2017. What do we know about fashion adoption groups? A proposal and test of a model of fashion adoption. *International Journal of Consumer Studies* **41**:1, 61-69. [Crossref]

10. RosenbaumMark Scott, Mark Scott Rosenbaum, OtaloraMauricio Losada, Mauricio Losada Otalora, RamírezGermán Contreras, Germán Contreras Ramírez. 2016. The dark side of experience-seeking mall shoppers. *International Journal of Retail & Distribution Management* **44**:12, 1206-1222. [Abstract] [Full Text] [PDF]

11. Mohammed Ismail El-Adly, Riyad Eid. 2016. An empirical study of the relationship between shopping environment, customer perceived value, satisfaction, and loyalty in the UAE malls context. *Journal of Retailing and Consumer Services* **31**, 217-227. [Crossref]

12. Subhadip Roy, Raj Sethuraman, Rashmita Saran. 2016. The effect of demographic and personality characteristics on fashion shopping proneness. *International Journal of Retail & Distribution Management* **44**:4, 426-447. [Abstract] [Full Text] [PDF]

13. Osmud Rahman, Ken Kwong-Kay Wong, Hong Yu. 2016. The effects of mall personality and fashion orientation on shopping value and mall patronage intension. *Journal of Retailing and Consumer Services* **28**, 155-164. [Crossref]

14. Thomas L. Powers, Eric P. Jack. 2015. Understanding the causes of retail product returns. *International Journal of Retail & Distribution Management* **43**:12, 1182-1202. [Abstract] [Full Text] [PDF]

15. Katia Laura Sidali, Elisabeth Kastenholz, Rossella Bianchi. 2015. Food tourism, niche markets and products in rural tourism: combining the intimacy model and the experience economy as a rural development strategy. *Journal of Sustainable Tourism* **23**:8-9, 1179-1197. [Crossref]

16. John Murray, Jonathan Elms, Christoph Teller. 2015. Consumer perceptions of higher and lower-level designed store environments. *The International Review of Retail, Distribution and Consumer Research* **25**:5, 473-489. [Crossref]

17. Mohammed Ismail El-Adly, Riyad Eid. 2015. Measuring the perceived value of malls in a non-Western context: the case of the UAE. *International Journal of Retail & Distribution Management* **43**:9, 849-869. [Abstract] [Full Text] [PDF]

18. Brigitte Biehl-Missal, Dirk vom Lehn. Aesthetics and Atmosphere in Museums: A Critical Marketing Perspective 235-258. [Crossref]

19. Mijeong Noh, Rodney Runyan, Jon Mosier. 2014. Young consumers' innovativeness and hedonic/ utilitarian cool attitudes. *International Journal of Retail & Distribution Management* **42**:4, 267-280. [Abstract] [Full Text] [PDF]

20. Chae Mi Lim, Rodney Runyan, Youn-Kyung Kim. 2013. Segmenting luxe-bargain shoppers using a fuzzy clustering method. *International Journal of Retail & Distribution Management* **41**:11/12, 848-868. [Abstract] [Full Text] [PDF]

21. Soyoung Kim, Briana Martinez. 2013. Fashion consumer groups and online shopping at private sale sites. *International Journal of Consumer Studies* **37**:4, 367-372. [Crossref]

22. Daniel Wade Clarke, Patsy Perry, Hayley Denson. 2012. The sensory retail environment of small fashion boutiques. *Journal of Fashion Marketing and Management: An International Journal* **16**:4, 492-510. [Abstract] [Full Text] [PDF]

23. Zazia Benhamza Nsairi. 2012. Managing browsing experience in retail stores through perceived value: implications for retailers. *International Journal of Retail & Distribution Management* **40**:9, 676-698. [Abstract] [Full Text] [PDF]

24. Brigitte Biehl-Missal, Michael Saren. 2012. Atmospheres of Seduction. *Journal of Macromarketing* **32**:2, 168-180. [Crossref]

25. Yuanfeng Cai, Randall Shannon. 2012. Personal values and mall shopping behaviour. *International Journal of Retail & Distribution Management* **40**:4, 290-318. [Abstract] [Full Text] [PDF]

26. Ayantunji Gbadamosi. 2012. Acculturation. *Journal of Fashion Marketing and Management: An International Journal* **16**:1, 5-20. [Abstract] [Full Text] [PDF]

27. Liz C. Wang, Lu-Hsin Chang, Scott Wysong. 2012. An empirical investigation of the influence of optimum stimulation levels in retailing. *International Journal of Retail & Distribution Management* **40**:1, 6-20. [Abstract] [Full Text] [PDF]

28. Lawrence M. Scheier, Jerry L. Grenard, Kristen D. Holtz. 2011. An Empirical Assessment of the Above the Influence Advertising Campaign. *Journal of Drug Education* **41**:4, 431-461. [Crossref]

29. Hye-Shin Kim, Heesook Hong. 2011. Fashion Leadership and Hedonic Shopping Motivations of Female Consumers. *Clothing and Textiles Research Journal* **29**:4, 314-330. [Crossref]

30. Hong Yu. 2011. Profiling Chinese Fashion Shoppers in Beijing: Mall Activities, Shopping Outcome, and Demographics. *Journal of Global Fashion Marketing* **2**:1, 11-19. [Crossref]

31. Vanessa Jackson, Leslie Stoel, Aquia Brantley. 2011. Mall attributes and shopping value: Differences by gender and generational cohort. *Journal of Retailing and Consumer Services* **18**:1, 1-9. [Crossref]

32. Kendra Fowler, Eileen Bridges. 2010. Consumer innovativeness: Impact on expectations, perceptions, and choice among retail formats. *Journal of Retailing and Consumer Services* **17**:6, 492-500. [Crossref]

33. Barry J. Babin, Kevin William James. 2010. A brief retrospective and introspective on value. *European Business Review* **22**:5, 471-478. [Abstract] [Full Text] [PDF]

34. Jean-Charles Chebat, M. Joseph Sirgy, Stephan Grzeskowiak. 2010. How can shopping mall management best capture mall image?. *Journal of Business Research* **63**:7, 735-740. [Crossref]

35. Anthony Kent, Charles Dennis, Marta Blasquez Cano, Eva Helberger, Josko Brakus. Branding, Marketing, and Design 275-298. [Crossref]

36. Anthony Kent, Charles Dennis, Marta Blasquez Cano, Eva Helberger, Josko Brakus. Branding, Marketing, and Design 1-22. [Crossref]