

經營購物中心

Operation of a Shopping Center

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Abstract — This research plan is a valuable aid to professional researchers and planning managers. Its fundamental objectives have been provide a basic structure for problem analysis and to introduce methods. The purpose of this paper is to present some exploratory research findings on the influence of atmospherics upon a customer's shopping behavior.

Atmospherics of Shopping Centers

The successful operation of a shopping center is closely related to the creation of an inviting atmosphere. One of the major problems being faced by retailers of today, as well as in the next decade, is their attempt to attract and hold a specific segment of the market. This factor has become increasingly apparent in viewing the present economic environment. Many consumers, tired of mass duplication of shopping center styles, and the over-saturation of shopping center in some areas, are becoming more critical in choosing the places where they will spend their shrinking dollar.

The purpose of this paper is to present some exploratory research findings on the influence of atmospherics upon a customer's shopping behavior. Although the field of consumer behavior has experienced a dynamic period of growth over the past decade, surveys that have attempted to measure why people shop have neglected the relationship of atmospherics to the shopping environment [1]. Perhaps this is because of the intangible nature of atmospheres. It is only recently that recognition and study has been given to this concept [2].

Methodology

The data analyzed in this study were gathered from questionnaires given to 750 respondents in the Los Angeles and Orange County areas. The ages of the people interviewed ranged from 15 to over 50, of which 35 percent were male and 65 percent female.

The Meaning of Atmospherics

In the simplest of terms, atmospherics can be described as the use of space or buying environments to create specific psychological effects in consumers to improve their purchase probability [3]. It can also be characterized in terms of sense perception.

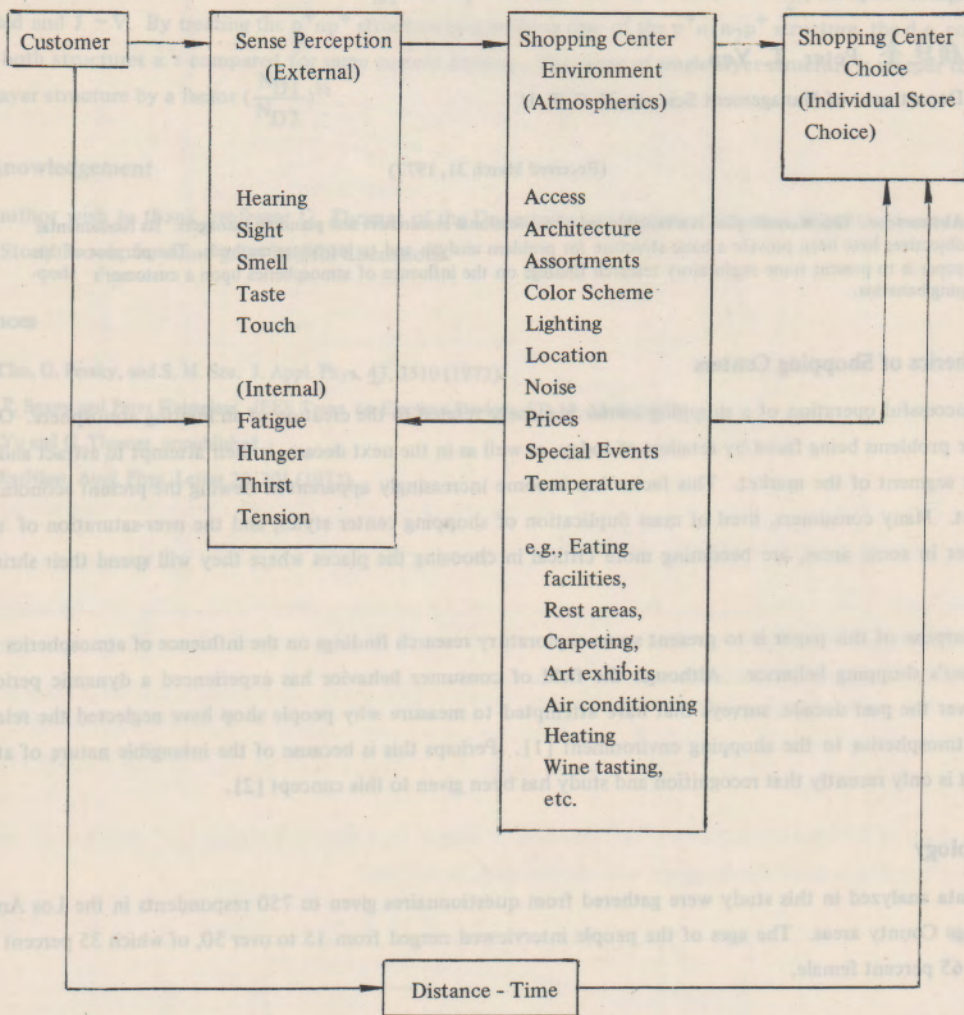
The use of buying environments include such factors as architecture, layout, lighting, color scheme, odors, temperature, location, access, noise, assortments, prices, and special events.

Sense perception is both external and internal. The external senses refer to things from outside the environment that come in contact with the body. These senses include hearing, sight, smell, taste, and touch. The internal senses include such feelings as fatigue, hunger, thirst, and tension. These factors are graphically categorized in the following

paradigm.

Figure 1

Atmospherics and Shopping Behavior



Shopping Center Atmospherics

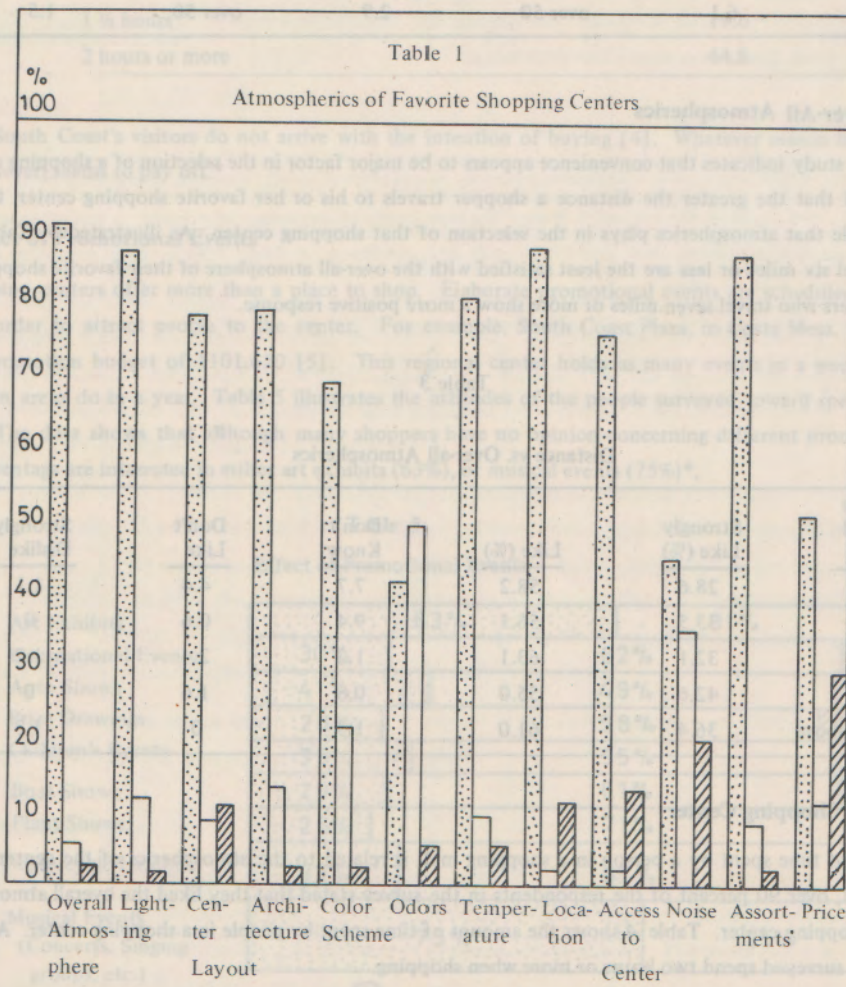
An important part of the study dealt with the reactions of consumers to the atmospherics of their favorite shopping centers in the Los Angeles and Orange County areas*. Table 1 shows the customers' response to the overall atmosphere, including eleven specific atmospherics. It can be observed that over 90 percent of the people surveyed approved of the overall atmosphere of their favorite shopping center. It is interesting to note that the atmospherics most strongly disliked are access to the center (17.1%), noise (21.6%), and prices (32.6%). It appears, however, that these negative responses do not greatly affect the customers' overall feeling toward a specific center.

* These shopping centers include Broadway Plaza (Los Angeles), Del Amo Fashion Square (Torrance), South Coast Plaza (Costa Mesa), Fashion Island (Newport Beach), Cerritos Center (Cerritos), and Westminster Center (Westminster).

The negative price factor is perhaps due to the present economic situation.

Distance and Age

The distance traveled by customers to their preferred shopping center is an important factor to consider in an evaluation of shopping behavior. There appears to be a relationship between the age of the consumer, and the distance driven to a center. Of the 750 respondents surveyed, the 15-19 age group accounted for 10.7 percent of the total; the 20-29 age group, 41.2 percent; the 30-40 age group 22.3 percent; the 41-50 age group, 10.1 percent. Table 2 indicates the number of miles a person travels to his or her favorite shopping center. This data shows that over 50 percent of the people travel five miles or less to their favorite center. From this segment of our sample, it appears that most shoppers select a center for convenience.



Strongly like, or like
 Don't know
 Strongly dislike, dislike

Table 2

Miles Traveled to Favorite Shopping Center by Age Groups*

People Willing to Drive 1 - 5 miles		People Willing to Drive 6 - 10 miles		People Willing to Drive 11 - 15 miles	
Age Group	%	Age Group	%	Age Group	%
15 - 19	5.7	15 - 19	3.4	15 - 19	1.0
20 - 29	18.3	20 - 29	14.0	20 - 29	8.0
30 - 40	9.9	30 - 40	7.4	30 - 40	4.6
40 - 50	11.7	40 - 50	4.5	40 - 50	1.0
over 50	6.1	over 50	2.9	over 50	1.5

Distance and Over-All Atmospherics

Although the study indicates that convenience appears to be major factor in the selection of a shopping center, it may be observed that the greater the distance a shopper travels to his or her favorite shopping center, the more important the role that atmospherics plays in the selection of that shopping center. As illustrated by Table 3, the people who travel six miles or less are the least satisfied with the over-all atmosphere of their favorite shopping center. The consumers who travel seven miles or more show a more positive response.

Table 3

Distance vs. Over-all Atmospherics

Distance Traveled In Miles	Strongly Like (%)	Like (%)	Don't Know	Don't Like	Strongly Dislike
0-3	28.6	58.2	7.7	4.4	1.1
4.6	33.5	56.5	9.4	0.6	0
7.9	32.1	63.1	1.2	2.4	1.2
10-14	42.6	55.0	0.8	1.6	0
15 & above	36.4	61.0	1.3	0	1.3

Time Spent in a Shopping Center

The amount of time spent by a person in a shopping mall is related to the atmospherics of the center. As previously indicated, over 90 percent of the respondents in the survey stated that they liked the overall atmosphere of their favorite shopping center. Table 4 shows the amount of time spent by people in a shopping center. Almost 45 percent of those surveyed spend two hours or more when shopping.

Many individuals go to a shopping mall to spend an hour or two window browsing or people watching. According to Gene Robens, manager of South Coast Plaza, in Costa Mesa, California, approximately 25 percent to 30 per-

* The data compiled shows no discernible difference between the miles traveled to a shopping center by either men or women in the various age groups.

Table 4
Amount of Time Spent In A Shopping Center

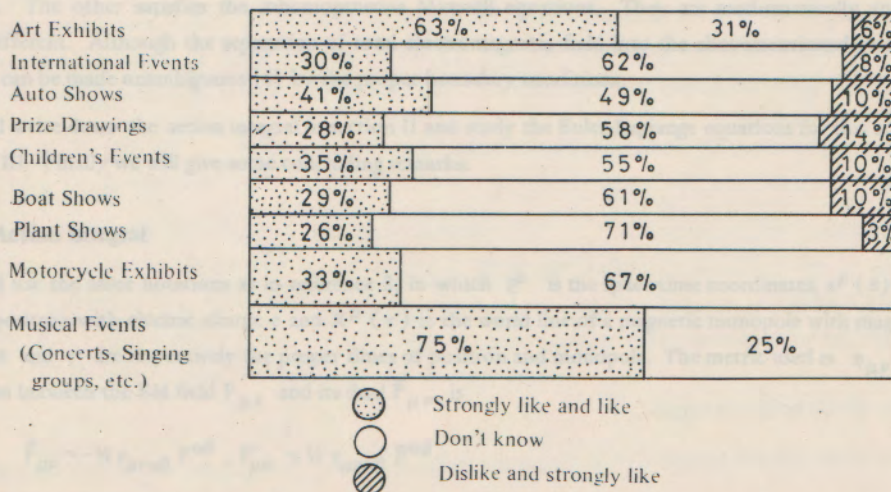
Time Spent In Center	Number of Respondents (%)
15 minutes	2.3
30 minutes	9.3
1 hour	24.0
1 ½ hours	19.6
2 hours or more	44.8

cent of South Coast's visitors do not arrive with the intention of buying [4]. Whatever reason brings them to the mall, however, seems to pay off.*

The Effect of Promotional Events

Shopping centers offer more than a place to shop. Elaborate promotional events are scheduled on a continuing basis in order to attract people to the center. For example, South Coast Plaza, in Costa Mesa, California, has an annual promotion budget of \$101.620 [5]. This regional center holds as many events in a week as most nearby downtown areas do in a year. Table 5 illustrates the attitudes of the people surveyed toward specific promotional events. The data shows that although many shoppers have no opinion concerning different promotional events, a large percentage are interested in either art exhibits (63%), or musical events (75%)*.

Table 5
Effect of Promotional Events



* Industry estimates indicate that South Coast Plaza has one of the highest annual dollar volumes per retail space footage among the more than 1,000 regional shopping centers in the United States.

* For example, Fashion Island, in Newport Beach, California has held band concerts that attract upwards of 3000 spectators a performance. Ibid., p. 5.

Conclusions

As previously discussed, this study should be considered merely as exploratory in nature. The study was limited by the size of the sample obtained, and the number of atmospheric variables concerned. Additional data is needed in order to present more than an overall view of shopping center atmospherics.

The findings, however, suggest that atmospherics do have a strong influence upon a consumer's shopping behavior. It appears that the proper staging of promotional events is an important factor to consider. As shown in the survey, most people are attracted to musical events. In this period of economic stress, perhaps a return to the evening concert in the "mall" would not only help to relieve tensions, but would make the shopping center more than just a marketplace.

The study also indicates that shopping center managers, in order to expand their trading area, need to determine what atmospheric factors will draw shoppers from beyond the "convenience barrier." Discount stores, for example, have been able to break this barrier with a low price image.

References

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2. Edward M. Tauber, "Why do people shop," *Jol of Marketing*, October, 1972, p. 47.
3. Philip Kotler, "Atmospherics as a marketing tool", *Jol. of Retailing*, Winter, 1973-1974, pp. 48-64.
4. John Gregory, "Regional malls: The new downtowns," *Los Angeles Times RC Part XII*, June 2, 1974, p. 4.
5. John Gregory, *Ibid.* p. 4.

Atmospheric Factor	Percentage of Respondents
Music	30%
Lighting	25%
Temperature	20%
Sound	15%
Color	10%
Other	5%