Shopping centres beyond purchasing of luxury goods: a tourism perspective

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ABSTRACT
This study sought to identify the main dimensions of shopping experiences shared online by tourists after visiting luxury shopping centres and to ascertain the main narratives linked with any dissatisfaction these tourists express. A mixed content analysis was conducted on 1050 reviews describing shopping experiences in seven luxury shopping centres. The results reveal the existence of eight dominant themes: shopping, luxury, day, place, food, walk, expensive (goods) and people. The main theme linked with dissatisfaction is that of expensive. The concept map of these themes confirms that experiences in luxury shopping centres diverge from those in general goods shopping centres.

KEYWORDS
Luxury shopping centres; web generated content; content analysis; tourism and leisure; shopping experience

1. Introduction

Shopping satisfies several social and psychological needs (Howard 2007; Holroyd 2016). When they are away from home, consumers might purchase a diversity of products for themselves and as a gift to others, such as souvenirs, clothes, groceries, electronics and luxury goods or might just spend travelling time doing window shopping (Turner and Reisinger 2001; Yüksel 2004; Park, Reisinger, and Noh 2010). Many tourists feel that a trip is not complete without having spent time shopping (Heung and Qu 1998; Lehto, Chen, and Silkes 2014), and opportunities to engage in it can often enhance the attractiveness of destinations (Henderson et al. 2011; Yeung, Wong, and Ko 2004). Shopping is considered one of the most memorable tourist experiences (Swanson and Timothy 2012). Thus, it is a visitor attraction, leisure activity (Lau and Au 2000; Johnson 2013) and an important component of tourism trips that is often influential in destination choices (Moscardo 2004). Shopping has a significant impact on national economies, the tourism industry and the retail sector (World Tourism Organization [UNWTO] 2014), and shopping can influence tourists' satisfaction with their tourism experiences (Meng and Xu 2012).

Shopping, tourism and destination development appear to be interrelated, with perceived shopping opportunities functioning as an important pull factor of destinations (Henderson et al. 2011). Contemporary shopping centres and tourism destinations combine in the form of tourism shopping. Hence, retailers are an important component of the tourism industry in many destinations (Henderson et al. 2011). New urban areas are retail-laden town centres where tourists not only shop but also enjoy several leisure and entertainment opportunities (Little 2006). Accordingly, shopping centres are considered important tourism attractions and consequently a pull factor for a destination (Choi, Heo, and Law 2016).

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

Second, based on previous studies of shopping satisfaction (Wong and Law 2003; Tosun et al. 2007; Wong and Wan 2013), Choi, Heo, and Law (2016, 13) argue that 'factors that contribute to … dissatisfaction … [with] shopping' merit future research. Overall, dissatisfaction in luxury shopping is an under-researched area. The aims of the present study, therefore, were twofold: to identify the main dimensions of shopping experiences shared online by tourists visiting luxury shopping centres and to identify the main narratives of dissatisfied individuals among these tourists.

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

2. Literature review

2.1. Shopping tourism

Shopping tourism is a multibillion-dollar global industry, although researchers have difficulty determining its exact size (Economist Intelligence Unit 2011). Shopping has become a core element of the tourism value chain (UNWTO 2014), gaining a similar level of importance as accommodation, dining, transportation and sightseeing, rather than simply being an accompanying activity (Choi, Heo, and Law 2016). With the fast growth of the global tourism industry (Meng and Xu 2012), shopping tourism now has a significant impact by contributing to national economies, the tourism industry and the retail sector (Lawson 1991; Meng and Xu 2012; Swanson 2004). Therefore, shopping is considered an important factor when defining the overall economic impact of tourism in any given region (Makkonen and Hokkanen 2013; Saarinen 2003). Shopping can be the top expenditure of tourists (Cai, Lehto, and O'Leary 2001; Meng and Xu 2012; Turner and Reisinger 2001). Studies have shown that leisure tourists spend about one-third of their total tourism-related expenditure on shopping (Grattan and Taylor 1987; Littrell et al. 1994), and Michalko (2004) reported that when shopping is the main motivation of travelling tourists spend more than half of their budget on this activity. Thus, in some areas of the world, tourist shopping represents, directly and indirectly, a significant source of income for national economies (UNWTO 2014).

According to Choi, Heo, and Law (2016: 3), 'the study of shopping tourism is still in its early stage' and thus the definition of shopping tourism remains broad and unclear. Jansen-Verbeke (1991) was the first scholar to use the term 'shopping tourism' in tourism research. Timothy and Butler (1995) defined shopping tourism as tours with the main purpose of purchasing products. Timothy (2005) was the first to propose that the concept of shopping tourism was distinct from tourist shopping. Shopping tourism occurs when 'shopping is the primary motivation for a trip, or the primary element in forging the touristic experience' (Timothy 2005, 71), whereas incidental shopping activities at tourism destinations are understood as tourist shopping. Accordingly, the literature on tourism has focused on shopping's role in this industry both as a general leisure activity of tourists and a primary motive for travel (e.g. Lau and Au 2000; Mok and Lam 1997; Moscardo 2004). This definition was later generally accepted by other scholars who studied shopping tourism (e.g. Liu and Wang 2010; Michalko and Ratz 2006; Saayman and Saayman 2012). Shopping tourists are known to spend three to four times more in shopping activities (Yüksel 2004) and stay longer in a destination (Dimanche 2003) than other leisure tourists.

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

Shopping is reported to be one the most important activities of both domestic and international tourists (Anderson and Littrell 1995; Kent, Schock, and Snow 1983; MacCannell 2002). Tourist shopping is not limited to souvenirs (Gordon 1986). Rather, it includes purchases of clothing, jewellery, books, arts and crafts, duty-free goods, electronics (Timothy and Butler 1995; Turner and Reisinger 2001) and luxury goods (Park, Reisinger, and Noh 2010). Typically, tourists do not have specific products in mind. Instead, shopping becomes a by-product of their travel experiences.

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

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

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

Tourism shopping experiences and satisfaction are addressed by several studies (Choi, Heo, and Law 2016). One of the main variables identified by previous studies is the staff service quality (Heung and Cheng 2000; Reisinger and Turner 2002; Tosun et al. 2007) (i.e. the knowledge of products, language skills and attitude toward the tourist). Studies have also emphasized the role of the store attractiveness (i.e. opening hours) and the tangible quality of the shops (Heung and Cheng 2000; Reisinger and Turner 2002; Turner and Reisinger 2001), such as the lighting and ambience, the cleanliness, the accessibility, variety of products, shop presentation, location and product display. Other variables that impact customer satisfaction are product value and price, and value for money (Heung and Cheng 2000; Reisinger and Turner 2002; Wu et al. 2014). Furthermore, Wu et al. (2014) concluded that distinctive shopping experiences might be considered fun by tourists. According to Choi, Heo, and Law (2016) there is a lack of studies that identify drivers of dissatisfaction.

2.2. Shopping tourism at luxury centres

Luxury shopping behaviour may differ from patterns generated by general goods in conventional economics (Park, Reisinger, and Noh 2010). Luxury goods are perceived to be associated with ostentation, uniqueness, sociality, emotion, premium quality and price, aesthetics, extraordinariness, and symbolic meaning (Kapferer 1998; Mandhachitara and Lockshin 2004; Phau and Predergast 2000). These goods fulfil shoppers’ desire for wealth and possessions (Vigneron and Johnson 1999). Items, products, services and even experiences that make people feel those are better than other options and are now included in the luxury goods market.

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

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

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

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

Along with striking designs and controlled tenancy (Henderson et al. 2011), a new widespread trend in shopping centres is the combination of shopping and other leisure and entertainment options – sometimes with a predominant theme – which creates a cosmopolitan-based shopping experience (Zaidan 2016). Thus, large, tourist-focused shopping centres typically include multiscreen cinemas, amusement parks, ice skating rinks, water parks, indoor theme parks, vast food courts, bowling alleys, kids’ and/or clubs as part of their tenant mix (LeHew and Wesley 2007; Zaidan 2016). As mentioned previously, this new trend has been dubbed ‘retailtainment’ (Stephenson 2013). Studies on luxury shopping focusing on the new trend to combine shopping with entertainment and leisure activities have mainly studied either the supply side or specific destinations due to the lack of data (Zaidan 2016).

3. Methodology

3.1. Research context

This study included seven luxury shopping centres located in five different countries. The ones selected are (1) Rodeo Drive, Beverly Hills, California, USA; (2) Orchard Road, Singapore; (3) Siam Paragon, Bangkok, Thailand; (4) Central World Plaza Bangkok, Thailand; (5) The Dubai Mall, Dubai, United Arab Emirates (UAE); (6) Mall of the Emirates, Dubai, UAE; and (7) Pavilion Kuala Lampur, Kuala Lumpur, Malaysia. The selected shopping centres were identified as luxury shopping centres by either Travel Channel, The Richest or Tripadvisor and also received a large number of reviews in TripAdvisor, ranging from 2120 to 14,203 (December 2016).

3.1.1. Rodeo drive, Beverly Hills, CA, USA

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

3.1.2. Orchard road, Singapore

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

3.1.3. Siam paragon, Bangkok, Thailand

Siam Paragon is a shopping centre in Bangkok, Thailand, that opened in December 2005. It is currently the third largest shopping centre in Thailand and one of the biggest shopping centres in Asia. With a total retail floor area of 400,000 square metres (m^2), it houses over 250 shops, including international high-end fashion brands, Southeast Asia's largest aquarium, a 16-screen Cineplex, with one of the cinemas having the biggest screen and seating capacity in Asia, and a comprehensive selection of world cuisine. Siam Paragon also has an exhibition hall, the Thai Art Gallery, an opera concert hall and a large bowling alley and karaoke centre. This shopping centre is considered by many to be the heart of Bangkok (see http://www.bangkok.com/shopping-mall/siam-paragon.htm for more details).

3.1.4. Central world plaza Bangkok, Thailand

Central World is a shopping plaza and complex in Bangkok, Thailand, that opened in June 2001. This centre is the largest shopping centre in Thailand and the tenth largest shopping complex in the world, with the shopping centre occupying 550,000 m^2 and the complex as a whole 1,024,000 m^2. Central World has about 500 stores, 100 restaurants and cafés, 15 cinemas, a kids' zone and learning centre (i.e. the Genius Planet Zone) and two anchor department stores, as well as a trendy food court, an expansive supermarket and an outdoor square for large-scale events like Bangkok's official New Year countdown party. The complex also includes a hotel and office tower (see http://www.bangkok.com/shopping-mall/centralworld.htm for further details).

3.1.5. *The Dubai Mall, Dubai, UAE*

The Dubai Mall is a shopping centre in Dubai, UAE, that opened in November 2008. Dubai Mall has 5.9 million m^2 and about 1200 retailers, making it one of the world's largest shopping centre in retail history. The mall features the world-class Dubai Aquarium and Underwater Zoo, KidZania® (an innovative children's 'edutainment' concept), SEGA Republic (a high adrenaline indoor theme park), 22-screen Reel Cinemas megaplex (with a total capacity of 2800 seats) and the Olympic-sized Dubai Ice Rink. In 2014, Dubai Mall was the most-visited retail and entertainment destination in the world, attracting over 80 million visitors. In 2016, it was named the World's Leading Shopping Mall at the World Travel Awards (2016). *Forbes* (Bishop 2017) has also designated The Dubai Mall the top shopping centre in Dubai (see https://thedubaimall.com/en/about-us/about-the-dubai-mall for more details).

3.1.6. *Mall of the emirates, Dubai, UAE*

Mall of the Emirates is a shopping centre in Dubai, UAE, that opened in November 2005. The multi-level shopping centre has a total retail floor area of 2,400,000 m^2 and currently features more than 630 retail outlets, 7900 parking spaces, over 100 restaurants and cafés, 80 luxury stores and 250 flagship stores. The mall also hosts family leisure activities such as Ski Dubai (the Middle East's first indoor ski resort and snow park), the 500-seat capacity Dubai Community Theatre and Arts Centre, and Magic Planet (one of the largest indoor family entertainment centres in Dubai). In 2005, Mall of the Emirates was named the World's Leading Shopping Mall at the World Travel Awards (2005) in London. *Forbes* (Bishop 2017) has also recognized Mall of the Emirates as one of the top five shopping centres in Dubai (see http://www.malloftheemirates.com/about-us for further details).

3.1.7. *Pavilion Kuala Lumpur, Kuala Lumpur, Malaysia*

Pavilion Kuala Lumpur is a shopping centre in Kuala Lumpur, Malaysia, which opened in September 2007. This shopping centre is a world-class mixed-use urban development, comprising a seven-storey premier shopping centre with a total retail floor area of 1,400,000 m^2. It has 532 stores offering the finest fashion and home furnishing, entertainment and culinary delights, two blocks of Pavilion Residences, the Pavilion Tower office block and the soon-to-open five-star Royale Pavilion Hotel (see http://www.kuala-lumpur.ws/klshopping/pavilion-kl.htm for more details).

3.2. *Data collection*

For each shopping centre, 150 reviews were collected, making a total of 1050 reviews that added up 98,743 words. Following the approach by previous studies (Brochado, Troilo, and Shah 2017; Lupu, Brochado, and Stoleriu 2017; Pearce and Wu 2016), only English reviews were considered for analysis. Moreover, for each shopping centre the analysis focused on the last reviews available from visitors coming from a country different from the destination country where the shopping centre is located.

The reviews shared online were gathered from Tripadvisor and stored in an Excel spreadsheet. The spreadsheet contains the following columns: title of the review, review content, reviewer age, country of origin, and traveller rating defined in a 5-point scale with the following categories: 1 (terrible), poor (2), average (3), very good (4) and excellent (5).

Around 54% of the reviewers included in the sample were males (Table 1). More than half of the sample (nearly 58%) were between 25 and 39 years old. The reviews were written by visitors from 79 different countries spread across the world with a predominance of markets situated in Asia (35%), Europe (25%), and North America (21%).

3.3. *Data treatment*

Tourists share their experience in Web 2.0 sites and review forums and trust on online feedback when making their travel choices (Au, Buhalis, and Law 2014). Accordingly, content analysis of web reviews has been increasingly used in a variety of tourism contexts. For instance, Wu et al. (2014) studied the Silk Market in China (*N* = 149 reviews), Pearce and Wu (2016) analysed the Peronella Park in Australia (*N* = 167), Rodrigues et al. (2017) addressed medical tourism experiences shared by patients (*N* = 603), Brochado, Troilo, and Shah (2017) focused on Airbnb experiences (*N* = 1776), and Brochado, Stoleriu, and Lupu (2018) looked at surf camp experiences (*N* = 750).

Content analyses of web reviews might overcome some of the limitations presented by traditional approaches to studying tourist experiences such as surveys. These include poor response rates, information that cannot be further explored by researchers (Zhang and Cole 2016) and high fieldwork costs when targeting consumers in different geographical locations.

Content analysis was carried out on the online evaluations and comments of customers, using Leximancer to transform data from natural language into semantic patterns (Wu et al. 2014). Differently from other qualitative content analysis techniques that require potentially biased researcher-driven text analysis, Leximancer uses word

Table 1. Sample demographics.

Gender	
Male	54.0%
Female	46.0%
Age Group	
65+	6.2%
50-64	23.2%
40-49	10.1%
35-39	30.8%
25-34	27.1%
18-24	2.6%
Continents	
Asia	35.0%
Europe	25.0%
North America	21.0%
Oceania	9.0%
Middle East	5.0%
Africa	3.0%
Latin America & Caribbean	2.0%

association information to automatically identify concept seed words and suggests these to the analyst. In addition, Leximancer offers the advantage of allowing an inductive identification of the main themes with minimal intervention of the researcher (Tkaczynski, Rundle-Thiele, and Cretchley 2015).

Leximancer is a text analytics software that analyses the content of collections of text documents and visually displays the extracted information representing the main concepts contained within the text, as well as information about how they are related. Leximancer thus assists in the analysis of text 'from words to meaning to insight' (Tkaczynski, Rundle-Thiele, and Cretchley 2015). This software uses a two-stage quantitative approach of co-occurrence information extraction to conduct qualitative conceptual and relational analyses. Leximancer uses word occurrence and co-occurrence frequency to infer concept classes and update the list of words highly relevant to seed concepts, thereby extracting a thesaurus of terms for each concept. Further analyses include suggesting clusters of meaning based on how often concepts appear together in a block of text and applying inductive identification of themes with minimal manual intervention.

Leximancer also provides a concept map of the results – a diagrammatic view of the data – visually demonstrating how different concepts and themes are related and showing the extent and strength of relationships between them. This helps the researcher to gain insights into, and an understanding of, the data more efficiently through the process of identifying key concepts and themes. The analyst can view the data in a graphical format and analyse concepts whilst exploring the text for deeper contextual associations (Wu et al. 2014). As in previous studies (e.g. Brochado, Troilo, and Shah 2017, 2018; Sotiriadou, Brouwers, and Le 2014) the Leximancer analysis is combined with a qualitative (i.e. narrative) analysis in order to gain a better overall understanding of the shopping experiences.

4. Results

The analyses revealed eight themes: shopping (with a connectivity rate of 100% and 294 reviews), luxury (58%, 225), day (33%, 102), place (16%, 102), food (15%, 106), walk (16%, 81), expensive (12%, 33) and people (10%, 49). The connectivity rate indicates the relative importance of the themes on a Leximancer concept map, with the most important theme being given 100%. This score is computed using the connectedness of concepts within each theme. The concept map in Figure 1 displays these themes and their related concepts.

4.1. Shopping

The theme of shopping includes the concepts shopping, brands, stores and restaurants. The first concept describes the main concepts linked with 'retailtainment', as described by Stephenson (2013). Although retailers are a component of shopping tourism (Henderson et al. 2011), the new 'cosmopolitan-based' shopping experience includes other services (Zaidan 2016). Accordingly, the theme includes both concepts, stores and restaurants.

One visitor to Central World Plaza wrote:

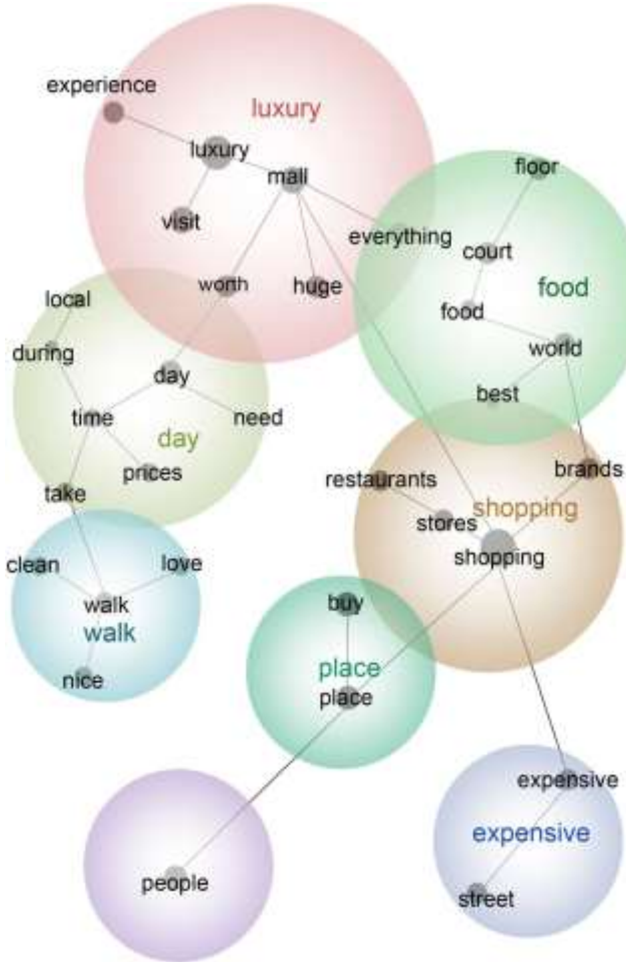

Figure 1. Concept Map.

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

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

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

4.2. Luxury

The theme of luxury comprises the concepts luxury, mall, visit, huge, worth, experience and everything. Visitors to the shopping centres under analysis describe their visit to a luxury shopping destination, where they can find a wide range of luxury premium outlets in a large area (Zaidan 2016).

A typical review by a Dubai mall visitor is as follows:

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

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

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

4.3. Day

The theme of day combines the concepts day, time, need, prices, take, during and local. The theme day links shopping with the tourist trip to a destination (Moscardo 2004). According to the reviewers, large shopping centres are worth a visit for at least one day. Central World Plaza got this review: '[You m]ust visit [it]. It is a mall everyone should visit. People seeking to visit famous and big brands must take half [a] day … to explore this. It is worth … [see]ing and recommended for shopping.' A visitor to the Siam Paragon wrote: 'Everything under the sun [is here]! This is a high end shopping mall with every top name available. You can easily lose a day or two here.' A Dubai Mall visitor shared, 'I love this place, it has everything! It is not just a mall in my opinion, I could … easily do this as a day trip!'

Another visitor to Dubai Mall wrote:

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

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

4.4. Place

The theme of place encompasses the concepts place and buy. The shopping centre is linked with the opportunity to purchase whatever visitors like. Shopping centres are a place to buy a wide range of products.

A typical review of this concept shared by a visitor to the Mall of Emirates says:

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

4.5. Food

The theme of food includes the concepts food, world, court, best and floor. This concept highlights the opportunity for a dining experience in the shopping centres (Zaidan 2016), where visitors might taste different cuisines.

A typical review from a Siam Paragon visitor reads, 'The food court is also amazing with different cuisines from around the world.' Another reviewer wrote about the Mall of Emirates:

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

A tourist who visited the Pavilion Kuala Lumpur shared:

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

A visitor to the Central World Plaza said:

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

4.6. Walk

The theme of walk encompasses the concepts walk, nice, love and clean. This theme describes the hedonic experience of both shopping and window shopping (Choi, Heo, and Law 2016).

A reviewer of Orchard Road wrote, '[It is n]ice to walk [but] too expensive for shopping. Only super expensive brands [are] available [and n]o Nike, Quicksilver, Adidas, Tommy Hilfiger. … But [it is] definitely the cleanest main street in the world.'

A visitor to Rodeo Drive reported:

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

A guest from Dubai Mall shared:

> If you want to just sightsee, relax, casually walk around or shop till you drop, this is definitely a must visit spot! [It's a] great place to shop and relax. You have almost everything there … Make

> sure … [you] wear some good walking shoes – even if you're only window-shopping, it will take you a few hours to cover the place.

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

4.7. Expensive

The theme of expensive combines the concepts expensive and street. The theme expensive is linked with the value of luxury brands available in luxury shopping centres.

A tourist who visited Pavilion Kuala Lampur reported:

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

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

4.8. People

The theme and concept of people is linked with the other customers in luxury shopping centres and describes the opportunity for interaction with other customers while shopping.

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

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

A Mall of Emirates visitor shared:

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

A visitor to the Central World Plaza said:

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

A Mall of the Emirates visitor shared:

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

4.9. Ratings

Visitors reporting high levels of satisfaction (i.e. 'very good' or 'excellent') make up around 80.3% of the sample. Their satisfaction is higher with shopping centres (89.9%) than with shopping streets (56.7%). These values are higher than those reported for the Beijing Silk Market experience by Wu et al. (2014), with 63% of their sample rating their market experience as very good or excellent (Table 2).

This study's analyses included a second step identifying the main themes associated with dissatisfaction (see Figure 2). 4 and 5 ratings were grouped together on one side and 1, 2 and 3 rankings on the other. Ratings 1, 2 and 3 are associated with the concepts of expensive (likelihood = 41%) and street (likelihood = 43%). Likelihood means the percentage of the text segments containing the concepts expensive and street which also contain the concept dissatisfaction, in this case 41% and 43%, respectively. The main reasons for low ratings are linked with a perception of a low value for money and the lack of local and unique products.

4.9.1. One ratings

A visitor to Orchard Road shared:

> [This mall is c]rowded and overpriced. Plenty of huge malls [are located along] … one street, [with] hotels and restaurants. For shopp[ing] fanatics [this] may be paradise, [as] all luxury brands are there. For me, these are not interesting since I look for special Singaporean things.

A Central World Plaza visitor wrote:

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

4.9.2. Two ratings

A visitor to Rodeo Drive shared:

Table 2. Satisfaction rating by shopping mall.

	Satisfaction Rating						
Shopping Mall	1	2	3	4	5	4 + 5 (%)	Total
Central World Plaza	1	1	12	61	75	90.7	150
Dubai Mall	–	2	8	53	87	93.3	150
Mall of Emirates	–	–	30	56	64	80.0	150
Orchard Road	4	44	37	22	43	43.3	150
Pavilion Kuala Lumpur	2	–	8	65	75	93.3	150
Rodeo Drive	3	7	35	30	75	70.0	150
Siam Paragon	–	1	11	47	91	92.0	150
Total	21	55	141	334	509	843	1050

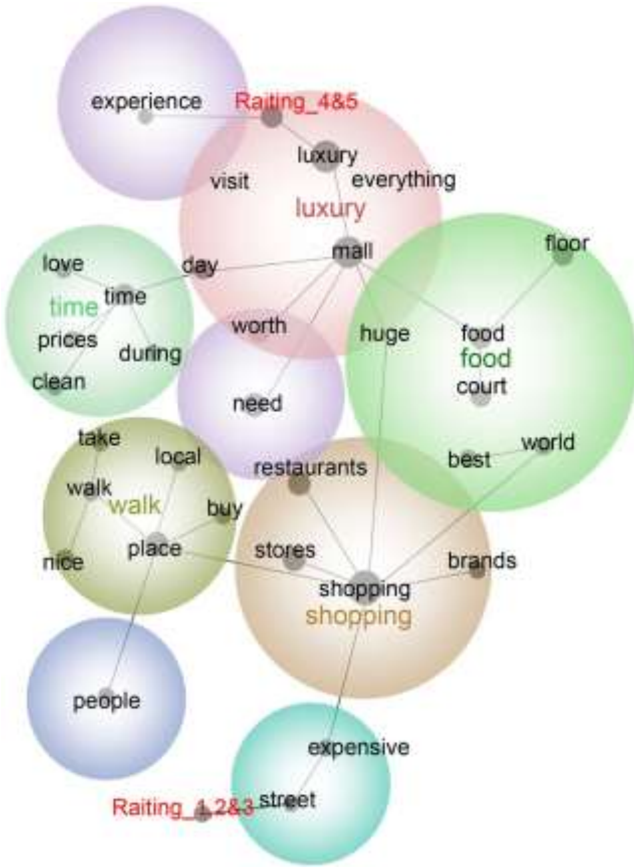

Figure 2. Ratings.

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

A Dubai Mall visitor wrote:

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

4.9.3. Three ratings

A visitor to the Mall of Emirates shared:

> [It was n]ice to window shop … [but it f]elt a bit overwhelming. … [You] can't take Go Pro or cameras … [and h]ave to be careful not to take pictures which might capture locals. Burj was amazing. [The s]hops are beautiful with very nice things but at completely ridiculous prices.

> For example, I know macaroons are expensive … but 12 macaroons for €50 is unbelievable! [These were j]ust normal ones … [and] even Selfridges has them cheaper than that. Make up is also priced up … [so the] same brands we would buy in the UK cost at least 1.5 times as much. [The mall has n]ice play areas for children of all ages. Sega world … [and] an airplane type area [are there] for younger kids, etc. [The f]ood court is lovely as you get all the famous chains plus more[,] … all halal … [s]o plenty of choice. [The c]ost of food is similar to the UK but [the] quality is lovely.

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

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

5. Discussion and conclusion

Shopping is widely recognized as an important component of tourism experiences. Thus, luxury shopping centres can be an important tourism attraction for destinations. The results of this study support the conclusion that shopping tourism combines tourism destinations and contemporary shopping centres, which have become quite uniform (Rusko 2013).

The present research sought to add to the literature by analysing data on the shopping tourism luxury centres – an under-researched area – as well as considering shopping centres in different locations and identifying themes linked with tourist shoppers' dissatisfaction.

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

Luxury is a second significant concept identified in the present study. The shopping centres under analysis are recognized as luxury shopping destinations offering a wide range of luxury retail outlets with premium quality and unique goods (Zaidan 2016). In addition, the theme of day supports the idea that shopping is a significant component of tourism trips (Moscardo 2004) so that, by combining cosmopolitan shopping with entertainment opportunities, shopping centres might be worth a visit for at least one day. The theme of place further links shopping locations with buying items, so to buy different types of products is a significant component of tourists' trips (Moscardo 2004). The latter dimension reflects the concept of shopping centres, which correspond to commercial facilities and infrastructure developments that allow tourists to buy a diverse selection of goods. Tourists are known to select locations for what they can do rather than what they can see (Zaidan 2016).

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

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

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

Some concepts obtained in the semantic analysis step overlap, including buy, walk, price, floor, experience, time and everything. Buy is a central theme linked with a place to purchase goods and services and to do shopping. In the present paper, the concept of experience is part of the luxury theme, but Wu et al.'s (2014) study linked experiences with bargaining that might be fun. The theme of walk in luxury shopping experiences is linked with a clean shopping centre and the concepts of nice and love, and, thus, it is a pleasant activity, whereas in the Silk Market, the concept of walk falls within the price theme because of efforts to find the best price. Some consumers are price sensitive in both contexts. Luxury shopping centres are linked with overpriced goods, and, in the Silk Market finding the best price is of utmost importance. The concept of floor is linked with specific offers, fake products in the context of the Silk Market and food in luxury shopping.

Regarding the second research objective, the narratives revealed that the perception of value for money (i.e. expensive), is one of the main drivers of dissatisfaction. This result is in agreement with previous studies on shopping experience (Heung and Cheng 2000; Reisinger and Turner 2002; Wu et al. 2014). Moreover, visitors were dissatisfied about brands they might find in other locations and the lack of local and unique products in the shopping centres.

Although tourism shopping experiences and satisfaction have been addressed by several researchers (Choi, Heo, and Law 2016), this is the first paper to investigate the dimensions of the overall tourism experience in luxury shopping centres. The results revealed that traditional scales should include not only variables linked with retailing but also with entertainment.

There are some managerial implications that should be highlighted. First, this study encourages the use of web generated content to identify the main dimensions of the experience in shopping centres. Managers might use this valuable source of information to monitor their performance in terms of satisfaction and identify the main complaints by visitors. Second, communication professionals might get inspiration from the most frequent hedonic word associated with shopping in this study (i.e. love) for the design of new campaigns. Although the merging of retail with entertainment allows for an increase in the potential clients of a luxury shopping centre, some clients share narratives of dissatisfaction.

There are some limitations of this study that should be pointed out. First, although this study has some advantages compared with surveys, it also has the shortcoming of not allowing consumers to be described according to several variables such as income, education, and motivation. Furthermore, it is not possible to identify whether reviewers were (a) tourists or (b) indulging in luxury shopping tourism. In addition, it is not possible to understand whether the visitors just did window shopping or purchased luxury goods. Future studies might develop data and text mining techniques to allow the clustering of the consumers based on their narratives regarding luxury shopping centres. In addition, since purchasing behaviours are influenced by tourism shopping environments, future studies could target other luxury shopping contexts, such as shopping festivals and airports.

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