
IMPACT OF EXPERIENTIAL MOTIVES, PERCEIVED IMAGE, AND SERVICE QUALITY ON PERCEIVED VALUE AND BEHAVIORAL INTENTIONS IN AN OUTLET SETTING

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ABSTRACT

The study explores the relationships between constructs of outlet visitation: experiential motives, perceived image, service quality, perceived value, and behavioral intentions. The finding showed experiential motives, perceived image, and service quality to impact behavioral intentions significantly via the mediator of perceived value. However, visitors' experiential motives may directly affect behavioral intentions more than its indirect effect via service quality. Socio-demographics differences were also explored through one-way ANOVA, which paved the way for recommendations.

Keywords: experiential motives, perceived image, service quality, perceived value, behavioral intentions

I. INTRODUCTION

Nowadays cities have become epicenters for socioeconomic dynamism where knowledge, innovation, creative lifestyle, entrepreneurial heroism, and similar others have found their genesis in urban agglomerations (Arribas-Bel et al., 2016). The rising "urban magnetism" phenomenon applies to most metropolitan areas worldwide but not without its exceptions. Examples of shrinking cities such as Detroit showed that cities lacking image, creative innovation, or entrepreneurship are facing challenges to stay afloat. On the other hand, flourishing cities such as Los Angeles, San Francisco, and Tokyo have shown the presence of knowledge externalities and social capital benefits (aka "melting pot") resulting from the concentration of creative activities in urban areas tend to increase the importance of cities.

With more disposable income, leisure time, and efficient mass transportation, outlet parks have rapidly become "social magnets or hubs" of metropolitans. Outlet parks in turn have played a major role of a city's economy development where the cascading effect is significant. When an outlet park is well planned, it can generate local benefits from both employment opportunities and government revenue. For more successful outlet development, it is crucial to attract more visitors and make these satisfied customers more willing to recommend to others (potential visitors). Tourism marketing researchers have studied the competitiveness, attractiveness, image, perceived service quality, satisfaction, and loyalty to a destination (Mat Som & Badarneh, 2011). Nonetheless, customer is still the heart of effective service marketing that demands attention in consumer behavior research (Weeden, 2001; Zeithaml et al., 2018).

In consumer behavior researches, it is widely accepted that tourist behavior can be divided into four stages: pre-visit, on-site, post-visit, and future decision-making (Ryan, 2002). In this context, pre-visit behavior is regarded as an aggregated construct for determinants of destination choice (i.e. motivation); on-site experience is regarded as perception (including perceived image of the destination and/or perceived service quality); post-visit evaluation is regarded as the perceived value or satisfaction; and future behavioral intentions can be regarded as destination loyalty (i.e. the willingness to revisit).

To understand customers' decision-making process, marketers typically study customers' behavior the way in which external and internal forces shape the activities of exchange among people. The external forces may deal with family or culture whereas internal forces relate to people's attitude and behavior in the form of participation in exchange activities (Gilbert & Peter, 1995). Destination image had been defined as an attitudinal concept made up of the sum of beliefs, ideas, and impressions that a visitor holds of a particular destination (Crompton, 1979). The study would treat "perceived image" as internal forces pushing consumers to visit an outlet park while "experiential motives" as external forces. An aspect of on-site participation often omitted in destination tourism is the perceived "service quality" but is a critical determinant of evaluation (satisfaction or perceived value) in hospitality studies (e.g. outlet parks, hotels, restaurants). Hence, the purpose of this study is to examine the causal relationships among visitors' experiential motives, perceived image, service quality, perceived value, and behavioral intentions toward an urban outlet park. Socio-demographic differences among each of the aggregated construct are to be explored as well, so that outlet marketers can find ways to retain current customers while attracting new visitors.

II. LITERATURE REVIEW

Experienced emotions vary across different motivation groups while shopping motives affect retail-related outcomes with mixed support for emotions acting as possible mediators (Dawson et al., 1990). Motivations may be product or experiential related. Product-related motivation may be to find variety of new products, to find unique crafts or foods, to see new things, to find good prices, and to keep up with new crafts or foods. Experiential-related motivation may be to watch other people, to enjoy the crowds, to see and hear entertainment, to meet new people, to experience interesting sights (sounds or smells), or to get out of the house. Opinions vary slightly among scholars. For example, Middleton and Clarke (2001) proposed six classifications of travel motivations: work-related, physiological, psychological (cultural or personal education), social (interpersonal), entertainment (amusement), and religious. Empirically, Prebensen et al. (2012) identified two dimensions (relaxation and socialization); Huang et al., (2015) identified three dimensions (exploration, escape/realization, and family bonding); and Prayag et al. (2013) would model tourists' emotional experiences by joy, love, positive surprise, and unpleasantness. However, Yoon and Uysal (2005) examined motivations from "push (e.g. exciting, relaxation, knowledge/education, and family togetherness)" and "pull (e.g. modern atmosphere, activities, cleanness, and shopping)" aspects. Jang and Feng (2007) would explore motivation from a temporal aspect in that "novelty seeking" has a mid-term effect on revisit intention but the effect

of customer satisfaction on revisit intention is of short-term base and not of mid-term or long-term.

Destination image has both direct and indirect influences on visitors' behavioral loyalty while specific image attributes can be used for destination promotion, positioning, and enhancement of competitiveness (Prayag, 2008). In addition, affective destination image has a significant moderating effect on the relationship between tourist satisfaction and behavioral intention (Banki et al., 2014). A number of researches has suggested destination image to have substantial influence on tourists' behavior intentions (Mathieson & Wall, 1982; Gartner, 1989; Crompton & Ankomah, 1993; Chen & Tsai, 2007). More specifically, Ozturk and Qu (2008) identified seven dimensions of destination image (e.g. accommodation facilities, cost, hospitality care, environment, transportation) as an aggregated construct to directly impact on tourists' perceived value, expectations, and loyalty. Similar to outlet parks, cruises also provide all sorts of accommodations and activities such as restaurant, leisure, shopping, and facilities, where Meng et al. (2011) used attributes relating experience, pressure-relief, excitement, attraction, and news information for the construct of cruise image and found cruise image to have a positive effect on tourists' perceived value and satisfaction, as well as an indirect effect on behavioral intention.

Most tourism literatures adopt the SERVQUAL scale (Parasuraman et al., 1985) for the evaluation of service quality, but Fick and Ritchie (1991) argued that the scale does not adequately address affective and holistic aspects of the service experience. Otto and Ritchie (1996) discussed the difference in that the service quality experienced tends to be holistic and gestalt rather than attribute-based. Hence, the evaluation of service quality should focus on self (internal) rather than the service environment (external). Namely, the perceived service quality is how customers assess the overall fineness and superiority of the product or service (Zeithaml, 1988). Hence, the addition of "perceived attitude" is often included in the evaluation of service quality (Cronin & Taylor, 1992). Typically, customer satisfaction plays a mediating role between service quality and loyalty (or behavioral intentions). Depending on the studied scenario, service (experience) quality may directly affect loyalty on a lesser degree but still significantly in hotel/restaurant applications (AbuKhalifeh & Mat Som, 2016) or the direct-effect on loyalty is insignificant in tourism applications (Chen & Chen, 2010).

A systematic review of consumer satisfaction studies found more than half of studies published across leading journals of hospitality do not provide specific definition of consumer satisfaction (Prayag et al., 2019). Oftentimes various determinants of customer satisfaction such as fairness perception, emotions, and comparisons of expectation to performance have been chosen (Kwun, 2011; Jung & Yoo, 2013; Siu et al., 2014; Chen et al., 2015). An often-used determinant of satisfaction, "perceived value", has been suggested to be a better predictor of loyalty (behavioral intentions) than either satisfaction or quality (Cronin et al., 2000; Oh, 2000). Sheth et al. (1991) scribed perceived (consumption) value as social, functional, conditional, emotional, and epistemic. However, another multidimensional scale, SERV-PERVAL (quality, monetary price, non-monetary price, emotional response, and reputation), has been a more popular measure of perceived value (Petrick & Backman, 2002; Petrick, 2004).

In the hospitality community, loyalty marketing or retention marketing is more efficient than conquest marketing, as loyal customers are more likely to act as free word-of-mouth advertising to a product or service (Shoemaker & Lewis, 1999). Depending on the study setting, customer (tourist) loyalty, destination loyalty, or brand loyalty may be coined revisit intention, repurchase intention, or simply behavioral intentions. Of the four stages of loyalty (cognitive, affective, conative, and action loyalty) identified by Oliver (1999), action loyalty is the most difficult to gauge, hence most scholars choose to measure conative loyalty as a compromise of action loyalty (Yang & Peterson, 2004). The degree of loyalty is usually reflected by customers' intent to revisit and their willingness to recommend (Oppermann, 2000).

III. METHODOLOGY

The study is designed to measure visitors' perceptions toward experiential motives, image, service quality, perceived value, and future behavioral intentions in relation to their on-site experience of Linkou Mitsui Outlet Park, Taiwan. A self-administered questionnaire was formulated based on modifications of previous scholastic articles pertaining to destination (brand) image, tourist motivation, service quality, perceived value, and destination loyalty (as shown in the Literature Review Section). In the first part of the questionnaire, respondents were asked to indicate their agreement with statements describing their experiential motive (6 items) for visiting Mitsui Outlet Park. Likewise, in the second part, respondents were asked to assess their agreement with statements describing their perceived image (5 items) of the outlet park. Similarly, the next few parts would ask respondents to evaluate statements relating to constructs of service quality (7 items), perceived value (7 items), and future behavioral intentions (3 items) toward the outlet park. In total, these 28 attribute-based items would be measured by the five-point Likert scale (1 = strongly disagree, 2 = tend to disagree, 3 = neutral, 4 = tend to agree, and 5 = strongly agree). Finally, the last part of the questionnaire would survey respondents' socio-demographic characteristics (i.e. gender, age group, occupation ... etc) with nominal and rational scales. Finally, a blind translation-back-translation technique (Brislin, 1976) was performed to present the questionnaire in Chinese for the sample population.

The survey took place from February 15th to December 15th of 2019. Convenience approach was applied to randomly sample visitors of Mitsui Outlet Park that is located in Linkou District of New Taipei City, Taiwan. As shown in Figure 1, easy access of the public transportation system, MRT (mass rapid transit), is a major draw for people seeking leisure away from the hassle and bustling of city living. The study faced tremendous challenges sampling outlet visitors because people seeking leisure at the park do not want to be bothered. Other than an outright refusal, majority of the returned questionnaires were answered without delicate deliberation; hence yielding a high number of invalid data. In the end, only 194 samples were deemed valid for coding from 600 returns (32.3% effective). The compiled data were analyzed by a popular statistical program, SPSS 20.0 for Windows. To verify whether the 28 items of outlet attributes had internal consistency or reliability, the analytical result yielded an overall reliability coefficient of Cronbach's $\alpha = 0.942$, which is greater than 0.70 for acceptable reliability threshold.



Figure 1: Location of Mitsui Outlet Park in Linkou District of New Taipei City, Taiwan (<https://www.mop.com.tw/linkou/en/index.html>)

IV. RESULTS AND DISCUSSION

The descriptive analysis showed that female respondents (53.6%) marginally outnumber their male counterparts (46.4%), as shown in Table 1. Majority of the respondents are single (66.5%) while 33.5% of the sample are married or in a partnered relationship. In terms of age, 41.8% of the respondents are 18-30 years old, 26.8% are 30-40 years old, and 31.4% are 41 years old or older. Most of the respondents have advanced education (college 58.8%; post-graduate 11.9%), leaving 29.4% with a high school or less education. Regarding respondents' occupation, 11.3% are blue collar, 22.2% are white collar, 14.4% are governmental, 11.3% are self-employed, and 40.7% indicated others. The fact that blue collar and self-employed workers represented lower percentages of the sample population as compared to their white collar and governmental counterparts may be due to absence of outlet visits from their lack of leisure time or they were less inclined for survey participation (refusal). It is also estimated that students may have represented majority of the 40.7% respondents who indicated "others" as their occupation, which reaffirms the presumption that students, white collar, and governmental works tend to have more leisure time away from their occupation than their blue collar and self-employed counterparts for outlet visitation.

As for individual monthly income, most respondents were in the bracket of earning US\$1000 or less (47.4%), followed by those earning US\$1000–2000 (35.1%), earning over US\$3000 (11.9%), and those earning US\$2000–3000 (5.7%). It should be noted that majority of those earning less than US\$1000 (47.4%) may be students, whom may well have indicated "others" as their occupation (i.e. 40.7% of the respondents). By the number of respondents' traveling party to the outlet park, heavy majority (79.9%) of the respondents came to the outlet with a party of 2-4 people, followed by those visiting the outlet by themselves (13.9%), and those with a party of 5 or more people. By the frequency of respondents' visit to the outlet within 12 months, 33.5% of the respondents were visiting the outlet for the very first time, 23.7% were visiting for the second

time, 16.5% were visiting for the third time, and 26.3% were visiting for the fourth time or more. It should be noted that those 26.3% of respondents visiting the outlet can be categorized as frequent visitors (e.g. weekly, bi-weekly, monthly), and not necessary visiting for the fourth time.

Table 1: Demographic characteristics of the respondents (N = 194)

Demographic	Variance	N	%
Gender	male	90	46.4
	female	104	53.6
Marital status	single/divorced	129	66.5
	married/partner	65	33.5
Age	18-30 years old	81	41.8
	31-40 years old	52	26.8
	> 40 years old	61	31.4
Education	high school or less	57	29.4
	college	114	58.8
	post-graduate	23	11.9
Occupation	blue collar	22	11.3
	white collar	43	22.2
	government	28	14.4
	self-employed	22	11.3
	others	79	40.7
Monthly income	under US\$1000	92	47.4
	US\$1000-2000	68	35.1
	US\$2000-3000	11	5.7
	over US\$3000	23	11.9
Number of traveling party (include self)	1 person	27	13.9
	2-4 persons	155	79.9
	5 persons or more	12	6.2
Number of visits within 1 year	1 st visit	65	33.5
	2 nd visit	46	23.7
	3 rd visit	32	16.5
	4 th visit or more	51	26.3

Prior to eliciting the causal relationships among outlet visitors’ experiential motives, perceived image, service quality, perceived value, and behavioral intentions, the authors examined the mean and standard deviation of each questionnaire items, as shown in Table 2. For the construct of experiential motives, the mean of “knowledge of the outlet from media” was derived with a high standard deviation, representing high discrepancy (or large variation) among samples’ responses. Conversely, the mean of “attracted by outlet’s architectures/facilities” was derived with a low standard deviation, indicating low discrepancy (or consistency) among sample’s responses.

For both the constructs of “perceived image” and “service quality”, the mean and standard deviation of each item is mostly similar with each other within each construct. However, for

“perceived value”, items regarding “relax”, “peaceful/comfortable”, “worthwhile”, and “product quality” received higher means while items regarding “reasonable price” and “confidence of not being deceived” received lower means and slightly higher standard deviation. The implication is that people’s opinion toward “price” or “fearfulness” would vary more than physical or psychological senses. As for behavioral intentions, “revisit intention” and “willingness to recommend” received higher means while “choosing this particular outlet among other options” received a slightly lower mean.

Table 2: Mean and standard deviation of each questionnaire item regarding Mitsui Outlet

Construct / Items	Mean	S.D.
Experiential Motives		
1. Outlet visitation renders more opportunity to be with family/friends	3.87	0.719
2. To experience local specialty in Mitsui Outlet	3.71	0.756
3. Knowledge of the outlet from media	3.77	1.049
4. Fulfillment of my curiosity and novelty toward Mitsui Outlet	3.82	0.817
5. Able to share my experience of the outlet with others	3.93	0.762
6. I am attracted by the outlet's architectures/facilities	3.87	0.667
Perceived Image		
7. Appearance of the outlet is modern	3.96	0.778
8. Facilities of Mitsui Outlet is attractive	3.88	0.709
9. Feeling of advanced technology among outlet ambient/facility	3.86	0.759
10. Excellent layout of the outlet	3.99	0.627
11. Staff is enthusiastic among brand name stores	3.91	0.742
Service Quality		
12. Staff of Mitsui Outlet is professional	4.11	0.744
13. Staff exhibits sincerity while aiding customers	4.04	0.747
14. Staff provides swift services	3.94	0.843
15. Staff provides proactive services	3.81	0.748
16. Staff always helps customers happily	3.83	0.766
17. Staff provides excellent services with sufficient knowledge	3.94	0.692
18. Front desk handles complains appropriately	3.93	0.694
Perceived Value		
19. Outlet visitation may enhance relationship with family/friends	3.98	0.772
20. I feel relaxed shopping at Mitsui Outlet	4.12	0.702
21. Overall ambient of the outlet is peaceful/comfortable	4.00	0.762
22. Worthy of the time/energy spent in Mitsui Outlet	4.04	0.647
23. High quality of the merchandise in Mitsui Outlet	4.06	0.692
24. Reasonable price among majority of the merchandise in Mitsui Outlet	3.55	0.814
25. I don't worry about being deceived while shopping in Mitsui Outlet	3.86	0.893
Behavioral Intentions		
26. I will revisit Mitsui Outlet	4.06	0.692
27. I will choose Mitsui Outlet among many options	3.93	0.888
28. I will recommend Mitsui Outlet to others	4.08	0.788

Pearson correlations were performed to analyze the degree of association between the constructs. As shown in Figure 2, positive, significant, and moderate-to-high correlations among the five constructs were found. Specifically, outlet visitors’ future behavioral intentions were impacted

by customers' perceived value the most (.774^{***}), followed by experiential motives (.631^{***}), perceived image (.551^{***}), and service quality (.523^{***}). Outlet visitors' perceived value was influenced evenly by service quality (.647^{***}), perceived image (.629^{***}), and experiential motives (.619^{***}). The most significant phenomenon within the finding is that people's experiential motives directly affect their behavioral intentions more than its effect on their perceived value forward the outlet. In other words, the mediating effect of perceived value on behavioral intentions is much less for experiential motives than perceived image and service quality. Conversely, perceived value is an essential mediator of perceived image and service quality on visitors' future behavioral intentions.

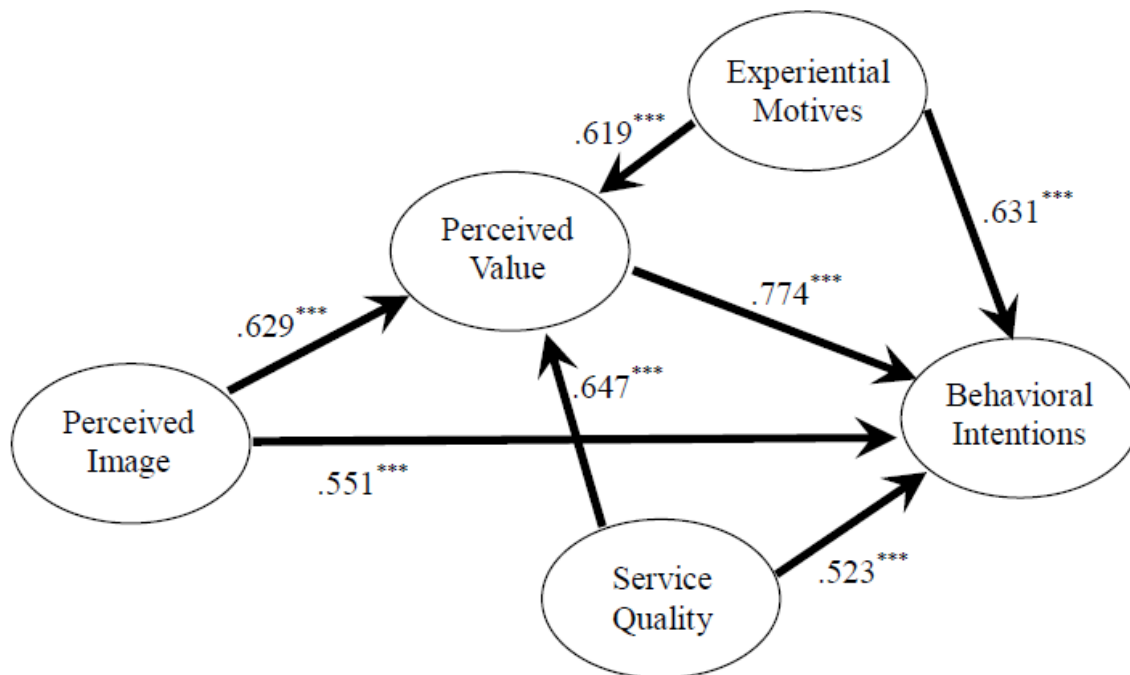


Figure 2: Path relationships among antecedents of behavioral intentions

Analysis of variance (ANOVA) was performed on each of the five constructs. As shown in Table 3, by gender, male visitors' perceived image toward the outlet park is significantly higher than female visitors' perception ($M = 3.9978 > 3.8519, p = .044^*$). Gender insignificance is identified for the other constructs (experiential motives, service quality, perceived value, and behavioral intentions). As shown in Table 4, by marital status, people under coupled-relationships have higher experiential motives ($M = 4.1205 > 3.6809, p = .000^{***}$), perceived value ($M = 4.1341 > 3.8483, p = .000^{***}$), and behavioral intentions ($M = 4.2103 > 3.9276, p = .006^{**}$) toward outlet visitation than people who are single.

Table 3: One-way ANOVA by gender

Construct	Gender	Mean	F-value	p
Experiential Motives	male	3.9000	2.980	.086
	female	3.7660		
Perceived Image	male	3.9978	4.116	.044*
	female	3.8519		
Service Quality	male	3.9968	1.380	.242
	female	3.8956		
Perceived Value	male	3.9937	1.435	.232
	female	3.9011		
Behavioral Intentions	male	4.0926	1.820	.179
	female	3.9615		

* $p < .05$; ** $p < .01$; *** $p < .001$

Table 4: One-way ANOVA by marital status

Construct	Gender	Mean	F-value	p
Experiential Motives	single/divorced	3.6809	33.202	.000***
	married/partner	4.1205		
Perceived Image	single/divorced	3.9039	0.374	.542
	married/partner	3.9508		
Service Quality	single/divorced	3.9668	0.628	.429
	married/partner	3.8945		
Perceived Value	single/divorced	3.8483	12.987	.000***
	married/partner	4.1341		
Behavioral Intentions	single/divorced	3.9276	7.817	.006**
	married/partner	4.2103		

* $p < .05$; ** $p < .01$; *** $p < .001$

As shown in Table 5, by sample's age group, visitors' older than 40 years of age have higher experiential motives, perceived value, and behavioral intentions than their younger counterparts. Post hoc analysis indicates significance by both methods of least-significant-difference (LSD) and Scheffe comparison, as shown in Table 6. It must be noted that there is no significant difference between people under age groups of 18-30 and 31-40 for all five constructs of outlet visitation. The finding implies that older people are more motivated to spend time with family, to experience new things, and to fulfill desires than younger people. Hence, older people would also have higher perceived value of the outlet park and more intent to revisit and recommend others (i.e. behavioral intentions or loyalty).

Table 5: One-way ANOVA by age

Construct	Age	Mean	F-value	p
Experiential Motives	18-30	3.7634	12.232	.000 ^{***}
	31-40	3.6282		
	> 40	4.8282		
Perceived Image	18-30	3.8815	0.934	.395
	31-40	4.0000		
	> 40	3.9016		
Service Quality	18-30	3.9153	2.702	.070
	31-40	4.0989		
	> 40	3.8454		
Perceived Value	18-30	3.8307	7.078	.001 ^{**}
	31-40	3.8791		
	> 40	4.1499		
Behavioral Intentions	18-30	3.9012	6.194	.002 ^{**}
	31-40	3.9231		
	> 40	4.2678		

* $p < .05$; ** $p < .01$; *** $p < .001$

Table 6: Post hoc analysis by respondents' age

Construct	I > J	ΔM	p	Method
Experiential Motives	(C) > (A)	0.32132	.000 ^{***}	LSD
			.001 ^{**}	Scheffe
	(C) > (B)	0.45649	.000 ^{***}	LSD
			.000 ^{***}	Scheffe
Perceived Value	(C) > (A)	0.31920	.000 ^{***}	LSD
			.002 ^{**}	Scheffe
	(C) > (B)	0.27076	.006 ^{**}	LSD
			.024 [*]	Scheffe
Behavioral Intentions	(C) > (A)	0.36652	.001 ^{**}	LSD
			.005 ^{**}	Scheffe
	(C) > (B)	0.34468	.006 ^{**}	LSD
			.023 [*]	Scheffe

(A) = ages 18-30; (B) = ages 31-40; (C) = more than 40 years-old

* $p < .05$; ** $p < .01$; *** $p < .001$

By educational level, post-graduate visitors viewed the outlet's service quality to be higher than the views of those with lower educational levels, as shown in Table 7. However, college-educated visitors would have higher behavioral intentions than those with lower (high school or less) and higher (post-graduate) educations. As shown in Table 8, post hoc analysis by LSD would confirm the significance of the aforementioned but not necessary by Scheffe comparison

on service quality. The conflicting trend between visitors of college-educated and post-graduate levels on service quality and behavioral intentions may be that there is not really a significant difference between people of college level and post-graduate level. Instead, there may be other variance involved for people of college level and post-graduate level, such as age, occupation, income, or others.

Table 7: One-way ANOVA by education

Construct	Education	Mean	F-value	p
Experiential Motives	high school or less	3.7895	0.426	.654
	college	3.8304		
	post-graduate	3.9130		
Perceived Image	high school or less	3.8632	2.847	.060
	college	3.9018		
	post-graduate	4.1478		
Service Quality	high school or less	3.8471	4.001	.020*
	college	3.9273		
	post-graduate	4.2547		
Perceived Value	high school or less	3.9699	1.322	.269
	college	3.9010		
	post-graduate	4.0932		
Behavioral Intentions	high school or less	3.8012	7.274	.001**
	college	4.1725		
	post-graduate	3.8261		

* $p < .05$; ** $p < .01$; *** $p < .001$

Table 8: Post hoc analysis by respondents' educational level

Construct	I > J	ΔM	p	Method
Service Quality	(C) > (A)	0.40754	.006**	LSD
			.022*	Scheffe
	(C) > (B)	0.32734	.016*	LSD
			.055	Scheffe
Behavioral Intentions	(B) > (A)	0.37135	.001**	LSD
			.003**	Scheffe
	(B) > (C)	0.34643	.022**	LSD
			.071*	Scheffe

(A) = high school or less; (B) = college; (C) = post-graduate

* $p < .05$; ** $p < .01$; *** $p < .001$

Of all socio-demographic variances, occupation has the greatest effect of variance on all constructs of outlet visitation. As shown in Table 9, white collar and governmental workers tend to have higher views toward constructs of outlet visitation while blue collar workers or people indicating “others” (perhaps students) tend to have lower views. Post hoc analysis would show more specific differentials across people of different occupation, as shown in Table 10. In all,

the findings imply that white collar and governmental workers may have more resources (time or financial) for leisure activities (such as outlet visitation) than people of other occupations.

Table 9: One-way ANOVA by occupation

Construct	Occupation	Mean	F-value	p
Experiential Motives	blue collar	3.8182	5.660	.000 ^{***}
	white collar	3.9961		
	government	4.0774		
	self-employed	3.8939		
	others	3.6329		
Perceived Image	blue collar	3.8000	10.711	.000 ^{***}
	white collar	3.9256		
	government	4.2643		
	self-employed	4.2636		
	others	3.7316		
Service Quality	blue collar	3.7468	7.375	.000 ^{***}
	white collar	3.9867		
	government	4.3622		
	self-employed	4.1558		
	others	3.7649		
Perceived Value	blue collar	3.8117	3.101	.017 [*]
	white collar	4.0997		
	government	4.1276		
	self-employed	3.9545		
	others	3.8282		
Behavioral Intentions	blue collar	3.7576	10.571	.000 ^{***}
	white collar	4.5426		
	government	4.0119		
	self-employed	3.9697		
	others	3.8312		

^{*}p < .05; ^{**}p < .01; ^{***}p < .001

Table 10: Post hoc analysis by respondents' occupation

Construct	I > J	ΔM	<i>p</i>	Method
Experiential Motives	(B) > (E)	0.36321	.000***	LSD
			.010*	Scheffe
	(C) > (E)	0.44447	.000***	LSD
			.005**	Scheffe
	(D) > (E)	0.26103	.038*	LSD
			.360	Scheffe
Perceived Image	(B) > (E)	0.19394	.027*	LSD
			.295	Scheffe
	(C) > (E)	0.53264	.000***	LSD
			.000***	Scheffe
	(D) > (E)	0.53199	.000***	LSD
			.000***	Scheffe
	(C) > (A)	0.46429	.000***	LSD
			.016*	Scheffe
(C) > (B)	0.33870	.003**	LSD	
		.060*	Scheffe	
(C) > (E)	0.53264	.000***	LSD	
		.000***	Scheffe	
Service Quality	(C) > (A)	0.61549	.000***	LSD
			.007**	Scheffe
	(C) > (B)	0.37553	.007**	LSD
			.115	Scheffe
	(C) > (E)	0.59733	.000***	LSD
			.000***	Scheffe
(D) > (A)	0.40909	.017*	LSD	
		.219	Scheffe	
(D) > (E)	0.39093	.004**	LSD	
		.086	Scheffe	
Perceived value	(B) > (A)	0.28798	.038*	LSD
			.362	Scheffe
	(B) > (E)	0.27146	.007**	LSD
			.120	Scheffe
	(C) > (A)	0.31586	.036*	LSD
.353			Scheffe	
(C) > (E)	0.29934	.010*	LSD	
		.158	Scheffe	
Behavioral Intentions	(B) > (A)	0.78506	.000***	LSD
			.000***	Scheffe
	(B) > (C)	0.53073	.001**	LSD
			.016*	Scheffe
	(B) > (D)	0.57294	.001**	LSD
.016*			Scheffe	
(B) > (E)	0.71141	.000***	LSD	
		.000***	Scheffe	

(A) = blue collar, (B) = white collar, (C) = government, (D) = self-employed, (E) = others
p < .05; ***p* < .01; ****p* < .001

By the variance of individual’s monthly income, visitors who earn US\$2000-3000 tend to have higher views toward all constructs of outlet visitation, compared with other income groups, as shown in Table 11. The trend is more significant for constructs of experiential motives, perceived image, and service quality. Post hoc analysis would confirm those earning US\$2000-3000 monthly have significantly higher views toward experiential motives, perceived image, and service quality than people of all other income groups do, as shown in Table 12. However, for the construct of perceived value and behavioral intentions, the variance of income difference is not as significant.

Table 11: One-way ANOVA by monthly income

Construct	Monthly Income	Mean	F-value	p
Experiential Motives	under US\$1000	3.8062	4.846	.003**
	US\$1000-2000	3.8137		
	US\$2000-3000	4.3939		
	over US\$3000	3.6884		
Perceived Image	under US\$1000	3.7978	8.005	.000***
	US\$1000-2000	4.0176		
	US\$2000-3000	4.4727		
	over US\$3000	3.8522		
Service Quality	under US\$1000	3.8758	9.589	.000***
	US\$1000-2000	4.0882		
	US\$2000-3000	4.4805		
	over US\$3000	3.5217		
Perceived Value	under US\$1000	3.9037	1.876	.135
	US\$1000-2000	3.9580		
	US\$2000-3000	4.2987		
	over US\$3000	3.8944		
Behavioral Intentions	under US\$1000	3.9275	1.651	.179
	US\$1000-2000	4.0931		
	US\$2000-3000	4.3333		
	over US\$3000	4.0435		

*p < .05; **p < .01; ***p < .001

Table 12: Post hoc analysis by respondents' monthly income

Construct	I > J	ΔM	<i>p</i>	Method
Experiential Motives	(C) > (A)	0.58778	.001**	LSD
			.008**	Scheffe
	(C) > (B)	0.58021	.001**	LSD
			.011*	Scheffe
	(C) > (D)	0.70553	.000***	LSD
			.005**	Scheffe
Perceived Image	(B) > (A)	0.21982	.004**	LSD
			.044*	Scheffe
	(C) > (A)	0.67490	.000***	LSD
			.000***	Scheffe
	(C) > (B)	0.45508	.004**	LSD
			.038*	Scheffe
(C) > (D)	0.62055	.001**	LSD	
		.007**	Scheffe	
Service Quality	(A) > (D)	0.35404	.008*	LSD
			.067	Scheffe
	(B) > (A)	0.21246	.019*	LSD
			.138	Scheffe
	(B) > (D)	0.56650	.000***	LSD
			.001**	Scheffe
(C) > (A)	0.60474	.001**	LSD	
		.011*	Scheffe	
(C) > (B)	0.39228	.033*	LSD	
		.207	Scheffe	
(C) > (D)	0.95878	.000***	LSD	
		.000***	Scheffe	
Perceived value	(C) > (A)	0.39497	.000***	LSD
			.000***	Scheffe
(C) > (D)	0.40429	.000***	LSD	
		.000***	Scheffe	

(A) = under US\$1000; (B) = US\$1000-2000; (C) = US\$2000-3000; (D) = over US\$3000
 p* < .05; *p* < .01; ****p* < .001

Of all variances examined, the number of a sample's accompanied traveling party to the visiting outlet had no significant difference across any of the outlet visitation constructs (experiential motives, perceived image, service quality, perceived value, or behavioral intentions), as shown in Table 13. By the frequency of an individual's visit to the outlet park, people visiting the outlet for the second time tend to have higher experiential motives than those visiting for the first time and those visiting for the third time or more, as shown in Table 14. However, people visiting the outlet for the third time would view outlet's service quality to be higher. Furthermore, people visiting the outlet for the fourth time or more (i.e. frequent visitors) would have the highest behavioral intentions toward outlet visitation.

As shown in Table 15, post hoc analysis confirms that people visiting the outlet for the second time have significantly higher experiential motives than all of the other groups (initial visitors and visitors of third times or more). Additionally, initial visitors also have significantly higher

experiential motives than those visiting for the third time (by LSD but not Scheffe comparison). However, initial visitors would also have the lowest perception toward perceived image, service quality, perceived value, and behavioral intentions regarding the outlet, as compared with initial visitors and people visiting for the third time or more. The finding implies that a number of initial visitors may be dissatisfied with their outlet experience and may not pay a return visit.

Table 13: One-way ANOVA by the number of traveling party

Construct	Party number	Mean	F-value	p
Experiential Motives	1 person	3.9877	2.015	.136
	2-4 persons	3.7892		
	5 persons or more	3.9722		
Perceived Image	1 person	3.7333	2.536	.082
	2-4 persons	3.9406		
	5 persons or more	4.0667		
Service Quality	1 person	3.7090	2.536	.082
	2-4 persons	3.9742		
	5 persons or more	4.0595		
Perceived Value	1 person	4.0159	0.284	.753
	2-4 persons	3.9336		
	5 persons or more	3.9167		
Behavioral Intentions	1 person	4.1481	0.581	.560
	2-4 persons	3.9978		
	5 persons or more	4.0556		

Table 14: One-way ANOVA by the number of visits to the outlet within one year

Construct	Frequency	Mean	F-value	p
Experiential Motives	1 st visit	3.8385	6.273	.000***
	2 nd visit	4.0833		
	3 rd visit	3.6094		
	4 th visit or more	3.7222		
Perceived Image	1 st visit	3.8154	2.148	.096
	2 nd visit	4.0565		
	3 rd visit	3.9000		
	4 th visit or more	3.9412		
Service Quality	1 st visit	3.7802	2.913	.036*
	2 nd visit	3.9907		
	3 rd visit	4.1295		
	4 th visit or more	3.9888		
Perceived Value	1 st visit	3.9440	1.719	.165
	2 nd visit	4.0528		
	3 rd visit	3.8929		
	4 th visit or more	4.0056		
Behavioral Intentions	1 st visit	3.8615	2.666	.049*
	2 nd visit	4.1449		
	3 rd visit	3.9479		
	4 th visit or more	4.1634		

*p < .05; **p < .01; ***p < .001

Table 15: Post hoc analysis by respondents' monthly income

Construct	I > J	ΔM	p	Method
Experiential Motives	(A) > (C)	0.22909	.043* .249	LSD Scheffe
	(B) > (A)	0.24487	.016* .118	LSD Scheffe
	(B) > (C)	0.47396	.000*** .002**	LSD Scheffe
	(B) > (D)	0.36111	.001** .010*	LSD Scheffe
Perceived Image	(B) > (A)	0.24114	.016* .016*	LSD Scheffe
Service Quality	(C) > (A)	0.34924	.016* .016*	LSD Scheffe
Perceived Value	(B) > (A)	0.20884	.016* .016*	LSD Scheffe
Behavioral Intentions	(B) > (A)	0.28339	.016* .016*	LSD Scheffe
	(D) > (A)	0.30186	.016* .016*	LSD Scheffe

(A) = 1st visit; (B) = 2nd visit; (C) = 3rd visit; (D) = 4th visit or more
* $p < .05$; ** $p < .01$; *** $p < .001$

V. CONCLUSION

The study affirms the notion that people's experiential motives, their perceived image of the outlet park, and the received service quality would impact their future behavioral intentions via a mediating effect of their perceived value of the outlet. In addition, the direct impact of experiential motives on behavioral intentions may be greater than its indirect effect via perceived value. Socio-demographic differences were identified in a number of outlet visitation constructs: male visitors may have higher perceived image of the outlet than their female counterparts; married (or coupled) customers have significantly higher experiential motives, perceived value, and behavioral intentions toward outlet visitation than those who are single; people over 40 years old also have significantly higher experiential motives, perceived value, and behavioral intentions toward outlet visitation than those who are younger; the perception of outlet service quality and future behavioral intentions are higher by highly-educated visitors than those who are poorly-educated; white collar and governmental workers have higher views toward all five constructs of outlet visitation than blue collar workers and those of "other occupation (perhaps students)", which implies that white collar and governmental workers may have more time or financial resources for leisure activities than people of other occupation such as blue collar workers and students; people earning US\$2000-3000 monthly also viewed all five constructs of outlet visitation higher than those of other income brackets did; finally, first-time visitors viewed all five constructs of outlet visitation lower than other repeat visitors did.

Tremendous implication and recommendations may be drawn from the study: to continuously study visitors' motivations through market research to identify the changing needs of visitors in order to meet their demands; marketers should pay close attention to visitors' behavior and their perceptions of Mitsui Outlet while improving service quality in order to expand the outlet's market share; training outlet park's staff continuously to deal with different patterns of visitors and satisfy their needs to keep their loyalty. In summary, marketers should identify what attracts potential customers to visit Mitsui Outlet Park, so that visitors are aware of all activities and merchandise being offered at the outlet. Visitors' perceived value of the outlet plays an important role on all merchandise and services offered, hence assessment must be a basic parameter used to evaluate the performance of outlet merchandise and services.

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