

A Multi-Dimensional Model of Israeli Travelers' Experience in Duty-Free Stores

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ABSTRACT

Travelers' duty-free shopping represents an under-researched consumption behavior with far reaching management and marketing implications. This study explores the extent to which three surface personality traits (impulsiveness, shopping involvement, and escapism) mediated by store atmosphere, store temptation, and shopping enjoyment, lead to buying in duty-free stores. A convenience sample of 163 Israeli adults in Israel's Ben-Gurion International airport was used. A SEM-PLS model was used to analyze the relationships among the model's constructs. The model supports the positive impacts of traits impulsiveness, shopping involvement, and escapism on buying behavior in duty-free stores, mediated by store atmosphere and store temptation (shopping enjoyment only affecting store temptation). A post-hoc analysis showed a positive relationship between store atmosphere and store temptation. This paper contributes to the literature by developing and testing an integrative model with important implications for tourism and hospitality industries. Deriving from the findings of this study, it behooves managers of stores and centers to promote the environmental sustainability aspects of the products sold in these stores.

Keywords: Trait Impulsiveness; Escapism; Shopping Involvement; Store Atmosphere; Travel and Tourism Shopping.

INTRODUCTION

Tourism plays an important role in the global economy in a variety of aspects.

Ban Ki-moon, UN Secretary-General, on World Tourism Day 2012 noted that "one of the world's largest economic sectors, tourism is especially well-placed to promote environmental sustainability, green growth and our struggle against climate change through its relationship with energy" [1]. Ban Ki-Moon's statement supports the notion that there is a relationship between tourism and environmental sustainability. In addition, as business centers, duty-free shopping areas can have a marked impact on Gross Domestic Product [2] through its contribution to global economic activity.

However, duty-free shopping could also reduce environmental sustainability. Such negative outcomes are due to its impulsiveness-inducing nature, which leads to over-consumption of nonessential products [3].

Duty-free shopping is a growing and important retail sector. Several factors have supported its development, including the constant increase of passengers' transport at airports around the world up until the COVID-19 crisis, the development of relevant retail communication and the use of advanced retail technologies [4]. Notably, tourism is associated to shopping in their aim to generate revenues [5]. From a place intended only for transporting travelers and goods, airports have evolved to become a major shopping and entertainment hubs. We note here that shopping in domestic airports refer to non-duty-free sales. The duty-free context of our study is only relevant for international airports, which have become marketing arenas for international travelers. Given the mixture of services that are offered in airports, they respond to the needs of a wide variety of traveling consumers [4]. As such, airports are an asset for the development of an attractive tourist opportunity [6].

After arriving at the airport and getting boarding tickets, tourists' stress levels are low while their excitement levels are high [4]. When they are in a good mood, high involvement buyers may associate positive feelings with their chosen shopping venue [7]. In terms of gender, women make up a smaller percentage of airport users than men. However, their individual spending is higher, particularly on perfumes, confectionery, and books. Men's tendency to spend is higher only on electronic and photographic goods, whereas women have a higher tendency to spend across a wide range of goods [8].

Next, we introduce our model components.

Impulsiveness: Impulsive buying was described simply as unplanned purchasing [9]. In detail, it was noted that unlike consumer who plan and intend to buy *before* entering a store, impulsive buyers yield to spontaneous urges without considering their consequences [10]. Notably, most purchasing decisions are made spontaneously in the store [11]. Moreover, some of those purchases are made with no conscious deliberation at all [12].

Shopping Involvement: Zaichkowsky [13] defined involvement in general as "a person's perceived relevance of the object based on inherent needs, values, and interests" (p. 342). This definition encompasses categories such as buying decisions, products, and advertisements. Consumers experience an extensive problem-solving process when they are under high involvement conditions.

Escapism: Lee *et al.* [14] defined escapism as "an inclination to escape from routine or reality into fantasy. An escapist experience refers to a much higher level of immersion than the entertainment or educational experience" (p. 271). In the parallel context of cruising, Qu and Ping [15], reported that cruise travelers' satisfaction was motivated by a need to 'escape from normal life'. Thus, shopping in duty-free stores may be considered as an individual's escape experience.

Store Atmosphere: Store atmosphere refers to physical *and* non-physical characteristics of a focal store controlled and designed by a retailer to enhance shopper behavior favorable to that

retailer. It describes stores' unique qualities, which are often designed to provoke positive consumer responses [16]. In-store atmosphere includes physical appearance, lighting, colors, background music, store layout, textures, interior design, and architectural design [17]. For example, to entice shoppers to visit a shop, linger, and, purchase, store owners can use better illumination for their merchandise [18]. Thus, background music is likely to attract customers to visit stores that play music of their liking [19]. Accordingly, luxury stores might choose enticing background music, while fashion stores would prefer tempting music. Similarly, to create an atmosphere of thrill, retailer's use elegant lighting, which boosts their store's interior, and encourages optimistic influence [20].

Store Temptation: According to Marshall [21] temptation refers to "motivations to behave so as to produce hedonically valued outcomes. It is both a qualitative and quantitative variable, encompassing the content (hunger, libido, etc.) as well as the strength of these states" (p. 70). For example, retail stores, such as supermarkets use "sneaky strategies" through their product displays, layout, and in-store promotions, intended to encourage customers to buy specific foods, or more food than they plan or need [22,23]. Likewise, store can tempt by specific in-store placements with an intent to encourage purchases [24]. Horsley [25] suggested that placements at children's eye level can prompt them to ask their parents to buy that product. Dholakia [12] argued that consumers cannot ignore products placed in strategic locations. Such placements (e.g., in checkout areas) trigger non-planned purchase urges and serve to tempt consumers to make purchases. In sum, it appears that the level of temptation showed by duty-free stores temptation should be a part of retailer's strategy.

Shopping Enjoyment. Funchesa *et al.* [26] defined shopping enjoyment as "customer experience regarding amusement, entertainment, leisure, excitement, fun, and other sensory stimulation which can be experienced while shopping" (p. 103). In general, some consumers derive internal enjoyment from the shopping process [27]. Likewise, it was argued that it is quite clear that shopping provides great pleasure to many people, and that shopping is a leisure activity that has increased in importance nowadays [28].

The effects of these concepts on buying in duty-free stores are presented in the model below. Testing this model has theoretical implications about the mechanism that underlie consumers' shopping behavior in duty-free stores. The results also provide managerial insights into how marketers can leverage them to their advantage.

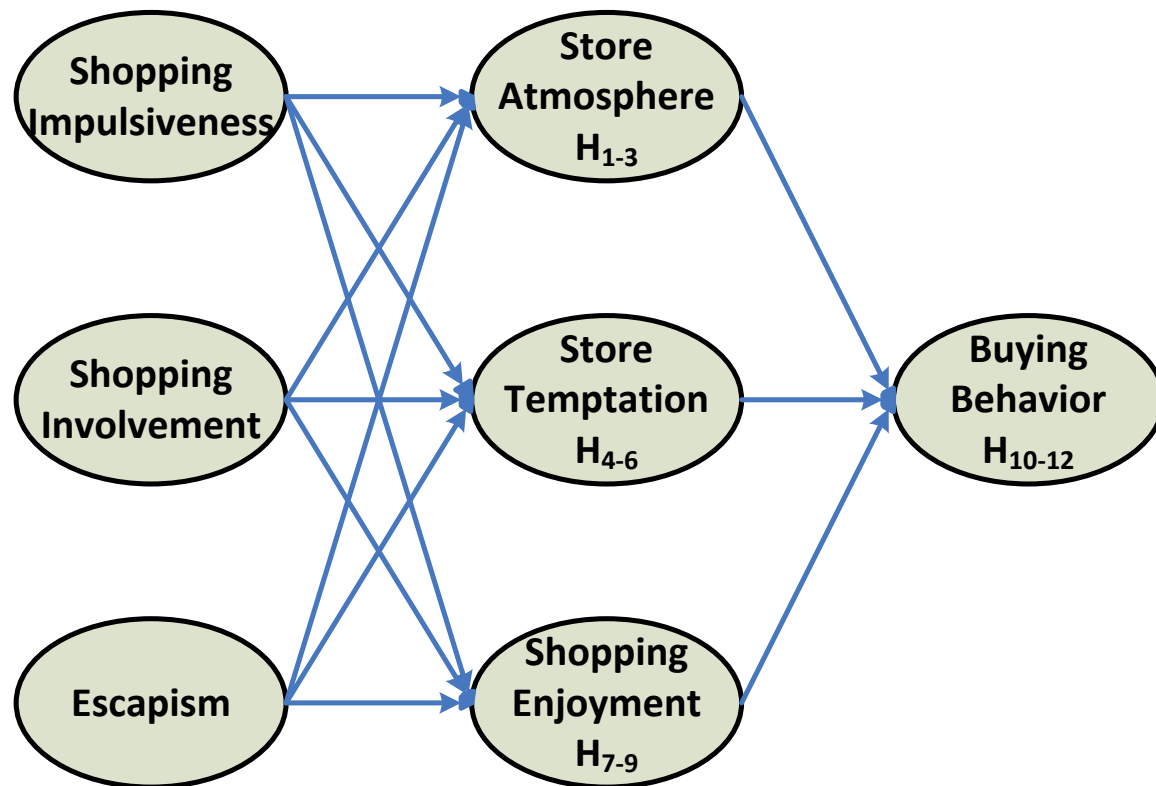


Figure 1. A Conceptual Model of Duty-Free Tourist's Consumption Behavior

In the rest of this article, we discuss and hypothesize about the role of the antecedents of duty-free shopping. Then we use SEM-PLS to test the hypothesized associations with data from a convenience sample of Israeli consumers and discuss the findings. Finally, we draw conclusions, and offer theoretical and managerial implications.

LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

The Relationships between Trait Impulsiveness, Shopping Involvement, Escapism, and Duty-Free-Stores Atmosphere

Trait Impulsiveness: Impulse buying has long been considered an important issue in consumer buying decisions. It occurs when buyers, without a plan to buy some product, notice it in a store, and is strongly urged internally to buy and possess the product [17, 29]. When coupled with impulse buying tendencies, impulse buying might ensue [30]. For example, Davis and Sajtos [31] showed that the impulsive use of SMS-services was positively related to impulse buying tendencies.

Specifically, due to the impulsiveness that characterizes fashion shoppers, suitable store configurations can contribute to their positive mood when buying fashion products. It is recognized that store atmosphere is sometimes more important than actual products when making buying decisions. Hence, it is important for retailers to use in-store cues as store features, to create a store image congruous with consumers' perception of the store [32]. Examples include merchandise [33], music [19,33,34], colors [35], signage, moods, layout [32], store image attributes [36], retail atmosphere, and smell [34,37]. In recognition of their

importance, many retailers invest resources in stores' interior design, architecture, and texture [17].

Airport tourists' behavior may be affected by two emotional shifts [4, 38]. First, tourists experience heightened stress from leaving daily routines. Second, there is increased excitement associated with the airport environment. As soon as tourists enter the airport and get their boarding tickets, stress levels decline but excitement levels remain high. This excitement was labeled 'happy hour' suggesting that airport buying behavior is an expression of that happy hour during which, impulsive shopping is likely to occur [39].

Involvement is activated as a motivating force when a product or promotional message is perceived as beneficial in fulfilling important values, needs, and goals [39]. In this context, Zaichkowsky [13] defined involvement as "a person's perceived relevance of the object based on inherent needs, values and interests" (p. 342). Objects are significant when they deal with important values and goals. In cases like these, highly involved individuals are motivated to devote cognitive decision-making efforts. Involvement influences attitudes, beliefs' formation, and buying intentions. In addition, it increases the length of the decision-making process, the extensiveness of information search, and shopping enjoyment [39,40].

Escapism: For a long while, in-store shopping has been considered as an entertaining [41] and a social experience, which evokes feelings of adventure and escapism in consumers [42]. Pine and Gilmore [43] recognized retailers' need to create staged, escapist experiences enabling consumers to shape a special world of their own, play different roles, and fantasize about being in other places at another time. Interestingly, relations exist between escapist retail experiences and consumers' fantasies that they are playing different roles in another world when they shop [44].

Akram *et al.* [17] noted that store atmosphere deals with retailers' effort to design the proper store environment for creating buyers' specific emotional effects, which enhance purchase opportunities. In the intention of attracting customers, retailers use physical characteristics, and surrounding influence of their store. The customer shopping convenience is affected by the store atmosphere, which therefore also influences the shopping experience [20].

Based on the literature above we constructed the following hypotheses:

H1: Impulsiveness increases the level of duty-free stores atmosphere.

H2: Shopping involvement increases the level of duty-free stores atmosphere.

H3: Escapism increases the level of duty-free stores atmosphere.

The Relationships between Impulsiveness, Shopping Involvement, Escapism, and Duty-Free Stores Temptation

In the second trio of hypotheses, we replaced the mediator construct – duty-free store atmosphere, with another mediator- duty-free store temptation. Below, we elaborate on the role of this second mediator.

Temptation and marketing techniques are used for generating buying urges and promoting impulse purchases. That is achieved by exposing buyers to products through promotions and product displays [12]. According to Almy and Wootan [22], the physical and temporary

proximity of a product is even more influential than exposure to the item's image. The closeness to a product by itself can activate an urge, hence, impulsive behavior, to consume it, and its instant consumption availability is likely to enhance this urge [12].

In terms of involvement theory perspective, when the shopping experience has personal relevance to consumers, mood will probably have a greater effect [45]. Since mood is self-activated and may be regarded as a stimulus to an involved buyer, it is likely that involved buyers will process mood information more than uninvolved ones [46].

The Elaboration Likelihood Model can explain cognitive responses to promotional stimuli. Regarding processing promotional messages, the model suggests that involved buyers are more motivated to dedicate the cognitive effort necessary for evaluating the true merits of a product [47]. Since duty-free store temptation includes many promotional cues, shopping involvement and duty-free store temptation should be positively related.

In-store experiences encourage consumers to escape into their fantasies [48]. Stevens and Maclaran [49] suggested that shopping in a store "is about the quest rather than the conquest, the search rather than the possession, and it is concerned with the aspirations, fantasies, and visual feasting that a display of merchandise, an evocative image or an attractive scenario can engender in people as consumers" (p. 283). Since duty-free stores include many visual and enticing cues, escapism and duty-free stores temptation should be positively related.

Based on the literature above we constructed the following hypotheses:

H4: Impulsiveness increases the level of duty-free stores temptation.

H5: Shopping involvement increases the level of duty-free stores temptation.

H6: Escapism increases the level of duty-free stores temptation.

The Relationships between Impulsiveness, Shopping Involvement, Escapism, and Shopping Enjoyment in Duty-free Stores

In the third trio of hypotheses, we replaced the mediator construct – duty-free store atmosphere, with another mediator- shopping enjoyment. Below, we elaborate on shopping enjoyment.

Numerous buyers derive intrinsic enjoyment from the shopping process [27]. Moreover, shopping gives great pleasure to many individuals. Furthermore, its importance as a leisure activity has been increasing over the years. Nevertheless, the source of the pleasure is not entirely clear [28]. According to Hirschman and Holbrook [50], "Hedonic consumption designates those facets of consumer behavior that relate to the multi-sensory, fantasy, and emotive aspects of one's experience with products" (p. 92). Additionally, they suggested that 'product' can be replaced by 'retail mall' and that mall shopping experience can be directly connected with hedonic consumption [50].

Considering the above, airport duty-free shopping enjoyment should be considered as the enjoyment of buying in a 'retail mall' rather than in an array of separate shops. As a result, it could be inferred that higher levels of involvement are positively related to the amount of money and the time that tourists spend in duty-free stores.

Based on the literature above we constructed the following hypotheses:

H7: Impulsiveness increases the level of shopping enjoyment in duty-free stores.

H8: Shopping involvement increases the level of shopping enjoyment in duty-free stores.

H9: Escapism increases the level of shopping enjoyment in duty-free stores.

The Effects of Duty-Free Stores Atmosphere, Duty Free-Stores Temptation, and Shopping Enjoyment on Buying Behavior in Duty-Free Stores

We note first that the three hedonic benefits (Duty-Free Stores Atmosphere, Duty Free-Stores Temptation, and Shopping Enjoyment) were shown to impact trust in airport duty-free stores and satisfaction with airport duty-free shopping [51].

Zooming in on airport duty-free hedonic shopping value, we first discuss store atmosphere. A combination of the functional and psychological qualities of stores can define stores' image in consumers' minds. The likelihood that consumers will enjoy shopping and buying in a store increases when the store's image is more positive [52]. Moreover, atmosphere and store image were highlighted as a multi-dimensional concept greatly influencing retail patronage [53, 54].

In sum:

H10: Duty-free store atmosphere increases the levels of buying behavior in duty-free stores.

Store temptation includes diversity of techniques intended to induce sales. Most buyers are motivated by lower prices. Thus, retailers often put products on sale and provide in-store coupons to influence consumer choices [23]. In 2012, shoppers cashed out three billion manufacturers' coupons in stores. Coupons boost sales, prompt buyers to switch brands, and entice buyers to buy types of products they do not usually buy [22]. Additionally, retailers tend to place tempting products in customers' path. For instance, many stores put candy on the way to the beverage cooler [55]. Finally, in some airports (e.g., Ben Gurion Airport in Tel Aviv), tourists visiting duty-free stores must pass through checkout on every shopping trip. Therefore, tourists' behavior is manipulated by the duty-free store's promoted products.

Thus, we hypothesize that:

H11: Duty-free store temptation increases the levels of buying behavior in duty-free stores.

Shopping enjoyment deals with an individual's personality trait which usually rates shopping trips as more enjoyable, in comparison with other shoppers [56,57]. Shopping enjoyment is related to emotional responses such as excitement, dominance, and satisfaction [58,59]. It plays a crucial role in pulling buyers to visit shopping malls and stores. Excitement can also increase shoppers' satisfaction with a store and, consequently, the amount of money they spend in the store and the duration of their in-store shopping [60].

In sum, we hypothesize that:

H12: Shopping enjoyment increases the levels of buying behavior in duty-free stores.

METHOD

Sampling, Data Collection and Procedures

Data were collected in Israel's Ben-Gurion international airport by students, who received thorough instruction and training in research methodology. Student teams were trained on how to approach non-business-related travelers and administer the questionnaire. They were given guidelines about desired characteristics (gender and ages) and distributed 191 questionnaires among visitors. Of these, 163 questionnaires were returned and were complete (85% response rate). Given this high response rate, non-response bias does not appear to be a problem in this research.

Students were instructed to aim for a representative sample of the adult Israeli population (≥ 18 years old). The sample reflects a gender-balanced composition (77 males and 86 females). Additionally, income was distributed almost normally (18% are lower than the average annual household income 37% are around the average household income and 45% are higher than the average household income). Education was also normally distributed (23% - 12 years or less, 53% - between 13 to 16 years and 24% - 17 or more years). In sum, while not random, the sample does reflect Israel's adult population. Table 1 provides a description of the sample.

Table 1. Sample Characteristics (N = 163)

Variable	N	%
Age		
19-29	42	26
30-39	44	27
40-49	26	16
50-59	36	22
60+	15	9
Education (years)		
12 or less	38	23
13-16	86	53
17 or more	39	24
Income		
Lower than the average	29	18
Like the average	60	37
Higher than the average	74	45
Gender		
Male	77	47
Female	86	53

Measures

Data were collected through a structured, self-administered questionnaire with seven scales and demographics. As all scales were originally in English, a conventional back-translation technique was used. One bilingual individual translated the original questionnaire to Hebrew. A second bilingual individual, blind to the original questionnaire, back translated the Hebrew version into English. Then, the two translators and one of the authors evaluated the translations for wording, content, as well as local applicability and equivalence. Minor disagreements were resolved leading to the final version. Table 2 presents scales' reliabilities and Appendix 1 provides a complete list of the scales and items.

Independent constructs: Impulsiveness was measured using Rook and Fisher's [61] 9-item scale. Items 1, 6, and 9 were excluded due to low loadings in term of SEM-PLS (discussed further below). The scale's reliability in the current study was acceptable ($\alpha = 0.9$). Shopping Involvement was measured by Unger and Kerman's [62] 5-item scale. The scale's reliability in the current study was acceptable ($\alpha = 0.91$). Escapism was measured by Cleaver and Muller's [63] 7-item scale. The scale's reliability in our study was acceptable ($\alpha = 0.9$).

Mediators' constructs: Store Atmosphere was measured by a 4-item scale. Items 1-2 were taken from Baker *et al.* [33], while item 3 was taken from Wu and Petroschius [64]. The scale's reliability in the current study was acceptable ($\alpha = 0.92$). Store Temptation was measured by a 4 author's original item scale. The scale's reliability in the current study was acceptable ($\alpha = 0.85$). Shopping Enjoyment was measured by a 6-item scale. Items 1-4 were taken from the scale developed by Shim and Gehrt [65]. Items 5-6 were added from a scale developed by O'Guinn and Faber [66]. The scale's reliability in the current study was acceptable ($\alpha = 0.92$).

Dependent construct: Buying Behavior scale was measured by a 4-item scale. Item 1 was taken from Hawes and Lumpkin [67], item 2 was taken from Baker *et al.* [33], and items 3 and 4 were developed by the authors. The scale's reliability in the current study was acceptable ($\alpha = 0.85$).

Independent constructs: Impulsiveness was measured using Rook and Fisher's [61] 9-item scale. Items 1, 6, and 9 were excluded due to low loadings in term of SEM-PLS. The scale's reliability in the current study was acceptable ($\alpha = 0.90$). Shopping Involvement was measured by Unger and Kerman's [62] 5-item scale. The scale's reliability in the current study was acceptable ($\alpha = 0.91$). Escapism was measured by Cleaver and Muller's [63] 7-item scale. The scale's reliability in the current study was acceptable ($\alpha = 0.90$).

Mediators' constructs: Store Atmosphere was measured by three items. Two items were taken from Baker *et al.* [33], while another was taken from Wu and Petroschius [64]. The scale's reliability in the current study was acceptable ($\alpha = 0.92$). Store Temptation was measured by a four-item scale developed by the authors. The scale's reliability in the current study was acceptable ($\alpha = 0.85$). Shopping Enjoyment was measured by a 6-item scale. Items 1-4 were taken from the scale developed by Shim and Gehrt [65], and items 5-6 were added from a scale developed by O'Guinn and Faber [66]. The scale's reliability in the current study was acceptable ($\alpha = 0.92$).

Dependent construct: Buying Behavior was measured by a 4-item scale. One was taken from Hawes and Lumpkin [67], another from Baker *et al.* [33], and two items were developed by the authors. The scale's reliability in the current study was acceptable ($\alpha = 0.85$).

Model Estimation

The study's model presented in Figure 1 shows the outcomes of the full analysis. We set up the measurement model with reflective scales. According to Hair *et al.* [68], reflective-based measurement models should be assessed using indicator reliability (.70), internal consistency reliability (.70), convergent validity (.50), and discriminant validity. The measurement and substantive modes were analyzed by PLS-SEM Algorithm.

Our choice of PLS-SEM was motivated by several considerations. First, PLS-SEM makes no assumptions about data distribution [69]. Furthermore, as summarized by Bacon [70], Hwang et al. [71], and Wong [72] PLS-SEM becomes a viable alternative to Covariance-based SEM (e.g., AMOS, LISREL) when a study is based on relatively sample sizes, little or no theories are available, and prediction accuracy is critical. We note here that some scholars consider our sample size to be somewhat small (163). We follow Iacobucci [73, p. 92] in believing that “SEM models can perform well even with small samples (e.g., 50 to 100)” and that the oft-used rule of thumb of $n > 200$ can be too conservative. Yet, even assuming that our sample might be considered small, it is well suited for PLS-SEM, as shown above. Also aligned with the arguments above, we had relatively little theory to guide us and desired to have strong practical implications generated by our study, both seen as reasons to prefer PLS-SEM.

Outer Model Loadings

This assessment determines the indicators’ reliability, reflected as the squared standardized outer loading of each indicator. As can be seen in Table 3, all outer loadings exceed the acceptable level of 0.70 [74].

Internal Consistency Reliability

Internal consistency reliability was assessed by constructs’ composite reliability (CR). As can be seen in Table 3, all CR values exceeded the recommended threshold of 0.70 [74]. In sum, the reliability of all indicators in the measurement model meets the requirements.

Convergent Validity

In order to examine convergent validity, we assessed the average variance extracted (AVE) of each construct. As can be seen in Table 2, the AVE values of all constructs exceed the acceptable threshold of 0.5 [75], in support of convergent validity.

Table 2. Outer Loadings, CR and AVE for the Outer Model and Scale's Reliability

Construct	Label	Indicators	Outer Loadings	Scale's Reliability	AVE
Trait Impulsiveness	IMPULSIVITY	Impuls02 Impuls03 Impuls04 Impuls05 Impuls07 Impuls08	.0797 .0840 .0802 .0796 .0755 .0763	.90	0.63
Shopping Involvement	INVOLVEMENT	involv01 involv02 involv03 involv04 involv05	0.864 .0872 .0900 0.790 0.874	0.91	0.74
Escapism	ESCAPISM	Escap01 Escap02 Escap03 Escap04 Escap05 Escap06 Escap0	.0775 .0809 .0834 .0816 .0717 0.787 0.745	0.90	0.62
Construct	Label	Indicators	Outer Loadings	Scale's Reliability	AVE
Store Atmosphere	ATMOSPHERE	duty03 duty04 duty05	.0944 .0946 .0903	0.92	0.87
Store Temptation	TEMPT	duty07 duty08 duty09 duty10	.0799 .0852 0.862 .0818	0.85	0.69
Shopping Enjoyment	FUN	Enjoy01 Enjoy02 Enjoy03 Enjoy04 Enjoy05 Enjoy06	0.839 0.772 0.850 0.860 0.828 0.897	0.92	0.71
Buying Behavior	BUY	duty01 duty02 duty03 duty04	0.875 0.835 0.810 0.802	0.85	0.69

Discriminant Validity

In order to assess the existence of discriminant validity, we used Fornell and Larcker's [76] criterion. According to their method, the square root of AVE of each construct should be higher than the correlation with any other construct.

Table 3 presents, in the diagonal, the square root of AVE of each construct, and below the diagonal, the correlation with all other constructs. As can be seen in Table 3, all AVE values are greater than the correlation with all other constructs, supporting the discriminant validity of the scales. Thus, we concluded that there is discrimination between the constructs.

Table 3. Discriminant Validity – Fornell-Larcker Criterion.

	Store Atmosphere	Buying Behavior	Escapism	Shopping Enjoyment	Impulsiveness	Shopping Involvement	Store Temptation
Store Atmosphere	0.931						
Buying Behavior	0.757	0.831					
Escapism	0.311	0.349	0.784				
Shopping Enjoyment	0.402	0.611	0.358	0.84			
Impulsiveness	0.321	0.506	0.228	0.614	0.793		
Shopping Involvement	0.401	0.591	0.422	0.577	0.486	0.861	
Store Temptation	0.599	0.799	0.295	0.542	0.463	0.606	0.833

RESULTS

The structural model (also called the inner model in PLS-SEM terminology) can be addressed after the measurement model was tested [77]. This step includes reports on R^2 coefficients that reflect the contribution of the exogenous latent constructs to predicting the endogenous latent constructs [74]. It also reports on the values of path coefficients and, using bootstrapping, the significance of each path. As can be seen in Table 4, R^2 values ranged between 0.21 and 0.79. Hair *et al.* [78] noted that " R^2 values of 0.75, 0.50, or 0.25 for endogenous latent constructs in the structural model can be described as substantial, moderate, or weak, respectively" (p. 145). Examining the values for our study, we note that the value for store atmosphere is low, for temptation and fun, moderate, and for buying, high. Then, to assess predictive relevance, we used blindfolding to obtain cross-validated redundancy measures. Table 4 shows also that all Q^2 values exceeded zero, supporting predictive validity for all exogeneous constructs [78].

Table 4. R² for Endogenous Variables and Q² Values

Endogenous Construct	R ²	Q ² (=1-SSE/SSO)
Store Atmosphere	0.21	0.165
Store Temptation	0.41	0.363
Shopping Enjoyment	0.49	0.341
Buying Behavior	0.79	0.531

Finally, while it has been debated if model fit is applicable in PLS-SEM, we do note that SRMR (.078) fell below .080 in support of model fit [79]. In order to evaluate the paths coefficients and examine the study's hypotheses, we used the bootstrap method in Smart PLS-SEM. Following Hair *et al.* [68], we used 5,000 bootstrapped samples. Table 5 presents the results summary of paths coefficients and study's hypotheses. As can be seen in table 6, hypotheses H2, H4, H5, H7, H8, H10, H11, H12 were supported at $p < .01$, hypotheses H1, and H9 found supported at $p < .05$, and H3 and H6 were rejected.

Table 5. Tests of Study's Hypotheses.

Hypothesis	Path	β	STDEV	T	P	Result
H ₁	IMPULS → ATMOSP	0.16	0.08	2.04	0.04*	Supported
H ₂	INVOLV → ATMOSP	0.25	0.08	3.15	0.002**	Supported
H ₃	ESCAP → ATMOSP	0.17	0.09	1.93	0.054	Rejected
H ₄	IMPULS → TEMPT	0.22	0.07	3.03	0.002**	Supported
H ₅	INVOLV → TEMPT	0.48	0.07	6.91	0.000**	Supported
H ₆	ESCAP → TEMPT	0.04	0.06	0.65	0.514	Rejected
H ₇	IMPULS → FUN	0.43	0.07	6.40	0.000**	Supported
H ₈	INVOLV → FUN	0.31	0.07	4.26	0.000**	Supported
H ₉	ESCAP → FUN	0.13	0.06	1.98	0.048*	Supported
H ₁₀	ATMOSP → BUY	0.41	0.05	7.68	0.000**	Supported
H ₁₁	TEMPT → BUY	0.44	0.06	7.84	0.000**	Supported
H ₁₂	FUN → BUY	0.21	0.05	4.30	0.000**	Supported

* $p < .01$; All tests are one tailed.

** $p < .05$; All tests are one tailed.

One important advantage of PLS-SEM is its emphasis on theory development rather than CB-SEM's emphasis on theory testing. Thus, PLS-SEM encourages adding new relationships to those included in the original model shown in Figure 1. Such new relationships are viewed as theoretical developments. In our case, we believed that it can be argued for one possible ad-hoc relationship, namely from duty-free store atmosphere to how tempting duty-free stores are to tourists. We added this possible relationship to our model and re-ran the analysis.

All relationships and R² values remained substantively unchanged. Importantly, the ad-hoc based new relationship was borne out by the data. The path coefficient was positive (.419) and, after the model was re-estimated using bootstrapping, it was shown as significant ($p < .001$).

DISCUSSION AND CONCLUSIONS - THEORETICAL AND MANAGERIAL IMPLICATIONS

Theoretical Implications

This study examined the impacts of personality trait impulsiveness, shopping involvement, and escapism on tourists buying behavior in duty-free stores, mediated by duty-free store atmosphere, duty-free store temptation, and shopping enjoyment. Briefly reiterating, given the lack of an integrative study on duty-free tourists shopping, our study provides important generalized theoretical and practical insights. In addition, since a vast majority of research on some of the relationships discussed here has been conducted in the US, the current study confirms some previous findings in the different Israeli culture.

According to Hofstede [80], Israel is a less individualistic culture than the American culture (Israel IDV=51; USA IDV=91), and more uncertainty-avoiding (Israel UAI=81; USA UAI=46). Based on Hofstede's dimensions, Leng and Botelho [81] noted that impulsiveness and emotional arousal are positively related, and that people in collectivistic cultures are more likely to control their impulsive tendencies compared with people from individualistic ones. In individualistic cultures, people often prefer to focus on their own feelings and goals and on the positive consequences of their actions, while ignoring the potential negative consequences of their impulsive buying behavior. In addition, high levels of uncertainty-avoiding may lead Israeli consumers to demonstrate less impulsive behavior than American consumers. However, in the current study hypotheses 1, 4 and 7 tested the influence of shopping impulsiveness on store atmosphere, store temptation and shopping enjoyment. The confirmation of the three hypotheses mentioned above on an Israeli sample, which is different than the American population, adds a major contribution and generalization to consumer behavior field.

Our findings indicate that duty-free stores' atmosphere, stores' temptation, and shopping enjoyment during the shopping process should play a major role in the stores' marketing strategy, increasing the likelihood that the tourists who visit their stores will browse *and* purchase rather than only browse. The results also show that tourists' impulsiveness and involvement antecede duty-free stores' atmosphere, store temptation, and shopping enjoyment, providing managers with a menu of options on how to increase these buying drivers.

It is important to understand that airports shopping centers constitute 'gateways' for fulfilling tourists' freedom fantasies [82]. Once in the shopping compound, tourists experience the excitement of the proximate flight. The escapist experience leads tourists to a participation-immersion experience through which people ignore reality. More specifically, travelers become immersed into the shopping environment to which they are exposed [83]. Therefore, they are more involved and more readily enticed for retailers' marketing temptation, which increases their willingness to buy [38].

Moreover, individuals and families who arrive at the airport compound view duty-free shopping as part of their trip costs. Since they accept the shopping expenses naturally, the impact of their daily budget constraints is reduced. In other words, the traveling experience tends to put people in a state of mind, which makes them more prepared to spend money [84]. Additionally, the term 'duty-free' implies a shopping and price opportunity that is rendered only to the lucky ones who own a boarding ticket. Since some travelers do not wish to miss that opportunity, their openness to stores' marketing temptations increases.

Finally, some families travel with children. Consequently, retailers need to use creative temptations that will be suited for children, including the appropriate messages and the right placing in terms of children height [22].

Managerial Implications

We recognize here that some managerial implications for the tourism and hospitality industries occur at two levels. One level is more specific, about each duty-free store. This level was addressed above. Below, we discuss implications at the second level, the duty-free zone and all stores in it.

From the perspective of general management of the zone, management should strive to increase tourists' out-of-stores enjoyment. For families with children, this can be achieved by creating family-oriented activities in the general area. A more general choice could be zone-wide specials. For example, a zone-wide off-price coupon could be offered. Since shopping enjoyment should be a prime managerial target, a zone-based music and lights could be used. The idea is to increase consumers' involvement and in-store enjoyment by investing in zone atmospheres [34,37].

Additionally, better-illuminated zones can entice shoppers to visit shops, linger, and make purchases [18]. Alternatively, background music is enticing in luxury categories. Given that many duty-free stores belong to the luxury category, the choice of music can be tempting for such stores. Importantly, once consumers are tempted to visit such stores, a spill-over effect may bring travelers to visit other types of stores as well [19]. In short, retail managers believe, and observations confirm that friendly and pleasant atmosphere lead consumers to buy more since they tend to stay in the shop longer, an effect likely to be operative at the zone and stores levels [85].

Notably, research on the relationship between perceptions of sustainability and favorable outcomes (e.g., favorable word-of-mouth), especially in the context of international tourists, is very limited [86]. A recent study on Jeju Island [87], while in a somewhat different context, provides illuminating possibilities. Deriving from the findings of this study, it behooves managers of stores and centers to promote the environmental sustainability aspects of the products sold in these stores. Possibilities are endless. Using a "not tested on animals" label on cosmetics such as perfumes and lipsticks could be exhibited in the general areas of duty-free centers, all the way down to in-store shelves. "Produced in subsistence economies" is another possible message. Yet another possibility is to run promotions such as "we contribute an X amount of Dollars per purchase to a major Israeli hospital. All three examples, and there are certainly more advertising messages that can be used, should enhance tourists' perceptions of the environmentalism shown by duty-free stores, which would lead to a high level of loyalty.

LIMITATIONS AND FUTURE RESEARCH

While our study has implications for researchers and marketers, it is not without limitations that can be addressed in future studies. First, we used a convenience sample, which could limit the generalizability of its findings. Future research can use random airport sampling. Second, our study included only Israeli shoppers. Future research should test our model in other cultures to provide external validity to our findings. Alternatively, data can be collected from non-Israelis at the Israeli airport, in order to compare between the results for different cultures.

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Appendix

Appendix 1. Scales' Names, Authors, and Items

Scale's Name	Authors	Items
Trait Impulsiveness	Rock and Fisher (1995)	"Just do it" describes the way I buy things. I often buy things without thinking. "I see it, I buy it" describes me. "Buy now, think about it later" describes me. I buy things according to how I feel at the moment. I carefully plan most of my purchases (r).
Shopping Involvement	Unger and Kerman (1983)	It helps me forget about the day' problems. It totally absorbs me. It is like "getting away from it all". It makes me feel like I'm in another world. I could get so involved that I would forget everything else.
Escapism	Cleaver and Muller (2002)	How important was each factor for you when planning this vacation? To get away from the demands at home and in daily life. To relax and do nothing to all. To indulge in a bit of luxury. To get away from doing too much thinking. To avoid boredom. To be entertained and looked after by others. To change my surroundings for the sake of change.
Store Atmosphere	Baker at al. (1994) – Items 1,2 Wu and Petroschius (1987) – Items 3, 4	The duty-free stores have a pleasant atmosphere. Duty-free stores are attractive. Duty-free stores have attractive layout. Duty-free stores are prestigious.
Store Temptation	Authors	I find duty-free stores as tempting. Duty-free stores are a temptation for me. I see duty-free stores as enchanting. Duty-free stores are irresistible for me.
Shopping Enjoyment	Shim and Gehrt (1996) – Items 1-4 O'Guinn and Faber (1989) – Items 5-6	Shopping is not a pleasant activity to me (r). Going shopping is one of the enjoyable activities of my life. Shopping the stores wastes my time (r). I enjoy shopping just for the fun of it. I shop because buying things makes me happy. I get a real "high" from shopping.
Buying Behavior	Hawes and Lumpkin (1986) – Item 1 Baker at al. (1994) – Item 2 Authors – Items 3,4	I enjoy shopping in duty-free stores. Duty-free stores would be a pleasant place to shop. I find it difficult to leave duty-free stores without buying something. When I pass by duty-free stores, they tempt me to enter and buy.