

A STUDY OF OUTSHOPPING DETERMINANTS: MEDIATING EFFECT OF SHOPPING ENJOYMENT

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ABSTRACT

Outshopping has been studied in the marketing literature for years. Outshoppers literally outshop for better quality and assortment of merchandise, higher quality of personal service, more pleasant shopping atmospherics, and more competitive prices. In this study, we propose that shopping enjoyment is not only directly related to outshopping, as are the above outshopping determinants, but mediate the relationships between those determinants and outshopping behavior. In addition, we explore how patriotism and terror would affect people's outshopping frequency. Managerial and research implications are offered.

References Available on Request