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# Developing a Model to Measure Shopping Center Attractiveness in Tourism Regions (Case: Kish Island)

**Mehrdad Estiri***
Assistant Professor, Department of Human Resource Management, Faculty Management, University of Tehran, Tehran, Iran
**Hamzeh Rayej**
Master of Marketing Management, Faculty Management, University of Tehran, Tehran, Iran
**Farshid Hosseini Tooli**
PhD of Plicymaking, Faculty Management, University of Tehran, Tehran, Iran

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**Abstract:** The importance of commercial centers as a major driver of tourism has been widely acknowledged in theoretical studies of tourism marketing. This study combines quantitative and qualitative approaches to determine the effective measures on the attractiveness of commercial centers as one of the effective dimensions on the attractiveness of tourism areas and the research data have been collected and analyzed in two main phases. The first phase by conducting qualitative exploratory research through semi-structured interviews with active managers in the urban planning and tourism area of Kish Island and analyzing the content of the responses presented confirmed that the attractiveness of commercial marketing could be considered as one of the criteria determining the attractiveness of the tourist areas. In the second phase of the study, in two separate studies, with the participation of tourists from Kish Island, with the aim of identifying the criteria affecting the attractiveness of commercial shopping centers in terms of buyers based on confirmatory and exploratory factor analysis methods as well as structural equation modeling (SEM), a five-dimensional model tangible factors, store space, product, sellers, and convenience shopping is designed.

**Keywords**: Place Marketing; Shopping centers; tourism marketing; customer satisfaction; Kish Island
**JEL Classification**: M31, L83, N75, M00

* Corresponding author: mehrdadstiri@ut.ac.ir

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## 1- Introduction

In recent years, various studies have been done on the importance of commercial stores, which is often referred to as retail in thematic literature. Although urban shopping centers have several responsibilities in different areas of commerce, accommodation and socio-cultural issues, retail is the basis for the living of most cities. Based on the results of one of the studies conducted in this area, shopping is considered as the main motive for 75% of urban visitors, even in cities and areas classified as tourist destinations. Other results from this survey indicate that generally 55 to 65 percent of intra-city travel is also aimed at shopping (Warnaby & Barry, 1997). The importance of paying attention to shopping malls, along with other urban actors involved in local marketing activities, has resulted in complex, multidimensional and diverse communications and processes, all of which have confirmed the complex nature of the product called urban location (Warnaby, 2006؛ De Nisco & Warnaby, 2013).

Considering the necessity and importance of the existence of commercial places in the development of tourist places and their requirements and conditions for attraction of tourists on the one hand, and the necessity of studying the effective criteria on the attractiveness of tourist areas on the other hand, this study seeks to explain the relationship between customer satisfaction from shopping malls and attractions of tourist destinations.

In tourism marketing studies, the identification and promotion of a region of tourism through the area in which it is located, the natural attractions and other facilities and tourist facilities such as the presence of attractive markets and commercial centers considered as one of the most important centers for the development of tourism cities comes. Accordingly, in recent years, service-oriented economic sectors, such as shopping malls in tourism cities, have undergone significant changes due to changes in the preferences and demands of customers (Nel & Binns, 2002). One of the key areas for analysis in this regard is the discussion of the attractiveness of markets and business locations and their role in attracting customers. Obviously, if the regions want to promote their attractiveness to their audience, they need to conduct studies on recognizing effective aspects on their audience satisfaction and trying to meet their expectations based on the results.

This study tries to evaluate effective criteria on the attractiveness of the market as one of the infrastructures of the attractiveness and development of tourist cities from the perspective of buyers. For this purpose, after studying, the research team selected Kish Island as a study area. Kish has been considered as an influential region on the economic, political and social conditions of Iran for decades. Shopping markets along with other tourist attractions on the island are one of the most important areas for people to travel to this place. Considering the importance of markets in attracting visitors to Kish Island and their role in the comprehensive development of this region, it is necessary to take into account the attractiveness criteria of these shopping centers from the perspective of the visitors of the analytical studies. Different studies suggest that, apart from limited studies (Hasangholipoor et al., 2012), effective and extensive measures cannot be observed in this regard. Accordingly, the purpose of this study is to answer these fundamental questions, which, from the point of view

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of buyers, whether the attractiveness of different markets in Kish Island can be considered as a factor for attraction of the island, and on the other hand, what criteria do buyers use to evaluate and analyze the attractiveness of a business location?

## 2- Literature Review

In recent years, due to the importance of shopping and effective factors on the attractiveness of shopping centers, various studies have been conducted in this field, each of which has focused on this issue. In addition, the importance of effective dimensions on the attractiveness of tourist places due to the satisfaction of tourists from shopping attracted the attention of different thinkers to shopping as one of the drivers of tourism.

***a) Foreign Researches***

Part of these studies has focused on identifying effective factors, dimensions, and variables on shopping centers. For instance, Mas-Ruiz (1999) concluded that economic and emotional motivation alone and together is a factor in attracting buyers to shopping centers. Based on this approach, the attractiveness of multi-business shopping centers is dimensional consisting of various variables.

Wong et al., (2001) presented the model of attractiveness of commercial shopping centers under the name SCATTER with the main dimensions including location, quality and variety of products provided, reputation and facilities and sales incentives.

El-Adly (2007) ranked the attractions of business centers in six main categories . . Relaxation, amusing features, diversity, nature of the shopping center, shopping convenience and modernity make up these indices.

Rajagopal (2009) has introduced dimensions that can contribute to the attractiveness of shopping malls as shopping center environment, a variety of stores and sales promotion programs.

Gonzalez-Hernandez & Orozco-Gomez (2012) identified six base variables to attract more customers. These variables include the nature of the shopping center, its reputation, promotional programs, personal services, communication facilities and the interior and exterior of the shopping center.

***b) Iranian Researches***

Radfar et al., (2012) examined how to enter new markets using the impact of the economic services of the mobile government on tourism industry in Kish Island as a free trade zone. The 14 main services were identified as receiving alert messages to remind some of the activities, mobile ticketing services and mobile company fees and charges as the three most important services in this area.

Sa'adat & Mozafari (2009) reviewed the use of modern communication tools in the tourist advertising area of Kish Island . The results indicate that the amount of use of advertising agents by the new means of communication in tourism advertising depends on their level of familiarity with these tools, while the overall level of familiarity with these tools has been moderately evaluated.

Madani & Bagheri (2013) have considered the capacity to sustain the development of tourism on Kish Island . Based on the research, it was found that despite the existence of the document on the development of Kish, due to personal tastes and the expression of the irrational and non-expert points of view of the managers and deputy of tourism, the travelers of Nowruz of Kish Island,

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despite the heavy costs of trip, did not have the facilities and equipment necessary for the real comfort and well-being. Even the owners of individual units have left the island or have replaced another tourist destination with an awful memory, despite the high costs of maintaining their own property, due to the overcrowding of travelers during the holidays of Nowruz.

Hasangholipoor et al., (2012) studied the attractiveness of the business centers of Kish Island, in which the business perspective was the focus of the research and the attractiveness of the business centers as a stimulus for the attractiveness of the tourist sites was not explicitly considered. The results of this study include factors such as market attractiveness, market efficiency, market capability, customer satisfaction, investment opportunities and the external environment with macro approach, as effective factors on the attractiveness of Kish markets.

## 3- Theoretical Background

### *The Role of Commercial Centers in Urban Development and Tourism*

Historically, the development of retail markets has been linked to most urban and tourism-related retailers. Several studies have also confirmed this, including Davis & Ward (2002), Skella (1982), and Wranbay (2006, 2008, 2009) and Wranbay et al., (1997, 2004, 2005). The importance of retail stores (shopping centers) in urban economics has also been taken into account in the Davis & Ward studies (2002). In addition, the unique role of shopping malls in tourism development cannot be ignored at all. According to a survey by the US Tourism Association, 63 percent of tourists buy at their travels (Wong & Wan, 2013). As a result, shopping from malls that are attractive to tourists can be considered as a major driver for travel to tourist destinations (Choi et al., 2016).

Today, shopping centers are widely used as catalyst for the extensive redevelopment of tourism cities, and on this basis, the role of retail has attracted more attention than before (Jones et al., 2003). The role of urban shopping centers has been confirmed in attracting tourists, residents and economic investors as an important component, which is a key element of location marketing and branding strategies of a location (Warnby et al., 2002).

A product called Urban Place, often known as a collective identity and a range of services, features, and facilities (including retail) that are placed in one place. Wranbay et al., (2005) identified the importance of shopping centers in this process. Based on the results of this study, despite the importance of all the actors in urban marketing, shopping malls are of great importance and a special place in current marketing / promotional activities in cities. However, according to experts, despite the growing importance of marketing for tourist attractions based on shopping attraction over the past years, it has been neglected.

Urban stakeholders have tended to focus on a traditional responsibility for location marketing rather than attracting investors and tourism revenues and considering customer service, including retail was important in the second place. Although, according to many experts, the existence of shopping centers for many people is considered as an initial attraction, and this has been confirmed in many studies, as previously mentioned (Jones et al., 2003).

The results of the study by Wranbay et al. (2002) have identified a set of urban

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actors who have potential responsibilities in the marketing of commercial centers. According to them, the first responsibility for the marketing of urban shopping centers lies with the managers of the city and the managers of the business centers. Considering this diversity in the role of the researchers, the researchers emphasize the importance of interaction and collaboration between them in order to optimize the planning and implementation of marketing activities for shopping malls based tourism. Nevertheless, among these, one of the most important achievements of providing marketing coherent programs by these players in the field of tourism marketing is helping to improve the attractiveness of commercial shopping centers (retailers) in terms of buyers and tourists. Providing this attraction is one of the important aspects in the marketing of tourism places, which so far has not received much attention in the studies of urban planners as well as in various studies and marketing in the field of marketing. As place marketing has become a vital activity for urban planners, the use of marketing service concepts to attract more buyers to business centers and eventually urban prosperity can be very important (Warnaby, 2009).

***Customer Satisfaction***

Based on the marketing approach of tourism sites, the development and marketing of products related to a tourism site should be guided by a framework of strategic objectives focused on meeting the needs and demands of target groups. The key principles of this approach are based on meeting the expectations and wishes of tourists and achieving their satisfaction as far as possible (Kotler & Keller 2016; Owusu-Frimpong; 2013). Customer satisfaction is customer's feelings or attitudes towards a product or service after use. Customer satisfaction is the main result of the marketer's activity, which acts as a link between the various stages of consumer purchasing behavior (Jamal & Naser, 2002).

In general, tourist satisfaction is conveyed to the full realization of individual expectations, the satisfaction that results from his attitude or feeling in relation to a product or service after experiencing and it can be considered as one of the most important factors influencing customers' repurchase intentions (Taylor & Baker, 1994). Satisfied tourists generally talk about their favorite shopping experiences with other friends and acquaintances, thus creating word of mouth advertisements, creating a positive and appropriate environment. In addition, such behaviors directly affect the profitability of a shopping mall in a tourism destination.

***Factors Creating Tourist Satisfaction of Shopping***

The importance of shopping in tourism has been substantially emphasized in studies by tourism experts and in research related to urban management (Jin et al., 2017; Choi et al., 2017). A study on the satisfaction of tourists from shopping is often linked to measuring service quality (Taylor & Baker, 1994) while satisfaction is feeling or attitude that a customer encounters after receiving a service. The quality of the service is to provide equal service or beyond the expectations of customers. A review of the literature on the subject under study suggests that understanding the relationship between customer satisfaction and the quality of services perceived by them has remained a challenge (Taylor & Baker, 1994). A research flow suggests that customer satisfaction arises from the quality of

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service received (Bitner, 1990; Parasuraman et al., 1988, 1991). Nevertheless, other researchers believe that customer satisfaction leads to the provision of quality services (customer satisfaction is prior to service quality) (Taylor & Baker, 1994).

A look at studies and researches on customer satisfaction assessment from business center services shows that various researchers have used different frameworks in their studies and, on this basis, have different factors and components. In the following, several of the most important studies will be investigated. In the mid-1980s, Parasuraman et al., began to study service quality indicators and how to evaluate the quality of services by customers based on the concept of perceived quality. SERVQUAL is one of the service quality measurement model was first introduced by Parasuraman. This model includes 5 dimensions including tangible, reliable, accountable, assurance and empathy factors, and 22 components. This model examines the gap between expectations and performance (Parasuraman et al., 1988, 1991).

The concept of the quality of service centers in the tourist areas is linked to the relationship between the expectations and perceptions of tourists who are shopping in the tourist areas.

A look at studies based on the indicators provided by service quality assessment models shows that these studies are more developed in all services industries, although it can be seen in the context of assessing the quality of services in business centers that, in addition to providing customer services, they also offer a product to investigate (Sweeney et al., 1996). The quality of services, especially in commercial shopping centers, can be different in terms of offering goods and services simultaneously, because it is very important for shoppers in shopping centers to get quality products in addition to receiving quality services.

In addition, tourism researchers have emphasized that aspects of the quality of customer services in assessing the experiences of purchasing tourists in tourist destinations should be investigated (Chuang et al., 2014, Park et al. 2018).

Accordingly, in this study, in addition to a comprehensive look at components of service quality assessment in business centers, we tried to identify and evaluate the factors affecting the satisfaction of shopping center buyers in Kish Island using exploratory approach.

## 4- Research Method

The present research, in the first place, aimed at assessing the effects of the attractiveness of commercial centers on the attractiveness of tourist sites, and then identifying and determining factors affecting the attractiveness of shopping centers from the buyers' point of view, exploratory and descriptive approach has been used simultaneously. Accordingly, this research has been conducted in two distinct phases.

***Phase I***

In the first phase, in order to better understand the links between the attractiveness of the market and the attractiveness of the tourist site, exploratory qualitative research was conducted through semi-structured interviews with active managers in the urban planning and tourism area of Kish Island and managers of commercial centers. This phase of the study is aimed at answering two fundamental questions: Does the attraction of commercial centers lead to the overall attractiveness in Kish

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Island? Can increased customer satisfaction in business centers by providing higher quality services help to increase the attractiveness of these markets? The content analysis of the responses showed that among managers of business centers (n = 14), 66% answered the first question and 83% agreed with the second question. Among the urban managers interviewed (n = 8), 75% with the first question and 62% agreed with the second question.

***Phase II***

After ensuring that respondents agree on the positive effects of the attractiveness of markets and business locations on the overall attractiveness of the island, in the main research section (Phase II), in order to identify effective factors on the attractiveness of business centers and the tendency of buyers to them in the country, a combination of Qualitative and survey methods were used in two separate studies. Before starting the studies mentioned in this phase, the initial scale was first prepared as follows.

At this stage, a 38-item comprehensive set of 38 items was designed that fully explains the attractiveness of the stores, after studying past research on effective factors on the attractiveness of shopping places, with emphasis on quality service concepts, as well as interviewing retail managers and experts and the authors' experience in this field. Then, the items mentioned were evaluated by forming two groups of members of Kish market managers. A five- point Likert scale was used to collect responses.

## 5- Results

***First Study***

In the first study, 200 questionnaires were distributed among tourist buyers in Kish markets in order to ensure its validity and reliability, because this tool was used for the first time.

In analyzing the collected data from the initial scale, exploratory factor analysis was first used as the main component analysis as a data extraction method and the Varimax method (with Kaiser Normalization) as a rotation method on the options. In the following, a special value criterion was used to determine the number of primary factors in the maintenance of factors. Then, an exploratory factor analysis was carried out during a repetitive process that required the removal of low-load options in all factors or a high crossover in two or more factors. This duplicate process led to a final comparison of retail store attractiveness, including 20 questions in five dimensions. Then, using the confirmatory factor analysis, factor structure of the market attractiveness scale was investigated. It should be noted that exploratory factor analysis was performed using SPSS software and confirmatory factor analysis software was used by LISREL.

Table 1 shows the alpha value for five dimensions and factor load derived from the exploratory and confirmatory factor analysis results. The Cronbach's alpha coefficient for market attractiveness is between 0.7 and 0.8, which is higher than the usual minimum of 0.7 (Nunnally & Bernstein, 1994), reflects the high internal consistency and the reliability of each dimension. These values, along with the factor load above the scale options in relation to the factors (both exploratory and confirmatory), support the convergent validity of each dimension of the scale. The fit indices in the confirmatory factor analysis also show that the identified indicators are suitable indices.

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**Table1. CFI and EFA results for market attractiveness scale**

| Factor | Factor load in CFA | | Factor load in EFA (after Varimax rotation) | | | | |
|---|---|---|---|---|---|---|---|
| | Factor load | t-value | Tangible | Store space | Accountability | Salesperson | Product |
| **Tangible (Alpha = 74.7)** | | | | | | | |
| T1 | 0.70 | 14.25 | 0.778 | | | | |
| T2 | 0.79 | 16.29 | 0.725 | | | | |
| T3 | 0.56 | 11.20 | 0.737 | | | | |
| T4 | 0.63 | 12.57 | 0.608 | | | | |
| **Store space (alpha coefficient = 79.6)** | | | | | | | |
| S1 | 0.41 | 6.37 | | 0.641 | | | |
| S2 | 0.33 | 5.30 | | 0.790 | | | |
| S3 | 0.52 | 7.71 | | 0.546 | | | |
| **Product (alpha = 77.6)** | | | | | | | |
| P1 | 0.56 | 10.78 | | | 0.551 | | |
| P2 | 0.59 | 11.57 | | | 0.746 | | |
| P3 | 0.66 | 12.36 | | | 0.722 | | |
| P4 | 0.78 | 14.97 | | | 0.612 | | |
| P5 | 0.63 | 12.39 | | | 0.676 | | |
| **Seller (alpha = 72.4)** | | | | | | | |
| SA1 | 0.36 | 6.46 | | | | 0.658 | |
| SA2 | 0.77 | 16.57 | | | | 0.881 | |
| SA3 | 0.70 | 14.49 | | | | 0.856 | |
| SA4 | 0.69 | 14.15 | | | | 0.814 | |
| SA5 | 0.81 | 17.76 | | | | 0.791 | |
| **Shopping convenience (alpha = 78.1)** | | | | | | | |
| C1 | 0.59 | 10.94 | | | | | 0.764 |
| C2 | 0.74 | 13.83 | | | | | 0.766 |
| C3 | 0.63 | 11.56 | | | | | 0.701 |
| GOF | Chi square | **Df** | **RMSEA** | **CFI** | **GFI** | **NFI** | **TLI** |
| | 430.45 | 165 | 0.053 | 0.93 | 0.95 | 0.93 | 0.90 |

The inter-factor correlation of the dimensions in the confirmatory factor analysis is between 0.42 and 0.73. In estimating the differential value of the scale, each of these correlations was limited to the unit correlation in the model and verified the confirmatory factor analysis. In all cases, the confirmatory factor analysis was limited and increased the chi-square statistic, which was significant at the significance level of 0.01. This results in the distinction between the dimensions of the components of the scale.

In estimating predictive validity, using a question regarding the satisfaction rate of Kish stores in the study, we have tried to examine the correlation of the underlying market attractiveness with this question. The results of the correlation test showed a positive and significant relationship in all cases. The correlation of market attractiveness dimensions with overall measures is between 0.43 and 0.67. These results indicate the predictive validity of the dimensions of the components of the scale.

***Second Study***

After reviewing the data measurement tool in the first study and obtaining a precision instrument, in the second study, we tried to re-examine the measuring instrument and ensure its accuracy, as well as examine the stores in Kish Island.

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In this study, 398 tourists (customer) from Kish Island retail outlets were surveyed. The number of samples needed to conduct the relevant analyzes was determined using the Morgan table of 384 samples. For more certainty, more questionnaires were distributed among the participants and finally 398 questionnaires were used. The table below shows the demographic characteristics of the respondents studied and some general information about gender, age, education, and length of stay on the island.

**Table2. Descriptive statistics of respondents' demographic variables (n = 398)**

| Demographic variable | Levels | Frequency |
|---|---|---|
| Gender | Male | 47 |
| | Female | 53 |
| Age | Less than 25 years | 17 |
| | 25 to 35 | 43 |
| | 35 and more | 40 |
| Education | Educated | 42 |
| | No university education | 58 |
| Length of Stay | Less than 3 days | 6 |
| | 3 to 5 days | 66 |
| | More than 5 days | 28 |

As noted above, of 398 respondents, 53% are women and 47% are men. This was due to the higher tendency of women to do their shopping and their higher interest towards men, and as a result of their greater presence in shopping centers is predictable and it seems normal. According to Table 2, the majority of respondents were 25 years of age or older. A look at the buyers' response to the length of stay on the island suggests that most of them have had an interval of 3 to 5 days for their stay on the island.

***Revaluation of Reliability and Validity Coefficients***

Cronbach's alpha coefficients of the store's attractiveness dimensions for tangible factors, store space, product, seller behavior, and shopping convenience are 0.73, 0.75, 0.78, 0.80, and 0.76 respectively, which is higher than the minimum standard 0.7, which indicates the high internal consistency and the reliability of each dimension. These values, as well as factor load above the scale options in relation to the factors in the confirmatory factor analysis, support the convergent validity of each dimension of the scale. The fit indices in the confirmatory factor analysis also show that these indicators are very suitable. Therefore, the results show that the structure of the factor is a proper structure (Fig. 1).

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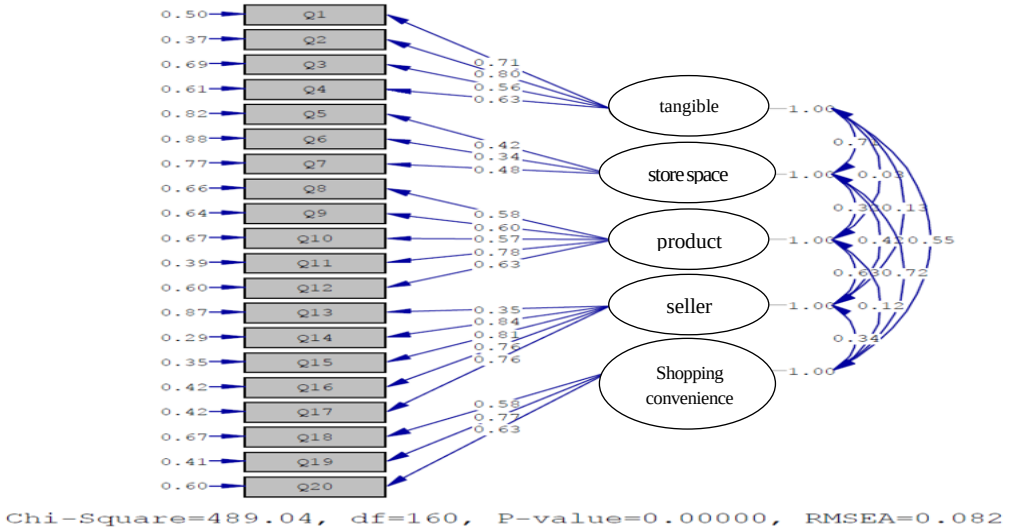



**Fig1 .Confirmatory factor analysis results in standard estimation mode**

Since t value is higher than 1.96, all factor loads are significant, and therefore the results of the first study are reaffirmed. In other words, the convergent validity of the measurement instrument is confirmed.

***Investigating the Attractiveness of Shopping Centers in Terms of Retail Attractiveness Scale***

In order to investigate the status of Kish Island stores, from the perspective of the designed measuring instrument, the t test tries to examine the dimensions of retail attractiveness. The results of t test are presented in Table 3. The results show that the shops in Kish Island are in a good position in terms of the size of the tangible factors, the store space, the seller's behavior and the convenience of shopping. In other words, the retail status of Kish Island is suitable for this dimension, because in this dimension the level of significance is less than 5% and the value of the t statistic is higher than 1.96, so this value is significant. But in the dimension of the product, the satisfaction of the tourists is not tangible and the satisfaction is less than average, and on the other hand its moderate level confirms this claim. Therefore, it can be concluded that tourists are not satisfied with the products in Kish Island commercial centers, but they are satisfied with other factors affecting the satisfaction of tourists from commercial centers, including tangible factors, store space, seller behavior and shopping convenience. Nevertheless, there is satisfaction with other effective factors on the satisfaction of tourists from business centers that include tangible factors, store space, seller behavior and shopping convenience. In addition, the results indicate that the most satisfaction is related to tangible factors such as physical and apparent store space.

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**Table3. Results of t test on the status of Kish trading centers based on the proposed scale**

| Factor | t | Df | Sig | Mean difference | 95% Confidence Interval of the Difference | |
|---|---|---|---|---|---|---|
| | | | | | Lower | Upper |
| Tangible factors | 43.656 | 394 | 0.000 | 1.473 | 1.407 | 1.540 |
| Store space | 24.452 | 395 | 0.000 | 0.990 | 0.911 | 1.070 |
| Product | -0.826 | 396 | 0.409 | -0.042 | -0.144 | 0.058 |
| Sellers | 14.839 | 390 | 0.000 | 0.804 | 0.697 | 0.910 |
| Shopping convenience | 41.103 | 387 | 0.000 | 1.529 | 1.456 | 1.602 |

## 6- Conclusion and Discussion

Based on the results, the application of customer-oriented marketing principles to succeed in the marketing of tourism cities with the goals of commercial sales prosperity is necessary and is considered as the first step in understanding the basic concepts of promoting urban attractiveness. In this paper, by presenting a new approach to tourism marketing, the role of attractiveness of commercial centers in tourism marketing was sought from buyers' perspective.

In this research, the criteria for quality of service expected from buyers of Kish Island markets were investigated, which were used as indicators for analyzing the attractiveness of markets. In this study, the quality of service approach was used to measure the effective measures to enhance the attractiveness of commercial shopping centers in tourism markets. The results of exploratory qualitative research obtained from interviews with city managers of commercial centers of Kish Island show that firstly, the attractiveness of commercial places such as shopping malls on the island could be considered as one of the important factors influencing the general attractiveness of the island. On the other hand, by looking at the concepts presented in place marketing issues, obtaining customers' satisfaction in the business centers through providing quality services to them (Kotler et al., 1993) can serve as a basis for enhancing the attractiveness of commercial shopping centers from buyers' perspective. Accordingly, the proposed benchmark of this study consists of 20 final components for assessing the attractiveness of shopping malls, considering the quality of service approach, based on a review of the subject literature and organizing quantitative and qualitative studies at the shopping center level. Based on the results, it was found that these 20 components could be categorized into five basic dimensions for measuring service quality. These five factors include product components, sellers, tangible factors, store space and convenience of shopping.

In the product dimension, the customer takes into account the various aspects of the product presented in the store, including the quality and price of the goods. However, price variables have not been used in many studies on service quality, but adding this variable along with the quality variable of the products provided can examine the effects of these variables as the determinants of the quality of perceived service provided by the customer in the shopping centers (Vazquez et al., 2001); because the quality of service at a shopping center should be something beyond the price or quality of the products received (Sweeney et al., 1996).

The results of statistical tests on the present situation of this factor from the

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customers' point of view show that in the product dimension, the stores in Kish Island are not well positioned and customers are not satisfied with the products provided. In other words, the products are not attractive to the customers and do not encourage them for buying. In a more detailed analysis in this section, the results show that the most reason for the lack of attractiveness is price and quality. According to many customers, the quality and price of products offered in these markets have not provided any expectations.

In addition to the above, part of these failures is also attributed to communications and concepts transmitted by the store to the customer. The customer's attitude towards the accuracy of the information and advertising offered for the product before and during the purchase, providing the buyer with the conditions and requirements for the repurchase or replacement of the products purchased, as well as the logical response of the store managers to the complaints and objections of buyers about products are other important issues that have been addressed in marketing studies and generally considered by various researchers as promotion (Parsons, 2003; Parsons et al., 2004).

In marketing studies related to the quality of services, it is stated that it is not only important for customers to buy, but also the purchasing process is of great importance .In the meantime, customer contact with the service, which occurs through communication with service providers in sales centers, is one of the most important determinants of quality services in the minds of customers (Foster & Resnick, 2013). The success of any business depends on the performance of the service provider in engaging with the customer. It follows from the dimensions presented in this study, including the components of accountability, assurance, and politeness in SERVQUAL model. Participants in qualitative interviews strongly emphasize the courtesy and honest behavior of employees and sellers with the client, their level of information and knowledge about the goods and services provided to customers and the willingness of sellers to serve customers. Although the necessity of studying on different dimensions in the field of service providers from various aspects is strongly emphasized (Cook et al., 2002).

Dimensions of tangible factors and store space also include important items, especially customer perceptions of the quality of service received at shopping centers. Tangible factors will look at most aspects such as shop decoration and product placement for ease of access and inspection of products in the store, but the components of the store space considers factors such as the indoor air of the store in terms of cooling, heating and pleasant smell. These two dimensions can be attributed to each other in relation to the store, although, as we have seen, these dimensions of the store are more conceptually than those that are mentioned in SERVQUAL model as tangible factors. In studies conducted in the area of service quality of retail and commercial centers, this dimension consists of tangible and intangible components (Birtwistle et al., 1999; Wong & Yu, 2003).

These two dimensions, in addition to Parasouraman et al., referred to as tangible and tangible factors have also been considered by other researchers in the literature on the quality of service

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(Baker et al., 1994). Some previous studies in retail and commercial shopping centers have also done a variety of studies in this area (Bloemer & Ruyter et al., 1997; Wong & Yu, 2003). This criterion is also considered in the area of urban services marketing as one of the tools for distinguishing business centers from each other (Warnaby, 2009).

Convenience shopping, as another aspect of measuring the quality of services provided to customers in commercial shopping centers in this study, includes issues such as access to markets, convenient work hours for stores and ease of payment for purchases in the store. Increasing the level of awareness, the variety of available stores and the need for more shoppers have made the purchase of shopping places in tourist places more attractive than today. These categories of factors may be among those factors that, in today's conditions, more than being attractive to a shopping mall for tourists, they are not involved in the lack of attractiveness of these sites (warnaby & Dawis, 1997).

While this study was designed to identify some of the effective factors on the attractiveness of the tourist areas, it sought to assess the criteria affecting the attractiveness of commercial centers as a measure of the attractiveness of the regions from the perspective of the current studies of service quality. The results of the study will raise new questions and study constraints will pave the way for future studies by researchers.

Considering that the purpose of this study is to identify and provide effective measures on the attractiveness of commercial shopping places on the island of Kish, there is not much analysis on the current status of Kish trading centers in terms of the criteria. Drawing on these conditions, future research can be used to compensate for this defect.

Another noteworthy point about the results of this study was the authors' focus on the factors influencing the attractiveness of commercial shopping centers from the perspective of buyers .As mentioned in the introduction to the article, in a market different components interact with each other including buyers of products, sellers and suppliers of products, market investments, organizational infrastructure (market management), service provider factors and facilitators of exchanges. The attractiveness of business locations can be analyzed from the perspective of each active player in the market system. However, due to all their efforts, they should increase the attractiveness of the market for buyers.

Due to the fact that the findings may be limited by the context in which the research was conducted (Kish Island), future research may be able to provide new findings in different environments (such as cities and other tourist areas). On the other hand, the results of this study were limited by the criteria used to measure the quality of services. In this regard, especially in relation to the factors influencing the attractiveness of urban tourism, which researchers first used for the quality of service literature, although the validity and reliability of the criteria and measures used are verified and their choice for this research is reasonable, but in conducting further research, further studies may lead to the adoption of new components and criteria that provide a new approach to the topics discussed in this study.

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