Shopping Tourism: Theory and Context

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Abstract
Tourists love to shop, and not merely for souvenirs. Shopping is one of the most pervasive leisure activities engaged in by tourists and is recognized by scholars as a significant economic, psychological, and social pursuit by vacationers. However, most current research on tourism shopping has been largely confined to concept building which are dependent on qualitative methods such as Phenomenological observations. These concepts and intellectual speculations are largely untested in empirical settings. The empirical research has been sporadic and fragmented. As a result, there is a need for a theoretical framework that encompasses both cognitive as well as affective aspects for shopping away from home. This study reviews the application and trends of shopping tourism from the literature and contributes to research and theory on shopping tourism by developing a model which advances understanding of tourist shopping behaviour by synthesizing previous studies regarding shopping tourism and proposing a theoretical framework that encompasses attitudinal prospects for shopping tourism.

Introduction
Shopping as a tourist activity has been so prevalent that it has generated considerable interest from researchers in describing and modeling this tourism phenomenon. The importance of the shopping tourism is universally acknowledged, since it contributes to the local tourism as well as the local economy. Tourism is one of the main sources of revenue in everywhere. Undeniably, the shopping of tourists has accounted for the one of the largest portion of the total visitor expenditures (Wong & Law, 2002) as tourists often spend more money on shopping than on food, lodging, or other entertainment (Kim & Litrell, 2001). Shopping also appears to be the most popular tourism activity in many destinations (Kent, Shock & Snow, 1983; Keowin, 1989). The role of shopping for tourism destinations ranges from being one of the many activity offerings to being a major focal feature of a destination. For destinations such as New York City, Hong Kong and Paris, shopping has been strategically integrated into their overall promotional scheme, that they are branded as the shopping capitals of the world. Their unmatched shopping opportunities are such that tourists sometimes visit those places solely for the purpose of shopping. Shopping opportunities are also rendered as a major attraction drawing tourists to many less developed countries where the prices of goods are generally low (Keown, 1989). The recent surge of research attention in this area have assessed the tourism shopping phenomenon from both supply as well as demand perspectives. Research topics cover, for instance, from shopping product offering analysis, site selection, to shopping motivations, meaning and shopping experience satisfaction investigations. Shopping tourism research has also taken an interdisciplinary approach. A multitude of theories from disciplines such as sociology, anthropology, economics and psychology contribute to theory and model building of tourism shopping literature. Various conceptual models have been proposed to examine the synergy between tourism and shopping (Jansen-Verbeke, 1994; Jansen-Verbeke, 1991). For example, Di Matteo and Di Matteo (1996) stated that shopping had become a major leisure activity in part due to leisure oriented setting for shopping. Timothy and Butler (1995) argued that the desire and necessity for shopping could motivate a tourist to travel. That argument was based on the elements of relaxation, fleeing from mundane routine, and challenge that are associated with shopping. However, most current research on tourism shopping has been largely confined to concept building which are dependent on qualitative methods such as Phenomenological observations. These concepts and intellectual speculations are largely untested in empirical settings. The empirical research has been sporadic and fragmented. As a result, there is a need for a theoretical framework that encompasses both cognitive as well as affective aspects for shopping away from home. Therefore the purpose of this study is to advance understanding of tourist shopping behavior by synthesizing previous studies regarding shopping tourism and proposing a theoretical framework that encompasses attitudinal prospects for shopping tourism.

Study Background

The role of shopping tourism

Shopping is one of the most pervasive leisure activities engaged in by tourists and is recognized by scholars as a significant economic, psychological, and social pursuit by vacationers (Choi et al., 2008). From an economic perspective, shopping is now the most popular activity sought while on vacation by US consumers (Snepenger et al., 2003). Tourists spend a significant amount of money by shopping for souvenirs and for goods that may not be readily available or affordable in their home country (Dimanche, 2003). Not only is shopping an integral part of many visitors' experiences, but it can also be considered the main reason why people travel (Timothy & Butler, 1995). Mok and Iverson (2000) found in their study of Taiwanese travelers' expenditure pattern in Guam that all expenditure segments of Taiwanese tourists spent significantly more on shopping.

Tourism implies that travel is for business and pleasure so shopping takes place as a secondary activity. Shopping tourism means travel abroad with the explicit aim to buy goods that are unavailable or difficult to find in one's home country (Wessely, 2002). It also defined as 'the expenditure on goods purchased in certain destination by visitors, but not including expenditure on food, drink or grocery items (Heung & Qu, 1998). Shopping as a tourist activity has assumed an increasingly important role in travel destination (Lehto, Cai, O'Leary, & Huan, 2004). Many people view shopping as a way of fulfilling part of their need for leisure and tourism (Timothy & Butler, 1995). It is clear that for many people, this type of activity is a form of recreation and provides enjoyment and even relaxation (Yuksel, & Yuksel, 2007). According to Jansen-Verbeke (1991), the role of shopping in leisure time has changed greatly, and it created new behavior patterns and new demands. These trends include major changes in family and lifestyle, increased mobility, and changes in the nature of shopping itself. Shopping is no longer a simple everyday activity undertaken to acquire the daily necessities.

Now, shopping has become a major activity in tourism since the setting for shopping has become much more leisure oriented, as malls and other shopping centers continue to add amenities for customers such as food outlets, fitness studios, skating rinks, cinemas, and swimming pools (Martin & Mason 1987). The widespread distribution of shopping malls, especially in North America (Kowinski 1985) has meant that many people have easy access to such facilities. The appearance of supermalls such as West Edmonton Mall has served to blur the distinction between shopping and leisure places even further, as such facilities are openly aiming at leisure visitors as well as shoppers (Hu & Yu, 2007). Recent research also offers a great deal of insight about shopping as one of today's leading recreational activities (Ryan 1991; Reisinger & Turner, 2002; Lehto et al., 2004). Garrod et al. (2002) interviewed shoppers in southern Ontario in their study, and they found that any of those interviewed considered shopping one of their most enjoyable recreational activities as it helped them escape from their daily routines. Jansen supported that opinion in his study of leisure activities in England (Jansen-Verbeke, 1989). Keown (1989) stated that to attract tourists, a destination must offer a quality shopping experience as well as relative value for the goods compared to the tourists' home countries.

If it is accepted that shopping has now become a leisure activity of considerable significance, it is not surprising that it should also be an important element in tourism. Indeed, shopping has long been an important tourist activity in many destinations. The importance of shopping as one of the oldest and most important aspects of tourism has often been addressed and several researchers have concluded that for many visitors no trip is complete without having spent time shopping (Heung & Cheng, 2000; Keowin 1989). Actually, Kent, Shock and Snow (1983) have shown that shopping is often the most popular tourist activity in many destinations. The transformation of shopping into a hedonistic activity is encouraged in many tourism locations by the nature of the shops, the hours and days of opening, the range of goods available, and the general ambience of such sections of resort communities. The concept of establishing distinctive shopping areas for tourists has continued in more recently established destinations. For example, the Mall of America is the core tourism product for St. Paul-Minneapolis in Minnesota, full with shops, hotels, restaurants, and entertainment activities. It is fully marketed as a tourism attraction and promoted as the country's most visited attraction (Dimanche, 2003). Sullivan and Lavoie (1995) also studied another similar example with the West Edmonton mall in Canada. Table 1 describes the summary from previous studies about shopping tourism.

FIGURE 1: Review of literature on shopping tourism

Topic	Major finding	Relevant literature

Shopping motivation Shopping satisfaction Cross-border shopping Outshopping	• Economic reasons • Psychological effects pertaining to the identification of the destination • Strengthening social ties • Two types of social needs: personal and social • Leisure and functional • Instrumental and expressive • Shopping enjoyment customer experienced • Importance of product purchased • Importance of product attributes • Lower prices and different ranges of goods available • Better quality and lower price • Greater variety and better service • Leisure-oriented activities • Association between income and behavior • Association between education and behavior • Association between age and behavior • Product attribute –influencing variable	Jasen-Verbeke (1994); Wang (2004); Lehto et al. (2004); Law & Au (2000); Kent et al. (1983) ; Anderson & Litrell (1995) ; Reisinger & Turner (2002) Wong & Law (2003) ; Mak et al. (1999); Reisinger & Turner (2002) Ryan (1991); Jasen-Verbeke (1991); FitzGerals et al. (1988) ; Evans et al. (1992) ; Timothy & Butler (1995) Jarratt (1998); Polonsky & Jarratt (1991); Bloch & Richins (1993)

Consumer Attitude

Previous research indicates that consumer attitudes are associated with a level of shopping. When assessing the relationship between attitudes and intentions, past researchers have been able to successfully incorporate the theoretical support exerted in the Theory of Planned Behavior (TPB; Ajzen, 1985; Ajzen 1991). The TPB extended the Theory of Reasoned Action (TRA) by adding perceived behavioral control as a factor that can influence intentions and behaviors (Ajzen & Fishbein, 1980; Fishbein & Ajzen, 1975). The TRA, as its name implies, indicates that individuals are rational, they make use of all available information, and they evaluate the possible implications of their action before they decide to engage or not engage in a particular decision (Ajzen, 1985). A major contribution of the TRA is the specificity of attitudes and intensions to match behavior. In other hands, the TPB suggests that an individual's intention to engage in a behavior is the immediate proximal predictor of that behavior. Intention is conceived as the summary motivation to perform a behavior (Ajzen, 1991). Intention, however, is theorized to mediate the influence of certain principle constructs on behavior. The first determinant is attitude, which includes one's affective and instrumental evaluations of performing the behavior. The second determinant is subjective norm which includes the injunctive and descriptive aspects of perceived social pressure on performing a behavior.

Both theories (TRA & TPB) suggest that the critical component to predicting behaviors is an individual's intentions, which in turn is an antecedent of actual behavior. According to Ajzen (1991), intentions (more specifically, behavioral intentions) are functions of three components: attitude toward a behavior, subjective norms, and perceived behavioral control.

Each of the above mentioned components are predictors of behavioral intentions according to the TPB. Behavioral intentions have been defined as the subjective probability that the individual will engage in the specified behavior (Fishbein & Ajzen, 1985). Intentions are comprised of all of the motivation factors that affect a behavior and are an indicator of how much effort an individual will exert to perform a behavior. In relation to each of the predictors and behavioral intentions, the theory posits: (1) that as an individual perceives the behavior as favorable (attitude toward behavior), he or she will more likely intend to perform the behavior; (2) if the individual perceives that his or her significant others would encourage such behavior (subjective norms), the individual will be more likely to intend to engage in the behavior; and (3) the stronger an individual's intent (intentions) to perform a behavior, the more likely the individual will engage in that behavior. Therefore, the following statement is advanced:

Proposition 1: Attitude toward shopping generally will have a direct positive effect on attitude toward shopping away from home
Proposition 2: Attitude toward shopping away from home will have a direct positive effect on intention to shopping away from home.
Proposition 3: Subjective norms toward shopping away from home will have a direct positive effect on intention to shop away from home.
Proposition 4: Intention to shop away from home will have a direct positive effect on shopping tourism behaviors.

Trip characteristic

The type and number of people accompanying a tourist would also influence shopping behavior. That is, a less risky strategy would be to travel in large groups in established tours, as opposed to traveling alone (Law & Au, 2000). Although traveling with people they do not know, they would share with the group common interests in the destination, and therefore would not be putting much risk, compared with traveling alone.

Carr's (2002) insisted that the distance traveled had an influence on tourist behavior and identified differences between domestic and international young tourists' behavior. He suggested that the domestic visitors were more active and less hedonistic than their international counterparts who tended toward passive/ hedonic behavior. Domestic visitors are in environment that is similar to that of their place of origin and these similarities stimulate the tourists' residual culture and behaving in a hedonic/ passive manner to the same degree as the international tourists. Wang (2004) also suggested that domestic visitors are more able to become involved with the host population and get local information from them since they do not have any language barriers, and the relatively familiarity of their vacation surroundings, compared to foreign visitors.

The preceding discussion leads to the propositions that:

Proposition 5: Travel party characteristics will have a direct effect on shopping tourism behaviors. Specifically:

a) Greater travel distances will have a direct effect on shopping tourism behaviors.
b) Traveling alone will have a positive effect on shopping tourism behaviors.
c) Traveling by air will have a negative effect on shopping tourism behaviors.

Proposition 6: Travel party characteristics will moderate the effect of attitude toward shopping away from home on intention to shop away from home. Specially:

a) distance traveled
b) traveling alone or with others
c) mode of transportation

Demographic characteristic & motive

Researchers generally agree that some demographic characteristics are good descriptors of the average shopper (Papadopoulos, 1980). The demographic associations between age and tourist behavior are evidenced by several studies (Anderson & Littrell, 1996; Littrell, 1990). Relationship between demographic factor and tourist behavior were also examined. Littrell (1990) found that tourists' age was associated with the meaning they attached to textile crafts. Younger tourists associated the meaning of textile crafts with their shopping experiences which often involved action-oriented travel to remote villages. In contrast, older consumers seemed to value the aesthetic pleasure taken from owning, contemplating, and using a textile over time. In another study, distinctly varying souvenir-purchasing styles were noted among female tourists in different age groups. For example, tourists in early adulthood tended to make mostly unplanned souvenir purchases and shop with their children. Older tourists, on the other hand, made planned purchases with their friends or husbands. Anderson and Littrell (1994) found that the purchase and use of souvenir clothing was thought likely to be gender and age based and likely to be affected by whether or not the visitor was a independent traveler or in a group. The respondents of their study were initially classified by age/sex, country of origin, and tourist type. Other studies has also shown that gift exchange behavior is highly gendered. That is, women give more gifts than they receive and devote more attention than men to selection of gifts (Beatty et al., 1993; Caplow, 1983). Given the prominent role of women in gift giving and the great importance they attach to shopping for it, therefore, it is important to understand their gift-giving behavior. The researchers attempted to understand the effects of this tendency and personal situations on female tourists' textile souvenir purchase intentions. Specifically, the relationships among purchase intentions and predictor variables were examined.

There is almost unanimous agreement that income and age are closely associated with shopping behavior. On the other hand, previous researches found out that other variables such as education, family size and life cycle

stage are related to shopping. Those researches indicated a positive association of income and education with shopping behavior (Jarratt, 1998; Polonsky & Jarratt, 1991). Dimatteo and Dimatteo (1996) also found that traveling and expenditures were driven by per capita income, the appreciation of the Canadian dollar, the ratio of Canadian to US gasoline prices, and the onset of the Goods and Services Tax, although there were regional variations in their study of shopping consumption in the seven Canadian provinces bordering the United States.

Travel motives are also examined by many researchers regarding the effect on travel behaviors (Bygvra, 1998; Smith; 1977). Smith (1977) suggested four typologies of tourism form based on behavior of tourists. He also drew a touristic typology based on tourists' numbers, their goals, and their adaptation to local norms. Kent et al. (1983) stated that the necessities and interests of people who travel alone are very different from those who travel with relatives or friends. That may result in different shopping tourism behaviors. Wong and Kwong (2004) also found that individuals traveling with family are different from those whom traveling alone regarding preference and concern. It is therefore advanced that;

Proposition 7: Travel motives will have a direct effect on shopping tourism behaviors. Specially:

a) Business- related
b) Family-related
c) Pleasure

Proposition 8: Travel motives will have a direct effect on search for information about travel destination. Specially:

a) Business- related
b) Family- related
c) Pleasure

Proposition 9: Socio-demographic Characteristic will have a direct effect on attitude toward shopping away from home.

Information Search

Travel is conceptualized as a means of reaching a destination to conduct a particular activity. A traveler who is planning or executing a trip may face a choice from several travel alternatives. Assume the first ideal case of travelers having complete knowledge, implying that they are aware of every alternative available to them, and of every exact characteristic of those alternatives.

The kind of search consumers undertake has significant implications for the kind of purchases they eventually make. Through acquiring information, consumers expect to be provided with routes, destinations or modal options that were formerly known to them, in other words, they expect the information service to reveal the existence of previously unknown alternatives. The concept of searching came from Stigler's theory of the economics of information. That theory explains that consumers will continue expending resources for search until the utility gained from the search exceeds the cost. Previous studies found that consumers search more when they are highly accountable for the decision and highly involved in the choice (Hu & Yu, 2007). It is therefore advanced that;

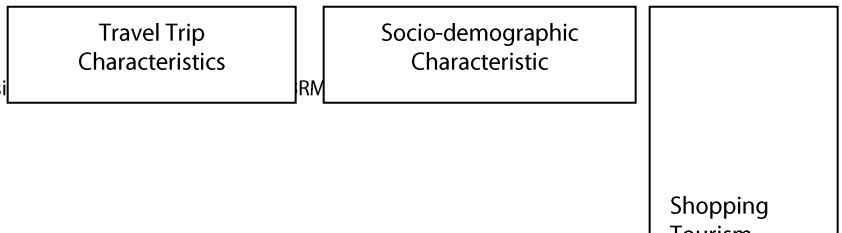
Proposition 10: Search for information about a travel destination will have a direct and positive effect on shopping tourism behaviors.

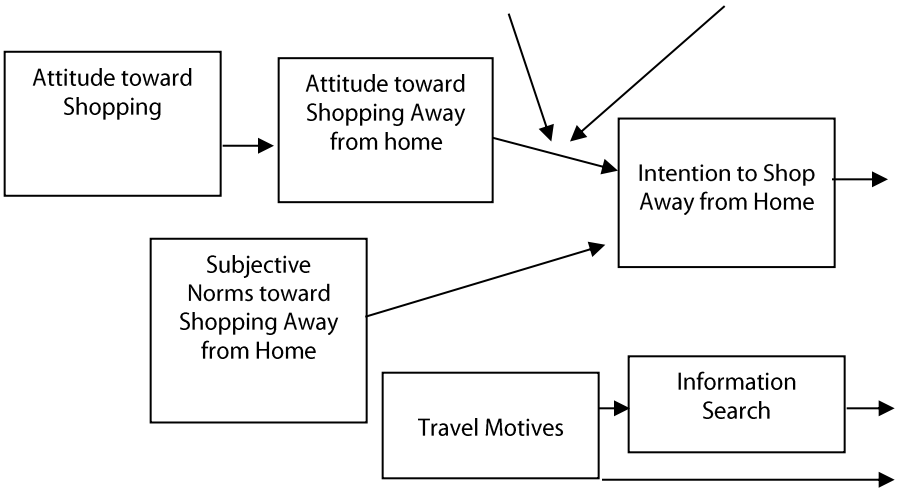
Results

Previous studies were summarized to conceptualize a framework about motivation and behavior for each shopping and travel behavior. Based on previous studies, a theoretical framework that encompasses cognitive prospects for shopping while traveling is proposed. That process-based model is grounded in cognitive psychology. The primary motives starts with attitude toward shopping. Then this study focuses on attitude toward shopping away from home for transfer effect to intention. In addition, two other variables, travel trip characteristics and socio-demographic characteristics, directly effect the relation between attitude toward shopping away from home and intention. Intention to shop away from home also plays a role in attitude transfer from attitude and subjective norm to shopping tourism behavior. This study also suggests that, there is a direct effect from travel motives to information search behavior and finally to shopping tourism behavior.

Figure 1 shows a model that describes the cognitive processing and relationship of variables for shopping while traveling.

FIGURE 2: A conceptual Model for Understanding Shopping Tourism





Conclusion and Implications

The findings of this study provide an encouraging start in understanding consumer attitude toward shopping tourism. This study represents an important first step in extending general shopping tourism literature to the context of shopping tourism attitude. By illustrating shopping motives that are salient to the shopping tourism, we begin to build theory of shopping tourism motivation. This study also contributes to our current knowledge of marketing on shopping destination. In a broad sense, previous work in shopping tourism has examined a wide array of shopping tourism within various types of subjects, including cross border shopping, souvenir shopping, tax free shopping or outshopping. However, scant research that investigates the motivation regarding shopping tourism.

One of the main benefits of the shopping tourism is that it allows the travel destination The great economic impact that is published by previous research is amazing. Certainly, the importance of shopping to tourists is here confirmed, and sometimes, shopping could be the primary reason for traveling. The theoretical model may be a good for marketers and retailers to attract visitors and induce them to spend more on shopping.

Some limitations of this study, that also provide a basis for future research, should be noted. Shopping tourism is a relatively broad concept. The model presented in this study is based on previous studies. One potential limitation is that the characteristics of each subject are not consistent. That means we place each subjects in a row without specific standard. Future research should examine this phenomenon with clear definition regarding shopping tourism. Further research should also examine the extent to which motive is a reason to shop while traveling. Certainly, as this study shows, a shopping is highly related to travel, but a fundamental question remains unanswered: the relationship between shopping motivation and travel motivation. By responding to these questions, tourism destination will have an opportunity to determine whether shopping should be added to their tourism marketing strategies.

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