

Abstract

This empirical study mainly focuses on Japanese tourists' shopping preferences and expenditure behaviour. The behaviours of Japanese tourists are different from other nationalities, and significantly and consistently influenced by their culture. Traveling and shopping are the significant parts of the Japanese's culture. In addition, their shopping expenditure is major amount of their overall travel expenditure. As a one of the largest target groups, Japanese tourists are a major contributor to the development of Thailand tourism industry and a critical factor in the Thailand economy. Therefore, in order to understand the market as well as to support the previous research findings, this study has further investigated Japanese tourists' shopping behaviour, including the relationship between age, gender, trip typology and preferred items, and expenditure on shopping.

Convenience sampling method was used in this study. The survey questionnaires were distributed to total 384 respondents at shopping places in Bangkok. The results reveal that the differences among respondents' age groups were significant in terms of their preferred items and expenditure on shopping. The significant differences were also found between genders. Similarly, there were significant relationship between trip typologies and respondents' shopping preferences, however no relationship was found between the socializing with friends trip type and preferred items. When explored the relationship between trip typologies and the amount of money spent on shopping, only three types such as

people and setting oriented, urban entertainment oriented and relax with family type did have links with expenditure behaviour, while the others did not have any relation. As such, it was concluded that age, gender and trip typologies could be used to predict shopping behaviour. Nevertheless, in this specific study on Japanese, the results can be noted that trip typologies could not be very effective to predict Japanese tourists' shopping expenditure behaviour.

This study offers useful suggestions to destination planners for developing strategic plans to promote Thailand as an attractive shopping destination. Base on the results, promotional campaigns can be considered as one strategy suitable for the Japanese tourist market. Likewise, retail organizations can use these results for their product development plans to cater for the Japanese tourists' needs and wants. Furthermore, this study suggests tour operators and travel agencies to arrange segmenting and targeting the Japanese tour market to generate special new packages to cater for expectations and desire of the Japanese tourists. In return, these strategic plans will influence Japanese tourists' future intention to revisit Thailand.