



AN INVESTIGATION OF JAPANESE TOURISTS' SHOPPING BEHAVIOURS  
IN BANGKOK, THAILAND

By  
CHERRY THAUNG

A Thesis submitted in partial fulfillment  
of the requirements for the degree of

Master of Arts in Tourism Management

Graduate School of Business  
Assumption University  
Bangkok, Thailand

September, 2005

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## ACCEPTANCE

This dissertation was prepared under the direction of the candidate's Advisor and Committee Members/Examiners. It has been approved and accepted by all members of that committee, and it has been accepted in partial fulfillment of the requirements for the degree of Master of Arts in Tourism Management in the Graduate School of Tourism Management of Assumption University of Thailand.

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## 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.

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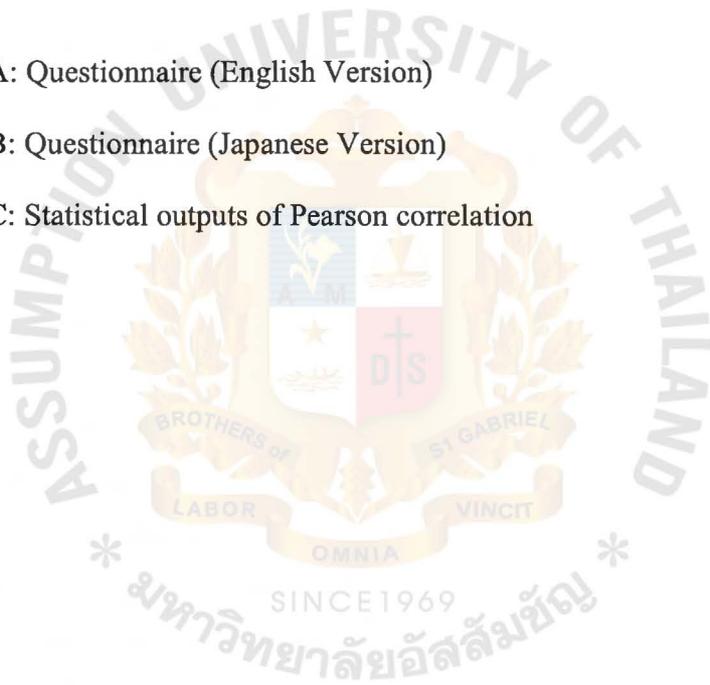
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# **CHAPTER - I**

## **GENERALITIES OF THE STUDY**

This chapter provides an introduction to the study and other generalities including background of the study, research objective and statement of the research problem. Moreover, scope and limitations of the research, significance of the study and the definition of terms are also included.

### **1.1 Background of the Study**

#### **1.1.1 Tourism and Shopping**

The tourism industry today has grown significantly in importance both economically and socially. Tourism not only provides new employment opportunities but also produces a means of earning foreign exchange. As such, international tourism has become the concern of a number of world governments. Governments and their subsidiaries do pay closer attention to investing in and promoting tourism industry in their countries. Furthermore, the various tourism activities are planned in order to capture the global tourist market and increase the number of tourist visiting their countries.

Tourism destinations increasingly use shopping as a resource (Verbeke, J. 1991) and does create and promote shopping as the main attraction in their tourism package. It has been noted that among the assorted tourism activities, shopping is widely recognized as a popular and attractive tourist activity, and is often the most significant expenditure category on vacations and trips (Law and Au, 2000). Significantly, tourists spend a huge portion of their travel

budget on shopping for gifts, souvenirs and other goods, which may not be readily available or affordable in their home country (Dimanche, 2003). Further, shopping is not only an integral part of many visitors' experiences, but it can also be considered the main reason why people travel (Timothy and Butler, 1994). Shopping as a tourist activity ranks high and contributes directly to the tourist expenditures in a country. As such, it deserves more attention from researchers and destination marketers to invest more in developing the industry. Therefore, governments should establish policies that provide tourism agents and marketers the opportunities to design new packages and develop a variety of creative shopping items to build up the attractiveness of a destination.

Tourist shopping motivations, tourist shopping behaviour and market segmentation of tourist shoppers are under-researched topics (Carmichael and Smith, 2004). Despite the importance and benefits of that shopping plays in the industry, its role as a tourism activity is often ignored and underestimated. Therefore, there should be more researches to examine shopping behaviours in tourism setting so as to better understand the characteristics of tourist shoppers.

### **1.1.2 Relationship between Japanese Tourists and Shopping**

Since the return of economic growth and stability of Japan following the World War II, Japanese tourists have become a familiar sight around the world. Tourism has become an important aspect of Japanese life (Nash, D., 1995). Likewise Japanese travelers, who are well-off and maintaining expensive lifestyle, have been targeted by destination marketers.

The tourism forecasts show that Japan was and is the main source of international outbound tourism in the late 1990s and early 2000s. Japanese government has set a campaign “Ten Million Program” in order to generate ten million outbound tourists in 2000s. Japan is by far the largest generator of tourists in the East Asia and the Pacific region, with a huge deficit on its international tourism account (Boniface and Cooper, 2001). According to Sirakaya et al. (2000), Japanese now travel overseas more than ever before, since the announcement of the so-called Ten Million Program sponsored by the Japanese government. This has resulted in a profitable target market for destinations, seeking “high quality” tourists in terms of spending power.

There are reports which state that escorted shopping tours are often underlying motives for the choice of a particular destination especially for Japanese travelers (Lehto et al., 2004). In addition, Ikebe Ryo, director of the Japan External Trade Organization (JETRO) said while Americans and French mainly talk about the troubled past, Japanese women shop (Allen, T., Cheng and Hanoi, 2001). Obviously, it cannot be perfect without shopping when we talk of Japanese tourists’ behaviour and culture.

The overwhelming options for gift shopping seem appropriate with Japanese culture (Jaffe, J.C, 2004). The Japanese practice of souvenir shopping, which in the Japanese word “*omiyage*” plays an important role in their culture. Jaffe said that if Japanese travel on vacations or somewhere, certainly they will return home with the plenty of gifts and sometimes they even bring additional luggage to hold all of the “*omiyage*” they intend to buy.

Therefore, shopping should not be neglected in studying Japanese tourists' behaviour and its contribution to the tourism industry in a country.

### 1.1.3 Japanese Tourists and Tourism Shopping in Bangkok, Thailand

According to Tourism Authority of Thailand (TAT), tourism growth has been phenomenal, from less than 500,000 international arrivals in 1970, to over 6 million in the late 1990s. Thailand has won the travel industry awards: *The Best Tourist Destination 2005*, which is the fourth consecutive year that Thailand has won. Moreover, Thailand has been rated *the World's Best Tourist Country* in two consecutive years 2004 and 2005 ([www.tatnews.org](http://www.tatnews.org)). Further, Thailand is a well-known shopping destination in Asia and is also expressed as one of the most attractive shopping paradises among regional countries. Hence, shopping is the most significant factor, which contributes international tourists' expenditure in Thailand tourism.

Table 1.1: Tourism receipts by expenditure items 2000-2003 Unit :( Baht)

Expenditure Items	2000	2001	2002	2003
<b>Shopping</b>	<b>98,908.69</b>	<b>92,626.21</b>	<b>91,983.27</b>	<b>88,006.69</b>
Accommodation	68,926.15	77,860.28	86,770.38	80,419.28
Food & Beverage	43,396.45	46,857.66	54,552.63	51,806.36
Entertainment	29,842.61	35,372.03	39,492.68	38,225.18
Local Transport	21,029.79	22,601.87	27,215.28	25,267.17
Sightseeing	13,014.78	13,561.22	14,181.02	16,335.56
Miscellaneous	10,153.72	10,167.78	9,288.70	9,208.78
<b>Total</b>	<b>285,272.19</b>	<b>299,047.05</b>	<b>323,483.96</b>	<b>309,269.02</b>

.Source of Data: Tourism Authority of Thailand, Statistical Report 2003, Pg.66

Table 1.1 shows the downward trend in international tourist expenditure on shopping. Shopping in Thailand tourism is decreasing year by year, so it has to be promoted as it used to be. The statistic point out that Thailand tourism shopping needs thorough improvement. Currently, TAT set the plans to promote tourism and also to maintain tourism growth. *Amazing Thailand campaigns* are established by TAT in order to attract tourists particular from Japan, China and Middle East (TAT, 2003). Currently, *Amazing Thailand Grand Sale Fair 2005* is one of TAT's marketing campaigns, which aims to establish itself as an amazing shopping paradise and as a brand name paradise as well ([www.amazinggrandsale.com](http://www.amazinggrandsale.com)).

#### **Outstanding features of Bangkok Shopping**

Bangkok has a proven track record as a very popular spot among Japanese tourist shoppers because it has well developed markets with variety of quality products and reasonably priced. Compared to goods sold in Japan, the quality of the Bangkok products and its prices are very attractive to the Japanese tourists.

Silverware, bronze ware, lacquer ware, pewter ware, silks, pottery, gemstones and jewelry and all types of handicrafts are particularly good souvenirs of a trip to Thailand. There are many places to go shopping such as supermarkets, department stores and large shopping malls, and most shops are open 10.00 am to 10.00 pm ([www.thailandvisitors.com/shopping.html](http://www.thailandvisitors.com/shopping.html)). Moreover, there are also outdoor markets, weekends and night markets, which among the cheapest places to shop. Most Japanese tourists also visit these exciting places for the experience, even if they are not physically shopping.

Down town Bangkok area is a modern and fashionable shopping district and is always visited and crowded with Japanese tourist shoppers. In addition, there are the Japanese tourists' frequent areas with several large shopping centers. This includes the World Trade Center, Central Chidlom department stores with its huge range of quality and international standard goods. Siam Center and Emporium shopping complex is also frequent by the Japanese tourists. Recent Japanese buying behavior toward well known of expensive brand products (Ihara, 1992) is a reason why Japanese shop there. Most important, during the shopping adventures, Japanese tourists can stop for reasonably priced food from diverse cultures and be treated to physical massage from long hours of shopping.

**Significant tourist expenditure**

Table 1.2: Average expenditure of international and Japanese tourists (2003)

Unit :( Baht/Person/Day)

<b>Expenditure Items</b>	<b>International tourists</b>	<b>Japanese tourists</b>
<b>Shopping</b>	<b>1,074.08</b>	<b>1,104.09</b>
Accommodation	981.48	1,199.81
Food & Beverage	632.27	645.97
Entertainment	466.52	532.37
Local Transport	308.38	337.62
Sightseeing	199.37	218.78
Miscellaneous	112.40	147.66
<b>Total</b>	<b>3,774.50</b>	<b>4,186.30</b>

.Source of Data: Tourism Authority of Thailand, Statistical Report 2003, Pg.66, 102

As depicted in table 1.2, the statistics show that the Japanese tourists' expenditure compares favorably with the international tourists' expenditure for 2003. Generally, shopping forms a large and growing part of the expenditure of all visitors to Thailand. The international tourists spent the largest amount of their budget on shopping among different expenditure items, and negligible difference for Japanese, although their expenditure on shopping is slightly less than expenditure on accommodation, it is still significantly higher as compared to others. This supports Japanese tourists' attitude to shopping more than others, thus TAT should keep targeting Japanese travelers as a major market for tourism in Thailand. Similar to those Japanese who have high expenditure power are definitely high profit generating markets for other competitors. Therefore, Japanese tourists' shopping behaviours must be investigated in order to track their changes in expectations and perception to products they purchase. The above requires a systematic research effort by governments and public and private sectors to understand the shopping expenditure behaviours, and the preference patterns of Japanese visitors to Thailand.

As marketers and future marketers, it is important to recognize the perceptions of targeting specific markets and their behaviours, so that we can make better strategic marketing decisions. Without doubt, marketers who understand consumer behaviours have a great competitive advantage in the marketplace (Schiffman, 1991).

While marketers have concentrated on the decision-making process and outcomes, actual vacation activities should be noted as important sources

of information for designing, developing and improving products which tourists need and desire (Anderson, 1993). There is little known about the actual shopping behaviour and expectations of Japanese tourists, and what factors are useful to predict their shopping preferences and expenditure behaviours. In this study, therefore, the involvement of Japanese visitors in tourism shopping activities in Bangkok will be examined in order to understand their shopping patterns and behaviours.

## 1.2 Statement of Research Problem

Bangkok, Thailand has developed into one of the best and most popular shopping locations in Asia. The regional countries like Singapore and Hong Kong are competitors of Bangkok because they are also well-known shopping paradises. Thailand and Indonesia dominate Japan's craze for Asian crafts, but Vietnam is moving up fast (Allen, T., Cheng and Hanoi, 2001). As a result, Thailand has many competitors, particularly for Japanese tourist shoppers. Hence under the threat of other popular shopping destinations and renowned shopper's paradises, Thailand's good image of shopping destination urgently needs to be enhanced in the major target market.

Even Hong Kong has planned to re-establish its reputation as the "shopping paradise" of Asia Pacific region. Similarly, Ho Chi Minh City: along with Hanoi, has established itself as the newest shopping paradise for young Japanese women, which was found to be the force behind Asia's travel boom these days (Allen, T., Cheng and Hanoi, 2001). It is evident therefore, Thailand's destination marketing organizations and retail organizations should

maintain major target market like Japanese in order to enhance the growth of tourism shopping and retail development at a period of ever-increasing global competition. In this sense, there should have constant monitoring in the changes the structures of Japanese tourists' shopping behaviours in Thailand's tourism setting since tourists often act and behave in a unique context different from day to day shopping.

**What are the factors influencing the preference patterns of Japanese tourists in certain categories of shopping activities and their shopping expenditure behaviours?**

By answering of the above research question, planners should be able to develop important information for economic and social promotional strategies.

### **1.3 Research Objective**

According to Boniface B.G and Cooper (2001), Thailand tourism is the country's biggest earner of foreign exchange and a major employer. Thailand economy is said that it largely rely on its tourism. Therefore, the government and The Tourism Authority of Thailand set tourism plans to promote Thailand as an attractive destination. To set these tourism plans, the empirical researches are essential. As stated in previous section, shopping plays as a key role in Thailand tourism. As such, this study is conducted in order to provide the planners with useful information to be able to create tourism shopping programs and plans. This study aims to investigate the Japanese tourists' shopping behaviours in Bangkok, Thailand. Base on these board aims, the specific objectives of this study are set:

- to examine Japanese tourists' perceptions towards shopping in Bangkok

- to examine the relationship between age, gender, trip typologies and Japanese tourists' shopping preferences and expenditure behaviour, and
- to assure that age, gender and trip typology could be used to predict Japanese tourists' shopping behaviour.

#### **1.4 Significance of the Study**

The results of this study will be useful to policy makers, retail organizations and destination developers for planning, marketing and management of sales, expenditures and opportunities in the industry. In turn, these efforts may prevent product failures and help enhancement of the Thailand tourism and preferred retail products among Japanese tourists. Further, Amazing Thailand Grand Sales could be designed to suite Japanese market by the results of this study.

#### **1.5 Scope of the Research**

This study will focus on Japanese tourists' shopping preferences and expenditure behaviours. This will include trip types, travel purposes, experience, attitudes, demographic factors, socio-economic background and future intention to revisit Bangkok. This research will explore the relationship between among demographic factors, trip typologies and shopping behaviours. The main variables focused include age, gender and trip typology as independent variables and shopping preference items and expenditure behaviours as dependent variables. Target respondents are only Japanese tourists who are aged 18 and above. The location of this study focused is the primary destination Bangkok, Thailand.

## 1.6 Limitations of the Research

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This study is limited to the different dimensions as follow:

Respondent dimension: Japanese tourists visiting Thailand from Japan specifically to shop in Bangkok, excluding non-Japanese tourists.

Variables dimension: This study is limited to those variables as in the questionnaires. Three groups of independent variables are categorized such as age, gender and trip typologies. Dependent variables in this study are shopping preferences and expenditure behaviour.

Time frame dimension: The whole research will be completed between February and by end of September 2005. The questionnaires for the study are in Japanese, and these will be distributed at the shopping places, where Japanese tourists go, such as World trade center, Emporium, Central department stores, etc. The duration of the survey and the questionnaires analysis is expected to be done between July and August 2005.

## 1.7 Definition of Terms

Japanese tourists:	Tourists who come from Japan only but not non-Japanese tourists.
Shopping:	The activity of going to shops/stores and browsing and buying things
Tourism Shopping:	One of travel activities that tourists participate in going to shops/stores and browsing and buying items during their trip to a destination.
Shopping expenditure:	The expenditure on goods purchased by international visitors, either for consumption or for export but not including expenditure on food, drink or grocery items (The Tourism Shopping Implementation Committee Report, 1990).
Socio-demographic:	Age, marital status, income, occupation, education, sex (gender) of the respondents (Leon G. Schiffman and Leslie Lazar Kanuk. 1991, Consumer Behavior).

Trip typologies:	Experiences sought by tourists during trips. (Anderson, 1993)
Shopping preferences behaviour:	Tourists' actual involvement in searching and shopping activities for the items they preferred during a trip.
Shopping expenditure behaviour:	The amount of money how travelers spent on shopping during a trip.
Tourist:	Any person visiting Thailand for any reason than to exercise remunerated activity within the country. The person must stay at least one night, but no longer than 90 days and the purpose of his/her journey can be classified under one of the following: leisure (recreation, holiday, health, study, religion and sport); business; family; mission; meeting. (Tourism Authority of Thailand, Statistical Report 2001)

## CHAPTER – 2

### REVIEW OF RELATED LITERATURE AND STUDIES

This chapter generally provides shopping related theories, concepts and the findings of the previous researches. After presenting what researches have achieved as of date in tourism shopping setting, the features of the main independent variables of the current study are presented. Then, theories and findings related to the main independent variables are discussed. Continuously, the discussion of main dependent variables is presented as same procedure as above. After that, the relationships between main variables are discussed. The following is a brief summary of the empirical researches related to the present study. Finally, this chapter is concluded by giving explanations why this current study is conducted.

#### 2.1 Tourism Shopping Researches

Since shopping is recognized as an attraction and significant generator of tourists' expenditure, there are many shopping related researches conducted by different researchers, government bodies and tourism constitutions and organizations. The concept of shopping as a tourism activity has drawn more and more attention from tourism researchers and practitioners (Spmk, J. 1990), so that various conceptual models have been developed by many researchers. Some analysts consider shopping in general the most defining moment of self hood in our postmodern, capitalistic culture. *“The site [of shopping] hosts a scene in which at least some of the people may take the opportunity to elaborate more complex social behaviour, to engage in more roles, even to*

*contest the economic rationale and rationalized norms of the site. Hence the genesis of a site of cultural change, of social experimentation, a theatre of everyday life”* (Shields, 1992). According to Jerry C. Jaffe (2004), shopping in general has been described as a defining moment in personal identity as disseminating shopping comes to identify personal aesthetics and other lifestyle choices. Moreover the author stated that gift shopping seem appropriate within Japanese culture and also traditional Japanese etiquette requires remembering past gifts received that they may be repaid in kind at the appropriate opportunity.

Mok and Iversen (2000) revealed that Taiwanese tourists’ fondness of overseas shopping to their culture value of maintaining social relationships through the giving of gifts. Verbeke (1994) also stated that in social networking and in the Japanese economy, the tradition of exchanging gift played an important role. In another research, Verbeke (1994) found out shopping is a travel motivator and classified shopping motivation into four categories: taking advantages of the unique goods provided or bargaining prices offered; being motivated by the favorable exchange rate; purchasing goods and products that represent the identity of the destination that would preserve a fond memory; strengthening social and family ties by presenting gifts and souvenirs to relatives, friends or colleagues.

A study by Lesser and Hughes (1986) segmented shoppers into seven types based on their enjoyment, interest and motivation for shopping. The shopping types were 'active', 'inactive', 'traditional', 'service', 'dedicated', 'price'

and 'transitional'. Verbeke (1987) examined differences between types of urban tourist shoppers based on demographics, and reported that shopping behaviour was related to age, gender, family status and socio-economic status.

Shopping in Europe was reported to be an important selling theme for many travel agents, and was often an underlying motive for the choice of a particular destination for Japanese travelers (Lehto et al, 2004). Moreover, in the study of a cultural analysis of Japanese tourists: challenges for tourism marketers, Turner and Reisinger (1999) stated that Australians are not responsive to Japanese tourists' needs, and the researchers suggested that in order to respond to the group needs of the Japanese tourist Australian tourism marketers should promote group oriented activities such as group dining, sightseeing, entertainment or shopping. However, Timothy and Butler (1995) pointed out in their study of cross-border shopping, when considering the travel expenses incurred, taking advantage of price differences was a motivation but not the sole motivation for cross-border shopping trips.

Regarding the shopping experiences, Heung and Cheng (2000) observed that there is a significant impact of the shopping experience on the overall trip satisfaction level. In the same study of assessing tourists' satisfaction with shopping in Hong Kong, they noted four dimensions of shopping satisfaction such as tangible quality, service quality, product value and product reliability. They also found out that staff service quality contributed the most to determining tourists' satisfaction level. Likewise, Narula (2003) examined the value of shopping attributes and its impact on

Indian tourists shopping in Bangkok. The researcher has found that the significant relationship between the shopping attributes, which include tangible attribute, staff service quality, product and price, and the overall satisfactions with the shopping attributes in Bangkok.

The researchers Verbeke (1990), Timothy and Butler (1995) and Hobson (1998) have highlighted shopping as travel motivator and they observed the relationship among shopping and culture, travel motivation, segmentation, destination choice and destination image. On the other hand, from the behaviour sense, Heung and Cheng (2000), Foster (2003) and Davies (2003) have analyzed the shopping experiences of tourists such as tourist shoppers' perception and attitude. Under that topic, the authors studied on tourist shoppers' satisfactions and overall trip satisfaction, and also they have investigated shoppers' preferences and expenditure behaviors. Meanwhile, Gilbert and Terrata (2001), Sirakaya et al. (2003), Bakewell and Mitchell (2003) have proved that the characteristics of trip and socio-demographic factors are associated with their shopping behaviours. The literature reviewed indicated that various models were developed by different researchers and these shopping related concepts and findings have existed in various tourism settings and focused on different markets.

The specific interest of this study is to ensure our understanding of Japanese tourists shopping behaviour in Bangkok, Thailand. Shopping behaviour can be defined as the behaviour of shoppers that they participate in searching for, purchasing, spending their resources and evaluating products

and services that they expect. Thus, this study of Japanese tourists' shopping behaviour is the study of how tourists individually spend their money, time and effort on the items they purchase. It includes the study of what they buy the certain categories of items, where they buy them and how they search for them and how much they willingly to spend on them. In this study, the dependent variables which include Japanese tourists' shopping preferences and expenditure behaviour will be examined by independent variables: demographic factors and trip typology. Therefore, the literature review will be detailed on those main variables.

## **2.2 Features of the Socio-demographic**

Socio-demographic is the social and economic status of a community. Socio-demographic characteristics are age, marital status, income, occupation, education, sex (gender) of the respondents. (Schiffman and Kanuk, 1999. Consumer Behavior)

## **2.3 Related Literatures to the Socio-demographic Factors**

Socio-demographic factors such as age, gender, marital status, incomes, education and occupation are commonly studied in leisure and tourism behaviour researches. As reviewing previous literatures, researchers pointed out the impacts of demographic factors on tourist or consumer behaviours. One study of Falk and Campbell (1997) concluded that women hold diametrically opposed values regarding "effective" shopping compared with men, and these gender differences manifested in terms of the time spent browsing and researching choices. Women enjoyed the process and were

happy to spend considerable time and mental energy, while men sought to buy quickly and avoid it as much as possible. Dholakia (1999) supported that women do shop for longer and are more involved than men.

As reported by Verbeke (1987), there are significant differences exist between gender and age groups in attitudes towards shopping. Another study of Verbeke (1990) stated that attitudes towards shopping, its frequency and patterns have been related to consumers' personal characteristics such as gender, age, family status and socio-demographic status. It was supported by Anderson, Littrell and Brown (1993) that there were gender differences in shopping behaviour and specified the mature traveler market aged 50 and over was the most significant segment in the shopping market. Besides, their study on criteria for authenticity of souvenirs in 1993 shows that for both genders, authenticity is derived from uniqueness, workmanship, aesthetics, usage, cultural integrity, craftsman, shopping experience and genuineness of souvenirs. Tourists in different stages of travel career and ages adopted different criteria for souvenirs. However, there were no gender differences in defining authenticity. In the study of 'Souvenir-purchase behaviour of woman tourists', Anderson and Littrell (1995) observed that souvenir shopping had strong symbolic value for tourists, and they noted that women made the majority of craft, gift and souvenir purchases during trips. In the same research conducted in North America, they evaluated tourism remembrances are psychologically more important for many women.

The research findings are summarized that differences exist in souvenir purchasing behaviour and perception of authenticity between early-adulthood women (age 22-45) and middle adulthood women (age 43-60). Early-adulthood women made most unplanned purchases in malls with their children, while middle-adulthood women made planned purchases in specialty stores and tourist shops with friends or husbands. A Japanese Tourism Board (JTB) Foundation (1998) survey indicated the relations among age, gender and choosing travel type. The report said that the proportion of females participating in packaged tours is higher than that of males, and age is also linked to this as middle-aged and elderly groups are more likely to choose packaged tours. In addition, Cha et al. (1995) noted that Japanese tourists seem to be very eager to acquire new knowledge and to enjoy adventure through overseas travel and through their research they also discovered that gender, age and marital status have an effect on travel motivations.

According to the empirical study of Japanese tourism demand for the UK by Gilbert and Terrata (2001), there were some significant differences between the younger and older generations in attitude towards taking outbound holidays. They also found out Japanese culture and travel motivations are related to each other. In the motivation study of Sirakaya et al. (2003) on the Japanese tour market to Turkey, significant differences were found across some of the demographic variables particularly age, gender and incomes and the two different groups of respondents in terms of motivational factors.

## 2.4 Discussion of the Theories Related to the Socio-demographic Characteristics

Table 2.1: Summary of theories focused on Socio-demographic factors

<i>Author</i>	<i>Theory &amp; Finding</i>
Jasen-Verbeke (1990)	<b>Attitudes towards shopping</b> have been related to consumers' personal characteristics such as <b>gender, age, family status and socio-demographic status.</b>
Anderson, Littrell and Brown (1993)	<b>Gender and age differences in souvenir shopping behaviour</b>
Falk and Campbell (1997)	<b>Gender differences</b> manifested in terms of the shopping time spent <b>browsing and researching choices.</b>
Dholakia (1999)	<b>Women do shopper for longer</b> and are more involved than men
(JTB) Foundation (1998)	The relations among <b>age, gender and choosing travel type</b>
Cha et al. (1995)	<b>Gender, age and marital status</b> have an effect on <b>travel motivations.</b>
David Gilbert and Mikiko Terrata (2001)	Significant differences between the <b>younger and older generations</b> in attitude towards <b>taking outbound holidays.</b>
Sirakaya, E. et al. (2003)	<b>Age, gender and incomes</b> and travel <b>motivation.</b>

As shown in table 2.1, demographic characteristics are generally used to study consumer behaviour. Accordingly age and gender are the most influencing factors on tourists' actions. This is because of the nature of individuals' different understanding, believe, experiences and preferences. For example, acquiring new knowledge and enjoying adventure are tendencies of youngsters and undoubtedly they have less experience than elders. As such, they may not thoroughly consider many options in making travel decision or destination choice, and may chose new and popular ones. Definitely, there are different in tastes by gender as well as age.

With references to the theories in table 2.1, age and gender are commonly used to examine consumer behaviour among the socio-demographic variables. Moreover, researchers have agreed that not all demographic characteristics are significant descriptors of average outshoppers (Papadopoulos, 1980). Therefore, age and gender are the selected variables to investigate shopping behaviour in this current research and the researchers Anderson, Littrell and Brown (1993) are cited as a base for further investigation of certain variables.

## **2.5 Features of the Trip Typology**

Trip typology is defined as experience that is sought by tourists during trips. Different trip typologies are developed by analyzing tourists' participation in travel activities. As such different types of travelers can be classified based on their travel styles or trip typologies. With reference to Joanne Oh et al. (2004), seven trip typologies are generated to describe those experience factors. These includes people and setting oriented, urban entertainment oriented, intimacy and romance, active outdoor oriented, history and parks oriented, social with friends and relax with family groups.

### **2.5.1 People and setting oriented**

This typology includes activities, such as, to participate in a hands-on learning experience, to be in places that feel familiar and safe, to escape winter weather and to visit popular places.

### **2.5.2 Urban entertainment oriented**

This typology represents activities that include experiencing the good life with fine cuisine and good beverages, enjoying city life such as shopping and nightlife, and experiencing different cultures and ways of life.

### **2.5.3 Intimacy and romance**

This travel style represents the experience of celebrating love and romance, for example, celebrating wedding, honeymoon, anniversary and affairs of the heart. This typology is attractive to honeymooners as well as youngsters.

#### **2.5.4 Active outdoor oriented**

This typology includes participating and experiencing a hobby or sport, for example golf, diving, rafting, boating, fishing, golf etc.

#### **2.5.5 History and parks oriented**

History and parks oriented type is based on such experiences as visiting historical sites and important places of historic value to see natural wonders and important natural sites and to experience adventure and excitement.

#### **2.5.6 Social with friends**

This includes the travel style of spending time with a group of good friends.

#### **2.5.7 Relax with family oriented**

This includes visiting friends or relative and spending quality time with the family away from home, and taking rest, relax and recuperate (e.g. health, massage, spa, etc.).

The original experiences, which belong to those trip typology groups, are as shown in table 2.2

Table 2.2: Seven trip typology groups

<b>Original experience sought</b>	<b>Trip typology groups</b>
To participate in a hands-on learning experience	People and setting
To visit a popular, trendy place	
To escape winter weather	
To be some place that feels familiar and safe	
To visit casinos and gamble	
To experience the good life with fine cuisine, good wine	Urban entertainment
To experience city life (e.g. nightlife, shopping)	
To experience different cultures and ways of life	
For intimacy and romance	Intimacy and romance
To participate in a hobby or sport (e.g. golf, fishing)	Active outdoor
To visit historical sites and important places in history	History and parks
To see natural wonders and important natural sites	
To experience adventure and excitement	
To experience unspoiled nature	
To spend time with a group of good friends	Social with friends
To rest, relax and recuperate	Relax with families
To spend quality time with the family away from home	
To visit friends or relative who live in other cities/ countries	

Source: Joanne Oh et al (2004).

## 2.6 Related Literatures to the Trip Typology

Trip characteristics were also studied to examine tourist consuming behaviour. Among them trip typology or travel style was mainly used in surveying purchasing behaviour. According to Graburn, N. H. (1989), concepts of trip typologies emphasize tourists' travel activities and levels of interaction with tourist communities. Littrell et al (1994) cited those concepts and suggested that such activity typology approach is useful to destination managers in order to understand and aware of the activities their destination can offer that match to tourists' profiles. As stated by Anderson (1993), trip typologies are experiences sought by during trips and different trip typologies are developed by analyzing tourists' participation in travel activities.

Littrell et al. (1994) studied the relationship between travel style and tourists' souvenir buying patterns. In the same study, they classified tourism styles based on tourists' perceptions of the importance of various activities and the type of products purchased and they identified four types of travellers based on their travel style: people-oriented visitors, history and park visitors, urban entertainment profile and active outdoor profile. Their group observed that tourists are active shoppers and the wide variety of shopping venues attests to the importance of shopping as a form of entertainment. For active outdoor tourism, this tourism style is supposed to have a limited linkage between tourism activities and souvenir purchasing. Such activities as fishing, camping and backpacking can take tourists away from shopping places and shopping activities. Thus, active outdoor tourists may not have shopping opportunities. Meanwhile other types of travelers who involve in the trip

typologies like people oriented, urban entertainment oriented, intimacy and romance, social with friends and relax with family groups are supposed to have more time to spend for shopping. Additionally, they proposed that travel activities and souvenir purchasing behaviour may be different for people on work-related trips compared to those who travel for vacation. Joanne Oh et al. (2004) developed seven trip typologies (table 2.2) of highly correlated trip experiences; people and setting oriented, urban entertainment oriented, intimacy and romance, active outdoor oriented, history and parks oriented, social with friends and relax with family groups.

## **2.7 Discussion of the Theories Related to the Trip Typology**

As shown in table 2.3, researchers consistently distinguished the impacts of travel activities or trip typology on of tourists' shopping behaviour. Concerning with travel styles, Littrell et al (1994) classified four types of travellers base on trip activities. However, Joanne Oh et al (2004) added three more typology groups based on travel experience and they stated altogether seven trip types. The respondents in this study are Japanese tourists who have unique cultural characteristics. Family influence (purchasing gifts for close friends and family members and reciprocating) is one of major elements in Japanese culture which influence their consumer behaviour (Reisinger and Turner, 1999). Besides, the travel style of intimacy and romance is attractive to Japanese youngsters. Kennett (1991) mentioned that the UK is promoted to the Japanese market as a "romantic feminine" destination, so it can attract honeymooners and the growing young female segments. Thailand also provides special packages to celebrate wedding, honeymoon, anniversary and

affaires of the heart. However, those packages are arranged not in Bangkok but other places such as Karabi. The current study is conducted in Bangkok only, therefore that travel style of romance will not be considered. As such, six trip typologies are selected as independent variables in this current study on Japanese tourists' shopping behaviour. Littrell et al (1994) and Joanne Oh et al. (2004) are cited for selecting certain variables.

Table 2.3: Summary of theories focused on trip typology

<i>Author</i>	<i>Theory &amp; Finding</i>
<p>Graburn, N. H. (1989)</p> <p>Littrell et al. (1994)</p>	<p>Concepts of trip typologies emphasize tourists' travel activities and levels of interaction with tourist communities.</p> <ul style="list-style-type: none"> <li>- Relationship between travel style of various activities and the type of products purchased.</li> <li>- Four types of travellers based on their travel style: <b>people-oriented</b> visitors, <b>history and park</b> visitors, <b>urban entertainment</b> profile and <b>active outdoor</b> profile.</li> </ul>
<p>Joanne Oh et al. (2004)</p>	<p>Seven trip typologies of highly correlated trip experiences; <b>people and setting oriented</b>, <b>urban entertainment oriented</b>, <b>intimacy and romance</b>, <b>active outdoor oriented</b>, <b>history and parks oriented</b>, <b>social with friends</b> and <b>relax with family groups</b>.</p>

## **2.8 Features of the Shopping Preferences Behaviour**

Shopping preferences behaviours are examined by tourists' actual involvement in searching and shopping activities. With reference to Joanne Oh et al (2004), there are five different categories of 'browse' activities for bookstores and music stores, antiques, gourmet foods in retail stores or farms, local arts and crafts and clothing, shoes and jewellery at the destinations. Thailand amazing shopping campaign offers variety of goods and services from nationwide at special price, including apparel, silk, leather products, jewelry, health care and beauty products ([www.amazinggrandsale.com](http://www.amazinggrandsale.com)). In this study, six different items groups are categorized including silk, fabric, beauty products, gourmet food and beverages, local arts and crafts and branded items: handbags, accessories, clothing and shoes.

## **2.9 Related Literatures to the Shopping Preferences Behaviour**

Lehto, Cai and O'Leary (2004) examined that travel purpose, travel style, age and gender were significant factors influencing the amount of money travelers spent on shopping and the items they preferred. Littrell and groups have categorized tourism styles based on tourists' perceptions of the importance of various activities and the type of products purchased. The results showed that there is a closed relationship between trip typologies and types of souvenirs preferred. Anderson and Littrell et al. (1994) stated that consumers' preferences are linked with their different age and different tourism styles and the researchers noted younger tourists often valued crafts that reminded them of exciting shopping encounters and active tourism experiences, while older tourists preferred craft items that would bring

aesthetic pleasure through their contemplation at home. Graburn and Baker et al. (2003) proposed that each tourism style may cultivate its own type of souvenir desired.

## 2.10 Discussion of the Theories Related to the Shopping Preferences Behaviour

Table 2.4: Summary of theories focused on shopping preferences behaviour

<i>Author</i>	<i>Theory &amp; Finding</i>
Anderson (1993) and Littrell et al. (1994)	Consumers' preferences are linked with their different age and different tourism styles
Littrell et al. (1995)	The closed relationship between trip typologies and types of souvenirs preferred.
Graburn (1989) and Baker et al. (2003)	Each tourism style may cultivate its own type of souvenir desired.
Lehto, Cai and O'Leary (2004)	Travel purpose, travel style, age and gender were significant factors influencing the amount of money travelers spent on shopping and the items they preferred.

Theories and concepts of shopping preferences behaviour are developed by different authors. As shown in table: 2.4, preferences behaviour has been studied by using different variables. Authors consistently pointed the impacts of demographic factors and trip characteristics on tourist shoppers' preferences behaviour, and hence in this study, the researcher decided to select

shopping preference behaviour as a dependent variable based on the work of Anderson (1993) and Littrell (1994).

### **2.11 Features of the Shopping Expenditure Behaviour**

Tourist expenditure on shopping is determined as the expenditure on goods purchased by international visitors, either for consumption or for export but not including expenditure on food, drink or grocery items (The Tourism Shopping Implementation Committee Report, 1990).

### **2.12 Related Literatures to the Shopping Expenditure Behaviour**

Lawson (1991), revealed that age, marital status, sex, income, length of stay and accommodation type were factors impacting on shopping expenditures. In addition, Verbeke (1991) also stated that trip length, type of activities and expenditure patterns are related to the behaviour differences of tourist shoppers. Further, US Department of Commerce and the Taubman Company (1999) reported that overseas travelers to the USA who visit cultural attractions (i.e. museums, national parks) tend to spend more time and money on shopping during their visit. Moreover, Verbeke (1994) found out those Japanese tourist shoppers who aged 50 and over spent the most on shopping. Keown (1989) also observed that shopping expenditure patterns are closely related with trip types and life cycle stages as different factors and constraints that influence tourists' level of expenditure.

### **2.13 Discussion of the Theories Related to Shopping Expenditure Behaviour**

As shown in table 2.5, researchers have examined the relationship between shopping expenditure and different predictor variables. Similar to the

above discussion on shopping preferences behaviour, the researchers have developed the models linking between various factors as independent variables and shopping expenditure behaviour as dependent variables. In reference to Lehto, Cai and O’Leary (2004), expenditure behaviour is selected to study as a dependent variable.

Table 2.5: Summary of theories focused on shopping expenditure behaviour

<i>Author</i>	<i>Theory &amp; Finding</i>
Lawson (1991)	Ages, marital status, sex, income, length of stay and accommodation type were factors impacting on shopping expenditures.
Jansen Verbeke (1991)	Trip length, type of activities and expenditure patterns are related to the behaviour differences of tourist shoppers.
Jansen Verbeke (1994)	Japanese tourist shoppers who aged 50 and over spent the most on shopping.
US Department of Commerce and the Taubman Company (1999)	Overseas travelers to the USA who visit cultural attractions (i.e. museums, national parks) tend to spend more time and money on shopping.
Lehto, Cai and O’Leary (2004)	Travel purpose, travel style, age and gender were significant factors influencing the amount of money travelers spent on shopping and the items they preferred.

## 2.14 Relationship of Demographic Factors, Trip Typology, Shopping Preferences and Expenditure Behaviour

Table 2.6: Relationship among demographic factors, trip typology and shopping behaviour by previous researchers

<i>Researcher</i>	<i>Variables</i>	<i>Findings</i>
Keown (1989)	Trip typology and expenditure behaviour	Shopping expenditure patterns are closely related with trip types
Lawson (1991)	Demographic factors & shopping expenditure	Ages, marital status, sex, income, length of stay and accommodation type were factors impacting on shopping expenditures.
Anderson (1993) and Littrell et al. (1994)	Demographic, trip type & shopping preference patterns	Consumers' preferences are linked with their different age and different tourism styles
Littrell et al. (1995)	Trip typology and shopping preferences	Relationship between travel style of various activities and the type of products purchased.
Baker et al. (2003)	Trip typology and shopping preferences	Each tourism style may cultivate its own type of souvenir desired.

Table 2.6 shows the relationship between independent variables (age, gender, trip typology) and dependent variables (shopping preferences and expenditure behaviours) that related to this current study.

In relation to literatures in previous sections, most shopping researches emphasized motivation and attraction as key factors. Regarding Japanese tourists, many researches focused on Japanese travellers' behaviour relation to their culture that influences travel decision making process and destination choices. Although there are also many researches which study demographic factors and also lifestyles of Japanese travelers and their purchasing behaviour, there are very few studies on shopping behaviour. Another factor is that the strong relationship among socio-demographic factors, trip typologies, shopping behaviours can be clearly found when linked with age, gender, income and preference and expenditure behaviour of tourist shoppers. Likewise, trip typologies are related to attitudes toward shopping.

All the researchers' findings consistently prove such demographic and trip typologies affect shopping behaviours. Therefore, in this study researcher will choose demographic factors of Japanese tourists' age, gender and the trip typologies in order to predict their shopping preferences and expenditure behaviour in a more specific contextual destination Bangkok, Thailand.

## 2.15 Discussion of the Relevant Empirical Study to this Research

Table 2.7: Summary of the relevant empirical research findings to this current research

Researcher	Topic	Objectives	Variables Studied	Findings
Xinran Y Lehto, Liping A Cai, Joseph T O’Leary, Tzung-Cheng Huan (2004)	Tourist shopping preferences and expenditure behaviours:  The case of the Taiwanese outbound market	To examine Taiwanese tourist preference of shopping items and expenditure on shopping	Income, age, gender, trip destination, trip purpose, travel mode and travel party type.	The preferences of Taiwanese tourists for different shopping items were found to be related to each of the three demographic factors (age, income and gender) and their trip destination.  Taiwanese tourists’ shopping expenditure behaviours were also in relation to their demographic factors and trip attributes as well.
Joanne Yoon- Jung Oh, Chia- Kuen Cheng, Xinran Y Lehto, Joseph T O’Leary (2004)	Predictors of tourists’ shopping behaviour:  Examination of socio-demographic characteristics and trips typologies.	To examine the effectiveness of age, gender and trip typology as predictor variables for tourists’ shopping behaviour.	Age, gender and trip typology	Both age and gender were significant factors influencing the preference patterns. Trip typologies seem to be effective predictors for tourists’ shopping preferences behaviour.  Age, gender and trip typology can serve as useful indications for relationship of tourist shopper consumer profiles.

As stated in table 2.7, the empirical research of Lehto et al. (2004), the preferences of Taiwanese tourists for different shopping items were found to be related to socio-demographic factors and their trip destination, and their shopping expenditure is also influenced by socio-demographic factors, travel purpose, travel mode, and travel party type. In the next research of Joanne Oh et al (2004), the result showed that age, gender and trip typology are useful variables to predict tourists' shopping behaviour.

As mentioned in previous section, Japanese are stereotype, their behaviours are different from other nationalities and they have different way of decision making to purchase products. Regarding Japanese tourists' travel styles; they are used to traveling in groups rather than individuals because of the group-oriented structure of their society. Japanese tourists tend to travel in Kingship groups, educational groups, work groups and friendship groups. Family life is very important in Japanese culture, therefore family trips to oversea and having good time and relax with family is one of Japanese traveling style. Moreover, Japanese companies and employers sponsor their employees for recreational trips or work-related study tours with the purpose of recruiting and rewarding staff. School, college and university students also take oversea trips to enjoy with their friends; such trips are arranged in order to have team spirit. Compared to other nationalities like Europeans and North American, Japanese tourists have lesser self-confidence and hence they usually travel in groups and visit well-known natural and cultural sites. However, since 1980s, Japanese started traveling individually and participating in outdoor travel types. According to Graburn (1983), there were

Japanese tourists – most of them younger, more individualistic and adventurous types. Globalization, high technology, internationalization and new concepts make modern Japanese changes of their way of traveling styles. In former, language was one of major problem for Japanese while traveling overseas. English language was found out as a constraint, so they always needed guides, who speak their language. Conversely, Japanese, in present, most of them youngster can communicate in English. In this way Japanese tourists' traveling styles have changed and the development of travel types seems to follow the western form. Moeran (1983) stated that the evolution of Japanese tourist reflects the advance of an increasingly individualized western capitalistic consumerism. Therefore, Japanese tourists can be seen in different tourism styles such as backpacking, adventure, cultural, shopping, etc. There is another travel style that Japanese couples love to go overseas for their honeymoon or wedding anniversary. As many as 95 per cent of Japanese couples, who choose Asian destinations, European cities or places in the USA (Beecham, quoted in Dace, 1995). Despite traveling in different travel styles, Japanese have common nature that they like shopping products available in certain destinations or at least souvenirs for gift giving. Shopping items and amount of money the travelers like to spend on shopping are supposed to be different based on travel styles. In other words, their traveling types will relate to what they prefer to shop or how much they willingly to expend on shopping. However, the way of thinking and the way of behaving of Japanese are always dissimilar to others, In general, there are some significant relations between trip typologies and shopping preferences and expenditure behaviours. For particular market like Japanese, there may or may not be relationship between

trip typologies and shopping behaviors. Even if significant differences can be diverse. Therefore, the relationship between trip types and preferred items and expenditure on shopping will be analyzed on stereotypical Japanese tourists.

Reference to Otnes and McGrath (2000), many studies of shopping behaviour have employed all-female samples although shopping is both of interest and performed equally by men and women. So, this practice reflects a widely held view that gender is fundamental to understanding and predicting shopping behaviour (Bakewell and Mitchell, 2003). However, in the examination of shopping satisfaction from souvenir product attributes with socio-demographic and trip-type segmentations, Turner and Reisinger (2002) argued that it is not likely that different socio-demographic or trip type segmentation is an important categorization for determining shopping satisfaction from product attributes.

Regarding the shopping satisfaction in Thailand, Narula (2003) has done an empirical research on Indian tourists. Therefore, in this current study the researcher will study shopping preferences and expenditure behaviour of Japanese tourists in order to confirm the previous researches' findings that the relationship between socio-demographic factors and shopping preferences and expenditure behaviour, and also the relationship between trip typology and shopping preferences and expenditure behaviour. The researcher will also examine the socio-demographic factors; age and gender, and trip typology which have been identified to be an effective means to predict the shopping experiences of preference patterns and expenditure.

## 2.16 Conclusion

Citing previous tourism shopping literatures, various conceptual models have been proposed to examine the synergy between tourism and shopping. Even though previous studies have identified different types of visitors, shoppers in general and tourist shoppers, none of these studies focused specifically on Japanese tourist shoppers. Therefore, the researcher in present study decided to study **Japanese** tourists **shopping preferences** and **expenditure behaviour**. This study has been conducted in **Bangkok, Thailand** which is the so called shopping paradise. The targeted respondents are Japanese, who are the major and profitable tourists in Thailand market. For the variables, the demographic characteristics chosen are **age** and **gender**, and **trip typologies**:

1. People and setting oriented
2. Urban entertainment oriented
3. Active outdoor oriented
4. History and parks oriented
5. Social with friends
6. Relax with family groups.

## CHAPTER – 3

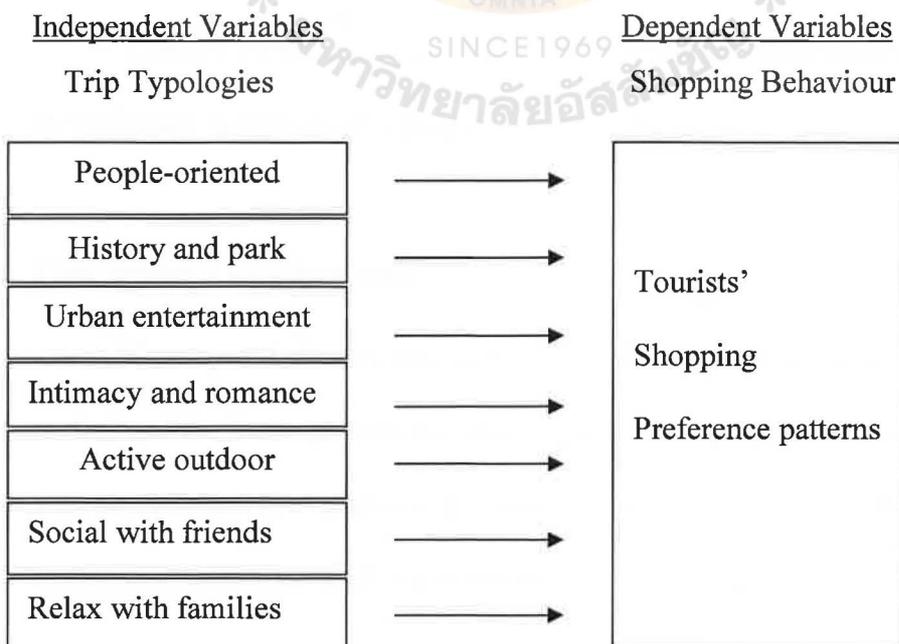
### RESEARCH FRAMEWORK

This chapter presents the theoretical framework and conceptual framework of the study. Then the research hypotheses are developed based on the conceptual framework in order to survey the relationship between variables. Operationalization of the independent and dependent variables is also included in this chapter.

#### 3.1 Theoretical Framework

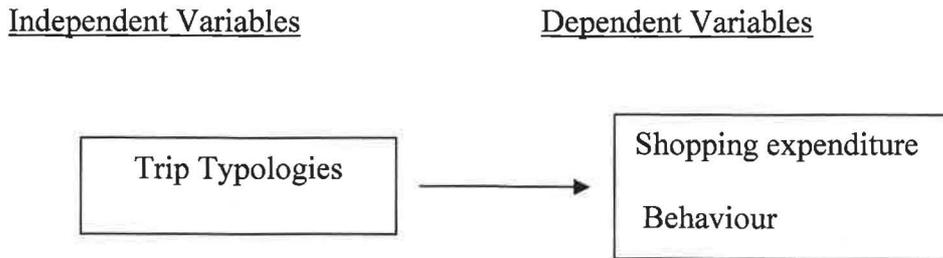
Referring to literature survey in previous chapter, theories and studies show that demographic characteristics of tourist shoppers are related to their attitudes towards shopping. Further, trip typologies or travel style influence tourists' shopping experiences. In this study, some specific models of theorists and researchers are presented as follows:

**Figure 3.1: (Joanne Oh et al., 2004)**



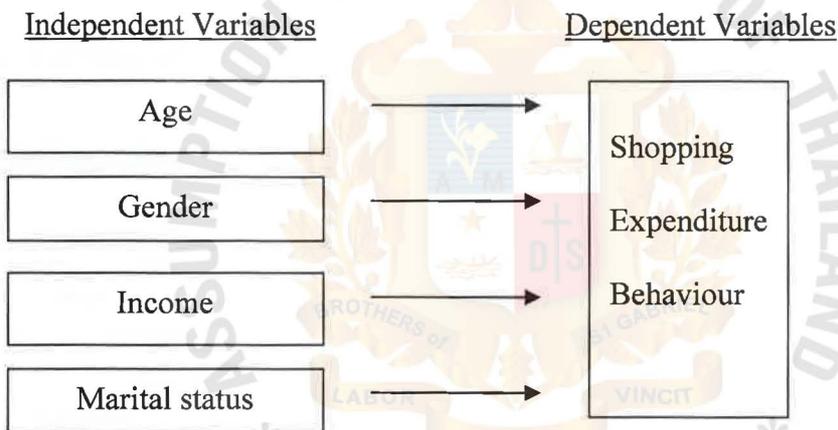
Joanne Oh et al. (2004) proposed that trip typology can be used as an effective predictor for shopping preferences behaviour.

**Figure 3.2: Keown (1989)**



Keown (1989) stated that there is a closed relationship between trip types and shopping expenditure patterns.

**Figure 3.3: Lawson (1991)**



Lawson (1991) noted that age, gender, income and marital status are the influence factors on shopping expenditure behaviour.

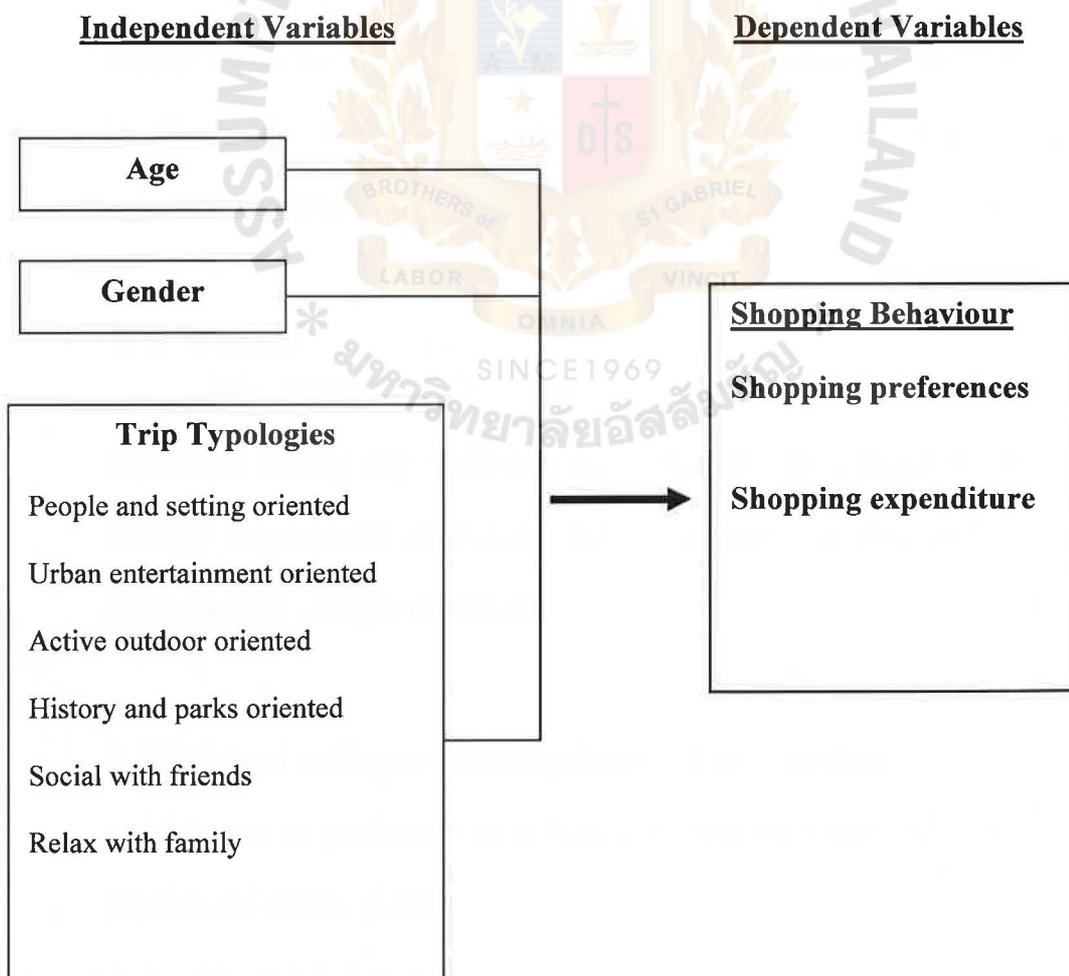
### 3.2 Conceptual Framework

Conceptual framework is the specific map of ideas to be able to understand the basic process for planning and clarifying the research problem and conducting the analysis. In this study the conceptual framework is established based on the above stated models of the previous researchers.

The conceptual framework is designed for the specific needs and issue of the study. Relationship between independent and dependent variables is developed in this conceptual framework, and it will show the extent to which the independent variables influence the dependent variables.

The conceptual framework in this study is stated as below in figure 3.4. This model represents the link of independent and dependent variables. It explains the relationship between demographic factors (age and gender) of Japanese tourists, their experiences sought during trip, and their preferences and expenditure behaviour for shopping.

Figure 3.4: Map of conceptual framework



### 3.3 Definition of Research Variables

#### 3.3.1 Independent Variables

Independent variables are predictor variables and are ‘independent’ of the outcome itself. They are assumed to affect or influence the outcome. In this study, two **socio-demographic factors** of age and gender of Japanese travelers and **trip typology** that how they interact are determined as independent variables. The definition of trip typology and different trip typologies are stated as below:

##### **Demographic factors**

Socio-demographic is the social and economic status of a community. According to Schiffman and Kanuk (1999), socio-demographic factors are age, marital status, income, occupation, education, sex (gender) of the respondents. In this study, the demographic factors chosen are age and gender, as independent variables.

##### **Trip Typology**

Trip typology is the travel style of various activities that tourists experience during trip. Different trip typologies are categorized based on tourists’ experiences in various travel activities. In this study, six trip typologies are grouped as follows:

**1. People and setting oriented typology:** This typology includes such activities as to participate in a hands-on learning experience and to visit popular and trendy places.

**2. Urban entertainment oriented typology:** This typology represents the activities including enjoying city life such as shopping and nightlife, and experiencing different cultures and ways of life.

**3. Active outdoor oriented typology:** This typology includes participating and experiencing a hobby or sport, for example, camping, backpacking, golf, fishing, etc.

**4. History and parks oriented typology:** History and parks oriented type is based on such experiences as to visit historical sites and important places of history, to see natural wonders and important natural sites (e.g. national park, beach, cave, and mountain) and to experience adventure and excitement.

**5. Social with friends typology:** This typology represents the travel style of spending time with a group of good friends.

**6. Relax with family oriented typology:** This includes the experiences in visiting friends or relative who stay in Thailand, spending quality time with the family away from home and taking rest, relax and recuperate.

### 3.3.2 Dependent Variables

Dependent variables are criterion variables which are 'dependent' on the independent variables. They are presumed to be the effect of the independent variables (A. J. Veal, 1992). In this survey, Japanese tourists'

shopping behaviours are investigated. As such, shopping **preferences** and **expenditure behaviour** are considered as dependent variables.

### **Preference items behaviour**

Preference items behaviour are the behaviour of tourists who are involved in searching and shopping choices of prefer. Shopping preferences behaviour is examined by tourists' actual involvement in searching and shopping activities. In this study, searching and shopping activities for six groups of shopping items are surveyed. The six groups of items are silk, fabric, beauty products, gourmet foods (food and beverages), local arts and crafts and branded items: handbags, accessories, clothing and shoes.

### **Shopping expenditure behaviour**

Shopping expenditure behaviour is the behaviour of tourists who spend money on shopping during their trips. Tourist expenditure on shopping is determined as the expenditure on goods purchased by international visitors, either for consumption or for export but not including expenditure on food, drink or grocery items (The Tourism Shopping Implementation Committee Report, 1990). In this study Japanese tourists' shopping expenditure is determined as the amount of money Japanese travelers spent on shopping their preference items during their trip.

### 3.4 Statement of Research Hypotheses

Hypotheses, which can express relationships between variables, are stated in testable forms. In this study, research hypotheses are formed based on conceptual framework. It will be tested in order to examine the existence of any relationship between independent variables (age, gender, trip typology) and dependent variables (shopping preferences and expenditure behaviour).

The hypotheses formed are as follows:

#### Hypothesis 1

**H<sub>0</sub>1:** There is no significant difference among Japanese tourists when aggregated by age groups, in terms of their preference behaviour in shopping.

**Ha1:** There is a significant difference among Japanese tourists when aggregated by age groups, in terms of their preference behaviour in shopping.

#### Hypothesis 2

**H<sub>0</sub>2:** There is no significant difference between Japanese tourists when classified by gender, in terms of their preference behaviour in shopping.

**Ha2:** There is a significant difference between Japanese tourists when classified by gender, in terms of their preference behaviour in shopping.

### Hypothesis 3

**H<sub>03</sub>:** There is no relationship between trip typology that Japanese tourists interact and their preference behaviour in shopping.

**Ha<sub>3</sub>:** There is a relationship between trip typology that Japanese tourists interact and their preference behaviour in shopping

### Hypothesis 4

**H<sub>04</sub>:** There is no significant difference among Japanese tourists when classified by age groups, in terms of and their expenditure behaviour in shopping.

**Ha<sub>4</sub>:** There is a significant difference among Japanese tourists when classified by age groups, in terms of their expenditure behaviour in shopping.

### Hypothesis 5

**H<sub>05</sub>:** There is no significant difference between Japanese tourists when aggregated by gender, in terms of their expenditure behaviour in shopping.

**Ha<sub>5</sub>:** There is a significant difference between Japanese tourists when aggregated by gender, in terms of their expenditure behaviour in shopping.

### Hypothesis 6

**H<sub>06</sub>:** There is no relationship between trip typology that Japanese tourists interact and their expenditure behaviour in shopping.

**Ha<sub>6</sub>:** There is a relationship between trip typology that Japanese tourists interact and their expenditure behaviour in shopping.

### 3.5 Operationalization of the Independent and Dependent Variables

The concepts and variables operationalization are stated below in table 3.1

Table 3.1 Operationalization of variables

Independent variables: Demographic factors and trip typology

Concept	Conceptual Definition	Operational Component	Level of measurement	Question No
Demographic factor: Age	The number of years that a person has lived	Tourists' age who are 18 and above	Ratio	Q7
Demographic factor: Gender	The fact of being male or female	Two groups of tourists' gender: male and female	Nominal	Q8
Trip typology	Travel styles of various activities	Experience sought by tourists during trips	Interval 5-point scale	Q6
Trip typology: people and setting oriented type	Travel style which includes escaping and people setting activities	Learning new experiences Visiting popular places	Interval 5-point scale	Q6(a, b)
Trip typology: Urban entertainment oriented type	Travel style which includes urban entertainment activities	Enjoying good life with fine cuisine and good beverages Experiencing city life including nightlife and shopping Learning different cultures and ways of life	Interval 5-point scale	Q6(c, d)
Trip typology: Active outdoor oriented type	Travel style which includes outdoor activities	Participating in a hobby Participating in sports	Interval 5-point scale	Q6 (e)
Trip typology: History and parks oriented type	Travel style which includes visiting cultural and natural sites activities	Visiting historical sites Visiting natural sites Experience adventure and excitement	Interval 5-point scale	Q6 (f-h)

Trip typology: Social with friends	Travel style which includes activities of enjoying with friends	Spending time with a group of good friends	Interval 5-point scale	Q6 (i)
Trip typology: Relax with families type	Travel style which includes spending time with families activities	Having relax, rest and recuperate or recover  Enjoying with family away from home  Visiting friends and relatives	Interval 5-point scale	Q6(j-l)

Dependent variables: Shopping behaviour

Concept	Conceptual Definition	Operational Component	Level of measurement	Question No
Shopping preference items behaviour	Interaction of browsing, researching and shopping preferences	Tourists' actual involvement in searching and shopping activities for different choices: silk, fabric, beauty products, food and beverages, local arts and crafts and branded items.	Interval 5-point scale	Q5
Shopping expenditure behaviour	Way of spending money on shopping during a trip	Amount of spending money on goods purchased by tourists for consumption or for export excluding expenditure on food, drink or grocery items		Q4

## CHAPTER – 4

### RESEARCH METHODOLOGY

This chapter explains how this current research will be done by methodical approach. The research method and techniques used are presented below. This include sampling procedure, data gathering procedure, questionnaires as research instrument, measuring tools and initial data treatments.

#### 4.1 Research Method Used

The research methods used are three types namely: descriptive research (finding out), explanatory research (explaining) and evaluative research (evaluation). In this study, researcher makes specific prediction and will find out relationships between research variables. As a result, descriptive research method is being used in this research.

There are two major types of descriptive designs such as surveys and case studies. In this study, questionnaires based survey method (quantitative technique) is adopted because this type of survey method depends on respondents' own account of their behaviour and attitudes and assist respondents' quick feedback. As such, questionnaires are applied as the research instrument.

Surveys are studies of large and small populations conducted by selecting and studying samples from the population to discover distribution and interrelations of variables. In this study, the target population is the total number of Japanese tourist arrivals (1, 014, 513 persons) to Thailand in 2003.

It is practically impossible to collect data from everyone or every element. If it was possible it would cause undesirable problems in terms of time, data analysis, compilation, cost and other human resources demands. Therefore, sampling from the targeted population is another method used in this study, and data will be collected from this sample.

## 4.2 Respondents and Sampling Procedures

### 4.2.1 Target Population

In this research, respondents are only Japanese tourists who visit Bangkok, and are aged 18 and above. The targeted population is the total number of Japanese tourist arrivals (1,014,513 persons) in Thailand in 2003. The sampled respondents are from this overall targeted population.

### 4.2.2 Sample Size

The table of sample size (Anderson, 1996) is used to determine sample size. Accordingly the required sample of **384** respondents will be selected from the target population or sampling frame (**1,014,513** persons).

Table 4.1: Theoretical sample sizes for different sizes of population and a 95 percent level of certainty

Population/ (Sampling Frame)	Required Sample for Tolerable Error			
	5%	4%	3%	2%
100	79	85	91	96
500	217	272	340	413
1,000	277	375	516	705
5,000	356	535	897	1,622
50,000	381	593	1,044	2,290
100,000	382	596	1,055	2,344
<b>1,000,000</b>	<b>384</b>	<b>599</b>	<b>1,065</b>	<b>2,344</b>
25,000,000	384	600	1,067	

Gray Anderson, Fundamentals of Educational Research, 1996 p.202

### 4.2.3 Sampling Procedure

Convenience sampling method is applied as a sampling strategy. Non-probability samples are the best suited for the researcher's purpose (Zikmond, 2000). Non-probability sampling is appropriate for the researches while the chance of selection for each element in a population is unknown, and for some elements, is zero. The convenience sampling method is one of the non-probability methods, and this method is supposed to be effective to generate reliable results with a limited budget and is less time consuming. Moreover, this method is simple and easy to analyze the data. According to Jennings (2001), convenience sampling refers to the selection of participants for a study based on their proximity to the researcher and the ease with which the researcher can access the participants. Therefore, data will be gathered by convenience sampling method. Respondents will be selected by chance, in other words, respondents in this research will have equal chance to answer the research questions because there is no limitation (except tourists who are above 18) in sampling respondents. Thus, 384 Japanese tourists will be selected from sampling frame (1,014,513 persons) and those sampled tourists will be from anywhere in Bangkok. In this study, the sampled respondents will be the Japanese tourists who do shopping at three shopping places in Bangkok such as, World Trade Center, Emporium and Central Department Stores.

### 4.3 Research Instruments/Questionnaires

In this research, self-administrative questionnaires are formed based on the conceptual framework and the research hypotheses. First, self-administrative questionnaires are set in English, and then these questionnaires

are translated into Japanese by Miss Mie Mie Thaug, who is currently working as office in charge in Karaweik Travels and Tours Company, Tokyo branch and Miss Yoshiko Tetsuka who is currently working for Tokyo University of Agriculture and Technology. The questionnaire comprises four sections. Section one explores respondents' shopping behaviour information (using multiple choice questions). Section two includes the questions concerning shopping preference items (using 5 point scale questions). Section three includes the questions about trip typology information (using 5 point scale questions), and section four investigates respondents' personal information (using multiple choice questions). The questionnaires will be distributed at the shopping places, where Japanese tourists mostly go, such as the World Trade Centre, Emporium and Central department stores, etc. The duration of the survey and the questionnaires analysis is expected to be done between July and August 2005.

#### **4.4 Pretesting**

According to Malhotra (2000), pretesting is the testing of the questionnaire on a small sample of respondents for the purpose of identifying and eliminating potential problems. Generally, a questionnaire should not be used in the field survey without adequate pretesting, because there were some problems that most respondents misunderstood a particular question, skipped a series of questions or misinterpreted the instructions of filling out the questionnaires (Zikmund, 1997). In this study, therefore, a sample of 30 Japanese tourists who visited the World Trade Center were asked to answer the questionnaires in order to test their understandability and the

appropriateness of the questions. This test can help to avoid the above stated problems.

After examining pretested questionnaire, some questions are edited. Based on the feedback of respondents, some questions have been amended to be more understandable. In order to assess the reliability of variables, Cronbach's alpha scale is used. According to Malhotra (2000), when alpha value is minimum 0.6, the results can be considered reliable. Table 4.2 shows the summary of the reliability test. The alpha values are over 0.6, so the results showed that the questionnaire is reliable.

Table 4.2: Summary of the reliability test

<b>Variables</b>	<b>Number of cases</b>	<b>Number of items</b>	<b>Alpha <math>\alpha</math></b>
Shopping preferences	30	6	0.7334
Trip typology	30	12	0.6571

#### **4.5 Collection of Data/Gathering Procedures**

Primary data and secondary data will be collected for this research. Primary data will be collected from Japanese tourists who have visited Bangkok. The data will be gathered by using self-administrative questionnaires. Secondary data is collected from a variety of sources: textbooks, journals and related theses from library, library database, project reports, and statistical reports from TAT and internet websites.

## 4.6 Statistical Treatment of Data

A computer software system the Statistical Package for the Social Sciences (SPSS) will be used to classify and analyze the collected data. Table 4.3 shows the statistical tools used to answer each question in the hypotheses.

Table 4.3: Research hypotheses and appropriate statistical tools

Hypotheses	Statistical tool
<b>H1:</b> The significant difference that exists among Japanese tourists when aggregated by age groups, in terms of their preferences behaviour in shopping.	One way ANOVA
<b>H2:</b> The significant difference that exists between Japanese tourists when aggregated by gender, in terms of their preferences behaviour in shopping.	Independent sample t-test
<b>H3:</b> The relationship between trip typology that Japanese tourists interact and their preferences behaviour in shopping.	Pearson correlation
<b>H4:</b> The significant difference that exists among Japanese tourists when aggregated by age groups, in terms of their expenditure behaviour in shopping.	One way ANOVA
<b>H5:</b> The significant difference that exists between Japanese tourists when aggregated by gender, in terms of their expenditure behaviour in shopping.	Independent sample t-test
<b>H6:</b> The relationship between trip typology that Japanese tourists interact and their expenditure behaviour in shopping.	Pearson correlation

#### **4.6.1 Statistics Used for Data Analysis**

Data analysis involves estimating the values of unknown parameters of the population and testing of hypotheses for drawing inferences. Hypotheses testing are achieved by testing each of hypotheses using relevant statistical test.

##### **Descriptive Statistics**

The most basic analysis in quantitative research involves the recording of simple descriptive statistics. Descriptive statistics is useful to describe the population or sample. It can provide basic and summarize information of the sample. According to Zikmund (2000), the calculation of averages, frequency distributions and percentage distributions are the most common forms to summarize data. Therefore, by this calculation the respondents' profile can be summarized.

##### **One Way ANOVA**

A one-way analysis of variance (ANOVA) is appropriate to compare the means of more than two groups or levels of an independent variable. The results of ANOVA show whether or not the means of the various groups are significantly different from one another, as indicated by the F statistic. Therefore, this statistical tool is used to estimate the differences of shopping behaviours among Japanese tourists' age groups.

##### **Independent sample t-test**

An independent sample t-test is appropriate when different participants have performed in each of the different conditions. This tool is used to determine if there are any significant differences between the means of the two sets of scores. Therefore, the independent sample t-test will be applied to

observe whether the difference between the means for the two gender groups of Japanese tourists is significant by means of their shopping behaviours.

### **Pearson Correlation**

Correlation analysis involves studying the joint variation of two or more variables for determining the amount of correlation between two or more variables. According to Coakes and Steed (2003), a Pearson product-moment correlation describes the relationship between two continuous variables. In this study, this statistical tool will be applied to identify the relationship between trip typology and Japanese tourists' shopping behaviours in Bangkok.

#### **4.7 Sampling respondents and distributing research questionnaire**

There are altogether 384 respondents were sampled by convenience sampling method. Respondents in this study were the Japanese tourists (above 18) who did shopping at the World Trade Center or Emporium or Central Chidlom Department Store. The research questionnaires were distributed at those three shopping places. There are altogether 400 questionnaires were distributed in case of missing data. Altogether 200 questionnaires were distributed at the World Trade Center, 100 questionnaires were delivered at the Emporium and 100 questionnaires were delivered at Central Chidlom Department stores. Some respondents were asked directly to answer the questionnaire and some were asked to answer through tour leaders and tourist guides. Among those four hundred questionnaires, three hundred and eighty fours were chosen for analyzing. The results are presented in Chapter 5.

## CHAPTER – 5

### PRESENTATION OF DATA AND CRITICAL DISCUSSION OF RESULTS

This chapter presents the description of respondents' demographic factors and their perception towards shopping in Bangkok. The results of data analysis and evaluation of hypotheses testing are also provided with related output statistics tables.

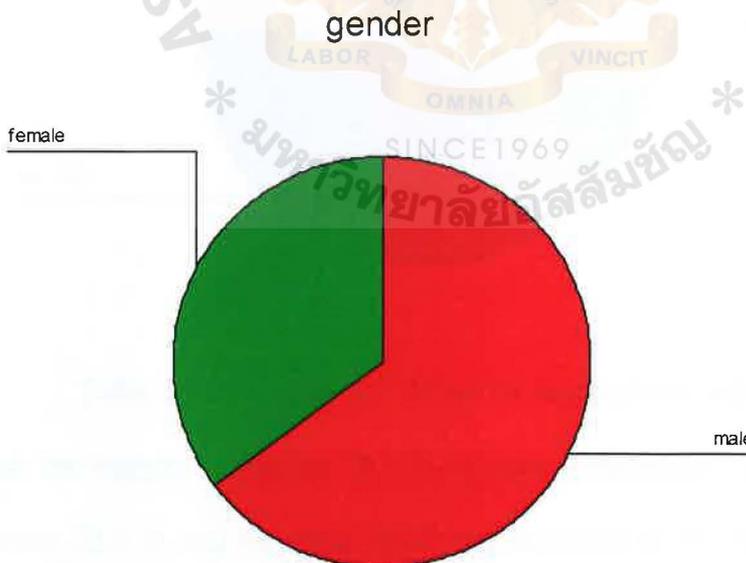
#### 5.1 Descriptive Statistics

##### 5.1.1 Respondents' gender

Table 5.1: Frequency Distribution of Respondent's gender

		Gender			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	249	64.8	64.8	64.8
	female	135	35.2	35.2	100.0
Total		384	100.0	100.0	

Figure 5.1: Graphical Representation of the Respondents' gender



As shown in table 5.1 and figure 5.1, 64.8 % of total respondents are male travelers and the rest 35.2 % are female travelers.

### 5.1.2 Respondents' age

Table 5.2: Frequency Distribution of Respondent's age

		Age groups			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	under 30	111	28.9	28.9	28.9
	30 -40	79	20.6	20.6	49.5
	41 - 50	102	26.6	26.6	76.0
	51 - 60	56	14.6	14.6	90.6
	above 60	36	9.4	9.4	100.0
	Total	384	100.0	100.0	

Figure 5.2: Graphical Representation of the Respondents' age

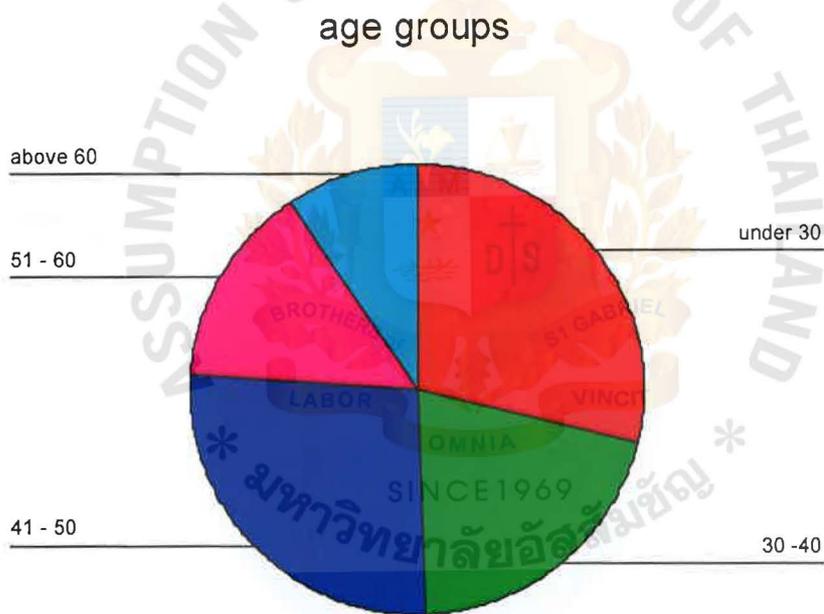


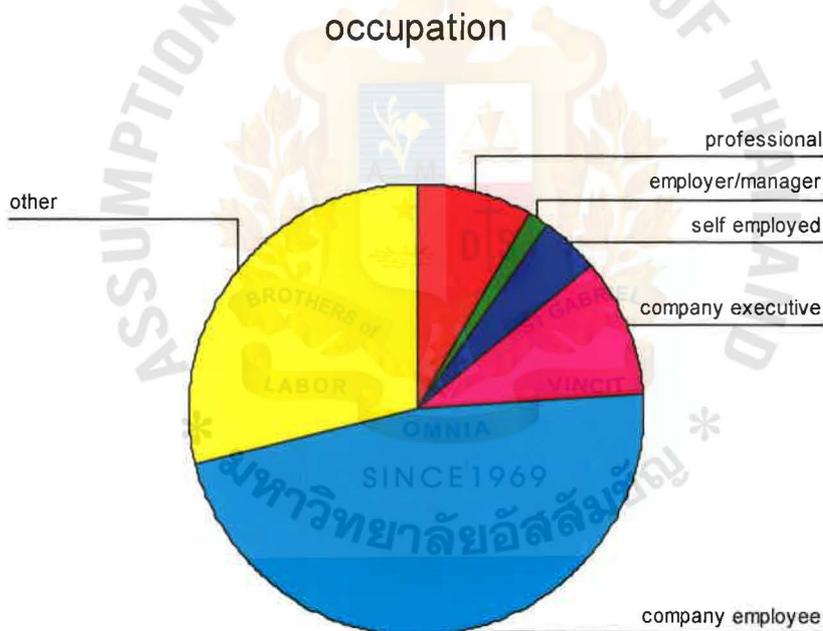
Table 5.2 and figure 5.2 shows the respondents, who are aged under 30, are the highest in number 28.9 % of total. Respondents at 41-50 are slightly lower 26.6 % and the rests, which are occupied by the respondents, who are aged 30-40 (20.6 %), aged 51-60 (14.6 %) and aged above 60 (9.4 %) respectively.

### 5.1.3 Respondents' occupation

Table 5.3: Frequency Distribution of Respondent's occupation

		occupation			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	professional	32	8.3	8.3	8.3
	employer/manager	5	1.3	1.3	9.6
	self employed	16	4.2	4.2	13.8
	company executive	39	10.2	10.2	24.0
	company employee	181	47.1	47.1	71.1
	other	111	28.9	28.9	100.0
	Total	384	100.0	100.0	

Figure 5.3: Graphical Representation of the Respondents' occupation



As shown in table 5.3 and figure 5.3, most of respondents are company employees that occupied 47.1 % of total numbers. 28.9 % of total respondents do not belong to those expressed occupation. 10.2 % of travelers are company executive, the respondents 8.3 % of total are professional, 4.2% are self employed and 1.3 % of the totals are employer/manager respectively.

### 5.1.4 Respondents' monthly income

Table 5.4: Frequency Distribution of Respondent's monthly income

		monthly income			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	below 200,000 Yen	74	19.3	19.3	19.3
	200,000 - 300,000 Yen	139	36.2	36.2	55.5
	300,001 - 400,000 Yen	16	4.2	4.2	59.6
	above 400,000 Yen	155	40.4	40.4	100.0
	Total	384	100.0	100.0	

Figure 5.4: Graphical Representation of the Respondents' monthly income

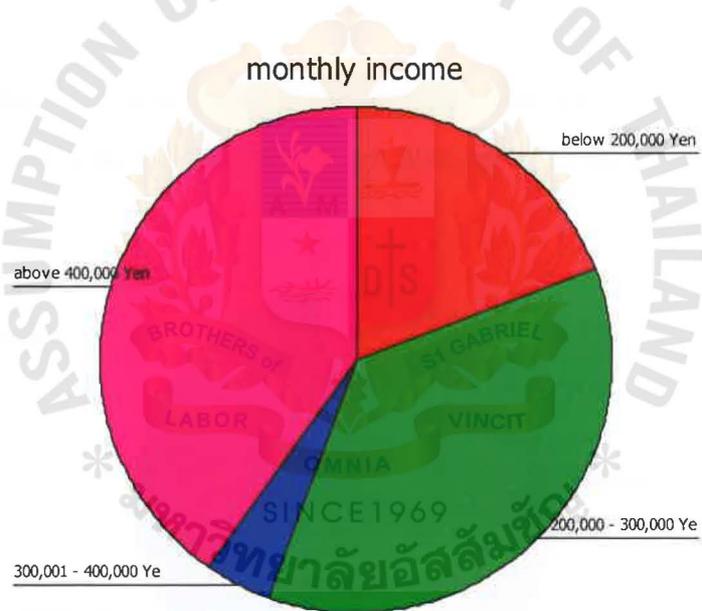


Table 5.4 states that the income level of respondents, 40.4% of the totals, is above 400,000 ¥. 36.2 % of the respondents are at the income level 200,000-30,000 ¥, while 36.2 % of respondents are at below 200,000 ¥ level. The rest smallest percent (4.2 %) of respondents are at the level 300,001 ¥ up to 400,000 ¥.

5.1.5 Perception of the respondents towards shopping in Bangkok

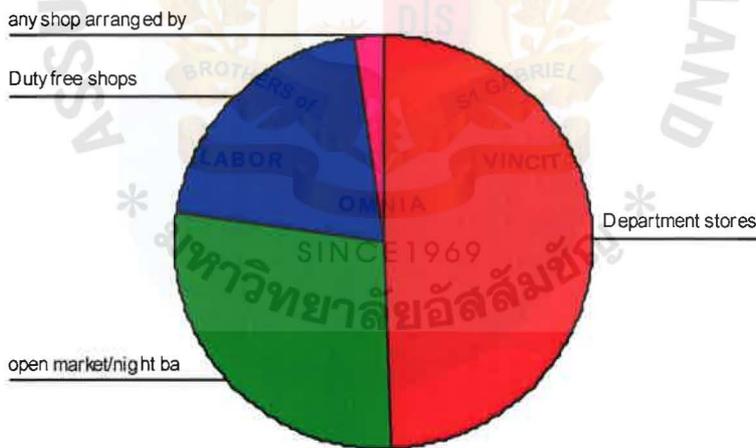
Preferred places to go shopping

Table 5.5: Frequency Distribution of Respondent's preferred places to go shopping

Preferred places to go shopping in Bkk

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Department stores	190	49.5	49.5	49.5
	open market/night bazaar (Patpon, JJ market)	107	27.9	27.9	77.3
	Duty free shops	78	20.3	20.3	97.7
	any shop arranged by travel agents	9	2.3	2.3	100.0
	Total	384	100.0	100.0	

Figure 5.5: Graphical Representation of the preferred places to go shopping preferred places to go shopping in Bkk



As stated in table 5.5, the majority 49.5 % of the total respondents prefer department stores to go shopping, while 27.9 % like to go to open market or night bazaars for shopping. The 20.3 % of the totals prefer duty free shops and the respondents who prefer any shops arranged by travel agents are only 2.3 %.

Spending time on searching for preferred items

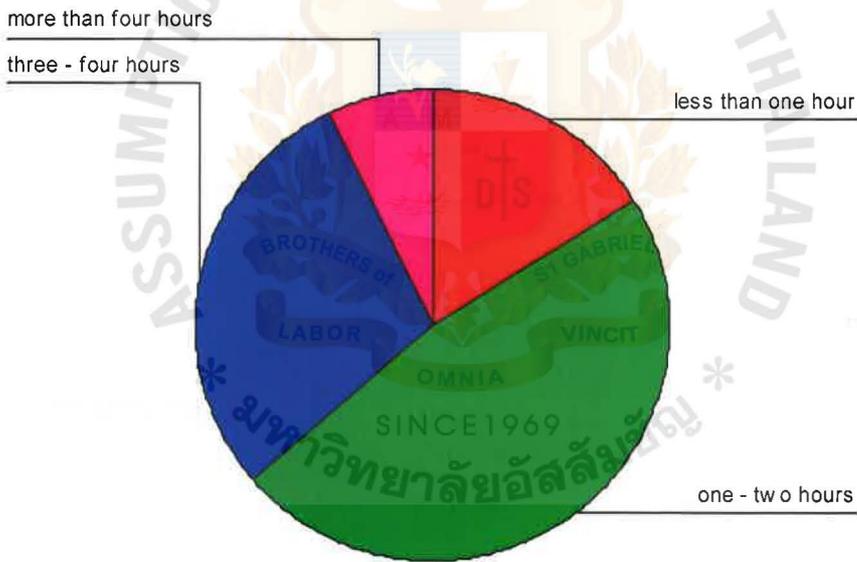
Table 5.6: Frequency Distribution of spending time on searching for items

**time spend on searching for preferred items**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less than one hour	62	16.1	16.1	16.1
	one - two hours	182	47.4	47.4	63.5
	three - four hours	112	29.2	29.2	92.7
	more than four hours	28	7.3	7.3	100.0
	Total	384	100.0	100.0	

Figure 5.6: Graphical Representation of spending time on searching for items

**time spend on searching for preferred items**



The most of respondents 47.4 % of the totals like to spend for one-two hours on searching for items they want, while 29.2 % spend for three to four hours for shopping. At the same time, the respondents who like to spend less than one hour on searching for items are 16.1% of overalls, and only 7.3 % do spend for more than four hours on searching for the items they like.

Description of respondents' searching behaviour

Table 5.7: Frequency Distribution of respondents' searching behaviour

**respondents' searching behaviour**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	I normally browse	122	31.8	31.8	31.8
	I know what I want and go to get it	78	20.3	20.3	52.1
	I look around, compare prices and then buy	130	33.9	33.9	85.9
	If I don't want anything in particular, I browse around	54	14.1	14.1	100.0
	Total	384	100.0	100.0	

Figure 5.7: Graphical Representation of the respondents' searching behaviour

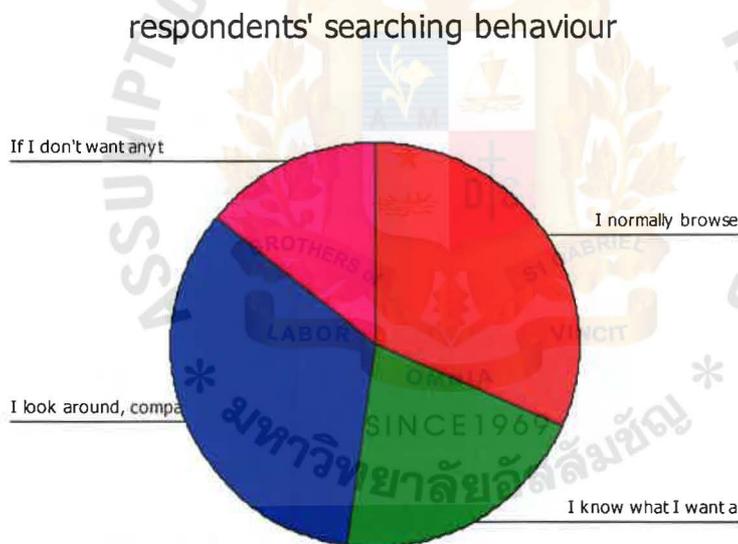


Table 5.7 and figure 5.7 show that the respondents, who normally browse for shopping items are 31.8% of the totals. 33.9 % of respondents like to look around and compare price first before they buy items. There are 20.3 % of respondents, who know exactly what they want and get it straight, while 14.1% are the travelers who want to browse around if they do not want anything in particular.

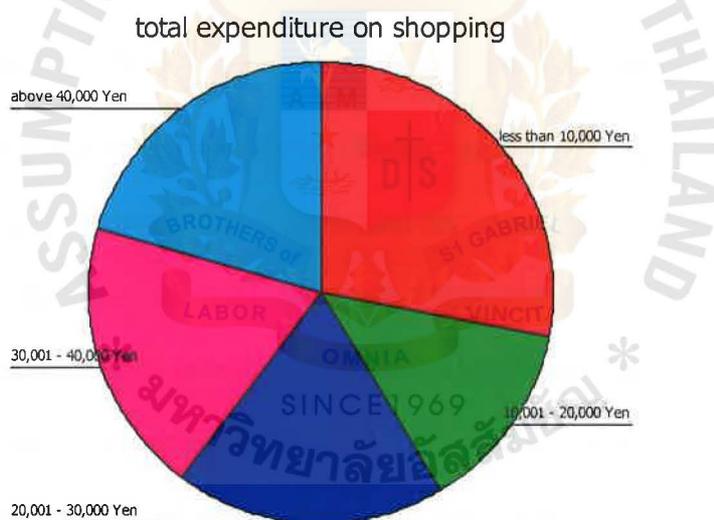
Description of respondents' total expenditure on shopping

Table 5.8: Frequency Distribution of respondents' total expenditure on shopping

**total expenditure on shopping**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less than 10,000 Yen	108	28.1	28.1	28.1
	10,001 - 20,000 Yen	51	13.3	13.3	41.4
	20,001 - 30,000 Yen	72	18.8	18.8	60.2
	30,001 - 40,000 Yen	74	19.3	19.3	79.4
	above 40,000 Yen	79	20.6	20.6	100.0
	Total	384	100.0	100.0	

Figure 5.8: Graphical Representation of the respondents' total expenditure



As stated in table 5.8, 28.1% of overall respondents spend less than 10,000 ¥. The tourists, who spend 10,000-20,000 ¥ are 13.3 %, while 18.8 % of total respondents spend 20,001-30,000 ¥, 19.3 % of respondents spend 30,001-40,000 ¥, and the rests 20.6 % spend above 40,000 on shopping respectively.

Perception of respondents in buying preferred items

Table 5.9: Descriptive Statistics for preferred items

**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
I prefer buying silk when I visit Bkk	384	1.00	5.00	2.9896	1.11242
I prefer buying fabric when I visit Bkk	384	1.00	5.00	2.4557	1.01329
I prefer buying health care and beauty products when I visit Bkk	384	1.00	5.00	2.0052	.93662
I prefer buying food and beverages when I visit Bkk	384	1.00	5.00	2.5885	1.21457
I prefer buying local arts and crafts when I visit Bkk	384	1.00	5.00	3.3437	1.30537
I prefer buying branded items: handbags, accessories, clothing and shoes	384	1.00	5.00	2.9062	1.14785
Valid N (listwise)	384				

In this descriptive analysis, “**Mean**” scores only measure the similarity in respondents’ response or answer, and the measures of those scores do not show how responses are vary. The mean scores of greater than (3) and less than (-3) are considered to describe the observations. According to table 5.9, only the mean score of perception in local arts and craft (3.3437) is greater than 3, while mean scores of other items are less than 3. Therefore, it can be interpreted that although the respondents have similar opinion on buying local arts and crafts, they have different responses on other items. In other words, respondents agree that they prefer arts and crafts; however they have different opinions on other items as their preferences.

## Perception of respondents in travel activities and styles

Table 5.10: Descriptive Statistics for travel styles

<b>Descriptive Statistics</b>					
	N	Minimum	Maximum	Mean	Std. Deviation
people and setting oriented	384	1.00	5.00	2.9310	1.04958
urban entertainment oriented	384	1.00	5.00	2.8333	1.22776
active outdoor oriented	384	1.00	5.00	2.8958	1.28440
history and parks oriented	384	1.00	5.00	2.1717	.83718
Social with friends	384	1.00	5.00	2.4844	1.16286
Relax with family groups	384	1.00	5.00	2.3898	.94833
Valid N (listwise)	384				

The measurement of the mean scores in this descriptive statistics also can be interpreted as mentioned in table 5.9. Therefore, in table 5.10, the mean scores tell us that the respondents' have different perception on different travel activities. It can also be noted that none similarity is found in the respondents' responds on each traveling style, because all the mean scores are less than 3.

## 5.2 Results of Hypotheses Testing

The research hypotheses are tested by different tools. For independent sample t-test and one way ANOVA, differences are significant at 0.05. In other words, if the value for two-tail significant is less than 0.05 ( $p < 0.05$ ), the difference is significant and the null hypothesis can be rejected. If ( $p > 0.05$ ), the difference is not significant and the null hypothesis will be accepted. In the same way, in Pearson correlation, the level of significance is 0.05 or 0.01.

### Hypothesis 1

**H<sub>0</sub>1:** There is no significant difference among Japanese tourists when aggregated by age groups, in terms of their preferences behaviour in shopping.

**H<sub>a</sub>1:** There is a significant difference among Japanese tourists when aggregated by age groups, in terms of their preference behaviour in shopping.

Table 5.11: Output of ANOVA for age groups and preferred items

**ANOVA**

Preferred items	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	11.435	4	2.859	11.636	.000
Within Groups	93.111	379	.246		
Total	104.546	383			

As seen in output, the value for age groups and preferred items ( $p=.000$ ) is less than 0.05; accordingly the differences are significant and the null hypothesis is rejected. Therefore, the result shows that there are significant differences among respondents' age groups by means of the items they prefer.

Hypothesis 2

**H<sub>0</sub>2:** There is no significant difference between Japanese tourists when aggregated by gender, in terms of their preference behaviour in shopping.

**H<sub>a</sub>2:** There is a significant difference between Japanese tourists when aggregated by gender, in terms of their preference behaviour in shopping.

Table 5.12: Output of *T-tests* for gender and preferred items

Group Statistics											
		gender	N	Mean	Std. Deviation	Std. Error Mean					
Preferred items		male	249	2.6921	.55035	.03488					
		female	135	2.8198	.45714	.03934					

Independent Samples Test											
		Levene's Test for Equality of Variances		t-test for Equality of Means							
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference		
									Lower	Upper	
Preferred items	Equal variances assumed	5.340	.021	-2.299	382	.022	-.1277	.05553	-.23684	-.01847	
	Equal variances not assumed			-2.428	320.43	.016	-.1277	.05258	-.23109	-.02421	

As the result in table 5.12, the value for gender and preferred items ( $p=.022$ ) is less than 0.05. Therefore, the difference is significant and the null hypothesis is rejected. The result of T-test shows that there are significant differences between genders in terms of preferred items.

Hypothesis 3

**H<sub>03</sub>:** There is no relationship between trip typology that Japanese tourists interact and their preference behaviour in shopping.

**H<sub>a3</sub>:** There is a relationship between trip typology that Japanese tourists interact and their preference behaviour in shopping

Table 5.13: Output of *Correlations* for trip typologies and preferred items

**Correlations**

		Preferred items	Trip typologies
Preferred items	Pearson Correlation	1	.152(**)
	Sig. (2-tailed)	.	.003
	N	384	384
Trip typologies	Pearson Correlation	.152(**)	1
	Sig. (2-tailed)	.003	.
	N	384	384

\*\* Correlation is significant at the 0.01 level (2-tailed).

**Correlations**

		people and setting oriented	urban entertainment oriented	active outdoor oriented	history and parks oriented	Social with friends	Relax with family groups
Preferred items	Pearson Correlation	.196(**)	.313(*)	.146(**)	.116(*)	.023	.117(*)
	Sig. (2-tailed)	.000	.034	.000	.023	.649	.022
	N	384	384	384	384	384	384

\*\* Correlation is significant at the 0.01 level (2-tailed).

\* Correlation is significant at the 0.05 level (2-tailed).

The output of *Correlations* for trip typologies (mean) confirms that a significant positive relationship exists between preferred items and trip typology because the value for those two variables ( $p=.003$ ) is less than 0.05 ( $p < 0.05$ ). Thus, null hypothesis is rejected. On the other hand, when analyses by individually, the result came out as presented in table 5.13 (lower). For the trip types such as people and setting oriented, urban entertainment, active

outdoor oriented, history and park oriented and relax with family groups, the relationship between preferred items and trip types is positively significant, while the rest relax with family type has no relationship with preferred items.

#### Hypothesis 4

**H<sub>0</sub>4:** There is no significant difference among Japanese tourists when aggregated by age groups, in terms of and their expenditure behaviour in shopping.

**H<sub>a</sub>4:** There is a significant difference among Japanese tourists when aggregated by age groups, in terms of their expenditure behaviour in shopping.

Table 5.14: Output of ANOVA for age groups and total expenditure on shopping

<b>ANOVA</b>					
Total expenditure on shopping					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	135.659	4	33.915	17.508	.000
Within Groups	734.151	379	1.937		
Total	869.810	383			

As stated in table, the result of ANOVA indicates that the differences are significant among age groups. The value for age groups and total expenditure ( $p=.000$ ) is less than 0.05; accordingly and the null hypothesis is rejected. Therefore, there are significant differences among respondents' age groups by means of total amount of money they spend on shopping during their trip to Bangkok.

Hypothesis 5

**H<sub>05</sub>:** There is no significant difference between Japanese tourists when aggregated by gender, in terms of their expenditure behaviour in shopping.

**H<sub>a5</sub>:** There is a significant difference between Japanese tourists when aggregated by gender, in terms of their expenditure behaviour in shopping.

Table 5.15: Output of *T*-tests for gender and preferred items

**Group Statistics**

	gender	N	Mean	Std. Deviation	Std. Error Mean
total expenditure on shopping	male	249	2.7470	1.38112	.08753
	female	135	3.2074	1.67998	.14459

**Independent Samples Test**

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F.	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Total expenditure on shopping	Equal variances assumed	15.013	.000	-2.886	382	.004	-.4604	.15955	-.77413	-.14671
	Equal variances not assumed			-2.724	233.27	.007	-.4604	.16902	-.79341	-.12742

According to the table 5.15, the result of T-test proves that there is significant difference between genders in terms of total expenditure on shopping. The p-value for gender and total expenditure on shopping ( $p=.004$ ) is less than 0.05 ( $p<0.05$ ). Therefore, the difference is significant and the null hypothesis is rejected. The alternate hypothesis is accepted.

Hypothesis 6

**H<sub>06</sub>:** There is no relationship between trip typology that Japanese tourists interact and their expenditure behaviour in shopping.

**H<sub>a6</sub>:** There is a relationship between trip typology that Japanese tourists interact and their expenditure behaviour in shopping.

Table 5.16: Output of *Correlations* for trip types and total expenditure on shopping

		total expenditure on shopping	Trip typologies
total expenditure on shopping	Pearson Correlation	1	-.148(**)
	Sig. (2-tailed)	.	.004
	N	384	384
Trip typologies	Pearson Correlation	-.148(**)	1
	Sig. (2-tailed)	.004	.
	N	384	384

\*\* Correlation is significant at the 0.01 level (2-tailed).

		people and setting oriented	urban entertainment oriented	active outdoor oriented	history and parks oriented	Social with friends	Relax with family groups
Total expenditure on shopping	Pearson Correlation	-.028	-.022	-.177(**)	-.384(**)	-.140(**)	-.051
	Sig. (2-tailed)	.585	.668	.000	.009	.006	.323
	N	384	384	384	384	384	384

\*\* Correlation is significant at the 0.01 level (2-tailed).

As shown in table 5.16, results of Correlations are negative and weak. Only active outdoor oriented, history and parks oriented and social with friends trip types have significant negative relations with expenditure on shopping. It means that the more the tourists deal with such activities the less they expend on shopping. This is because tourists may have fewer

opportunities to do shopping or they have less time to participate in shopping activities. The rests trip types have no relations with shopping expenditure. However, the p-value of total trip typologies (mean) and expenditure on shopping ( $p=.004$ ) is less than 0.05, thus trip types have significant relationship with shopping expenditure. Therefore, null hypothesis is rejected and alternate hypothesis is accepted.



## **CHAPTER – 6**

### **SUMMARY OF FINDINGS, CONCLUSIONS AND RECOMMENDATIONS**

In this chapter, the summary of research findings is presented. It contains brief statements of results and descriptions based from the answers to each of the questions and hypotheses. Further, the conclusion of the whole study is provided with critical discussion on the findings. Finally, suggestions and recommendations are provided.

#### **6.1 Summary of Findings**

##### **6.1.1 Features of the respondents**

A total of 384 Japanese tourists were surveyed to arrive at the findings and recommendations of the research. Out of the above total, 249 respondents are male travelers and 135 of the totals are females.

The respondents were divided into 5 groups, and segregated by their age. From the total 111 (28.9%) are under 30 years old, 79 (20.6%) are aged 30-40, 102 (26.6%) are 41-50, 56 (14.6%) are 51-60 and 36 (9.4%) are aged above 60.

Majority of the respondents are company employees who represent 181 (47.1%) of the totals. Thirty nine (10.2%) are company executives and sixteen (4.2%) of are self employed. There are thirty two (8.3%) respondents who are professionals and only five of the total respondents are working as employers/managers. The occupations of the balance one hundred and eleven (28.9%) are others, and are not like the occupations mentioned above.

The tourists who earn above 40,000 Yen per month are altogether one hundred and fifty five or 40.4% of the total respondents. Sixteen or 4.2% of the totals earn 30,001-40,000 Yen per month. The monthly incomes of the rest respondents: seventy four or 19.3% tourists earned incomes of below 20,000 Yen as compared to one hundred and thirty nine tourists whose incomes are 20,000-30,000 Yen.

### **6.1.2 Perceptions of the respondents towards shopping in Bangkok**

During their trip to Bangkok, seventy nine persons (20.6%) of the respondents planned to spend above 40,000 Yen on shopping. Seventy four persons (19.3%) spend on average 30,001-40,000 Yen as compared to seventy two (18.8%) of totals who like to spend 20,000-30,000 Yen. Fifty one (13.3%) tourists are willingly to spend 10,001-20,000 Yen while the remaining one hundred and eight (28.1%) tourists want to spend only less than 10,000 Yen on shopping during their trip to Bangkok.

Majority of respondents one hundred and ninety (49.5%) preferred to shop at department stores while one hundred and seven (27.9%) of respondents like open markets and night bazaars. Likewise, seventy eight (20.3%) persons like to do shopping in Duty free shops as compared to only nine persons (2.3%) are happy with any shop arranged by travel agents.

In order to search for the preferred items, sixty two (16.1%) respondents like to spend for shopping less than an hour, while most of the respondents one hundred and eighty two (47.4%) spend one-two hours to look

for their preferences as compared to the balance one hundred and twelve (29.2%) of total respondents who spend three-four hours on shopping for their preferred items. The tourists who want to spend more than four hours are only 28 (7.3%) of the total.

The results of the research show that respondents have different behaviours in searching for their preferred items. There are one hundred and twenty two (31.8%) who normally just browse to find the right shops, while seventy eight persons (20.3%) of respondents do know which shops to go to exactly, what they want, and get it outright. However, one hundred and thirty (33.9%) respondents like to look around and compare prices first before they make decision on which items to buy. In contrast, fifty four (14.1%) tourists just like to browse around if with nothing special in their minds to buy.

### 6.1.3 Summary of Hypotheses Testing

Table 6.1 Summary of Hypotheses Testing

Hypotheses	Statistics Test	Result
<b>H<sub>0</sub>1:</b> There is no significant difference among Japanese tourists when aggregated by age groups, in terms of and their preference behaviour in shopping.	One-way ANOVA	Reject H <sub>0</sub>
<b>H<sub>0</sub>2:</b> There is no significant difference between Japanese tourists when aggregated by gender, in terms of their preference behaviour in shopping.	Independent T-test	Reject H <sub>0</sub>
<b>H<sub>0</sub>3:</b> There is no relationship between trip typology that Japanese tourists interact and their preference behaviour in shopping.		

People and setting oriented	Pearson Correlation	Reject $H_0$
Urban entertainment oriented		Reject $H_0$
Active outdoor oriented		Reject $H_0$
History and park oriented		Reject $H_0$
Social with friends		Accept $H_0$
Relax with family		Reject $H_0$
<b>H<sub>04</sub>:</b> There is no significant difference among Japanese tourists when aggregated by age groups, in terms of and their expenditure behaviour in shopping.	One-way ANOVA	Reject $H_0$
<b>H<sub>05</sub>:</b> There is no significant difference between Japanese tourists when aggregated by gender, in terms of their expenditure behaviour in shopping.	Independent T-test	Reject $H_0$
<b>H<sub>06</sub>:</b> There is no relationship between trip typology that Japanese tourists interact and their expenditure behaviour in shopping.		
People and setting oriented	Pearson Correlation	Accept $H_0$
Urban entertainment oriented		Accept $H_0$
Active outdoor oriented		Reject $H_0$
History and park oriented		Reject $H_0$
Social with friends		Reject $H_0$
Relax with family		Accept $H_0$

### Hypothesis 1

**Difference among Japanese tourists when aggregated by age groups, in terms of their preference behaviour in shopping.**

The null hypothesis  $H_01$  is rejected and the alternate hypothesis  $H_{a1}$  is accepted. The statistical result shows that the difference among age groups is significant, in terms of preferred items. Therefore, it can be noted that the demographic factor of age does influence shopping preferences behaviour.

## **Hypothesis 2**

**Difference between Japanese tourists when aggregated by gender, in terms of their preference behaviour in shopping.**

The null hypothesis  $H_02$  is rejected and the alternate hypothesis  $H_a2$  is accepted. The study empirically found out that there is a significant difference between Japanese tourists when aggregated by gender, in terms of their preference behaviour in shopping. The result can be interpreted that the preferences items between male and female tourists are significantly different. Therefore, it can be noted that gender is a significant factor that influences shopping preferences behaviour.

## **Hypothesis 3**

**Relationship between trip typology that Japanese tourists interact and their preference behaviour in shopping**

The null hypothesis  $H_03$  is rejected and the alternate hypothesis  $H_a3$  is accepted. Generally, a relationship between trip typology and preference behaviour in shopping is found empirically. However, the socializing with friends type is found to have no relationship with certain items. Apart from that, trip typology can be used to predict preference behaviour in shopping.

#### **Hypothesis 4**

**Difference among Japanese tourists when aggregated by age groups, in terms of their expenditure behaviour in shopping.**

The null hypothesis  $H_{04}$  is rejected and the alternate hypothesis  $H_{a4}$  is accepted. The researcher found that there is a significant difference in expenditure behaviour among age groups. Therefore, the finding confirms that the demographic factor of age does influence shopping expenditure behaviour.

#### **Hypothesis 5**

**Difference between Japanese tourists when aggregated by gender, in terms of their expenditure behaviour in shopping.**

The null hypothesis  $H_{05}$  is rejected and the alternate hypothesis  $H_{a5}$  is accepted. Gender is also found to influence expenditure on shopping. The expenditure behaviour is significantly different between male and female tourists. The result of this study does support the fact that gender is an effective factor for predicting shopping behaviour.

#### **Hypothesis 6**

**Relationship between trip typology that Japanese tourists interact and their expenditure behaviour in shopping.**

The null hypothesis  $H_{06}$  is rejected and the alternate hypothesis  $H_{a6}$  is accepted. As stated in table 5.12, when analyzed by each trip type, there is a significant negative relationship between shopping expenditure and trip types such as active outdoor oriented, history and park oriented and socializing with

friends. However, no relationship is found between shopping expenditure and people and setting oriented trip type. Similarly, the relaxing with family type and urban entertainment oriented type, have no relationship with expenditure. Thus, the result can be interpreted that for Japanese tourists, trip typology can be used as a predictor to examine shopping expenditure behaviour; however it is unlikely to be effective in the case of Japanese tourists.

## 6.2 Conclusions

This research is empirically accomplished in order to understand the perceptions of Japanese tourists in shopping. The research findings will be useful for destination marketer and planner to be able to set strategic plans to promote a positive image of Thailand, as an attractive shopping paradise. Moreover, the results will also contribute to segregated information for Japanese tourists shopping markets. In addition, this study offers basic information for retail organizations and tour operators to understand the specialized Japanese markets and required items so as to help develop tourism products, and create new and fashionable designs to suite target segments. Further, based on the results, new packages can be developed to meet the different needs of Japanese tourists.

In order to interpret and evaluate the findings, there are some limitations which have to be considered. The limitations of this study are that the study focused mainly on the Japanese tourists shopping behaviour in general and the relationship between age, gender, trip typologies and shopping preference and expenditure behaviour. The questions are not focused on

classifying trip types in the same trip or segmenting Japanese tourists market. Besides the preferred items studied in this research are promoted in “Amazing Thailand” campaign for international tourists, and those specialized items are well known as Thailand’s special products among international tourists. In other words Japanese may prefer any other items rather than those items in this research. Another factor is that the sample size is also too small which tells us that a larger sample will result in more accurate and specific information. Therefore, shortcoming of the results does result in a general trend of Japanese tourists’ shopping behaviour. However, the results are effective to confirm that the previous findings that age, gender and trip typology are useful factors to predict shopping behaviour is accurate.

The results show that Japanese tourists do prefer Department Stores to do their shopping. One of the critical reasons for this is because their concern is security and safe. Japan is famous for attention paid to safety and security. Most of Japanese believe that being abroad is unsafe and this is supported by Japanese government who alerts the community of the hazards of foreign countries. Language and communication might be another factor, as Japanese seems to feel shame and embarrass for not speaking or understanding the local language. The above supports why Japanese choose Department stores, where more facilities offered, especially security is provided by the stores. In addition, there is less chance to be cheated because in department stores, prices displayed on the items, thus buyers do not need to negotiate prices. Moreover, the results can be interpreted that Japanese, commonly, spend more or less two hours to up to four hours to look for their preferences and carefully

check the prices. About 70% of respondents are willingly to spend at least 20,000 Yen on shopping during their trip to Bangkok. Therefore, the results indicate that to some extent, shopping as a tourism activity does influence their decision to travel to Thailand.

The previous findings stated that consumers' preferences are linked with different ages (Anderson, 1993), and age and gender are significant factors influencing the amount of money travelers spent on shopping, and the items they preferred (Lehto. et al, 2004). The results of current study illustrate that the differences among age groups are significant in terms of their preferences and expenditures for shopping. It means that on certain shopping items, some items are popular with the older age groups, some are preferred by middle age groups, some are attracted by younger age groups while it really does not matter what the particular age groups are. Similar to those the amount of money spend on shopping are different according to different age groups. For instance, Swarbrooke, J. and Horner, S. (1999) ( cited Dace, 1995) mentioned that Japanese women at 20-30 year-old with high disposable income does like to spend their money on visiting cities and shopping. Further, this study also reveals that there is a significant difference between genders by how and what they prefer, and how much willingly they are to expend on shopping. It implies that male and female tourists have different interest in certain items. For example, male tourists may prefer handy crafts, while beauty products may be demanded by female tourists. Likewise, female tourists may be more willingly to spend on shopping than male tourists. Therefore, these current results should contribute to future researches in

exploring more specific shopping information as well as understanding and targeting the specialized markets. Now that we are aware of the significant differences among age groups and between genders, it is necessary to investigate how and what exactly the differences are. For example, among various items, one can easily sought the items that are the most popular for the Japanese market and which one has more demand by particular age groups, as well as gender interest. Such detail segregation of information does contribute effectively to further products development and marketing strategies.

Regarding the trip typology, the results confirm that there is significant relationship between trip typologies and shopping preferences. For instance, the urban entertainment group may have a stronger interest for silk and fabric or active outdoor group may prefer browsing for gourmet foods or history and park visitors group may show keen interest in searching arts and craft, as compared to some Japanese tourists who belong to socializing with friends group may not expose any specific or equal interest in all of those six shopping items. Whatever it is, the results prove that the relationship between trip types and tourists' preferences is significant. Therefore, in order to get more specific information on which trip type can be proved to be an effective predictor across the certain shopping items, further researches are required to be conducted. On the contrary, no satisfactory relationship is found between trip types and expenditure on shopping. In analyzing the six trip types, only three types such as active outdoor oriented, history and park oriented and social with friends type have negative relationship with the amount of money spend on shopping. It can be noted that the more the travelers deal with such

trip types the less they expend money on shopping. This is because the travelers may not have time for shopping or they may have less shopping opportunities or it may also be that shopping activities are not an influencing factor on other tourism activities that they experience in such trip types.

According to the above analysis, it can be concluded that age, gender and trip typology are the factors which influence Japanese tourists' shopping behaviour. However there is one exception in the case of Japanese tourists, trip typology has a lesser effect on the amounts of money spent on shopping, although it has relation with preference items. Finally, this study supports the previous findings that age, gender and trip typology are useful in predicting tourists shopping behaviour.

### **6.3 Recommendations**

This study contributes to the basic information required to understand the Japanese tourist shoppers market. In addition, the research findings are significant in providing important recommendation for destination planners, retail marketers and tour operators. Based on the results, some useful suggestions are offered as follows:

#### Recommendation for destination planners

It will be more effective if destination planners and marketers can develop marketing strategies and campaigns based on the understanding of the specific target market. By applying the current results, Thailand can be promoted as the most attractive shopping paradise by establishing achievable

projects, which cater to Japanese market as well as contribute to Thailand's brand and positive image. Although some marketing plans appear impressive, practically it is really hard to implement. In order to develop an effective campaign, market segmentation and targeting actions should be well managed. In this regard, planners should collaborate with the public and private sectors to decide on the 4P: place, product, price and promotion, to be able to attract the targeted shoppers to the specific market. The results pointed that the majority of the respondents prefer Department stores, and carefully check the prices, therefore, those results have to be considered strategically. In addition, destination planners should also support institutions and associations to conduct further researches in order to achieve more specific information on tourists' shopping behaviour.

#### Recommendation for retail businesses

Retail organizations can manage product developments based on these research findings. Consumers' preferences are related to the different age groups and different genders, therefore retail marketers should identify what items are the most popular among Japanese age groups and which items are attracted to relevant age groups and genders, and which items are less popular among Japanese tourists. In this study, only six items were selected to support that if there is a relationship exists or not. As such, to get detail information and more understanding of the market, retail organizations should survey Japanese tourists' perception on not only those specific items but also other controlled items. As a result, full awareness of the range of targeted markets will prevent product failures. This will allow retail organizations to develop

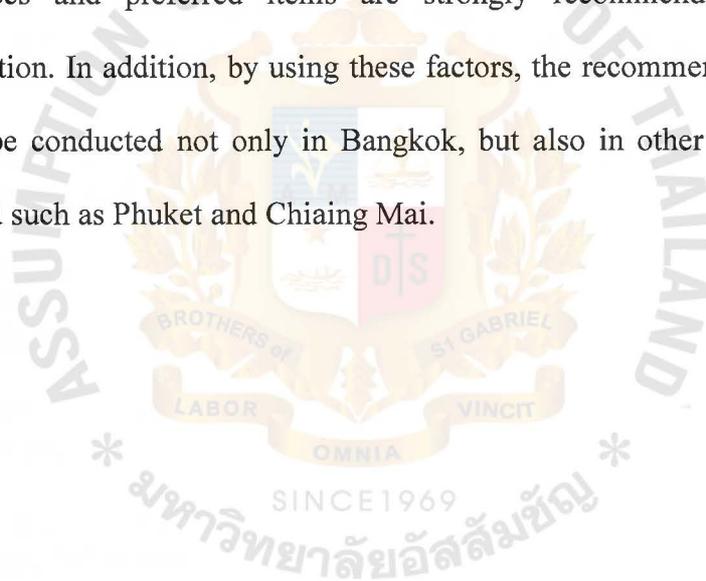
their products to their specifications, for example, they can create new designs, styles, color and/or shapes, which suites the different age groups and gender, in order to meet Japanese tourists' needs and wants.

#### Recommendation for tour operators

Tour Operators and travel agencies can use some of those useful suggestions to improve marketing strategies and tourism packages especially for Japanese. As was found out, the preferred items and the amount of money on shopping is linked with age, gender and trip typology, Operators can classify the market into different segments, and then create new packages for the target segments. Operators can arrange suitable tour itineraries which include more shopping opportunities and special shopping activities to stimulate increased expenditure for shopping. Providing more time for shopping in tour programs will definitely satisfy the Japanese tourists. As the results stated in table 5.9 above, the findings confirm the relationship between preferred items and trip type, therefore tourism organizations should find out more information for example, which trip types have high tendency and for which items and which groups have more demand for which particular items, etc. This knowledge will allow them to manage effective tour packages strategically, including shopping venues to host the expectations and desires of different groups of Japanese tourists. As a result, tourists that are satisfied will probably make decisions to revisit Thailand again and again. This will affect and contribute to destination loyalty plans as well as develop a lasting relationship with the Japanese tourists.

### Recommendation for further researches

Although this exploratory study provides important fundamental understanding about Japanese tourists' shopping behaviour, there are still considerable amount of information required to fully understand and monitor the market and its relationship with Japanese tourists. This study has confirmed that the factors: age, gender and trip type can be used to predict shopping behaviour. Therefore, other factors such as respondents' income, family status, length of stay, travel purpose etc, are being recommended for further researches. Moreover, detail information on what exactly the differences and preferred items are strongly recommended for further examination. In addition, by using these factors, the recommended researches should be conducted not only in Bangkok, but also in other destinations in Thailand such as Phuket and Chiang Mai.



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# Appendix A

## Questionnaire

Dear Tourists,

I am a student from Assumption University, Thailand and doing research for the Degree of Master of Business Administration in Tourism Management. The objective of the research is to investigate the Japanese tourists' shopping behaviors in Bangkok, Thailand. We only need a few minutes of your time to complete this questionnaire. Please read the questions, then just choose and tick the answer you desire. All information provided will be solely used in my research. Thank you for your cooperation. (This questionnaire is being distributed to a person who is aged 18 and above)

### **Section I – Shopping behaviour information**

**Q1:** Where do you prefer to go shopping in Bangkok?

- a.) Department store
- b.) open market/ night bazaar (Patpon, JJ market)
- c.) Duty free shops
- d.) any shops arranged by travel agents

**Q2:** How long do you normally spend on searching for items you want?

- a.) Less than one hour
- b.) one – two hours
- c.) three - four hours
- d.) More than four hours

**Q3:** Which statement describes your searching behaviour?

- a.) I normally browse.
- b.) I know what I want and go to get it.
- c.) I look around, compare prices and then buy.
- d.) If I don't want anything in particular, so I browse around until I find something.

**Q4:** What is the total amount of money do you plan to spend on shopping during your trip to Bangkok?

- a.) Less than 10,000 ¥
- b.) 10,000 – 20,000 ¥
- c.) 20,001 – 30,000 ¥
- d.) 30,001 – 40,000 ¥
- d.) Above 40,000 ¥

**Section II – Perception towards shopping preferred items**

Please read the following statements and use marking to express your perception on them.

- 1: strongly agree**
- 2: agree**
- 3: neutral**
- 4: disagree**
- 5: strongly disagree**

<b>Q5: In your opinion, what is a must buy item (preferred items) when you visit Bangkok?</b>	1	2	3	4	5
a) Silk					
b) Fabric					
c) Health care & beauty products					
d) Good food and beverages					
e) Local arts and crafts					
f) Branded items: handbags, accessories, clothing and shoes					

**Section III - Trip typology information**

**Q6:** Please read the following statements and use marking to express your perception on them.

- 1: strongly agree**
- 2: agree**
- 3: neutral**
- 4: disagree**
- 5: strongly disagree**

	1	2	3	4	5
a) Participation in a hands-on learning experience (e.g. you have no special interests, just want any knowledge or incident)					
b) Visiting popular places (e.g. the places informed in guide books/ recommended by tour company/friends, etc)					
c) Experiencing city life, nightlife and shopping					

d) Experiencing different cultures and ways of life					
e Participating in a hobby or sport (e.g. golf, fishing, camping, backpacking, etc.)					
f) Visiting historical sites					
g) Visiting natural sites					
h) Experiencing adventure and excitement					
i) Enjoying with good friends and spending time with them					
j) Visiting friends and relatives.					
k) Taking relax and rest, and recuperate					
l) Spending quality time with the family					

**Section IV - Travelers' personal information**

**Q7:** Which of these age groups do you fall into?

- a.) Under 30      b.) 30 – 40      c.) 41 – 50      d.) 51 – 60      e.) Above 60

**Q8:** What is your gender?

- a.) Male      b.) Female

**Q9:** Which of these groups does describe your occupation?

- a.) Professional      b.) Employer/ Manager      c.) other self employed  
d.) Company executive      e.) Company employee      f.) other (please specify).....

**Q10:** What is your monthly income?

- a.) Below 200,000 ¥      b.) 200,000 – 300,000 ¥      c.) 300,001 – 400,000 ¥  
d.) Above 400,000 ¥

**Thank you for your precious time!**

# Appendix B

タイ国アサンプション大学大学院(ABAC)によるアンケート調査  
テーマ:バンコクに於ける日本人海外旅行者の買い物状況

旅行者各位

私はタイ国アサンプション大学大学院 (MBA-TRM 専攻) に在籍しております修士課程の研究者です。お忙しいところまでにお手数ですが、わたしの現在行っている研究のテーマであります (バンコクに於ける日本人海外旅行者の買い物状況) に関する以下のアンケートにお答えいただければ幸いです。安全でよい思い出になる旅となりますようお願いいたします。ご協力感謝申し上げます。(18歳以上の方々だけにお答えいただけます)

## パート1: 買い物状況

該当する文字に○を付けて下さい。

1. バンコクでお気に入りの買い物をする所はどこですか。

- a. デパート
- b. 市場、ナイトバザー(パボン、JJマーケット)
- c. 免税店
- d. 旅行代理店の決めた店

2. 買い物に使う時間はどれくらいですか。

- a. 1時間未満
- b. 1-2時間
- c. 3-4時間
- d. 4時間以上

3. 買い物するタイプはどれですか。

- a. ゆっくり見て回る
- b. 買いたい物を決めてから行って買う
- c. よく見回って値段を調べてから買う
- d. 気になる物が見つかるまでゆっくり見てまわる

4. バンコクで買い物に使うお金はどのくらいですか。

- a. 1万円以下
- b. 1-2万円
- c. 2.1-3万円
- d. 3.1-4万円
- e. 4万円以上

## パート2: バンコクで買い物をすることについての知識。

該当する数字にひとつだけ○で囲んで下さい。

- 1- かなりそう思う
- 2- そこそこそう思う
- 3- どちらとも言えない
- 4- そうは思わない
- 5- 全くそうは思わない

5. 旅行者としてバンコクで最もよいと思う買い物	1	2	3	4	5
a) シルク					
b) 織物					
c) 化粧品					
d) 食品、飲料					
e) 美術工芸					
f) ブランド製品:(バッグ、アクセサリ、衣類品、靴)					

パート3: 今回の旅行の行き先として決まった理由。

6: 該当する数字をひとつだけ○で囲んで下さい。

- 1- かなりそう思う
- 2- そこそこそう思う
- 3- どちらとも言えない
- 4- そうは思わない
- 5- 全くそうは思わない

	1	2	3	4	5
a) 海外旅行をします					
b) バンコクの名所へ観光をします					
c) バンコクでショーを見たり買い物をしたりします					
d) バンコクでホームステをします					
e) バンコクでゴルフ、、釣り、キャンプ、登山等のスポーツをします					
f) バンコクの 歴史的な所を観光します					
g) バンコクの自然を観光します					
h) バンコクで冒険をします					
i) バンコクでいい友達と過ごします					
j) バンコクにいる友達や親戚を訪ねます					
k) バンコクでリラックスします(マッサージ等)					
l) バンコクで家族と一緒に過ごします					

パート4: 旅行者の皆様にお尋ねいたします。

該当する文字に○を付けてください。

7. 年齢

- a. 30歳未満
- b. 30-40歳
- c. 41-50歳
- d. 51-60歳
- e. 60歳以上

8. 性別

- a. 男性
- b. 女性

9. 仕事

- a. 専門職業
- b. 公務員
- c. 自営業者
- d. 会社役員
- e. 会社員
- f. その他

10. 月収

- a. 20万円未満
- b. 20-30万円
- c. 31-40万円
- d. 40万円以上

ご協力大変ありがとうございました。どうぞ安全な旅をお楽しみ下さい。何か特別な印象がございましたら余白にお書き下さい。

# Appendix C

## Correlations

		Preferred items	Trip typologies
Preferred items	Pearson Correlation	1	.152(**)
	Sig. (2-tailed)	.	.003
	N	384	384
Trip typologies	Pearson Correlation	.152(**)	1
	Sig. (2-tailed)	.003	.
	N	384	384

\*\* Correlation is significant at the 0.01 level (2-tailed).

## Correlations

		people and setting oriented	urban entertainment oriented	active outdoor oriented	history and parks oriented	Social with friends	Relax with family groups
Preferred items	Pearson Correlation	.196(**)	.313(*)	.146(**)	.116(*)	.023	.117(*)
	Sig. (2-tailed)	.000	.034	.000	.023	.649	.022
	N	384	384	384	384	384	384

\*\* Correlation is significant at the 0.01 level (2-tailed).

\* Correlation is significant at the 0.05 level (2-tailed).

## Correlations

		Preferred items	people and setting oriented
Preferred items	Pearson Correlation	1	.196(**)
	Sig. (2-tailed)	.	.000
	N	384	384
people and setting oriented	Pearson Correlation	.196(**)	1
	Sig. (2-tailed)	.000	.
	N	384	384

\*\* Correlation is significant at the 0.01 level (2-tailed).

## Correlations

		Preferred items	urban entertainment oriented
Preferred items	Pearson Correlation	1	.313(*)
	Sig. (2-tailed)	.	.034
	N	384	384
urban entertainment oriented	Pearson Correlation	.313(*)	1
	Sig. (2-tailed)	.034	.
	N	384	384

\* Correlation is significant at the 0.05 level (2-tailed).

**Correlations**

		Preferred items	active outdoor oriented
Preferred items	Pearson Correlation	1	.146(**)
	Sig. (2-tailed)	.	.000
	N	384	384
active outdoor oriented	Pearson Correlation	.146(**)	1
	Sig. (2-tailed)	.000	.
	N	384	384

\*\* Correlation is significant at the 0.01 level (2-tailed).

**Correlations**

		Preferred items	history and parks oriented
Preferred items	Pearson Correlation	1	.116(*)
	Sig. (2-tailed)	.	.023
	N	384	384
history and parks oriented	Pearson Correlation	.116(*)	1
	Sig. (2-tailed)	.023	.
	N	384	384

\* Correlation is significant at the 0.05 level (2-tailed).

**Correlations**

		Preferred items	Social with friends
Preferred items	Pearson Correlation	1	.023
	Sig. (2-tailed)	.	.649
	N	384	384
Social with friends	Pearson Correlation	.023	1
	Sig. (2-tailed)	.649	.
	N	384	384

**Correlations**

		Relax with family groups	Preferred items
Relax with family groups	Pearson Correlation	1	.117(*)
	Sig. (2-tailed)	.	.022
	N	384	384
Preferred items	Pearson Correlation	.117(*)	1
	Sig. (2-tailed)	.022	.
	N	384	384

\* Correlation is significant at the 0.05 level (2-tailed).

**Correlations**

		total expenditure on shopping	Trip typologies
total expenditure on shopping	Pearson Correlation	1	-.148(**)
	Sig. (2-tailed)	.	.004
	N	384	384
Trip typologies	Pearson Correlation	-.148(**)	1
	Sig. (2-tailed)	.004	.
	N	384	384

\*\* Correlation is significant at the 0.01 level (2-tailed).

**Correlations**

		people and setting oriented	urban entertainment oriented	active outdoor oriented	history and parks oriented	Social with friends	Relax with family groups
total expenditure on shopping	Pearson Correlation	-.028	-.022	-.177(**)	-.384(**)	-.140(**)	-.051
	Sig. (2-tailed)	.585	.668	.000	.009	.006	.323
	N	384	384	384	384	384	384

\*\* Correlation is significant at the 0.01 level (2-tailed).

\* Correlation is significant at the 0.05 level (2-tailed).

**Correlations**

		total expenditure on shopping	people and setting oriented
total expenditure on shopping	Pearson Correlation	1	-.028
	Sig. (2-tailed)	.	.585
	N	384	384
people and setting oriented	Pearson Correlation	-.028	1
	Sig. (2-tailed)	.585	.
	N	384	384

**Correlations**

		total expenditure on shopping	urban entertainment oriented
total expenditure on shopping	Pearson Correlation	1	-.022
	Sig. (2-tailed)	.	.668
	N	384	384
urban entertainment oriented	Pearson Correlation	-.022	1
	Sig. (2-tailed)	.668	.
	N	384	384

**Correlations**

		total expenditure on shopping	active outdoor oriented
total expenditure on shopping	Pearson Correlation	1	-.177(**)
	Sig. (2-tailed)	.	.000
	N	384	384
active outdoor oriented	Pearson Correlation	-.177(**)	1
	Sig. (2-tailed)	.000	.
	N	384	384

\*\* Correlation is significant at the 0.01 level (2-tailed).

**Correlations**

		total expenditure on shopping	history and parks oriented
total expenditure on shopping	Pearson Correlation	1	-.384(**)
	Sig. (2-tailed)	.	.009
	N	384	384
history and parks oriented	Pearson Correlation	-.384(**)	1
	Sig. (2-tailed)	.009	.
	N	384	384

\*\* Correlation is significant at the 0.01 level (2-tailed).

**Correlations**

		total expenditure on shopping	Social with friends
total expenditure on shopping	Pearson Correlation	1	-.140(**)
	Sig. (2-tailed)	.	.006
	N	384	384
Social with friends	Pearson Correlation	-.140(**)	1
	Sig. (2-tailed)	.006	.
	N	384	384

\*\* Correlation is significant at the 0.01 level (2-tailed).

**Correlations**

		total expenditure on shopping	Relax with family groups
total expenditure on shopping	Pearson Correlation	1	-.051
	Sig. (2-tailed)	.	.323
	N	384	384
Relax with family groups	Pearson Correlation	-.051	1
	Sig. (2-tailed)	.323	.
	N	384	384

