TOURIST SHOPPING BEHAVIOR: A CASE OF SHANGHAI OUTBOUND TOURISTS

Yingzhi Guo, Yanlin Pei, Yunxia Ye, Yong Chen
Department of Tourism
Fudan University China

and

Kuo-Ching Wang, Hsi-Chen Chan
Graduate Institute of Recreation, Tourism, and Hospitality Management
National Chiayi University, China

ABSTRACT

Shopping is an important tourist activity and its contribution to the economy is significant. For many visitors no trip is complete without having spent time shopping and tourists often feel they cannot return home without buying "something". This research explored the basic shopping behaviour model of Shanghai outbound tourists. Data from 65 respondents were collected using the convenient sampling method. The motivations of Shanghai outbound tourists' shopping behaviour were presented in seven dimensions including function, gift giving, affection, curiosity, scarcity, memory and cultural orientations. Quality, brand, shortage of specific goods in China's domestic market, the lower price of goods in the outbound market and the convenient payments in the destinations are important attributes that spark their shopping behaviours. This outcome has at least had significant implications for tour operators and marketers to understand the needs of Chinese outbound tourists.

Keywords: Outbound tourism, Shopping, Shanghai

INTRODUCTION

China's outbound tourism can be dated back to 1983 when Chinese residents in Guangdong province were permitted to visit their friends and relatives (VFR) in Hong Kong and Macau. This process was accelerated by "The Provisional Regulation on Self-supported Outbound Travel of Chinese Citizens", a milestone of Chinese outbound tourism development, issued in July 1997. It implied that the authorities had started to place much more importance on the Chinese outbound tourism market about which they had not been concerned for a long time. During 1995 to 2004, Chinese outbound tourism market boomed by 17.42% per annum, and the outbound travel expenditure rose to USD19.15 billion from USD3.69 billion in 1995, with an annual growth of 24.08%. It can be attributed to the positive tourism policies launched by the Chinese government, and increasing household income and leisure time available to Chinese citizens in recent years.

Shopping as an important tourist activity dominated the consumption structure of Chinese outbound tourists. Shopping was ranked as the most expensive item in total outbound travel expenditure by about 58.3% of the respondents according to a recent research report (Research Group, 2003).This figure climbed to 71.2% when just concerned with tourists' self-supported expenditure, as total expenditure excluded package tour fees. It also reported that Chinese outbound tourists' shopping expenditure, USD 987 pre-capita, was ranked top in the world and amounted to a striking level of USD 1781 in Europe, a traditional shopping paradise especially for luxury goods.

However, since the Chinese outbound tourism market is still regulated by the authority, it is driven more by the residents in some metropolises such as Shanghai, Beijing and Guangzhou than by average residents who cannot afford the high-priced outbound travel consumption. Shanghai, especially, has dominated China's generating area owing to its economic prosperity, international marketplace as well as the huge spending power and increasing leisure time of the residents. Therefore, the purpose of this study is to explore the basic shopping behaviour of Shanghai tourists, which can also help to understand Chinese outbound tourism consumption from a broad perspective.

LITURATURE REVIEW

Dimanche (2003) mentioned that tourists not only buy souvenirs, but also buy the products which are unavailable in their own countries when they go shopping in destinations. There are three main categories of opinions on what tourist shopping is about and it is recognized as one of the motivations of tourists who can seek pleasure from these kinds of activities (Gronroos, 1978; Geva & Goldman, 1991). Some scholars such as Cohen (1995) and Mak, Tsang & Cheung (1999) argue that shopping is the main objective of tourists, especially for some specific destinations such as Hong Kong, where shopping may be the sole reason for tourists to visit (Cohen, 1995; Mak, Tsang & Cheung, 1999). A majority of people hold that shopping is one of the most important activities carried out by tourists (Gunn, 1988; Mclntosh and Goeldner, 1990; Anderson & Littrell, 1995; MacCannell, 2002). However, it is hard to differentiate the three natures of tourist shopping in the real tourism context.

Previous research on the shopping behaviour of tourists was mainly focused on the tourists' shopping behavior model and its differences in different cultural backgrounds, such as shopping motivations, expenditure and related-travel characteristics. Online shopping has also caught the attention of some researchers since the 1990s when the internet was emerging and changing consumer behaviour and the lifestyle of customers. With regard to the shopping behaviour in different cultural backgrounds, Kim & Littrell (2001) examined what influences tourists who want to purchase souvenirs and who are considering purchases for themselves versus gifts for family and friends when they travel to Mexico. According to

Wong and Law (2003), there is a significant difference between the expectations and perceived satisfaction among tourists from Asian and western countries. A study conducted by Yuksel (2004) reveals that domestic visitors (Turkey) are more negative in their service evaluations than their international counterparts (Yugoslavia). Suh and McAvoy (2005) reported that for both pleasure and business trips, the travellers from nearby (Japan) tend to give most consideration to the 'tangible' attribute (shopping), while the travellers from a distant origin (Europe and North America) evaluate the 'intangible' attribute (local culture) as most valuable.

On the contrary, Chinese scholars put more emphasis on tourist goods and souvenirs' production and operation than on tourists' shopping behaviour as did their counterparts (Feixiong,1997; Ling, 1999; Chen Qing, Li Jianjun, 1999; Qian Xiaoling, 1999; Yuan Guohong, 1999; Ye Suping, Shan Yibin, 2000; Zhu Kongshan, 2004). In order to fill this gap, this paper aims at describing and explaining the shopping behaviour of Chinese outbound tourists from a variety of dimensions such as shopping motivation, travel expenditure, shopping preferences, shopping decision-making and so on.

METHODOLOGY

Measurement and Sampling

A structured questionnaire consisting of three sections was developed to collect data through a self reported survey. The first part was about tourists' travel and shopping related characteristics in overseas destinations. The respondents were asked to choose the statements that were most suited to their travel activities, or fill the blanks with the exact information based on their former travel experiences. The second section focused on the individual tourists' shopping behaviour attributes. The respondents were asked to rate on a five-point Likert scale with a rating ranging from 1= 'strongly disagree' to 5='strongly agree' their perceptions and experiences of the total 67 statements, distributed in six domains, including their motivations, attitudes, affected factors, considerations, decision-making and satisfaction. The last section was used to collect socio-demographic information from the respondents.

An on-site survey was conducted in the departure hall of Shanghai Pudong International Airport, which is the main generating area for Shanghai's outbound tourists. Respondents were selected from among those who met the following criteria: (1) had at least one outbound travel experience within the past 2 years; (2) had engaged in shopping activities in destinations, and (3) were Mainland Chinese citizens aged over 18. The screening procedure was conducted by the interviewer personally. A total of 80 respondents were approached and 65 were found to be suitable for further analysis.

Data analysis

Descriptive analysis such as frequency, mean and standard deviation were conducted to examine respondents' demographic profiles, outbound travel and shopping related characteristics, affected factors, decision-making, attitudes to and satisfaction with shopping. Then the underlying motivational dimensions were identified by using factor analysis to classify the total 28 motivation indicators. It was necessary to apply the KMO and Bartlett's Test to ensure that the data was suitable for a factor analysis. Finally, a correlation analysis was used to explain the relationship of total travel expenditure and shopping costs as well as tourists' income.

STUDY RESULTS

Demographic profile of respondents

There were 32 females and 33 males among the respondents, representing 50.8% and 49.2% of the total respectively. The two domain age groups were 18-25 and 26–35, accounting for 80.0% of the respondents. Only 6.2%, or four respondents, were 46 years of age or above. More than 61.5% of respondents had pursued or completed university/college education, while those with postgraduate education represented 21.5% of the total. Only 3.1% of the respondents had only primary or elementary school education, which indicated a higher education level of these respondents. The respondents who earned less than RMB40,000 or more than RMB60,000 per year dominated the income range, representing 41.5% and 46.2 % respectively. Only 12.3% of the respondents had an annual income which fell into the income range of RMB40000-59999 per year, which represented a distribution curve of reversal "U". Regarding the number in the family, the typical Chinese household with three persons still held the dominant position and accounted for 55.4% of the respondents, followed by four (18.5%), two (10.8%), 5 (9.2) and one person(s) per household.

Table 1

Demographic profile of respondents (N = 65)

	N	%		*N*	%
Gender			*Annual income*		
Male	33	50.8	Less than RMB19999	16	24.6
Female	32	49.2	RMB2000–39999	11	16.9
Age			RMB40000–59999	8	12.3
18-25	30	46.2	RMB60000–79999	20	30.8
26-35	22	33.8	RMB8000–99999	0	0.0
36-45	9	13.8	100000 or more	10	15.4
46-55	4	6.2	*Household*		
56 or above	0	0.0	1	4	6.2

Education level			2	7	10.8
Less than secondary/high school	2	3.1	3	36	55.4
Secondary/high school	9	13.8	4	12	18.5
College/university	40	61.5	5 or more	6	9.2
Postgraduate or above	14	21.5			

Notes: 1 US dollar was about 8 RMB Yuan at that time.

Outbound travel related characteristics of respondents

As presented in table 2, about 60.0% of respondents had an outbound travel experience of 1-2 times in the past two years, followed by 3-5 times (32.3%) and six times or more (7.7%), which revealed that outbound tourism was not a routine travel activity afforded by most of the Chinese citizens. With respect to the organization of travel activities, self-supported and company subsidized outbound travel were very popular among the respondents, accounting for 47.7% and 24.6% of the total organization forms, while those who bought travel agencies' package tours only represented 12.3%. It was a fact that outbound package tours provided by travel agencies always served a range of recreational activities such as sightseeing and shopping by Chinese travellers. So travelling for recreation or pleasure did not dominate in this study, which also was supported by the findings that study/work (35.4%) was the main aim of the respondents, followed by sightseeing/recreation (29.2%) and meeting/business (21.5%), when they were asked about their most recent travel experience. Only 1.5% of respondents travelled abroad for shopping. Study/work and meeting/business mainly took the form of self-supported and company subsidized outbound travel.

Table 2

Outbound travel-related characteristics of respondents (N = 65)

	N	%		*N*	%
Travel experiences in past 2 years (times)			Travel aims in the most recent experience		
1-2	39	60.0	Sightseeing/recreation	19	29.2
3-5	21	32.3	Meeting/business	14	21.5
6 or more	5	7.7	Shopping	1	1.5
Organization			Visiting friends and relatives	3	4.6
Self-supported	31	47.7	Festivals/events	1	1.5
Company subsidized	16	24.6	Study/work	23	35.4
Package tours	8	12.3	Religion or pilgrimage	0	0.0
Other	10	15.4	Other	4	6.3

Shopping related characteristics of respondents

Table 3 reports that respondents were most concerned about two factors, 'quality' (M=4.13) and 'brand' (M=3.92) with a standard deviations below 1, when they made their shopping decisions in destinations. However, 'display of products' (M=2.94) received the least attention of the respondents, which indicated that the respondents placed more importance on the interior attributes of products rather than the external attributes such as display or package. Also, the shopping behaviour of respondents was still affected by a range of factors including 'portability' (M=3.64), 'appearance' (M=3.64), 'shopping atmosphere' (M=3.50) and 'place' (M=3.47) with a mean score higher than 3. In addition, 'scarcity' (M=3.80), 'utility' (M=3.79), 'memorial significance' (M=3.76) were found to be more important than the two attributes of 'price' (M=3.73), 'cultural and history value' (M=3.72).

Table 3

The attributes of products which the respondents were concerned about (N=65)

	Mean	*Std. dev.*	*Std. Error*
Quality	4.13	.903	.08
Brand	3.92	.869	.08
Not available in my own country	3.80	1.162	.10
Utility	3.79	.940	.08
Memorial significance	3.76	.971	.09
Price	3.73	.840	.07
Cultural and history value	3.72	.999	.09
Portability	3.64	.914	.08
Appearance	3.64	.932	.08
Shopping atmosphere	3.50	1.038	.09
Place	3.47	1.024	.09
Display	2.94	1.067	.09
Other	2.24	1.269	.11

Regarding shopping destinations, 32.3% of respondents preferred a brand shop, followed by super market (28.3%), specialized store (21.3%), luxury shopping mall (11.0%) and factory-directed retailer (7.1%). Over half of the respondents spent most on electronic/digital gadgets (53.5%), then on clothes (9.4%), cosmetics (8.7%) and jewellery (7.1%) (Table 4). It can be concluded that the respondents placed more emphasis on brand and had a preference for trendy electronic/digital gadgets as well. This may be attributed to the younger respondents' domination of the age group in this study. It revealed that the respondents' shopping behaviour was associated with luxurious consumption to some extent, simply because a slight proportion of visitors chose luxury shopping malls for shopping and spent most of their travel budget on jewellery as mentioned above. It was not surprising given that 15.4% of respondents earned more RMB100,000 annually as presented in the demographic profile section earlier, which made them able to afford these kinds of luxuries. In an investigation of payments used by the respondents, the study found that, in order of popularity, credit cards and cash were the most two frequent payments for shopping representing 51.2% and 40.9% among all payments respectively. Comparatively, the respondents who used travellers' cheques just accounted for 3.1% (Table 4). As for the products the respondents brought home, most of them served the purpose of gift-giving, self-use and helping others in purchasing, which indicated that the traditional Chinese kinship relationships or guanxi had influenced deeply the shopping behaviour of tourists. Relatively, the study did not observe that the products were sold again for profit at home, highlighting the disposition of the goods by Chinese tourists as a stimulant to enhance the sound personal relationships or affection among family, friends or relatives, highly valued in traditional Chinese society, rather than a motivation for economic profits. The attribute of 'be not conscious of the goods, when they are brought back' was experienced by a proportion of 11.0%, demonstrating that impulsive consumption underlies Chinese tourists' shopping behaviour, since it was not clear for them to decide what they should buy in destinations.

Table 4

Shopping destinations, goods and their payments and disposition (N=65)

	N	*%*		*N*	*%*
Shopping destinations			Healthcare products	2	1.6
Branding shop	41	32.3	Books/magazines	0	00.
Supermarket	36	28.3	Other	1	0.8
Specialized store	27	21.3	*Payments used frequently*		
Luxury shopping mall	14	11.0	Credit card	65	51.2
Factory-directed retailer	9	7.1	Cash	52	40.9
Other	0	0.0	Debit card	6	4.7
Goods costs most			Travellers' cheque	4	3.1
Electronic/digital gadget	68	53.5	Other	0	0
Costume	12	9.4	*Disposition of the goods**		
Cosmetics	11	8.7	Gift-giving	54	42.5
Jewelry	9	7.1	Self-use	49	38.6
Artwork	7	5.5	Helping others to purchase	28	22.0
Native product	6	4.7	Not conscious	14	11.0
FMCG	6	4.7	Resale	0	0.0
Handcraft	5	3.9	Other	21	16.5

Shopping motivations of respondents

Twenty-eight items, derived from secondary research on previous literature and data, were used to measure the shopping motivations of Chinese outbound tourists in destinations (Table 5). 22 out of all 28 motivational items had a mean score equal or higher than 3, ranging from 3.65 to 3.00, denoting that Chinese tourists usually had a desire, but not very strong, to shop in overseas destinations. This inference can be verified by the aims of respondents reported above in which only 1.5% of Chinese tourists travel abroad for shopping directly, while most of them recognized shopping as extra travel activities without dominating their travel agendas. In addition, the standard deviations of the 28 motivational items were higher than 1, implying a variety of respondents' opinions on shopping motivations. The top three most important motivational items were 'purchasing goods unavailable in my own country' (M=3.65), 'keeping a fascinating memory' (M=3.63) and 'buying gifts for my families' (M=3.57), while 'to show my experiences to others' (M=2.63), 'to show my unique personality' (M=2.42), and 'to show my social status' (M=2.28) were the three items that Chinese visitors ranked least important. It follows that Chinese outbound tourists' shopping activities were mainly driven by scarcity of the goods at home, memorial significance of goods and Chinese gift-giving customs. And conspicuous consumption was not found in Chinese tourists' shopping behaviour.

Table 5

Description of the shopping motivations of respondents (N=65)

Motivation items	*Mean*	*Std. dev.*	*Rank*	*Motivation items*	*Mean*	*Std. dev.*	*Rank*
Goods are not available at home	3.65	1.110	1	Trendy and fashionable products	3.28	1.053	15
To keep a fascinating memory	3.63	1.126	2	To seek curiosity/novelty	3.26	1.136	16
To buy goods for my families	3.57	1.237	3	To buy native handcrafts	3.23	1.247	17
Strong memorial significance of the goods	3.54	1.017	4	To buy trendy electronic/ digital gadgets	3.22	1.352	18
Abundant shops are available	3.51	1.033	5	To relieve daily boredom and to be busy	3.11	1.120	19
Excellent shopping service	3.51	1.062	6	Goods with high utility	3.08	1.080	20
To learn different customs of native people	3.46	1.047	7	To learn abut local business	3.05	1.280	21
To buy goods for my friends/relatives	3.45	1.263	8	To buy high-priced clothes and jewellery	3.00	1.237	22
To experience a unique commercial culture	3.38	1.100	9	To buy gifs for my teachers/classmates	2.92	1.291	23
Goods in destination rich in cultural value	3.37	1.009	10	To buy gifts for my bosses/ colleagues	2.85	1.228	24

To buy exotic cultural products	3.37	1.206	11	Goods in destinations are cheap	2.66	1.290	25
To enjoy different lifestyles	3.35	1.205	12	To show my experiences to others	2.63	1.282	26
Variety of goods are available	3.35	1.152	13	To show my unique personality	2.42	1.144	27
Goods of high quality	3.32	1.187	14	To show my social status	2.28	1.111	28

To further identify the basic motivational dimensions behind the shopping behaviour of the respondents, factor analysis was applied to extract general groups of respondents' shopping motivations. Kaiser–Meyer–Olkin statistics of .679 and inspection of correlation among the items indicated that the data was suitable for a factor analysis.

Principal component factor analysis was used to group the motivational items with similar characteristics. Twenty-eight items were factor analyzed using the Varimax Rotation procedure to delineate the underlying dimensions that were associated with shopping motivations of respondents. Generally, those items with an eigenvalue greater than one were retained for further analysis. Also, absolute values of factor loadings higher than .3 were recognized as significant, so all 28 motivation items were retained and listed in Table 6. Accordingly, the data yielded seven clean factors with eigenvalues greater than one, explaining 72.343% of the variance in the original data set. The seven factors were labelled as 'utility', 'gift-giving', 'affection', 'curiosity', 'scarcity', 'commemoration' and 'culture'. The seven conceptually meaningful domains were then tested for reliability with Cronbach's Alpha coefficient of 0.9048, indicating that the variables exhibited moderate correlation with their factor groupings and thus may be cautiously regarded as internally consistent and stable.

Table 6

Principal component factor analysis with varimax rotation for shopping motivations

Motivation Items	*Factor loadings*							*Communalities*	*Item means*
	1	*2*	*3*	*4*	*5*	*6*	*7*		
Utility									
Trendy and fashionable products	.847							.826	3.28
Goods with high utility	.826							.774	3.08
Excellent shopping service	.810							.736	3.51
Goods of high quality	.754							.695	3.32
A variety of goods are available	.679							.716	3.35
Goods in destinations are cheap	.652							.645	2.66

Abundant shops are available	.573							.726	3.51
To show my social status	.549							.669	2.28
Goods in the destination are rich in cultural value	.437							.504	3.37
Gift-giving									
To buy goods for my friends/ relatives		.884						.891	3.45
To buy goods for my families		.850						.824	3.57
To buy gifts for my bosses/ colleagues		.682						.629	2.85
To buy gifs for my teachers/ classmates		.549						.787	2.92
Affection									
To show my unique personality			.876					.808	2.42
To show my experiences to other			.748					.847	2.63
To relieve daily boredom and be busy			.675					.777	3.11
To seek curiosity/novelty			.579					.715	3.26
Curiosity									
To buy exotic cultural products				.796				.835	3.37
To buy native handcrafts				.786				.835	3.23
Scarcity									
To buy high-priced clothes and jewellery					.753			.660	3.00
To buy trendy electronic/ digital gadgets					.658			.719	3.22
Goods are not available at home					.657			.587	3.65
Commemoration									
To keep a fascinating memory						.713		.576	3.63
Strong memorial significance of the goods						.568		.742	3.54

Culture									
To learn about local business							.786	.732	3.05
To learn different customs of native people							.645	.788	3.46
To enjoy different lifestyles							.551	.673	3.35
To experience a unique commercial culture							.527	.543	3.38
Eigenvalue	8.172	3.187	2.480	1.880	1.769	1.453	1.315		
Variance Explained (%)	29.187	11.381	8.857	6.715	6.320	5.188	4.696		
Accumulative total (%)	29.187	40.568	49.425	56.140	62.459	67.647	72.343		

Notes: Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization. A Rotation converged in 9 iterations.

Total travel expenditure and shopping costs for respondents

In this study, per-capita travel expenditure and shopping cost were reported at RMB34626.92 and 9043.45 respectively, when the respondents were asked to provide their expenditure information about their most recent outbound travel. As for the maximum and minimum, RMB300000 and 2000 spending on travel expenditure and RMB50000 and 24 solely on shopping ranked the highest and lowest, respectively (Table 7). The standard deviations between the maximum and minimum amounts of travel expenditure and shopping which were as high as RMB50768.93 and 8838.47, indicated the significant difference in spending power among the respondents.

Table 7

Total travel expenditure and shopping costs of respondents in their most recent travel (Unit: Chinese RMB Yuan)

Categories	*Mean*	*Min*	*Max*	*Std. Error*	*Std. dev.*
Total travel expenditure*	34626.92	2000.00	300000.00	6297.11	50768.93
Shopping cost*	9043.45	24.00	50000.00	1096.28	8838.47

The regression analysis used to explain respondents' travel expenditure on shopping cost was significant ($p<0.05$), while the Pearson coefficient of 0.442 demonstrated a weak correlation (Table 8). Thus, shopping and seeking pleasure did not dominate the outbound travel of respondents in this study, and shopping made a slight contribution to the total expenditures. Moreover, the influence of the annual income of respondents on travel expenditure was not found to be significant (p>0.05), but the slight significant correlation (Pearson of 0.305) existed between annual income and shopping cost. This can be attributed to the cost of study/work (35.4%) and meeting/business (21.5%), two main travel objectives in this study, accounting for most of respondents' expenditure as necessity, which responded insensitively to income changes. The correlation between total expenditure and income was mitigated due to the fact that a high proportion of respondents were students without income. By contrast, shopping as high-elasticity consumption was obviously affected by the income of respondents.

Table 8

Total travel expenditure and shopping costs of respondents in their most recent travel

Categories	*Statistics*	*Total travel expenditure*	*Shopping cost*
Total travel expenditure	Pearson correlation	1	.422(**)
	Significance (1-tailed)	.	.000
	N	65	65
Shopping cost	Pearson correlation	.422(**)	1
	Significance (1-tailed)	.000	.
	N	65	65

Note: ** Correlation is significant at the 0.01 level (1-tailed).

Table 9

Total travel expenditure, shopping costs and annual income of respondents in their most recent travel

Categories	*Statistics*	*Annual income*
Total travel expenditure	Pearson correlation	.025
	Significance (1-tailed)	.391
	N	127
Shopping costs	Pearson correlation	.305(**)
	Significance (1-tailed)	.000
	N	127

Note: ** Correlation is significant at the 0.01 level (1-tailed).

Factors behind the shopping behaviour of respondents

It was found that the shopping behaviour of respondents was affected mainly by three factors, including scarcity (M=3.55), the price balance between destination and home (M=3.35) and the payments (M=3.23). However, the three factors just influenced the respondents' shopping behaviour to some extent because all of these mean scores were below 4. In addition, the significant difference in the respondents' perceptions of the six factors was also reported since standard deviations of these factors were high than 1 (Table 10).

It must be noted that, the FEC, or Foreign Exchange Certificate, once recognized as having a negative impact on outbound travel consumption in previous studies (Zhang and Lam, 1999) was found to be least important in this study. It was not surprising given that the CNTA has relaxed control over the Chinese outbound tourism market since 2005, when the former tourism development policies were transformed from "restriction" to "regulation". Accordingly, the foreign currency management has been adjusted to satisfy the increasing needs of Chinese outbound travellers in recent years. In 2004, SAFE claimed that Chinese outbound tourists were permitted to exchange no more than US$5000 pre person for their travel consumption compared to US$2000 a year earlier. So the FEC did not affect the shopping behaviour of the respondents when considering per-capita travel expenditure and shopping costs were RMB34626.92 and 9043.45 respectively, all of which fell within the scope of US$5000 ascertained by SAFE.

Table 10

Factors behind the shopping behaviour of respondents

Factors	*Mean*	*Std. dev.*	*Std. Error*
Goods are not available at home	3.55	1.111	.10
Goods in destinations are cheap	3.35	1.276	.11
The payments are more convenient in destinations	3.23	1.142	.10
All kinds of promotions available in destinations	3.07	1.092	.10
Abundant shops are available	3.06	1.115	.10
I have more foreign currency available for shopping	3.04	1.171	.10

Shopping decision making of respondents

With regard to the decision making of the respondents, the results showed that the respondents tended to decided where and whatever they want by themselves (M=4.07), followed by "referred to families/friends" (M=3.34) and " shopping was included in the travel plan by travel agencies" (M=3.06)(Table 11). It can also be concluded that the shopping decision making of respondents was mainly based on their unique needs and their family and friends' advice as the standard deviations of these two variables were below 1.

Among all eight factors affecting shopping decision making of the respondents, the remaining five factors with mean scores below 3 indicated the sellers in the destination, other people in the package travel group, tour guides and leaders have a slight impact on shopping decisions of the respondents. What is more, the least important factors were perceived as "I bought the goods because other people bought them" (M=2.50) and "I was not clear about my decision" (M=2.18), implying that the respondents made their shopping decisions more independently rather than only based on other people's decisions. It could be attributed to the fact that most respondents in this study were young and highly-educated, which made their self-decision making possible through collecting information from various sources.

Table 11
Shopping decision making of respondents

Decision making items	*Mean*	*Std. dev.*	*Std. Error*	*Rank*
I decided whatever I want by myself	4.07	.969	.09	1
I referred to my families/friends	3.43	.831	.07	2
Shopping was a part of the travel plan by travel agencies	3.06	1.052	.09	3
Recommendations from sellers in the destination	2.90	1.045	.09	4
I referred to others in my travel group	2.87	1.016	.09	5
Recommendations from my tour guides and leaders	2.52	1.075	.10	6
I bough the goods because other people bought them.	2.50	1.227	.11	7
I was not clear.	2.18	1.205	.11	8

Tourists' attitudes to and satisfaction with outbound shopping

Most respondents showed positive attitudes to outbound shopping since the mean scores of eight variables used to evaluate the attitudes were higher than three (Table 12). Because shopping was not the main objective for respondents travelling abroad as mentioned earlier, the positive shopping attitude was gentle, which was also supported by the eight variables' mean scores below four. "Shopping was a part of the travel plan by travel agencies" (M=3.52) was ranked as the most universal statement by the respondents to express their exact attitudes to shopping, indicating their similar positive attitudes, though they had different travel objectives. "Shopping was my habit whether it was necessary or not" with a mean score of 3.10 ranked fourth, showing their shopping behaviour was driven by affection to some extent and not just based on their rational judgments.

Obviously, the positive attitudes also led to higher satisfaction with shopping in the destination. All six factors with mean scores higher than three and only on factors with a standard deviation above one suggested the uniformity of satisfaction among respondents to shopping. It reported that the respondents were most satisfied with "shopping service" (M=3.67) and "credit of suppliers" (M=3.59), while "I hope I could shop there again" and "the goods weighed over their original values" were perceived as the attributes with most dissatisfaction.

Table 12
Tourists' attitudes toward outbound shopping in destinations

Attitudes items	*Mean*	*Std. dev.*	*Std. Error*
I think shopping is indispensable for outbound travel.	3.52	1.097	.10
I enjoy outbound shopping.	3.19	1.111	.10
I always go shopping when abroad.	3.17	1.062	.09
Shopping was my habit whether it was necessary or not.	3.10	1.083	.10
I always spend a lot on shopping.	3.03	1.105	.10
I just like shopping when abroad.	3.03	1.133	.10

Table 13
Tourists' satisfaction with outbound shopping in destinations

Satisfaction items	*Mean*	*Std. dev.*	*Std. Error*
Excellent service in destinations	3.67	.926	.08
High credit of suppliers	3.59	.929	.08
Nice shopping atmosphere	3.56	.851	.08
I was recognized as a god as a customer.	3.43	.905	.08
I hope I can shop there again.	3.40	1.184	.11
The goods were over their original values"	3.28	.967	.09

DISCUSSIONS

As an important part of China's tourism market, outbound tourism emerged along with the development of China's economy and the whole tourism market. In order to keep the balance of foreign exchange reserves, however, the authorities have imposed a variety of policies ranging from political to economic to restrict Chinese citizens' outbound travel. Self-supported outbound travel, mainly characterized as pleasure and recreation, had not been permitted publicly until 1997, when business travel and visiting friends and relatives dominated the outbound tourism market. So the potential spending power of Chinese outbound tourists cannot be released fully in this marketplace. After that, the increasing household incomes and leisure time resulting from China's fast-expanding economy over the past two decades have stimulated Chinese citizens to travel abroad where shopping was recognized as a main consumption item. However, at present, Chinese outbound tourism, as shown in this study, has never become as routine as domestic travel. Also, young people with higher education dominate this market segment and outbound tourists aiming at shopping directly still represent a slight proportion.

The shopping behaviour model of Chinese outbound tourists in destinations can be summarized as follows: The motivations of outbound shopping were described as “utility”, “gift-giving”, “affection”, “curiosity”, “scarcity”, “Commemoration” and “culture”; the total travel expenditures of Chinese outbound tourists was high, represented both in per-capita travel expenditure of RMB34626.92 and in per-capita shopping cost of RMB9043.45, which was consistent with a shopping cost of US$987 per person reported by ACNielsen. It was found that shopping behaviour of respondents was affected mainly by three factors of “scarcity”, “the price balance between destination and home” and “the payments”, while the FEC was perceived as least important among all factors; the respondents basically made their shopping decisions by themselves or referred to their families and friends to some extent, because the highly-educated young people dominated the respondents; A positive attitude and satisfaction with outbound travel shopping were found among the respondents, while impulsive shopping also existed.

In addition, the respondents perceived “quality” and “brand” as the most important attributes to be taken into account. Regarding shopping destinations, they preferred the brand shop, followed by the supermarket and specialized store. Trendy electronic/digital gadgets were their favourite, and it was also revealed that the respondents’ shopping behaviour was characterized as luxury. Credit cards and cash ranked as the most two frequent means of payments for shopping by the respondents, and the application of credit facilitated the luxury consumption of Chinese outbound tourists. According to a recent academic conference named “the development trends and opportunities for Europe’s luxury suppliers”, Chinese luxury spending has contributed to the world’s total luxury consumption of about 12%, 10% of which is derived from outbound shopping of Chinese tourists. It was also found that the traditional Chinese kinship relationships or guanxi have deeply influenced the shopping behaviour of tourists regarding the disposition of what they have brought home.

The issues identified in this paper have significant implications for operators and marketers to tailor their products and shopping services so as to satisfy the unique needs of Chinese outbound tourists. It is of tremendous importance for the destinations to deeply understand the demographic profile, travel-related characteristics and shopping behaviour of Chinese outbound tourists on which their marketing strategies were based. On top of all this, the increasing number of ADS destinations and a positive expectation of the Renminbi’s revaluation will make sense and provide the destinations with vast opportunities to explore the potential Chinese market.

Despite the practical significance of this research, it is acknowledged that the approach has limitations. First, although an effective sampling method, convenient sampling in this study does reduce the total findings as they cannot be generalized to larger populations of Chinese outbound tourists. Second, the really small sample size makes it impossible to use more complicated and comprehensive statistic techniques, which are indispensable to unveil the causes underling Chinese tourists’ shopping behaviour and not just the descriptive results as reported by this study. So this study is not meant to be a conclusion, but tentative research that offers an inside perspective of Chinese tourists' shopping behaviour. Further efforts should be devoted to increase the representative significance of the results through expanding the sample size and utilizing accurate sampling and analyzing methods as well.

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