A STUDY ON THE IMPACT OF A BUNDLE OF DETERMINANTS ON THE SHOPPING AND VISITING INTENSIONS OF TOURISTS – AN EXTENSION OF THE THEORY OF REASONED ACTION

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CHAPTER 1

INTRODUCTION

Importance of Understanding the Shopping Behavior of Tourists

The role of shopping during leisure time has changed due to interconnected social, economic, and cultural trends, which have created new behavioral patterns and new demand for products and services (Jansen-Verbeke, 1991). People no longer shop solely to purchase necessities, and the settings in which shopping takes place have become much more leisure oriented. Shopping venues are now adding more entertainment and pleasure-creating dimensions to the shopping experience, with many shopping malls nowadays also including a variety of venues, such as restaurants, food courts, movie theatres, and children's playgrounds, for shoppers to use while visiting the mall. These facilities serve to provide a more diverse shopping experience for shoppers and their companions.

Enhancing the shopping experience is not only important to attract and retain domestic shoppers, but also to attract tourists, who are now becoming an important market for retailers in tourist destinations such as Hong Kong. The contemporary retail environment is characterized by intense competition from both independent stores and local and foreign chain retailers. Customers are now more sophisticated and demanding, and have higher expectations of shopping. In Hong Kong, mainland Chinese tourists have

become the major source market. However, as a result of the improved economic conditions in the large mainland Chinese cities, these tourists are no longer satisfied with the traditional product and service mix that is offered by retailers in Hong Kong. They no longer shop only in the traditional tourist shopping areas where they can find "bargains," but also visit shopping malls, strip malls, and places where local Hong Kong people shop.

The increase in the number of tourists from mainland China has altered the customer mix for many retailers, with mainland Chinese tourists emerging as a primary market. Hence, it is important for retailers to understand what makes mainland Chinese tourists return. On a macro level, it is important to understand what aspects of the shopping experience in Hong Kong enhance the satisfaction of tourists and their perceptions of the quality of shopping in Hong Kong, thus leading to positive word-of-mouth comments; the willingness to pay more for the quality of the products, services, and experiences that they receive; and continued returns to Hong Kong.

Overview of Tourism Shopping and its Contribution to Hong Kong

Shopping is a very important aspect of tourism. It is one of the most popular activities in which tourists participate while traveling (Law & Au, 2000), and is playing an increasingly important role in the travel destination mix. In many tourist destinations, shopping is considered to be the preferred activity, and in itself functions as a tourist attraction (Timothy & Butler, 1995). Some tourists even consider shopping to be a reason for travel (Jansen-Verbeke, 1991; Zhang & Lam, 1999). Tourists purchase souvenirs, including local handicrafts, food products, and books, to take home memories of their trip,

but may also purchase non-souvenir items, such as apparel and durables, for their own consumption or on the behalf of others.

Hong Kong, with its small area of a little over 1,000 square km, attracted over 23.4 million tourists in 2005, and the total tourism receipts that were generated in that year reached HK$105.66 billion (US$13.58 billion at an exchange rate of 7.78; Hong Kong Tourism Board, 2006a). Shopping has accounted for more than half of the total visitor expenditure over the past ten years, and in 2005 the amount that tourists spent on shopping totaled HK$36.41 billion (US$4.68 billion) for overnight visitors (52.9% of the total tourism receipts from overnight visitors) and HK$5.73 billion (US$736.63 million) for same-day in-town visitors (82.6% of total tourism receipts from same-day in-town visitors).

Significance of Mainland Chinese Tourists

Due to the geographic proximity of Hong Kong to mainland China and the extensive family ties between the residents of the two places, Hong Kong has become the number one destination for mainland Chinese visitors (Qu & Li, 1997). The number of mainland Chinese tourists visiting Hong Kong has continually increased since 1991, when the Chinese government renewed its pledge to accelerate the economic transformation of Chinese society through four initiatives to liberalize the national economy (Zhang, Jenkins, & Qu, 2003). The improvement in the average standard of living and disposable income of the mainland Chinese population, and especially of residents of major cities such as Beijing, Shanghai, Tianjin, and the whole of Guangdong province, has encouraged mainland Chinese people to travel outside the country. Before

the return of sovereignty of the Hong Kong and Macao Special Administration Regions to the Chinese government, the two cities were practically the only main international destinations that mainland Chinese residents could visit for business purposes. In 1990, Chinese residents were officially allowed to join leisure tours that were organized by the China Travel Service (CTS) to Hong Kong, Macao, and several other Asian countries. The majority of mainland Chinese visitors who joined these organized tours did so to visit their relatives in Hong Kong. The implementation of a five-day work week in 1995 resulted in an increase in leisure time and holidays for the working population in mainland China (Zhang et al., 2003). In the 1990s, mainland Chinese residents were able to travel on leisure tours to Hong Kong even though they did not have direct family connections there.

The growth in the number of mainland Chinese tourists visiting Hong Kong was further boosted by the relaxation of visa arrangements that allowed residents of mainland China to travel to Hong Kong individually. Furthermore, on 1 December 2001, the validity of business permits for mainland visitors to Hong Kong was extended to a maximum of three years, and the permitted length of stay for each visit was increased to a maximum of 14 days (Hong Kong Tourism Board, 2004), which encouraged more business travelers from mainland China to visit Hong Kong. The introduction of the Individual Visit Scheme (IVS) for residents of a number of mainland Chinese cities and regions in July 2003 has also encouraged more mainland Chinese to visit Hong Kong. Currently, the IVS applies to residents of 49 cities in 19 major provinces in mainland China (Hong Kong Tourism Board, 2006a).

Table 1 shows that the total number of mainland Chinese arrivals has increased by 446% over the past decade from 2.31 million in 1996 to 12.54 million in 2005. Mainland China was the main source market of visitors to Hong Kong in 2005, representing 53.7% of the total tourist arrivals for that year. These visitors spent 53.1% of the total spending of overnight visitors, the most of any market (HK$36.57 billion or US$4.7 billion), and 81.1% of the total spending of same-day in-town spending (HK$5.63 billion or US$723 million). Mainland Chinese visitors will continue to be the leading source of arrivals to Hong Kong, and are becoming increasingly significant to the Hong Kong tourism industry.

Table 1: Mainland Chinese visitor arrivals and tourism receipts in Hong Kong (1996-2005)

Year	Number of arrivals	Percentage of total tourist arrivals (%)	Receipts (HK$Mn)	Receipts (US$Mn)	Percentage of total tourism receipts (%)
1996	2,311,184	19.7	15,209	1,950	18.4
1997	2,297,128	22.1	15,579	1,997	22.3
1998	2,597,442	27.1	14,252	1,827	26.9
1999	3,083,859	28.9	13,476	1,727	26.4
2000	3,785,845	29.0	18,288	2,345	30.8
2001	4,448,583	32.4	22,993	2,948	37.0
2002	6,825,199	41.2	26,776	3,433	51.0
2003	8,467,211	54.5	34,257	4,392	64.4
2004	12,245,862	56.1	33,941	4,351	55.5
2005	12,541,400	53.7	36,569	4,700	53.1

Source: Hong Kong Tourist Association, Hong Kong Tourism Board, A Statistical Review of Hong Kong Tourism (1996 -2005).

Mainland Chinese tourists are attracted to Hong Kong as a “shopping paradise” where they can find products that are often scarce at home (Zhang et al., 2003). They also believe that products that are purchased in Hong Kong are of better quality. The

flexibility and convenience that is offered by the IVS is encouraging a significant number of mainland Chinese tourists to make more frequent and short-stay visits to Hong Kong (Hong Kong Tourism Board, 2005), with more than 5.5 million mainland Chinese visitors (44.3% of the total visitors from mainland China) traveling to Hong Kong as independent travelers under the IVS in 2005.

The spending power of mainland Chinese tourists is also demonstrated when they travel to other countries. According to a study by Goldman Sachs, mainland Chinese tourists spend on average twice as much when traveling abroad as they do when at home, which is the same level of spending as the Japanese. This is mainly due to the high Chinese import tariffs, which mean that luxury goods are among the few things that are cheaper by as much as 30% in other countries than they are at home (Crane & Otolani, 2005). Mainland Chinese tourists therefore tend to spend a good portion of their traveling expenses on shopping.

Mainland Chinese tourists to Hong Kong were the highest spending visitors in 2005, with the average per capita spending for overnight and same-day in town visitors reaching HK$4,554 (US$585) and HK$1,247 (US$160), respectively. According to a recent study of the Hong Kong Tourism Board (Hong Kong Tourism Board, 2004), many mainland Chinese visitors travel to Hong Kong only for shopping and dining, with those from the southern cities being most impressed by the shopping and dining experiences. In 2005, 65.4% of the expenditure of overnight mainland Chinese visitors was spent on shopping, amounting to a monetary value of HK$23.92 billion (US$3.07 billion).

Studies on Human and Consumer Behavior

Attitude theories have been used by many researchers to explain human behavior. The most commonly used of these is the theory of reasoned action (TRA), which was introduced by Fishbein in the mid-1960s. This theory is based on the assumption that human beings are usually quite rational and make use of the different information that is available to them in making a decision to act (Ajzen & Fishbein, 1980). It is believed that people consider the implications of their actions before they decide whether to engage in a given behavior (Ajzen & Fishbein, 1980 p. 5). According to this theory, an individual's intention to behave is a function of two determinants: the attitude toward the behavior (attitude toward behavior) and the social pressures to perform the behavior in question to which the person is subject (subjective norm). The theory also suggests that human behavior is best predicted by an individual's stated intention to behave in a certain way.

However, the TRA has been criticized by other researchers, who have stated that a person's behavior may also be caused by that person's attitude toward targets, or attitude toward the entities to which the behavior is directed (Eagly & Chaiken, 1993, p. 192). For example in a consumer purchase situation, product attributes are assumed to be judged by consumers based on their own evaluative criteria, which results in the formation of an attitude toward the attributes of a product that ultimately influences consumer intention and purchase behavior (Ajzen & Fishbein, 1980, p. 150).

Service quality and customer satisfaction are most frequently used to measure the evaluation of service and products by customers. They have received considerable attention in the field of consumer behavior and services marketing and research over the past few decades because they are important determinants of performance and

organizational success. Perceived service quality is defined as a form of overall evaluation of a product, but is not equivalent to satisfaction. Rather, it is based on the evaluation of a set of criteria for selecting a product or service or the specific characteristics of a product or service (Parasuraman, Zeithaml, & Berry, 1985). A number of researchers have found that service quality contributes to customer satisfaction, and that customer satisfaction is highly related to and influences the post-purchase behavioral intention and behavior of customers. In the tourism literature, these two concepts are also used to understand how tourists evaluate their tourism experiences and how this relates to tourist behavior. In the fields of consumer behavior and tourism, it is believed that an improvement in quality and satisfaction results in the retention of customers or tourists and an increase in their patronage or usage, which ultimately enhances profitability (Baker & Crompton, 2000).

In addition to service quality and satisfaction, perceived value has been identified as an important indicator of repurchase intentions (Parasuraman & Grewal, 2000) in the services marketing context, and represents the end goal or outcome that a customer desires after the purchase or experience of the service. Perceived value is defined by Zeithaml (1988) as "the consumer's overall assessment of the utility of a product based on the perceptions of what is received and what is given." He proposed that service quality, product quality, and price are the elements that make up perceived value, and that ultimately influence purchase intention. Of these three elements, service quality is much more difficult for competitors to copy than product quality and price. Hence, it is more important for organizations to dedicate resources to the development of service quality.

This suggests that service quality enhances perceived value and in turn contributes to customer loyalty, which is an important form of consumer behavior.

Although research on human behavior and behavioral intentions has been conducted in different contexts, it seems that attitudinal researchers who advocate the TRA are inclined to predict behavior and behavioral intention based on the attitude of the subject toward the predicted behavior. However, marketing researchers often use customer attitudes toward the product or brand (e.g., perceived service quality, satisfaction, and value) as independent variables to predict customer behavior or behavioral intention. It seems that there is no agreement between these two schools of researchers as to how attitude toward the target is related to the variables that are specified in the TRA, or how the two types of attitudes influence behavior and behavioral intentions. Hence, it is important to theoretically test the relationships within the bundle of constructs that is frequently used by attitudinal and marketing researchers.

Purpose of the Study

A number of previous studies have been conducted in the area of tourism shopping in various destinations (Ko, 1999; Lehto, Cai, O'Leary, & Huan, 2004; Mok & Iverson, 2000; Moscardo, 2004; Oh, Cheng, Lehto, & O'Leary, 2004), including Hong Kong (Heung & Cheng, 2000; Heung & Qu, 1998; Law & Au, 2000; Mak, Tsang, & Cheung, 1999; Wong & Law, 2003). They mainly focus on the economic contributions of tourism shopping, tourist satisfaction with various aspects of shopping, including service quality, quality of goods, variety of goods, price of goods, shopping preferences, shopping as a tourist activity and factor in destination choice, and the expenditure

behavior of visitors with different demographic characteristics and shopping motivation. However, these studies ignore the possible correspondence between attitude toward behavior and behavior itself, and assume that any purchase intention or behavior with respect to a given brand, product, or service can be predicted by the attitude toward it. In the TRA, in contrast, brand, product, and service attitudes are external variables that may not have any systematic relationship with consumer intention or behavior (Fishbein & Ajzen, 1980). Fishbein and Ajzen (1980) suggested that attitude toward a brand, product, or service is related to purchase intention only when it is also related to attitude toward behavior or the subjective norm, and that its effects on intention and behavior are mediated by these two factors. This argument serves as the theoretical backbone for this study, in which the external variables of quality, value, and satisfaction are used together with attitude and subjective norm to predict the future behavioral intention of mainland Chinese tourists.

A number of studies have applied the SERVQUAL instrument of Parasuraman et al. (1985) and its variations to measure service quality. These studies have mainly been conducted in pure service settings. However, the results vary among industries. Studies that have used SERVQUAL in the retail context have also indicated that the instrument needs to be adapted to the specific shopping experience under examination. It has also been shown that additional service quality dimensions to those that are used in a pure service context are needed to measure tourism shopping service quality using SERVQUAL.

Furthermore, most shopping studies focus on the utilitarian aspects of the shopping experience, which is largely characterized as task-related, rational, and related

to goal accomplishment (Babin, Darden, & Griffin, 1994), and suggest that the evaluation of shopping experiences is mainly based on the factors that the retail operator provides and controls. However, in the modern shopping environment, consumers are exposed not only to the utilitarian and retail performance aspects of the shopping experience, but also to the hedonic side, which provides them with experiences of fun, pleasure, amusement, fantasy, and sensory stimulation (Babin et al., 1994). This is especially relevant in the context of tourism shopping. When a tourist visits a shop, a mall, or an open market, they may not have plans to buy anything in particular, but may simply want to enjoy the shopping environment to enrich the travel experience. Hence, it is important to understand how tourists evaluate the shopping attributes that are offered by retailers and the total shopping experience, and to identify the value that is attained through the shopping experience in a travel destination.

As there is a lack of agreement as to how the relevant constructs predict behavioral intentions, this study intends to bridge this theoretical gap by using a theoretical model that is based on the TRA model and its antecedents to predict the shopping and visiting behavior of tourists. The model is tested on mainland Chinese tourists visiting Hong Kong. This study also aims to expand on the efforts of previous research into mainland Chinese tourists and add to the current body of knowledge on shopping behavior.

Objectives of the Study

The objective of the study is to build a theoretical framework to explain the impact of a bundle of determinants on the shopping and visiting intentions of tourists.

The TRA is used to examine how the attitude of tourists and their concept of the subjective norm influence their shopping behavior and intention to visit a destination in the future. The TRA model is extended by identifying the impact of its antecedents, or the factors that influence the formation of attitudes and subjective norms. These factors include tourist perceptions of shopping quality and the shopping values that they attain through their shopping experiences. More specifically, the study is designed to address the following research questions.

1) What are the inter-relationships among the constructs of tourist perceptions of shopping quality, the shopping values that are attained, overall satisfaction, attitude toward visiting and shopping in a destination, and the subjective norm of future intention to revisit the destination?
2) Which shopping quality dimension has the greatest ability to explain hedonic and utilitarian shopping values?
3) Which shopping quality dimension has the greatest ability to explain the behavioral intention of tourists in relation to visiting and shopping in a destination?
4) Which shopping value has the greatest impact on overall satisfaction and the subjective norm of visiting and shopping in the same destination in the future?
5) Which construct of the TRA model has the strongest impact on the behavioral intention of tourists in relation to visiting and shopping in a destination?
6) How do tourists evaluate the quality and value of their shopping experiences?
7) What are the attitudes of tourists toward shopping, the perceptions of the people who are important to them of visiting and shopping in a destination, and their behavioral intention?

8) Do mainland Chinese tourists with different demographic and travel characteristics differ in their perceptions of shopping quality, shopping value attained, overall shopping satisfaction, attitude, subjective norm, and behavioral intention to visit and shop in Hong Kong?

Significance of the Study

Theoretical Contribution

The theoretical contribution of this study is the establishment of a model that explains the behavioral intention to revisit a destination. The proposed model extends the traditional TRA by identifying the external factors that influence the two main constructs of the TRA model: attitude toward behavior and the subjective norm. It is proposed that tourist perceptions of shopping quality, shopping value, and overall satisfaction are antecedent to the constructs of the TRA model.

Practical and Managerial Contributions

As mainland Chinese tourists visiting Hong Kong were used to test the proposed model, the results of this study add to the existing knowledge about mainland Chinese tourists in terms of their shopping behavior and their evaluation of the shopping experience in Hong Kong. Retail operators and managers of shopping facilities can make use of the results to design an appropriate product-service mix to attract mainland Chinese tourists. In addition, retail operators can use the knowledge of the aspects of the

shopping experience that lead to mainland Chinese tourists attaining their values and leaving with a positive attitude toward shopping in Hong Kong to better satisfy their customers. This, in turn, should create customer satisfaction and a positive behavioral intention to visit Hong Kong again in the future. The results of this study will also be valuable for the Hong Kong Tourism Board in developing marketing strategies to enhance Hong Kong's image as a "shopping paradise."

Organization of the Dissertation

This dissertation is divided into five chapters. Chapter one provides an introduction and overview of the importance of mainland Chinese tourists and their economic contribution to Hong Kong, and explains why it is important to conduct a study with the proposed model to understand the behavioral intention of tourists in relation to visiting a destination. Chapter two reviews the literature on mainland Chinese tourists, the theory of reasoned action, shopping experiences, service quality, perceived value, and customer satisfaction, and also presents the conceptual model, the research model that guides the study, and the hypotheses that are tested. Chapter three describes the research methodology, including the research design, instrument development, sampling plan and procedure, and data analysis. Chapter four reports the findings from the data collection and the tests of the hypotheses, and presents a discussion of the research findings. Chapter five provides a conclusion, the theoretical and managerial implications of the results, and some recommendations. The limitations of the study and suggestions for future research are also included in this last chapter.

CHAPTER 2

LITERATURE REVIEW

This chapter consists of a review of the literature on the conceptualization of the various constructs that influence the behavioral intention of individuals in the fields of services marketing, consumer behavior, and leisure and tourism. The theory of reasoned action and studies that have adopted this theory are reviewed first, followed by studies on perceived quality and value, which are considered to be antecedents to the TRA model. All of these theoretical concepts provide support for the design of the theoretical model that is adopted in this study.

Theory of Reasoned Action

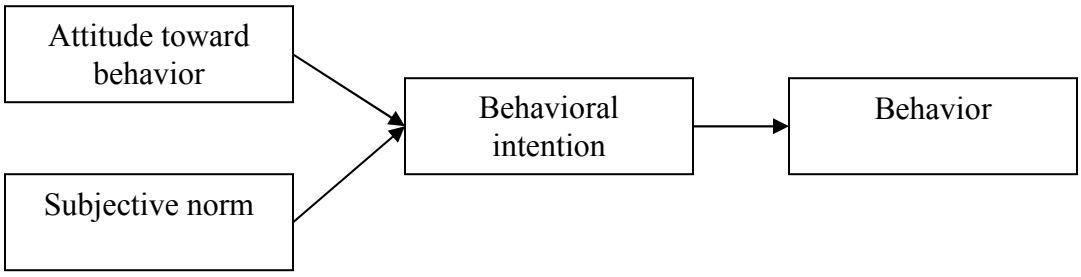
The theory of reasoned action (TRA), which was developed and modified by Fishbein and Ajzen (Ajzen & Fishbein, 1980; Fishbein & Ajzen, 1975), has been widely used by socio-psychological researchers to investigate human behavior. According to Fishbein and Ajzen (1975), a person's intention to perform a specific type of behavior is a function of that person's attitude toward the type of behavior and the subjective norm to which that person is subject.

"A person's purchase or use of a product is determined by her intention to purchase or use it, and the choice among different brands is a function of the relative strength of her

intentions with respect to each brand. Her intention to buy or use a given product is in turn determined by her attitude toward buying or using it and by her subjective norm with respect to the behavior in question" (Ajzen & Fishbein, 1980, p. 159).

Figure 1 shows a simplified version of the TRA that indicates the factors that determine a person's behavior.

Figure 1: Theory of reasoned action

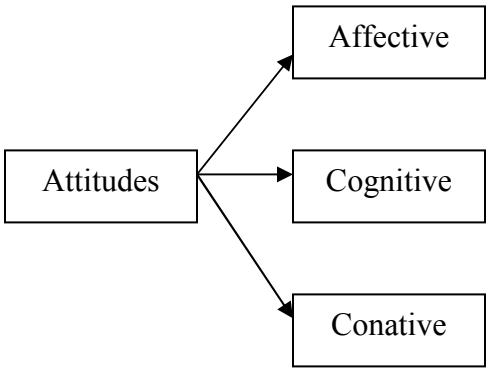


One of the earliest definitions of attitude suggests that it is an individual's mental processing of their actual and potential responses (Ajzen & Fishbein, 1980, p. 13). Another definition is that it is the learned predisposition to behave in a consistently favorable or unfavorable way with respect to a given object (Schiffman & Kanuk, 2004). It also represents a summary evaluation of a psychological object captured in attribute dimensions of good-bad, harmful-beneficial, pleasant-unpleasant, and likable-dislikable (Ajzen, 2001).

Rosenberg and Hovland (1960) viewed attitude as a multicomponent construct, and suggested that "all responses to a stimulus object are mediated by the person's attitude toward the object" (cited in Ajzen & Fishbein, 1980). According to this attitude model, which is shown in Figure 2, attitude consists of three major components:

cognitive, affective, and conative. The cognitive component is the knowledge and perceptions that an individual acquires through a combination of direct experience of the attitude object and related information from other sources. The affective component is an individual's emotions or feelings about a particular product or brand, which are primarily evaluative in nature and capture an individual's direct or global assessment of the attitude object. The final component is the conative (behavioral) component, which is the likelihood or tendency that an individual will undertake a specific action or behave in a particular way with regard to the attitude object. Most of the time, this conative component is represented by behavioral intention (Ajzen & Fishbein, 1980). Note that although attitude is formed through these cognitive, affective, and conative processes, it is not necessary for an individual to go through all three processes to form an attitude (Eagly & Chaiken, 1993).

Figure 2: Tricomponent view of attitude
(adapted from Ajzen & Fishbein, 1980, p. 19)



The second component in the TRA model that influences a person's behavior or behavioral intention is subjective norm. Subjective norm is assumed to be determined by the social influence that is exerted by relevant reference groups. This means that people's belief about what other people think is important in influencing their intention. The subjective norm reflects an individual's belief about whether people of significant importance or closeness to them or who they respect think that they should perform a particular act (Ajzen & Fishbein, 1980). This refers to an individual's perception of whether important others desire the performance or non-performance of a specific type of behavior. The more strongly an individual perceives that important others desire the manifestation of a type of behavior, the more that individual will intend to display that type of behavior.

As the TRA was developed in the United States, most of the studies that have adopted the model have been conducted among subjects from Western cultures, which focus more on independence. People from independent-based cultures tend to be more "individualistic, egocentric, autonomous, self-reliant, and self-contained," in contrast to individuals from non-Western cultures, who are characterized as placing high importance on the "goals of a group to which one belongs", "fitting in with others," and the "appreciation of commonalities with others." People from interdependent-based cultures tend to be "obedient, sociocentric, holistic, connected, and relation oriented and place high importance on social harmony" (Bagozzi, Wong, Abe, & Bergami, 2000, p. 98). This description of people from interdependent-based culture very much fits the characteristics of Chinese people.

In Chinese society, the motivation to comply with referent individuals or important people is high. This norm is generally developed in the early stages of child development. Culturally, Chinese people believe that parents represent authority and are the most important people in a child's life, and hold good children to be those that take in what their parents says and do what they are told (Gao, Toomey, & Gudykunst, 1996), with any assertiveness and eloquence being considered to be a sign of disrespect (Liu, 1986). These values influence the behavior of children as they grow up. Meeting the expectations of the most important people in one's life becomes an important norm of behavior. Yang (1992) stated that personal relationships among Chinese people are important. To show respect, express obedience, and maintain group harmony, Chinese people are generally willing to comply with what the most important people in their lives desire, and the subjective norm is believed to be one of the main factors that influences behavioral intention in the TRA model in a Chinese context. The study of Lam and Hsu (2006) on Taiwanese residents and the work of Hsu, Kang, and Lam (2006) have demonstrated the importance of social influence for Taiwanese Chinese when making travel decisions. Crotts and Erdmann (2000) confirmed that the national culture of tourists influences their evaluation of a travel service, their repurchase intentions, and their willingness to recommend to others. Hence, it makes sense to conduct this study among the mainland Chinese population, which has a non-Western culture, to verify these claims.

Researchers have refined the TRA model to include other variables that may predict human behavior. One of these refinements gave rise to the theory of planned behavior (TPB), which includes the perceptions of individuals of the degree of control

that they have over factors that may impede or facilitate behavior (Ajzen, 1991). However, although the TPB is an enhanced version of the TRA model, it was not adopted for this study because Davies, Foxall, and Pallister (2002) showed that the R^2 for the values in models that are based on the TRA and the TPB are the same. Furthermore, Hrubes, Ajzen and Daigle (2001) found in their study of participation in leisure hunting activities that the additional construct of perceived behavioral control did not account for the additional variance in behavior. The results of these two studies imply that the additional perceived behavioral control variable does not necessarily improve the original TRA model by affording a greater power to explain the variance.

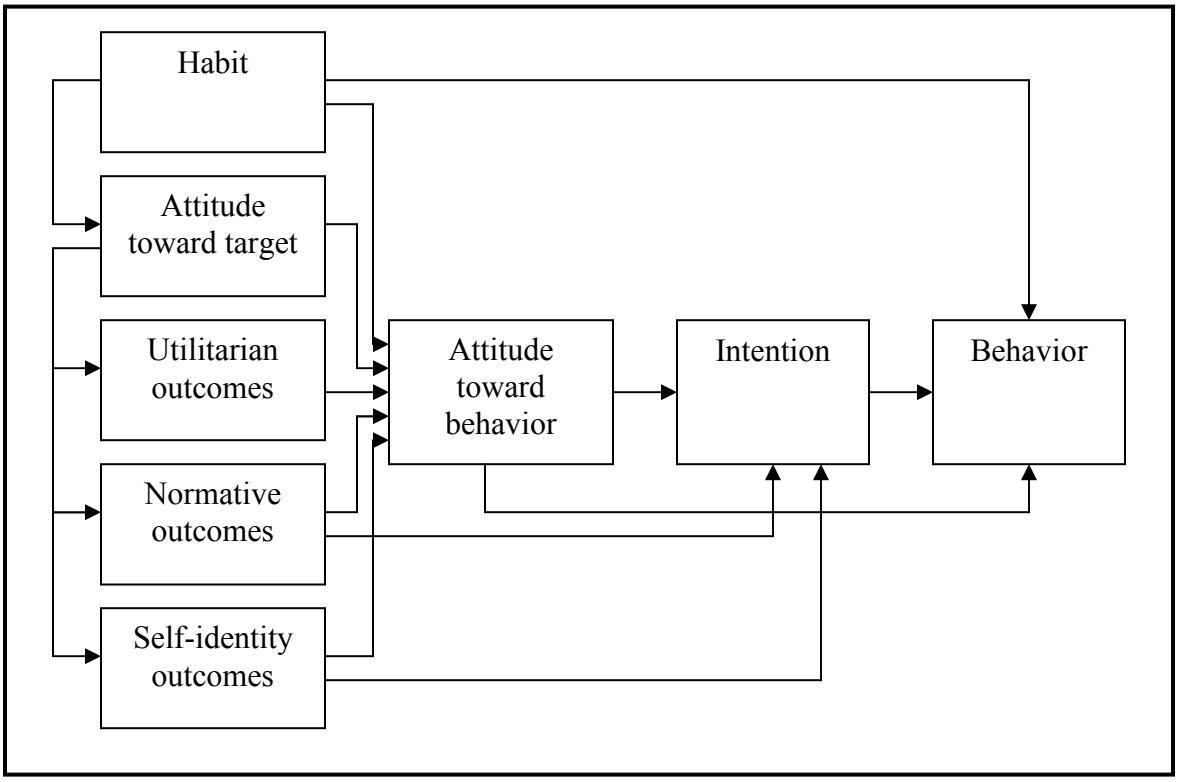
Applications of the Theory of Reasoned Action

Not only has the TRA been adopted in studies of social and psychological behavior, it has also been used in other disciplines such as consumer and tourism behavior. A number of consumer behavior studies have looked at attitude toward the product or the service itself, rather than using attitude toward the act of buying or a particular product or service to predict the purchase intention or actual purchase behavior. However, Ajzen and Fishbein (1980) suggested that attitude toward the product, service, or even the brand is an external variable that is not necessarily related to attitudes toward the act of buying the product, service, or brand, nor to the subjective norms that govern this behavior. This means that a more appropriate measure of attitude is one that corresponds directly to the behavior in question. Ajzen and Fishbein (1980) considered attitude toward the target to be a variable that is external to the original TRA, and held that if attitude toward a product, service, or brand (attitude toward the target) is found to

influence the attitude toward behavior and the subjective norm that influences that behavior, then it can be expected that it will also influence purchase intentions.

Eagly and Chaiken (1993) presented a composite model of the attitude-behavior relation that takes both attitude toward the target and attitude toward behavior into account. Their model is based on the argument of Ajzen and Fishbein (1980) that outcomes, attitude toward the target, and habit are variables that are external to the TRA model. As is shown in Figure 3, behavior originates in the activation of habits, attitude toward the target, and the three classes of anticipated outcomes of behavior (utilitarian, normative, and self-identity). Habits are relatively automatic behavior, and occur without self-instruction; attitude toward the target is the evaluations of the entity toward which behavior is directed; and outcomes are the anticipated consequences of behavior. Utilitarian outcomes are the rewards and punishments that the individual anticipates will result from a type of behavior, and are similar to the behavioral beliefs of Fishbein and Ajzen's (1975) TRA model. Normative outcomes are related to the approval and disapproval of significant others, and are similar to the subjective norm construct in Fishbein and Ajzen's model. Self-identity outcomes refer to the affirmation and disaffirmation of self-concepts following engagement in a given type of behavior (Eagly & Chaiken, 1993, p. 209).

Figure 3: Composite attitude model (Eagly & Chaiken, 1993)



Eagly and Chaiken (1993) suggested that the relationship among the variables in the composite attitude-behavior model may change depending on the context and behavior under study. The habit of an individual, for example, may have a direct impact on actual behavior, or may have an indirect impact through attitude toward the target or attitude toward behavior. Similarly, attitude toward the target may influence the anticipated outcomes and indirectly affect attitude toward behavior through the outcomes. In some cases, attitude toward the target may have a direct impact on attitude toward behavior, and self-identity outcomes and normative outcomes may influence intention directly, or indirectly through attitude toward behavior. The composite attitude-behavior

model suggests that variables that are external to those in the original TRA model also play a role in influencing a person's behavior or behavioral intention.

In the field of leisure and recreation studies, the TRA is commonly used to understand the determinants of an individual's behavior. For example, Young and Kent (1985) adopted the TRA model to predict decisions as to whether to go camping, and Ajzen and Driver (1992) used the TPB to predict leisure choices. Tourism researchers have also applied the TRA and its variations to study tourist behavior and behavioral intentions. Yu and Littrell (2003) used the multiattribute model that was proposed by Fishbein (1967) to study tourist attitudes toward shopping experiences and their intention to purchase at different retail venues.

Other researchers have also used the TRA and its variations, together with other variables, to predict behavioral intentions. Ajzen and Driver (2001) used the TPB and two other variables of mood and involvement to predict individual participation in various leisure activities. Their study suggested that attitude toward the leisure activities, subjective norms, and perceived behavioral control predicted leisure intention, and intention and behavioral control predicted leisure behavior. However, involvement did not have any effect on the prediction of leisure behavior. Lam and Hsu (2004) also used the TPB plus the additional variable of past experience to predict the behavioral intention of tourists in choosing a travel destination, and found attitude, perceived behavioral control, and past behavior to be related to travel intention. Ogle, Hyllegard, and Dunbar (2004) investigated consumer patronage at a retail outlet chain by using the classic belief-attitude-behavior intention model and an extended version of the model that included variables other than attitude and subjective norm. The results of their study suggested that

the role of store atmospherics, such as sustainable store design, historic preservation, and urban renewal efforts, played an important role in influencing future intention to patronize the store among customers. In a study of Taiwanese residents that used the TPB, subjective norm was found to have a significant influence on the intention to visit Hong Kong, but attitude was not found to play a significant role (Lam & Hsu, 2006). This partially confirms the applicability of Fishbein and Ajzen's TRA model and its extensions and variations to tourism-related studies.

The aforementioned studies all supported the view that variables other than those that were specified in the original TRA model also play a role in influencing customer behavior and behavioral intentions. However, the list of other possible variables is endless, which defeats the purpose of having a parsimonious model. From the perspective of practicality, it is important when designing the model in this study to understand tourist behavior to identify variables that the service provider will be able to influence or control. Merely understanding the attitude of tourists toward shopping does not provide any practical information for the service provider, whereas determining what may create positive attitudes toward shopping or that may affect perceptions of social influence should be useful.

Variables External to the Theory of Reasoned Action Model

As discussed in the foregoing section, it is important to identify the factors that influence the attitudes, subjective norm, behavioral intention, and behavior of an individual. Most of the studies in the field of consumer behavior suggest that service quality and customer satisfaction have the most influence on the behavioral intention of

consumers. According to the tri-component model of attitude, a consumer's perception of service quality can be seen as that person's attitude toward the target, which may be a product, service, or brand. Satisfaction represents a person's emotions or feelings about a particular product, service, brand, or experience. These emotions and feelings are primarily evaluative in nature, and capture an individual's assessment of the attitude object. In addition to quality and satisfaction, a customer's perception of the value that is gained from the experience also influences behavioral intention. Hence, this section of the literature review specifically discusses studies that are related to the three variables of service quality, satisfaction, and value in terms of their operationalization and their influence on behavioral intention. As this study proposes a model on the shopping and visiting intention of tourists, literature on tourism shopping quality and satisfaction is also discussed.

Service Quality

A high level of service quality is associated with several key organizational outcomes, such as a large market share, improved profitability, enhanced customer loyalty, competitive prices, and an increase in purchasing (Baker & Crompton, 2000). As a result of these benefits, the concept of service quality has received much attention from researchers and managers in the field of marketing and tourism over the past few decades. Due to the distinct characteristics of service, the evaluation of service quality is much more difficult than the evaluation of product quality. Service is characterized by intangibility, variability, inseparability, and perishability, none of which are attributes that products possess (Parasuraman et al., 1985).

Numerous researchers have attempted to define and operationalize service quality. Early conceptualizations (Gronroos, 1984; Parasuraman et al., 1985) were based on the disconfirmation paradigm, which was originally discussed in the literature on the quality of physical goods and products (Cardozo, 1965; Churchill & Surprenant, 1982). Perceived service quality is a judgment or attitude that relates to the superiority of a service. It is less transaction specific, and changes over time as consumers gain experience with the service provider (Oliver, 1981). Gronroos (1984) believed a customer's perceived service quality to be the outcome of an evaluation process in which the customer compares expectations with actual service performance. In this sense, service quality can be divided into two dimensions: technical quality, which refers to what the customer receives as the result of interaction with the service provider, and functional quality, which refers to the way in which the service is delivered (Gronroos, 1984).

Parasuraman et el. (1985, 1988) developed the SERVQUAL instrument to address quality issues in service agencies. The SERVQUAL model examines both the expectation and perceived performance levels of different attributes that are grouped into five dimensions. Parasuraman et al. (1985) identified ten dimensions that customers use in forming expectations about perceptions of service quality, which include tangibles, reliability, responsiveness, competence, courtesy, credibility, security, access, communication, and understanding the customer. Later, they reduced the ten dimensions to five, as some were found to overlap (Parasuraman et al., 1988). The five remaining dimensions are as follows.

Tangibles: The appearance of physical facilities, equipment, personnel, and

communication material.

Reliability: The ability to perform the promised service dependably and accurately.

Responsiveness: The willingness to help customers and provide a prompt service.

Assurance: The knowledge and courtesy of employees and their ability to convey trust and confidence.

Empathy: The caring, individualized attention that the firm provides its customers.

Service quality analysis can be performed at the overall level, the dimension level, and the sub-dimension level to achieve a thorough evaluation of overall quality and dimension quality that allows managers to identify problem areas. Dabholkar, Thorpe, and Rentz (1996) developed and tested a hierarchical model for the evaluation of service quality in the retail context, and suggested that customers think of retail service quality at the overall level, dimensional level, and sub-dimension level. Their model includes five dimensions that were developed by adopting and modifying the SERVQUAL dimensions, namely, physical aspects, reliability, personal interaction, problem solving, and policy. The authors affirmed that because the five dimensions share one underlying theme, there is a common higher-order factor that represents overall retail service quality. In addition, some of the dimensions are more complex and have sub-dimensions.

Similarly, Brady and Cronin (2001) proposed three dimensions of service quality, each of which has three sub-dimensions, namely, interaction quality (attitude, behavior, and expertise), physical environment quality (ambient conditions, design, and social

factors), and outcome quality (waiting time, tangibles, and valence). They suggested that customers aggregate their evaluations of the sub-dimensions to form their perception of an organization's performance in each of the three primary dimensions. Customer perceptions of service quality are formed by evaluating performance at multiple levels, and then combining them to arrive at a perception of overall service quality.

In the field of leisure and recreation, researchers have coined two terms to represent the dimensions of service quality: quality of opportunity (also termed "quality of performance"), which refers to visitor perceptions of the attributes of a facility or service that are controllable by the service supplier or facility management, and quality of experience, which is defined as the psychological outcomes that visitors attain from using a service or facility. These outcomes of the leisure or recreation experience involve not only the attributes that are provided by the service supplier, but also the attributes that visitors themselves bring to the occasion (Crompton & Love, 1995). As quality of experience refers to the outcome or emotional state of mind after exposure to a leisure or recreational opportunity, it is equivalent to that which marketing researchers define satisfaction at the transaction level.

Measuring Service Quality

The expectancy-disconfirmation paradigm is a theoretical basis that is commonly used to measure service quality. This paradigm is based on customer expectations of service outcomes and the actual outcomes once the service is received. The difference between what customers receive and what they want to receive from an experience is called "disconfirmation" (Bitner, 1990; Bolton & Drew, 1991; Parasuraman et al., 1994;

Pizam & Milman, 1993). In essence, this method measures service quality as the difference or gap between expectations and performance. When performance is better than expected, positive disconfirmation is formed, and when performance is worse than expectation, negative disconfirmation occurs.

It is generally agreed among researchers that the "expectation" and "importance" of a service experience or encounter carry different meanings (Burns, Graefe & Absher, 2003). Ryan (1999) suggested that importance refers to the desired outcome whereas expectation refers to the tolerated outcome. Crompton and MacKay (1989) asserted that measuring the expectations and perceptions of quality is not sufficient to determine satisfaction, and suggested comparing performance with the importance of individual attributes.

Researchers have also expressed different views on the measurement of disconfirmation. Some have suggested the use of subtractive disconfirmation, which assumes that the effects of a post-experience comparison on satisfaction can be expressed as a function of the algebraic difference between product performance and expectation (Tse & Wilton, 1988). Parasuraman et al. (1994) further suggested that the measurement of expectations can be defined in terms of a minimum service level and a desired service level. Another approach is to use subjective disconfirmation, which represents a distinct psychological construct that requires the subjective evaluation of the difference between product performance and a comparison standard, In practice, this involves asking respondents to assess their perceptions of performance quality directly against their expectations and to record their evaluation using a single score (Anderson & Fornell, 1994; Baker & Crompton, 2000; Churchill & Suprenant, 1982; Tse & Wilton, 1988).

Perception measurement is yet another option, and can be achieved by directly measuring perceptions of performance (Baker & Crompton, 2000; Cronin & Taylor, 1992, 1994).

Perceptions and expectations change over time. A study by Boulding, Kalra, Staelin, & Zeithaml (1993) suggested that there are two types of expectations: expectations of what will transpire during contact and expectations of what should transpire during contact. They posited that the service quality of a company is formed only after customers have actually received the service during a service encounter. Increasing the customer expectations of what a company will provide during future service encounters leads to higher perceptions of quality after the customer has been exposed to the actual service. Further, customer expectations of what a company should deliver during a service encounter decrease their ultimate perceptions of the actual service delivered. The results of their study also indicated that service quality is directly influenced only by perceptions, which is in line with the perceptions-only model of service quality of Cronin and Taylor (1992, 1994). Cronin and Taylor (1994) also suggested restricting the domain of service quality to long-term attitudes and consumer satisfaction to transaction-specific judgments (p. 131).

Researchers differ in their view of whether computed disconfirmation, measured disconfirmation, or perception measurements of service quality is more appropriate. According to Parasuraman et al. (1994), the direct measurement of service superiority has some upward bias. Cronin and Taylor (1992) suggested that perception-only scores may be superior to gap scores, because respondents may encounter difficulties and ambiguity when indicating their perceptions of expectations. Crompton and Love (1995) tested the predictive validity of alternative approaches to the evaluation of the quality of a festival,

and confirmed that the best predictor of overall quality was performance-based operationalization, with the least accurate predictor being disconfirmation-based operationalization. The use of importance weights did not improve the predictive validity of any of the measures. Baker and Crompton (2000) suggested that perception measures have better predictive validity than subjective disconfirmation measures in predicting behavioral intentions. Dabholkar, Shepherd, and Thorpe (2000) also suggested that perception-only measures are superior.

Other researchers have indicated that the mathematical difference between importance and expectations on the one hand and performance and satisfaction on the other is problematic (Anderson & Fornell, 1994; Babakus & Boller, 1992; Yi, 1990). Negative disconfirmation scores may be misleading, because they subtract expectations from perceptions when customers may not in fact be dissatisfied. Dabholkar et al. (2000) concluded that cross-sectional studies are appropriate for prediction and gap analysis as long as they are measured after the service has been delivered. The preference for cross-sectional studies is also supported by the fact that it is costly to conduct a longitudinal study of expectations before service delivery and perceptions after service delivery.

Hence, depending on the principal objective of the study, different methods of measuring service quality should be adopted. For example, if the study is for diagnostic purposes, then the three-column method (in which the minimum service level expected, desired service level expected, and the perceptions of service performance are measured) may be the best option, whereas if the study is mainly for prediction purposes, then the perception-only scale is better, as it has the ability to explain the variance in overall perceptions of service quality.

Satisfaction

Satisfaction with a previous experience influences a customer's future choices and behavior (Woodruff, Cadotte, & Jenkins, 1983). Companies have recognized that providing products or services that best satisfy their customers not only keeps customers longer, but also generates positive word-of-mouth promotion. Empirical evidence also shows that improved customer satisfaction increases organizational profitability. Satisfaction also extends customer lifetimes and lifetime values, which is important because retained customers exhibit the highest probability of additional business and therefore deserve more attention from an organization (Vavra, 1997). Vandermerwe (1994) held that the core of any product or service is its "want-satisfaction capabilities," Hence, it is essential for organizations not only to focus on product characteristics, but also the benefits that the product or service delivers. She also suggested that the true value of a product or service does not lie in its quality, but rather in what the customers gets out of it.

Customer satisfaction has been defined by researchers based on two levels of aggregations: transaction-specific assessment and overall assessment (Bitner & Hubber, 1994; Parasuraman et al., 1994; Rust & Oliver, 1994; Teas, 1993). With transaction-specific assessment, customer satisfaction is taken to mean the emotional reaction that follows a disconfirmation experience at the consumption-specific level that leads to a global assessment of perceived quality (Oliver, 1980). With overall assessment, satisfaction represents a customer's overall satisfaction with an organization based on all encounters and experiences with that particular organization (Bitner & Hubber, 1994; Johnson, Anderson & Fornell, 1995; Parasuraman et al., 1994).

According to a comprehensive review that was conducted by Yi (1990), customer satisfaction is defined either as an outcome or a process. Outcome definitions describe satisfaction as the end result of the consumption experience. Churchill and Suprenant (1982, p. 493) stated that customer satisfaction is "an outcome of purchase and it is formed after the buyer's comparison of the rewards and the costs of the purchase in relation to the anticipated consequences." A similar definition was proposed by Westbrook and Reilly (1983), but with an emphasis on customer satisfaction as an emotional response to the experiences provided by or associated with particular products of services purchases, the retail outlet, or the overall market place.

Measuring Customer Satisfaction

Based on the expectancy-disconfirmation paradigm, Oliver (1980) suggested that expectation provides a standard of performance and a frame of reference for the evaluative judgments of customers. He posited that customer satisfaction is a cognitive and affective reaction to a service encounter that is achieved by comparing that encounter with what was expected. Customers have certain service standards (expectations) in mind before consumption, and observe service performance and compare it with their expectations to form a satisfaction judgment. Oliver further provided a process-oriented definition of satisfaction that emphasizes the perceptual, evaluative, and psychological processes that contribute to satisfaction (Oliver, 1993). Tse and Wilton (1988, p. 204) also suggested that satisfaction is a consumer's response to the evaluation of the perceived discrepancy between expectations and the actual performance of the product as perceived after its consumption.

However, a different conceptualization of expectations was proposed by Spreng, MacKenzie, and Olshavsky (1996), who suggested that there are two measures of expectation. The first measures predictive expectations, which refer to beliefs about the likelihood that attributes, benefits, or outcomes will be associated with a product or service. The second measure is the evaluation of the desirability of an attribute, benefit, or outcome. In other words, desires are the extent to which an attribute, benefit, or outcome leads to the attainment of the customer's values. Woodruff et al. (1983) proposed the use of norms versus expectations in the customer satisfaction model, and suggested the use of equitable performance to represent the level of performance that consumers believe that they ought to receive or deserve after paying a cost for the product or service, with the ideal level of performance being the optimum product performance that a consumer would like to receive.

Expectations are compared to the actual performance of the service or product to create a customer satisfaction evaluation. Such evaluations can be divided into two main types: objective and perceived. Perceived performance is used in the models of Spreng et al. (1996) and Vavra (1997) because it is based on customer recognition of performance and is thus easily measured. It involves customers comparing their expectations with the performance of the product or service. When the performance meets their expectations, then it is considered to be "confirmed," and when the perceived performance exceeds their expectations, then it is considered to be "affirmed." However, when the perceived performance falls short of expectations, then it is considered to be "disconfirmed" (Oliver, 1980). Some researchers use the term "positive disconfirmation" to represent

"affirmed" performance and "negative disconfirmation" to represent "disconfirmed" performance (Lovelock, 2000).

The study of Burns et al. (2003) examined the importance and satisfaction ratings of customers of recreation experiences across 19 attributes in the four domains of facilities, services, information, and recreation experience. The study used both satisfaction-only and gap scores to analyze the relationship between satisfaction with the respective domain and overall satisfaction. The weakest model was found to be that for the recreation experience domains, which may be due to the fact that it was less tangible to the respondents than the other domains of facilities, services, and information. In terms of the overall satisfaction level, previous studies have shown that multiple items are a better measure than a single item of overall satisfaction.

Service Quality and Satisfaction – Are They the Same Construct?

Although the concepts of service quality and satisfaction have been researched for several decades, there is confusion among researchers and practitioners as to whether they are actually the same construct, and the two terms are often used interchangeably. This is mainly due to the fact that both service quality and customer satisfaction adopt the expectation-disconfirmation paradigm of comparing customer expectations and actual performance, be it quality or satisfaction. However, there is a general consensus among marketing researchers that service quality and customer satisfaction are different, although closely related. This means that satisfaction and service quality are not necessarily positively correlated, and that there may be situations in which low satisfaction can result from high service quality or vice versa. Rust and Oliver (1994)

presented the following elements that distinguish service quality from customer satisfaction.

1. The dimensions that underlie quality judgments are rather specific, as they are based on product and service features, whereas satisfaction can result from any dimensions.
2. Expectations of quality are based on ideals or perceptions of excellence, whereas a large number of non-quality issues can help form satisfaction judgments.
3. Quality perceptions do not require experience with the service or provider, in contrast to satisfaction judgments.
4. Quality is believed to have fewer conceptual antecedents than satisfaction.
5. The company has to have a certain degree of control over the attributes that are represented by service quality. Aspects that may be beyond the control of the company may affect customer satisfaction, and cannot be considered to be quality dimensions.

In the fields of leisure, recreation, and tourism research, distinctions are also made between quality and satisfaction. The quality of opportunity or performance is the output of the service provider, and refers to the attributes of a service or facility that are controllable by the supplier or management. It also measures visitor perceptions of the performance of the provider. Satisfaction, or quality of experience, in contrast, is the emotional state of mind or outcome after exposure to an opportunity. It is essential to recognize that satisfaction is influenced by the social-psychological state that a consumer brings to the occasion and by factors that are outside the control of the provider (Baker & Crompton, 2000).

Based on a review of the definitions and measurement methods of service quality and customer satisfaction, it seems logical to suggest that service quality and customer satisfaction are two distinct and different constructs, although both can be measured at the transaction and overall levels. Service quality refers to attributes over which the company has control, and in terms of this study refers to the quality of the shopping attributes over which retailers have control. The assessment of service quality in this sense is of value because it will help retailers to evaluate the service performance level that they have attained and to identify areas of improvement and modification.

A number of service quality instruments have been developed by previous researchers, but these are not directly adopted in this study because they were developed to evaluate either pure products or pure service quality. Ryan (1999) commented that tourism and holiday experiences are different from the service encounters of buying consumer products, and that it is important to recognize that the dimensions that are suggested by SERVQUAL may not encompass the whole tourism experience, which is a complex mix of entertainment, education, self-discovery, and fun (Ryan, 1999). Due to this discrepancy, a new instrument for measuring tourism shopping quality was developed especially for this study based on the literature review and interviews.

Although both service quality and customer satisfaction measurements are based on the expectancy-disconfirmation paradigm, a number of researchers have challenged the use of difference scores as a form of measurement. However, several researchers in the marketing and tourism fields have compared the results of the two measurements and found that the performance-based measurement has predictive validity (e.g. Crompton & Love, 1995; Cronin & Taylor, 1994). Based on the results of these studies, this study

adopts the performance-based measurement for both transaction-based service quality and customer satisfaction.

Measuring Shopping Quality and Satisfaction

To determine the appropriate evaluation criteria for the measurement of tourist perceptions of shopping quality and satisfaction, it is necessary to understand the type of activities in which tourists become involved in a shopping experience. Furthermore, as numerous studies have suggested that certain aspects of shopping encounters play important roles in influencing the emotions, attitude, shopping intention, and behavior of shoppers, it is also important to recognize that shopping in a tourism context is different from shopping as a leisure activity at home or shopping for necessities as a routine. The review of the traditional retail and tourism literature that follows should help to define the criteria.

Shoppers who engage in a shopping experience are involved in a number of activities in addition to the purchase of the product. Sherry (1990) discovered that shoppers are mainly involved in the activities of "searching," "bickering or bargaining," and "socializing" in a shopping experience. Shoppers enjoy the experience of obtaining the products that they intend to purchase, but achieve more pleasure from the experiential aspects of interacting with other shoppers and sellers. This is especially valid in the case of visiting flea markets or specialty shopping areas (Sherry, 1990).

Jones (1999) suggested that a shopping experience can either be entertaining or non-entertaining, depending on two main factors: retailer factors, which are under the control and influence of the retailers, and customer factors, which are associated with

customers. Retailer factors include retail prices, product selection, store environment, and salespeople, whereas customer factors include social aspects, tasks, time, product involvement, and financial resources. The product selection of retailers plays a meaningful role in creating entertaining shopping experiences for customers, and on the customer's part the possession of the financial means to make purchases influences their enjoyment. Customer factors have been found to be more memorable than retailer factors.

In a shopping experience, shoppers are constantly interacting with people and the shopping environment. The importance of the "people" aspect of a service encounter is emphasized by the fact that four out of the five SERVQUAL dimensions are related to staff performance. Researchers also suggest that being comfortable with the service provider and feeling safe are critical to a customer's evaluation of service quality (Dabholkar et al., 2000). In a study of cafe customers, Butcher (2005) concluded that when customers lack information about the service during the initial service encounters, peripheral cues such as social comfort and social regard are more important in influencing repeat purchase intentions. Customers with very limited experience of a particular service encounter are more likely to return if they feel well regarded, but once this base-level of social regard has been satisfied other social influences, such as social comfort, become more influential. For customers with the most experience, perceived core service quality is more important than social influences in encouraging repeat patronage. This is particularly true of tourism shopping situations, because tourists may not have any experience of shopping at particular shops at the destination. In this case, social influences may have more influence than the perceived quality of the products that consumers purchase on their future behavioral intentions.

Although a good number of studies in the area of service marketing have emphasized the important influence of the intangible aspects of the service dimension (such as reliability, responsiveness, empathy, and assurance) on customer behavior, satisfaction, and repatronage intention, Bitner (1992) suggested that the "servicescape," or the "built environment or man-made physical surroundings, as opposed to natural or social environment," significantly affect customer satisfaction and repatronage intention. The environmental dimensions in Bitner's servicescape framework include ambient conditions, such as temperature, air quality, noise, music, and odor, and space; the function of the facilities, such as layout, equipment, and furnishings; and signs, symbols, and artifacts, such as signage, personal artifacts, and style of decor. Wakefield and Blodgett (1994, 1996) asserted that it is essential for leisure, recreation, and tourism service providers to recognize the importance of the tangible aspects of the service experience. They emphasized that the servicescape is an important determinant of customer behavioral intention when the service is consumed primarily for hedonic purposes.

As the servicescape of a store is the environment in which customers interact directly with products and services, it plays a very important role in driving sales (Lucas, 1999). Several studies have shown that different aspects of the environment create different customer responses, including emotions, attitudes, satisfaction, purchase behavior, and behavioral intention.

A study by Yoo, Park, and MacInnis (1998) on shoppers in two major department stores in South Korea revealed that customer perceptions of the adequacy of the store characteristics induced both positive and negative emotions that in turn affected the

attitude of shoppers toward the store. Some characteristics were found to have an effect only on positive emotions, whereas others were found to affect either positive or negative emotions, and still others were found to affect both positive and negative emotions. All ultimately influenced the attitude toward the department store. Product assortment, the value of the merchandize, salesperson service, after-sales service, facilities, atmosphere, and store location were found to have an indirect influence on attitudes toward the store as mediated by emotional responses, and store location was found to have a direct influence on attitude. However, the authors measured the "adequacy" of store characteristics, which does not necessarily reflect the performance of specific aspects of the store. Hence, to provide more meaningful information for store management, the evaluation criteria for store characteristics should be specified for each characteristic that is deemed to be important by customers.

Store environment; atmosphere; store policies; the stocking, assortment, and selection of products; and employee training all have a positive influence on customer satisfaction (Lucas, 1999). Donavan and Rossiter (1982) found that pleasure that results from exposure to a store's atmosphere influences customer behavior, such as the amount of time spent in the store, spending levels, and revisit intention. Often, customers form a first impression about a service provider based on the appearance of the provider's facilities, and it is important to ensure the aesthetic quality of the facilities, such as the architectural design and interior design and decor. Cleanliness is another important aspect of the servicescape, and one over which management has most control.

As shoppers engage in shopping activities in a space that is defined by the retailer, the density of the physical environment also plays a role in influencing customer

emotions and satisfaction. Machleit, Eroglu, and Mantel (2000) suggested that perceived crowding in stores influences customer emotions and in turn affects satisfaction. Perceived crowding is a result of physical, social, and personal factors that sensitize the individual to the potential problems that arise from a scarcity of space (Stokols, 1972). Machleit, Kellaris, and Eroglu (1994) define crowing in the context of the retail environment as consisting of two dimensions: the spatial, which is related to the non-human elements within a retail space, and the social, which refers to the number of humans and the rate and extent of social interaction. The results of a study by Machleit et al. (2000) indicated that spatial crowding heightened all of the negative emotions and reduced all of the positive emotions and satisfaction of shoppers.

Tourism Shopping Experiences

Day-to-day shopping experiences may not be the same as a shopping experience away from home, especially given that tourists often act and behave in a context different from that of their normal everyday life when they are traveling (Oh et al., 2004). Ryan (1999) proposed that tourism experiences differ from other service experiences because of the degree of involvement of the tourist. Unlike many of the service encounters that are described in the retail services literature, the holiday leisure experience of a tourist has the following characteristics (Ryan, 1999, p. 279).

1. The tourist has a strong emotional involvement in the tourism experience.
2. The tourist has a strong motivation to secure a successful and satisfactory outcome from the tourism experience.

3. There is a significantly long period of interaction between the tourist, the place, and the people (including service providers, residents, and other tourists) at the holiday destination. This is a period during which tourists can manipulate their surroundings to achieve the desired outcome.
4. The manipulative processes are themselves part of the holiday experience, and are a source of satisfaction.
5. The tourism experience is made up of a number of tourism products and services that the tourist can select.
6. The tourist plays several different roles during a tourism experience, each of which may have separate determinants of satisfaction and may make an unequal contribution to total satisfaction.
7. The tourism experience has a temporal significance that is not found in many service situations. It resides in the memory as a preparation for the future, and is a resource for ego-sustenance during non-holiday periods.

Vacation or holiday travel is "unordinary time" during which individuals are not working and can escape or break from their normal routine (Crompton, 1979). Tourists in a destination are experiencing a unique environment and stimuli that are different from those of their ordinary daily lives at home. These characteristics mean that the shopping and purchasing experiences of tourists often differ from their regular purchasing and shopping experiences at home.

Moscardo (2004) suggested that shopping is one of the activities in which tourists participate even though it may not be considered to be an important factor in choosing a holiday destination, and that visitors spend a substantial proportion of their time and

activities visiting venues for shopping. She further suggested a concept map of tourist shopping and concluded that shopping outcomes, which include the choice of shopping location, choice of shopping products and services, and the importance of product and service attributes, are mainly related to two different types of tourist shopping motives: expressive motives and instrumental motives. Expressive motives are held by tourists who see shopping as an activity that provides them with an opportunity for relaxation, escape, social networking, and status attainment. Instrumental motives for shopping are associated with those who shop because they need to shop for necessities, meet social or cultural obligations, and experience the local culture.

Tourism shopping experiences involve interactions between tourists and products, services, and store environments. The search for unique shopping and leisure experiences is an important reason for tourists to make time for shopping trips in their travel itinerary (Jansen-Verbeke, 1991). The creation of a total experience that combines shopping, sightseeing, and entertainment such as is offered by theme parks, shopping outlets, and shopping malls serve to attract large numbers of tourists (Jansen-Verbeke, 1991). Hence, it is important to understand from the tourist perspective what makes up a "total shopping experience."

Tourists may or may not have a shopping list of specific items for purchase, but may simply be looking for excitement and pleasure, and opportunities to experience local culture and interact with local people (Littrell et al., 1994). Tourists may also want to take home memories of a trip by bringing back souvenirs and special items that were purchased at the travel destination. In some cultures, for example, the Japanese and Korean cultures, gift-giving is a normal practice as a means of showing respect and

maintaining and strengthening social relationships (Park, 2000). When people from such cultures travel, they may bring home souvenirs for their family members, relatives, friends, colleagues, and superiors at work (Mok & Iverson, 2000; Park, 2000). Jansen-Verbeke (1991) also added that tourists shop when they travel because they want to take advantage of the unique goods that are available or bargain prices, and that some may be motivated to shop by a favorable currency exchange rate. The types of products that are purchased may also vary due to cultural influences and the customs of the society (Park, 2000). One of the differences that was suggested by Timothy and Butler (1995) in their model of cross-border tourism shopping was that the farther tourists live from the border the less frequently they shops in the country adjacent to the border, but if a purchase is made, then the more costly their purchases are likely to be.

Yu and Littrell (2003) proposed two dimensions of tourism shopping experiences: product-oriented shopping experiences and process-oriented shopping experiences. Tourists focus on the workmanship and aesthetic quality of the crafts in product-oriented shopping experiences, whereas in process-oriented shopping experiences the emphasis is more on cultural and artisanal linkages through interactions with craftsmen and sellers. Their study confirmed that tourist attitudes toward product-oriented shopping experiences positively affect their intention to purchase at product-oriented crafts outlets, and that their attitude toward process-oriented shopping experience positively affects their intention to purchase at process-oriented retail venues.

Based on these characteristics of tourism and tourism shopping experiences, it is suggested that tourists evaluate their shopping experience based on criteria that differ from those used in their day-to-day shopping at home. Hence, it is essential to develop an

instrument to measure tourist perceptions of the different aspects of their shopping experiences and the perceived value that they attain through these experiences.

Tourism Shopping Dimensions

Tourists evaluate their shopping experiences in terms of the two dimensions of product attributes and store attributes. Product attributes are the characteristics of a product that influence the tourist's decision to purchase or not to purchase the product. Swanson and Horridge (2004) summarized that the most frequently studied product attributes in tourism shopping studies include value; product display characteristics; uniqueness as identified by Tuner and Reisinger (2001); size, fragility, and manageability as defined by Pysarchik (1989); and aesthetic qualities, workmanship, uniqueness, or production by a well-known producer as defined by Littrell et al. (1994). The aesthetics, uniqueness, and ease of care of a product are also attributes that tourists evaluate (Kim & Littrell, 1999).

Store attributes are attributes that are related to the store or shopping venue itself. The most frequently measured store attributes include price, quality, assortment, fashion, sales personnel, locational convenience, services, sales promotions, advertising, store atmosphere, reputation, store hours, accessibility, availability of free parking, and proximity to lodging facilities (Berry, 1969; Pysarchik, 1989). High quality and imaginative and attractive displays (Goeldner, Ritchine & McIntosh, 2000) have also been identified as important store attributes, and Littrell et al. (1994) further identified store displays, the behavior of sales personnel, and atmosphere as important store attributes. The appearance and authenticity of shopping malls, cleanliness and service,

and the availability of entertainment were identified as important attributes by Littrell, Paige, and Song (2004) in their study of senior travelers.

It is necessary to recognize that the motivations, behavior, and evaluation of shopping experiences may differ between domestic and international tourists. Yuksel (2004) studied the perceptions of domestic and international tourists of 12 key areas of service in shops, and revealed that domestic and international visitors make different evaluations of service and preferred shopping items. The areas that differed most significantly between the two groups were service quality, price, staff knowledge of products, personal attention, ease of communication, the respectfulness of shop assistants, and shop appearance.

Tourist expectations and assessments of service performance may be influenced by their societal norms, values, and the cultural influences that govern their social interactions when visiting a destination (Mattila, 1999). Although mainland Chinese tourists are not considered to be international visitors to Hong Kong, they still have to cross the border and go through immigration as if they were traveling abroad because of the status of Hong Kong as a special administrative region of China. Hence, their shopping behavior may resemble that of international tourists as identified in other studies. Several studies on tourists from other Asian countries have been conducted. Reisinger and Turner (2002) studied the product choice, product attributes, and shopping satisfaction of Japanese tourists visiting Hawaii and the Gold Coast using four dimensions of shopping satisfaction, including shop presentation, shop attractiveness, range of goods, and service. The results of their study showed that the products that were considered to be important by Japanese tourists determined the importance of attributes,

and thus tourist satisfaction. This means that when evaluating tourist shopping satisfaction, it is logical to focus and narrow down to evaluate and compare responses to shopping experiences for specific product types in a particular destination, rather than trying to achieve an overall view of the tourist shopping experience during a trip.

Heung and Cheng (2000) compared the expectations and perceptions of shopping experiences among tourists in Hong Kong by adopting the disconfirmation paradigm And 15 shopping attributes that were grouped into the four shopping dimensions of tangibles quality, staff service quality, product value, and product reliability. Their study mainly evaluated tourist perceptions of the performance of the different aspects of shopping that they experienced in Hong Kong. Another more recent study (Wong & Law, 2003) looked at the shopping satisfaction of tourists from different countries of origin by comparing the expectations of and satisfaction with shopping experiences in the four aspects of service quality, quality of goods, variety of goods, and price of goods. Although Wong and Law (2003) also attempted to understand the reasons why shoppers purchased goods in Hong Kong, they again focused on Hong Kong's shopping attributes, such as attractive prices, variety of goods, quality, fashion or novelty, uniqueness, attractiveness, preferences, and goods not being available in the home country.

Similarly, Wang (2004) studied the consumption patterns and shopping motivations of Hong Kong residents in Shenzhen by measuring the importance of ten motivations for Hong Kong people to shop in Shenzhen, including low price, better quality, goods and services in Shenzhen not being available in Hong Kong, better service from sales people, a comfortable shopping environment, convenient opening hours, opportunities for bargain hunting, the Hong Kong dollar having more value in Shenzhen,

convenient procedures for border crossing, and following the current trend of people visiting Shenzhen.

Table 2 summarizes the most commonly used attributes in shopping, service, and tourism related studies. These studies have provided the basis for designing the instrument to measure tourist perceptions of the quality of shopping in Hong Kong that is used in this study.

Table 2: Summary of the most commonly used attributes in shopping, service, and tourism related studies

Attribute	References
Availability of new fashion products	Pysarchik (1989), Wong & Law (2003), Yoo et al. (1998)
Variety of tenants in the mall	Wakefield & Baker (1998)
Variety of products/merchandise	Donovan et al. (1994), Jones (1999), Lucas (1999), Reisinger & Turner (2002), Yoo et al. (1998)
Variety of brands	Stoel, Wickliffe, & Lee (2004), Yoo et al. (1998)
Stocking of products	Lucas (1999)
Availability of popular products	Yoo et al. (1998)
Size of products	Pysarchik (1989)
Workmanship of products	Yu & Littrell (2003)
Uniqueness of products	Jansen-Verbeke (1994), Littrell et al. (1994), Wang (2004), Wong & Law (2003)
Aesthetic quality of products	Kim & Littrell (1999), Wong & Law (2003), Yu & Littrell (2003)
Appropriateness of price	Berry (1969), Jones (1999), Pysarchik (1989), Wang (2004), Wong & Law (2003), Yoo et al. (1998), Yuksel (2004)
Availability of sale price reductions	Donovan at al. (1994), Pysarchik (1989)
Value of products on sale	Yoo et al. (1998)
Value for money	Donovan et al. (1994), Turner & Reisinger (2001)
Quality of products on sale	Yoo et al. (1998), Wong & Law (2003)
Dependability of products	Yoo et al. (1998)
Quality of products/merchandise	Donovan et al. (1994), Goeldner et al. (2000), Pysarchik (1989), Yoo et al. (1998),
Salespeople	Jones (1999), Lucas (1999)

Table 2: Summary of most commonly used attributes in shopping, service, and tourism related studies (cont'd)

Attribute	References
Appearance of salespeople	Babin & Babin (2001)
Appropriate knowledge of salespeople	Yoo et al. (1998), Yuksel (2004)
Salespeople's kindness	Yoo et al. (1998)
Salespeople's forcefulness	Yoo et al. (1998)
Ease of communication	Yuksel (2004)
Being comfortable with service provider	Butcher (2005), Dabholkar et al. (2000)
Interaction with service providers/craftsman	Yu & Littrell (2003)
Social interaction	Jones (1999)
Return policy	Yoo et al. (1998), Lucas (1999)
Repair policy	Yoo et al. (1998)
Delivery service	Yoo et al. (1998)
Installation service	Yoo et al. (1998)
Refund policy	Yoo et al. (1998)
Location	Babin & Babin (2001), Yoo et al. (1998)
Transportation	Yoo et al. (1998)
Space for parking	Yoo et al. (1998), Stoel et al. (2004)
General facilities	Yoo et al. (1998)
Store name	Babin & Babin (2001)
Store size	Yoo et al. (1998)
Space for rest	Yoo et al. (1998)
Space for leisure	Yoo et al. (1998)
Space for recreation	Yoo et al. (1998)
Congestion in the store	Yoo et al. (1998)
Spatial crowding	Machleit et al. (2000)
Human crowding	Machleit et al. (2000)
Attractive display of products	Goeldner et al. (2000)
Availability of new information	Yoo et al. (1998)
Arrangement of product corners	Yoo et al. (1998)
The facility maintains clean restrooms	Wakefield & Blodgett (1996)
The facility maintains clean walkways	Wakefield & Blodgett (1996)
Store environment	Jones (1999), Lucas (1999), Wang (2004)
Layout makes it easy to get where you want to go or find what you want	Wakefield & Blodgett (1996)
Design	Yoo et al. (1998), Wakefield & Baker (1998)
Lighting	Yoo et al. (1998)
Air quality	Yoo et al. (1998)

Table 2: Summary of most commonly used attributes in shopping, service, and tourism related studies (cont'd)

Attribute	References
Inside decoration	Yoo et al. (1998), Wakefield & Baker (1998), Stoel et al. (2004)
Music in the store/mall	Yoo et al. (1998), Wakefield & Baker (1998)
Task	Jones (1999)
Time	Jones (1999)
Financial resources	Jones (1999)
Cleanliness	Littrell et al. (2004), Stoel et al. (2004)
Opening hours	Stoel et al. (2004), Wang (2004)
Convenient location	Stoel et al. (2004)
Spaciousness	Stoel et al. (2004)
Atmosphere	Stoel et al. (2004)
Accessibility	Stoel et al. (2004)
Safety	Dabholkar et al. (2000), Stoel et al. (2004)
Reputation	Butcher (2005), Yuksel (2004)
Appearance of shop	Yuskel (2004)

Values

In addition to evaluating the level of quality and satisfaction of a shopping experience, customers also form perceptions of the value that they receive. In consumer research, value is a popular area of study in which it has been identified that to be competitive, it is important to create value for customers (Parasuraman, 1997). Other researchers have indicated that perceived value is the most important indicator of repurchase intentions (Parasuraman & Grewal, 2000). A better understanding of the conceptual framework of what contributes to perceived value and its relationships with service quality and satisfaction will help product and service providers to attract and retain customers and to predict purchase behavior and future behavioral intention. It is also logical to include value as an additional variable to those in the original TRA model to predict the behavioral intention or actual behavior of consumers.

Rokeach (1973) suggested that value is an enduring belief about the desirability of particular end-states of existence. Zeithaml (1988) provided four definitions of values: value is low price, value is whatever one wants in a product, value is the quality that the consumer receives for the price paid, and value is what the consumer gets for what the customer gives. Value is a function not only of cost to the customer, but also of the result achieved by the customer (Heskett et al., 2000). The measurement of value is always relative, because it is based on the customer's perceptions of the way in which a service is delivered and the customer's initial expectations. Perceived value is the customer's overall assessment of the utility of a product or service based on perceptions of what is received and what is given (Zeithaml, 1988).

Many researchers have suggested that value is a multidimensional construct. Holbrook and Hirschman (1982) proposed that value that is generated from the consumption process has two main dimensions: utilitarian and hedonic. They asserted that customers will judge the value that is generated by consuming a product based on utilitarian criteria, such as how well a product or service serves its intended purpose or performs its proper function, but will also evaluate the perceived value based on hedonic criteria, such as the appreciation of and feelings about the product and the consumption experience.

Based on this two-dimensional definition and taking into account the importance of the experiential aspect of shopping, Babin et al. (1994) developed a shopping value scale to capture the task-related and experiential aspects of value that customers acquire through shopping. The scale is an overall assessment of subjective worth that considers all of the relevant evaluative criteria. The outcomes of shopping can be task-related with

a utilitarian value (the successful purchase of an item) or can lead to the attainment of hedonic value (enjoyment of the experience or fun through the shopping process).

Utilitarian value means that a product is purchased in a deliberant and efficient manner in a shopping trip. However, in some instances, purchasing may not be the final outcome of the shopping experience, yet the shopper still attains utilitarian value by obtaining information such as price, variety, or performance about different products. In summary, utilitarian value refers to the consumer's evaluation of whether the outcome of a shopping experience was successful in terms of satisfying the need that stimulated the shopping trip (Holbrook & Hirschman, 1982). In contrast, the hedonic value that is derived from a shopping experience reflects the emotional or psychological worth of the experience. It is more subjective and personal than utilitarian value, and is often the result of fun and playful experiences (Holbrook & Hirschman, 1982). Shoppers who enjoy the exploration of new products and the fun of bargaining, or those who shop to escape are seeking hedonic value from the shopping experience. A number of researchers have demonstrated that both utilitarian and hedonic values can be attained by customers during a shopping experience (Babin & Babin, 2001; Babin, et al., 1994; Carpenter, Moore, & Fairhurst, 2005; Fisher & Arnold, 1990; Michon & Chebat, 2004); Sherry, 1990). In some instances the presence of one may inhibit the other, but in other cases they can both exist in a single shopping experience evaluation. Hence, the delivery of value through the shopping experience is an effective strategy by which retailers can differentiate themselves from their competitors.

The customer value hierarchy model that was presented by Woodruff (1997) suggests that there are two aspects of customer value: desired value and satisfaction with

received value. In the model, the lowest level of value is associated with product attributes and performances, and the next level up is related to consequence experiences. The last level of value is the ability of the product or usage experience to achieve the customer's goals and purposes.

Some researchers have adopted the definition of value that was proposed by Zeithaml (1988), which holds value to be an outcome that is associated with price but also a psychological outcome of the purchase or consumption. Grewal, Monroe, and Krishnan (1998) suggested that transaction and acquisition values can be attained through the purchase and consumption of tangible products. Transaction value focuses on the pleasure and psychological satisfaction that customers obtain from finding and taking advantage of price deals, whereas acquisition value focuses on the perceived net gains that are associated with the products or services acquired, or, in other words, good value for money. Petrick and Backman (2002) adopted these value scales to analyze golfers staying at a golf resort, and, although they mistakenly named the two dimensions "values acquisition" and "transaction values" (Al-Sabbhy, Ekinci, & Riley, 2004a; Petrick & Beckman, 2004), suggested that both are related to perceived value (that is the overall value that the golfers received for the money that they spent during their stay at the resort) and their intention to revisit. Al-sabbahy, Ekinci, and Riley (2004b) applied the same acquisition and transaction value scales in their study of hotel and restaurant customers, but the results contradict those of Petrick and Backman (2002). They found perceived acquisition value, rather than transaction value, to be a valid construct for the evaluation of hotel and restaurant services, and suggested that acquisition value has a considerable influence on the intention to purchase and recommend during the post-consumption stage.

However, very little of the variance in the model was explained by the combined measures of the acquisition and transaction values. They also found that the emotional feeling that is derived from purchasing is associated with the onsite activities that are experienced by a customer, and is not necessarily only associated with the price deal, as suggested in the original conceptualizations of acquisition and transaction values that were proposed by Grewal et al. (1998).

Sweeney and Soutar (2001) developed the PERVAL scale to measure the perceived value of durable products. Similar to Zeithaml's definition of value, the scale encompasses both utilitarian and hedonic components in addition to components that are related to price and performance quality. The scale comprises 19 items grouped in the four dimensions of emotional value (the feelings or affective states that a product generates), social value (the enhancement of social self-concept), functional value (price or value for money), and functional value (performance quality). Petrick (2002) later developed the SERV-PERVAL model to measure the perceived value of a service, which comprises the five value dimensions of quality, monetary price, non-monetary price, reputation, and emotional response. Mathwick, Malhotra, and Rigdon (2001) developed a similar scale to measure the experiential value of Internet and catalog shoppers that is based on the intrinsic and extrinsic value obtained and the active or reactive nature of the customer during the experience. The hierarchical scale consists of four dimensions that incorporate the seven sub-dimensions of visual appeal, entertainment, escapism, enjoyment, service excellence, efficiency, and economic value.

Studies of value have been conducted among customers of different nationalities and cultural backgrounds. Griffin, Babin, and Modianos (2000) found that Russian

consumers experienced lower levels of utilitarian shopping value than U.S. consumers, but that the experience levels of hedonic shopping value in the two populations were comparable. Michon and Chebat (2004) compared the shopping values of English- and French-speaking Canadians as attained through shopping mall experiences, and found French-Canadian shoppers to be more hedonistic than English-Canadian shoppers, although the shopping activities of the two groups were very similar.

The foregoing review of the evolution and development of value scales shows that there is no one generic value scale that is universally appropriate for the measurement of perceived value for all purchase and consumption situations. Other researchers have also suggested that, rather than merely changing the measures that have been created for products, different measures of perceived value are necessary for the conceptualization of the perceived value of services (Petrick & Backman, 2002, 2004). For the purposes of this study on the shopping experiences of mainland Chinese tourists in Hong Kong, it is necessary to develop a perceived value scale that is specific to the context. Tourists may have in mind exactly what they want to purchase when they come to Hong Kong, and utilitarian value may be attained. At the same time, some tourists may be more interested in the pleasure and fun aspects of shopping, and may visit shopping venues not because they need to buy anything in particular, but simply to look for the experience to bargain with retailers or to enjoy the shopping environment. In this case, the attainment of hedonic value will be important. The price or value for money and performance quality dimensions of value that were suggested by Sweeney and Soutar (2001) to measure product consumption value are not appropriate in this instance, as this study intends to look at the value that is attained from the overall shopping experience, rather than the

consumption of the products purchased. The shopping value scale for hedonic and utilitarian values is therefore adapted for use in this study.

Behavioral Intention

As has been mentioned in the section on the theory of reasoned action, people's behavioral intention and behavior are determined by their attitude toward the type of behavior in question and the subjective norm to which they are subject. The ultimate goal for service providers and retailers is to ensure that customers come back to make purchases, which is one of the characteristics of loyal customers. According to Day (1969), a truly loyal customer not only repeatedly purchases from a retailer or service supplier, but also holds a favorable attitude toward the brand or the company. Jacoby and Chestnut (1978) explained that loyalty can be described by using three variables: "behavioral," which relies on repeat purchasing as the sole indicator of loyalty; "attitudinal," which relies on purely attitudinal measures to reflect psychological attachment; and a combination of both. Typical behavioral measures of loyalty include recent usage, usage frequency, and monetary value. However, behavioral measures have also been criticized for their inability to explain how and why brand loyalty is developed (Dick & Basu, 1994), and it is also important to consider the psychological attitude toward the product or company. Commitment and emotional attachment, rather than simply repetitive behavior, are important elements of loyalty, which means that both cognitive and behavioral measures should be used. If customers feel strongly that one company best meets their needs, then competitors are virtually excluded from the

consideration set, and these customers will then buy exclusively from the company (Smith, 1998).

Customer loyalty is organic, and progresses in phases according to the degree of loyalty that is built up. Oliver (1996) suggested that customer loyalty progresses in four phases, with each phase representing a greater degree of loyalty. The first phase of loyalty is cognitive loyalty. During this phase, although customers may continue to patronize the same company over others for compelling reasons, their loyalty may not be very strong if another company offers more attractive prices or better services. A customer evaluation of service quality is a good indicator of cognitive loyalty. The second phase of the model is affective loyalty. A series of cognitive processes precedes affective decisions, and thus this is a stronger form of loyalty because it is driven by previous attitude to the company and at a later stage by satisfaction. The third phase of the model is conative loyalty, in which the consumer has a commitment to buy and a strong purchase intention. The final phase is action loyalty, in which the customer has an increased share of the patronage in the company relative to other competitors.

Although service providers and retailers are eager to influence actual customer in-store and future shopping behavior, and often conduct research to find out which elements of the shopping experience contribute to behavioral change, it is very difficult to track actual purchase behavior unless the current and future transaction data of customers can be obtained or their in-store behavior can be videotaped and analyzed. Hence, most of the studies on consumers examine their behavioral intention, rather than their actual behavior in the future. It is generally believed that the actual behavior of individuals is strongly influenced by their behavioral intention (Ajzen & Fishbein, 1980).

A favorable behavioral intention is associated with a service provider's ability to encourage its customers to say positive things about the service provider; recommend the service provider to other customers; remain loyal and continue to repurchase from the service provider; spend more with the service provider; and pay more (Zeithaml et al. 1996). Gronholdt, Martensen, and Kristensen's (2000) operationalization of behavioral intention follows this line of thought, but they also include intention to switch to a competitor as a component. These definitions reflect both the behavioral and attitudinal components of consumer behavioral intention.

In the field of tourism and leisure research, the behavioral intention scale that was developed by Zeithaml, Berry, and Parasuraman (1996) is widely adopted and adapted. For example, Baker and Crompton adopted the scale in a study of festival visitors using four items to operationalize behavioral intention, four items to measure behavioral and attitudinal loyalty, and two items to measure willingness to pay more. In their study of the relationship between service quality, satisfaction, and behavioral intention among wildlife refuge visitors, Tian-Cole, Crompton, and Willson (2002) used three items to operationalize behavioral intentions, including the likeliness of repatronage, saying positive things to other people, encouraging friends and relatives, and paying higher prices.

As the focus of this study is to determine whether the perception of shopping quality, shopping value attitudes, attitude toward shopping, and the subjective norm of mainland Chinese tourists have an influence on their behavioral intention of visiting Hong Kong again, a definition of behavioral intention is used that includes revisit intention (i.e., the likelihood of visiting Hong Kong again), relationship intention (i.e.,

willingness to spread positive word-of-mouth about Hong Kong to others and encourage others to visit), and intention to continue to visit Hong Kong even if it costs more.

Relationship Among Quality, Customer Satisfaction, Values, and Behavioral Intention

As has been mentioned, service quality, customer satisfaction, value, and behavioral intention have been studied by numerous researchers over the past 30 years, yet a consensus has still not been reached about the relationships between these frequently studied constructs.

Service quality and satisfaction researchers have different views of the relationship between service quality and satisfaction. Service quality researchers believe that service quality is superordinate to satisfaction. For example, Bitner (1990), who conceptualized satisfaction as a transaction-specific construct, found that satisfaction precedes perceived quality. Satisfaction researchers, in contrast, have suggested that service quality contributes to satisfaction. Cronin and Taylor (1992) conceptualized satisfaction as an aggregated construct and asserted that perceived quality is antecedent to overall satisfaction. The results of their study of four service industries (banking, dry cleaning, fast food, and pest control) showed service quality to make a significant contribution to customer satisfaction, although the causal path from satisfaction to quality was not significant. This implies that transaction-specific service quality influences overall customer satisfaction.

Service quality can be conceptualized as the overall evaluation of the excellence and superiority of the service received based on cumulative assessments of the service over time (Boulding et al., 1993), which implies that overall service quality is influenced

by perceptions of service quality at the transaction level. Bitner and Hubbert (1994) defined service quality as the overall evaluation of the quality of the service received, and in testing the relationships between encounter-level and global-level customer satisfaction and service quality found that encounter-level satisfaction and overall satisfaction were highly correlated and that overall satisfaction was highly correlated with service quality.

Antecedents and Consequences of Satisfaction

Knutson (1988) mentioned that consumer satisfaction generates word-of-mouth advertising at no cost. Getty and Thompson (1994) stated that "satisfied patrons are more likely to be repeat customers and provide positive word-of-mouth to others." Stoel et al. (2004) found positive relationships between satisfaction with shopping mall attributes and the amount of time spent in the mall. Thus, customer satisfaction can be considered to be an important element in enhancing the repeat patronage, positive word-of-mouth advertising, and market share of a business.

Vavra (1997) developed a customer satisfaction model based on the work of Oliver (1980) and Churchill and Suprenant (1982) that is divided into the three stages of antecedents, satisfaction-formation process, and consequences. Previous experience was the most important antecedent to satisfaction, and was influenced by a number of factors, both personal (e.g., demographic background and personal expertise) and situational (e.g., the evolution of technology, nature of competition, and advertising and communicated to which consumers were exposed). Vavra posited that satisfaction is formed in the second satisfaction-formation stage, in which customers compare

expectations with perceived performance, whereas consequences are formed in the final stage. Organizations today are interested in maximizing customer retention and loyalty, rather than only creating satisfied customers, and the consequences of satisfaction must be considered.

Oliver's (1980) cognitive model places satisfaction as a mediator between pre-exposure and post-exposure attitudes. The model recognizes satisfaction as a part of the purchase process that influences repurchase intention, and leaves no doubt that customer satisfaction has a direct effect on future behavior. By measuring customer satisfaction with shopping attributes, retailers can obtain valuable insights into future customer demand, as current attitudes are usually good predictors of repeat business (Oh & Parks, 1997). The two studies of Iacobucci, Ostrom, and Grayson (1995) suggested that a relative judgment of experiences versus expectations is the antecedent and purchase intention the consequence, a sequence that was confirmed by Dabholkar et al. (2000) in their study of institutional customers from churches and the service that they received from a picture company.

Gotlieb, Grewal and Brown (1994) conducted a study of hospital patients who had been discharged to study the relationships among the disconfirmation of expectations, perceived quality, satisfaction, perceived situational control, and behavioral intention. Their study adopted the framework of appraisal of Baggozzi (1992), in which the fulfillment of desired outcome (perceived quality) influences a customer's emotional response (satisfaction) and emotional response influences coping (behavioral intentions). They found that satisfaction acts as the mediator between quality and behavioral intentions.

Bou-Llusar, Camison-Zornoza and Escrig-Tena (2001), in a study of distributors of ceramic products, also confirmed satisfaction to be a mediator between the perceived quality of the company and customer purchase intention. However, the direct effects of perceived quality were greater than the indirect effects (or the effects through overall satisfaction). Satisfaction was proved to exert a partial mediating influence. The mediating role of customer satisfaction on the effect of service quality on behavioral intentions suggests that it is important to measure customer satisfaction separately from service quality when trying to determine a customer's evaluation of a service. It is clear that understanding customer perceptions of service quality is a good diagnostic tool for service providers and provides better feedback to managers regarding overall impressions of their service. For prediction purposes, managers should focus on customer satisfaction, whereas for investigative purpose they should focus on service quality.

In the area of tourism and leisure research, Baker and Crompton (2000) found that the perceived quality of performance had a stronger link with loyalty and willingness to pay more in a study of festival visitors. Tian-Cole et al. (2002) investigated the relationships between service quality, satisfaction, and behavioral intentions among visitors to a wildlife refuge, and verified the existence of service quality and visitor satisfaction at both the transaction and global levels. At the transaction level, service quality as represented by performance quality (the perceptions of visitors of the attributes of a facility that are controlled by management) contributed to visitor satisfaction, which was represented by the quality of experience (the psychological outcomes that visitors derive from visiting a facility). At a global level, visitor satisfaction influenced service quality, and both overall service quality and overall satisfaction were found to directly

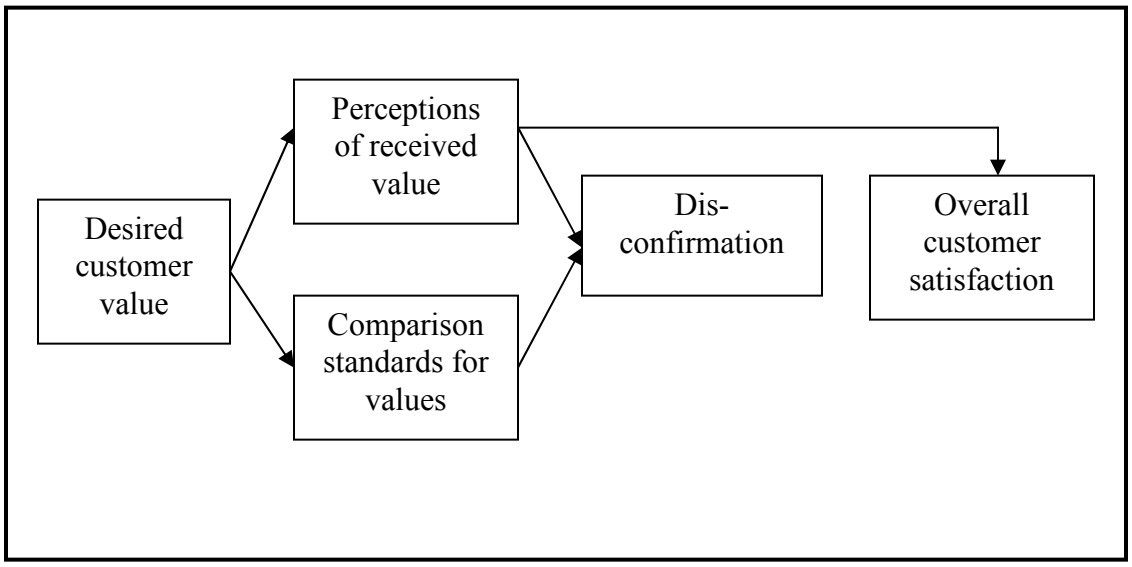
influence the future behavioral intentions of visitors. The findings of this study contradict those who have insisted that only transaction-specific satisfaction influences overall service quality. The authors suggested that this contradiction may have been caused by the different conceptualization of satisfaction at the transaction level, which they defined as the specific benefits received from a visit, whereas other researchers have considered it to be the evaluation of individual service attributes or of overall satisfaction with the service. The study did, however, reveal that quality of experience directly contributes to behavioral intention.

Role of Value in Influencing Behavioral Intention

As with satisfaction, value is a mediator of the relationship between customer behavior and behavioral intention. The value that is attained through a shopping experience can be influenced by a number of factors. One of the earlier studies of perceived value by Zeithaml (1988) identified the causal links among product attributes, quality, and value in post-consumption contexts. A number of researches have also indicated that perceived quality influences perceived value, which in turn leads to purchase intention in the sequence of service quality -> perceived value -> purchase intention or loyalty (Parasuraman & Grewal, 2000; Petrick, 2004). Grewal et al. (1998) suggested that perceived product quality enhances perceived acquisition value and willingness to buy, and asserted that customers balance the functional, operational, or personal benefits of a purchase against the financial and non-financial costs. Eroglu, Machleit, and Barr (2005) suggested that crowding in a retail context negatively affects shopping values.

Woodruff (1997) presented a model of the relationship between customer value and customer satisfaction (shown in Figure 4), and suggested that the overall satisfaction of customers is influenced by disconfirmation between the desired value outcome and the perception of the received value outcome. However, at the same time, it may also be directly influenced by the perception of the received value outcome.

Figure 4: Relationship between customer value and customer satisfaction (Woodruff, 1997)



Value also influences shopping behavior and behavioral intention. Sweeney and Soutar (2001) examined the relationship between perceived value and willingness to buy a product, willingness to recommend a product, and not expecting problems with a product, and found all four value dimensions to have a significant influence on the three outcome variables. Babin, Chebat, and Michon (2004) also confirmed that there is a direct relationship between shopping value and shopping behavior (i.e., the likelihood that shoppers will spend more money, talk to salespeople, and so on).

A number of studies have looked at the roles of service quality, value, and customer satisfaction in influencing behavioral intentions. Cronin, Brady and Hult (2000) studied the effects of service quality, value, and customer satisfaction on the behavioral intention of consumers in six different service environments, and confirmed the importance of measuring the three constructs to determine their effects on behavioral intention. They proved that quality, value, and satisfaction directly influence behavioral intention, and that service quality indirectly affects behavioral intention through value and satisfaction, whereas value has an indirect effect on behavioral intention through satisfaction.

In the context of shopping or retail experiences, Stoel et al. (2004) found positive relationships between satisfaction with mall attributes and the utilitarian and hedonic shopping values that shoppers attained as a result of the shopping experience. They also found that hedonic value acted as a mediator between satisfaction with mall attributes and re-patronage intention. Babin and Attaway (2000) highlighted that hedonic shopping value is more strongly related to customer patronage than utilitarian shopping value, and a similar result was obtained by Stoel et al. (2004), who found that shoppers who perceived their trip to the mall to provide hedonic shopping value were more likely to visit the mall again in the future. Park (2004) surveyed customers of fast food restaurants in South Korea and investigated the relationship between customer values regarding eating out and the importance of fast-food restaurant attributes. The results showed that the hedonic value of eating out had a positive correlation with mood, quick service, cleanliness, food taste, employee kindness, and facilities, whereas the utilitarian value had a positive correlation with reasonable price, quick service, and promotional

incentives. He also showed that hedonic value, but not utilitarian value, was significantly correlated with buying behavior in fast-food restaurants.

Recent research by Yu and Littrell (2005) proposed a TRA-based model to predict the behavioral intention of tourists shopping for handcrafts. Their definition of attitude toward the shopping experience is divided into the two dimensions of product orientation and process orientation, and subjective norm is separated into the two dimensions of experience orientation and goal orientation. The results of their study suggest that utilitarian shopping value and the preference of shopping companions significantly influence an individual's attitudes toward a shopping experience, and attitude to process- and goal-oriented shopping experiences influences the subjective norm. Their study used the TRA as a framework, but the relationship among the different variables were found to be different, in that subjective norm was found to influence attitude toward shopping, a relationship that was not suggested by the original TRA model.

Theoretical Framework

This study aims to fill the theoretical gap between the two main streams of studies on the predication of the shopping and visiting behavioral intention of tourists. An approach that is commonly adopted by service quality and customer satisfaction researchers is to analyze the impact of service quality, satisfaction, and value on customer behavioral intention. Social behavior researchers strongly believe that behavioral intention and behavior are influenced by an individual's attitude toward a type of behavior, subjective norm, and perceived control over behavior (Ajzen & Fishbein, 1980). Although some researchers have defined service quality and satisfaction as attitude, they

are referring to "attitude toward the target object" (e.g., the product, service, brand, or company), whereas the "attitude" to which Ajzen and Fishbein (1980) referred is attitude toward the individual performing or engaging in the behavior under study. They also considered attitude toward the target to be external to attitude toward behavior. In view of this, the proposed model in this study includes both attitude toward the target (as represented by the perceived quality of the shopping experience) and attitude toward the behavior of visiting and shopping in the destination in the future.

In terms of managerial implications, analyzing only how attitude toward behavior influences a customer's behavior or behavioral intention provides little practical information for service providers and managers. It is more important for managers to understand what will influence the customer's attitude toward the behavior under study, and especially to look at what they can do in terms of the aspects that they can control. Ogle et al. (2004) suggested that when attitude models are applied to predict shopping or store patronage behavior, the classic belief-attitude-behavioral intention model should be extended to include variables such as retail characteristics, store atmospherics, and merchandise assortments. Hence, the model that is proposed in this study also considers variables that are outside the original TRA model.

Proposed Model and Research Hypotheses

The proposed model examines how the perceived quality of shopping, shopping value, attitude toward shopping, and the subjective norm influence the shopping and revisiting intentions of tourists. The composite attitude model that was proposed by Eagly and Chaiken (1993), which in itself is based on the theory of reasoned action of Fishbein

and Ajzen (1975), serves as the theoretical foundation of the model. Attitude toward shopping in Hong Kong and the subjective norm are hypothesized to influence the behavioral intention of mainland Chinese tourists. The antecedents to attitude toward shopping in Hong Kong are also studied as represented by the perceptions among tourists of shopping quality during a particular shopping experience in Hong Kong. This measure is similar to the quality of performance as defined by Tian-cole et al. (2002). A direct measurement of perceived shopping quality among mainland Chinese tourists is sought because the predictive validity of direct performance-based measurements is higher than that of disconfirmation measures (Baker & Crompton, 2000; Crompton & Love, 1995; Cronin & Taylor, 1994).

The proposed model is also based on the study of Cronin et al. (2000), which found service quality, value, and customer satisfaction to each play a role in influencing behavioral intention. Satisfaction is assumed to be a mediator between quality and behavioral intention (Bou-Llusar, Camison-Zornoza & Escrig-Tena, 2001; Gotleb, Grewal & Brown, 1994), as Stoel et al. (2004) confirmed the mediating role of value of in the relationship between satisfaction with shopping attributes and repatronage intention. The proposed model suggests that shopping quality has an indirect effect on behavioral intention through value, satisfaction, and attitude, and that value has an indirect effect on behavioral intention through the mediation of satisfaction and attitude.

According to Ryan (1999), tourism experiences differ from service experiences at home, and it is thus reasonable to believe that shopping experiences as a tourist differ from day-to-day shopping experiences at home. Tourists may not shop for specific items that they have in mind, but may also go shopping because they want to experience

shopping, interact with shopkeepers and other customers, or just for fun. Hence, both the utilitarian and experiential aspects of value that tourists attain through shopping need to be emphasized. The hedonic and utilitarian shopping value scale that was developed by Babin et al. (1994) is used as the basis for the list of shopping values that tourists derive from their shopping experience in Hong Kong. However, as the original scale was developed based on values attained from domestic shopping experiences among university students in the United States, the descriptions of the two dimensions have been revised and specifically developed to measure the shopping values that are attained by mainland Chinese tourists.

The proposed model indicates that perceived shopping quality at the transaction level influences the value or benefit that is attained from the shopping experience. Bolton and Drew (1991) stated that perceived service value is positively related to the evaluation of service quality. Similarly, Tian-Cole et al. (2002) suggested that at the transaction level, service quality as represented by performance quality (visitor perceptions of the attributes of a facility that are controlled by management) contributes to visitor satisfaction as represented by the quality of experience (the psychological outcomes that visitors derive from visiting a facility). Hence, the following hypotheses are proposed.

H1: The perceived shopping quality positively influences hedonic value.

H2: The perceived shopping quality positively influences utilitarian value.

To accord more meaning to the model, the strength of the influence of the perceived quality of different shopping dimensions on hedonic and utilitarian value are

also evaluated, and thus these hypotheses are broken down into sub-hypotheses, which are presented in the results section.

According to Woodruff (1997), the overall satisfaction of customers is directly influenced by their perceptions of the received value outcome. Hence, in the proposed model utilitarian and hedonic value are also hypothesized to influence the overall shopping satisfaction.

H3: Hedonic value positively influences the overall satisfaction with the shopping experience in the destination.

H4: Utilitarian value positively influences the overall satisfaction with the shopping experience in the destination.

It is also hypothesized that the subjective norm is positively influenced by hedonic and utilitarian value, because it influences an individual's attitude. If the attitude of an individual is not positive, then it is likely that the individual's perception of the subjective norm is also likely not to be positive. Hence, the following hypotheses are suggested.

H5: Hedonic value positively influences the subjective norm.

H6: Utilitarian value positively influences the subjective norm.

Traditional satisfaction models have proved the positive relationship between satisfaction and behavior or behavioral intention (Getty & Thompson, 1994; Knutson, 1988; Oliver, 1980; Stoel et al., 2004; Tian-Cole et al., 2002). However, this model proposes that the relationship is mediated by attitude toward shopping in Hong Kong in

the future (attitude toward behavior), in accordance with the composite attitude model of Eagly and Chaiken (1993). Overall shopping satisfaction is defined as the attitude toward the target, in this case the overall evaluation or attitude of mainland Chinese tourists toward the shopping attributes of Hong Kong. The following hypothesis is suggested.

H7: Overall satisfaction positively influences the attitude toward visiting and shopping in the destination in the future.

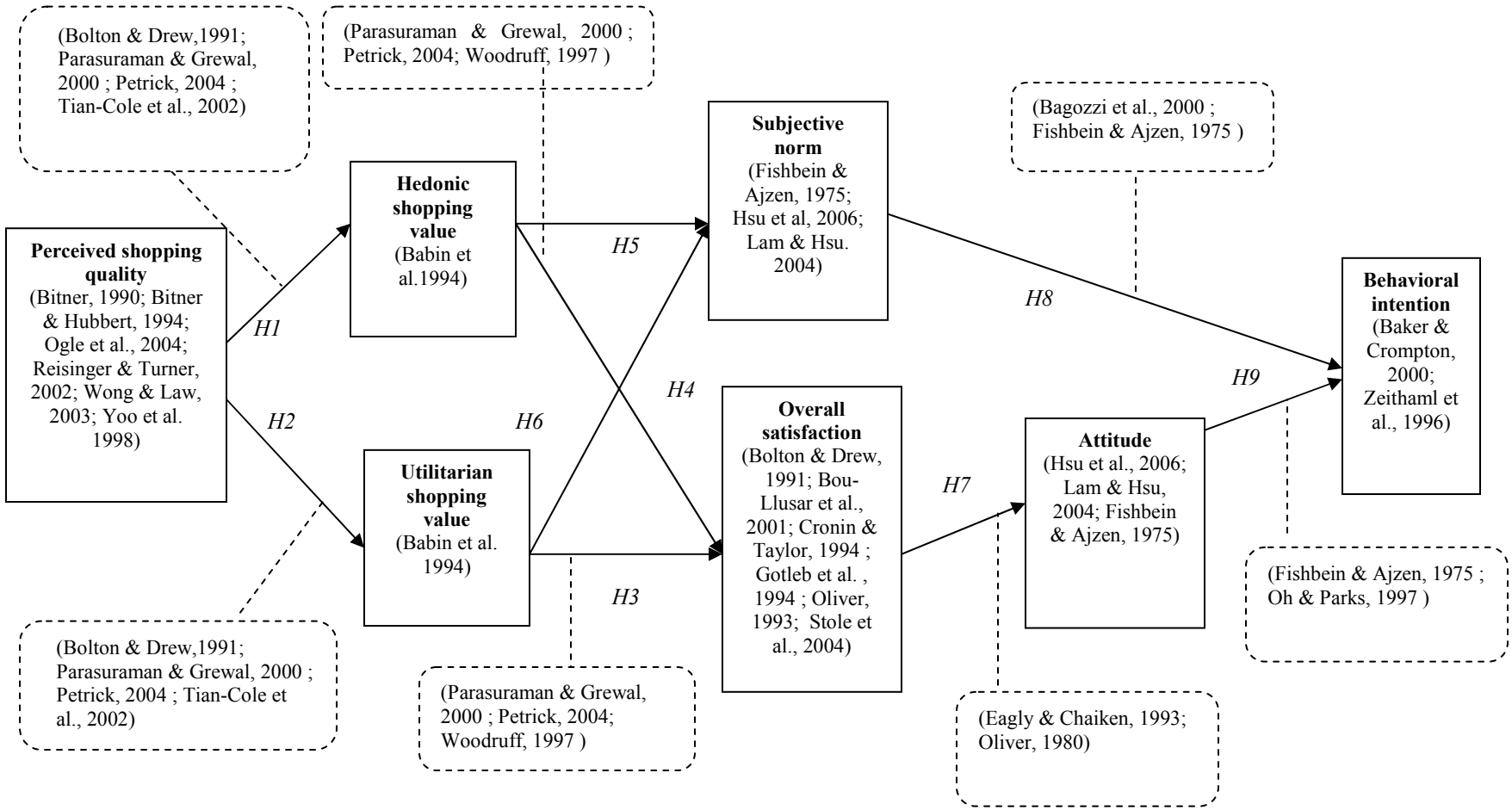
Attitude toward shopping in Hong Kong and the subjective norm are hypothesized to influence behavioral intention in accordance with the original model of Fishbein and Ajzen (1975). As has been mentioned, the subjective norm reflects people's beliefs about whether the people to whom they are close or whom they respect think that they should perform a particular act (Ajzen & Fishbein, 1980). The influence of the subjective norm reflects the social pressure that a decision maker feels to make a purchase (Bagozzi et al. 2000). As it is believed that people from interdependent cultures, such as Chinese people, place a high emphasis on social harmony and relations and tend to be more obedient, the subjective norm is hypothesized to influence the behavioral intentions of mainland Chinese tourists when making travel decisions. However, other researchers hold a different opinion of the role subjective norm in influencing behavior and behavioral intention. For example, Ogle et al. (2004) found that the subjective norm did not contribute to the explanation of future patronage intention among customers. Hence, the proposed model tests the relationship between the subjective norm and positive behavioral intention.

H8: The subjective norm positively influences behavioral intention.

H9: Attitude toward shopping in the destination positively influences behavioral intention.

The conceptual framework for the proposed relationship model of the shopping behavioral intention of mainland Chinese tourists is presented in Figure 5.

Figure 5: Conceptual framework for the proposed relationship model of the visiting and shopping behavioral intention of mainland Chinese tourists



CHAPTER 3

METHDOLOGY

This chapter describes the research design, sampling, and data collection procedures, the instrument and the variables measured, and the statistical methods used for the data analysis.

Research Design

One of the main objectives of the study is to test a model that predicts behavioral intention to visit and shop at a destination again based on the perception of tourists of their shopping experience. The study was conducted using both descriptive and causal research designs to determine the cause-and-effect relationships among a bundle of determinants of behavioral intention that are related to repeat visiting and shopping at a destination. A cross-sectional study that involved the investigation of a sample that was selected from the population of interest was measured at a specified point in time. The target population for the study was mainland Chinese tourists who shopped in Hong Kong during an 18-day period in May 2006.

Instrument

The instrument for data collection was developed based on the review of the literature on service quality, customer satisfaction, values, attitude models, behavioral intention, shopping, and tourism experiences. As most of the shopping research has been conducted among subjects from Western cultures, interviews were conducted with five personal contacts of the researcher who were visitors from mainland China to help to design of an instrument that adequately reflects the specific behavior and characteristics of mainland Chinese tourists.

Individual Interviews

Individual interviews with five mainland Chinese tourists who had previous experience of traveling to and shopping in Hong Kong were conducted. These individuals, three women and two men, were personal contacts of the researcher who were visiting Hong Kong in April and early May 2006. The purpose of the interviews was to determine the various aspects of the shopping experience that contribute to the overall evaluation of shopping quality. The interviewees were also asked to comment on the items regarding hedonic and utilitarian shopping values that were proposed by Babin et al. (1994) to ascertain whether the different descriptions that represent the values were appropriate to the shopping experience in Hong Kong. The descriptions of the shopping values were translated into Chinese by a professional translator, and the Chinese version was given to the interviewees for comment.

The means-end theory provides a framework for understanding the relationships between the attributes of products (means) and the important consequences, benefits, and values (ends) that are attained (Gutman, 1982) through the shopping experience. This theory has been adopted by tourism researchers to study the relationships between travel destinations and the important factors that motivate the decision making and travel behavior of tourists (Klenosky, 2002; Klenosky, Gengler, & Mulvey, 1993). The interviewees were asked to identify specific shopping attributes that they found important when shopping as tourists in Hong Kong, and were then prompted to explain why those attributes were desirable and why they were important. They were further asked to describe the benefits and outcomes that they expected to gain during the shopping experience and their experience of the shopping process (shopping value). The responses then formed the means-end chain, or ladder of meanings, for Hong Kong as a destination. The interviewees were then given a copy of the Chinese version of the shopping values of Babin et al. (1994) to comment on their validity.

The content of the interviews was analyzed and the results used to complement the review of the literature on perceived shopping quality and shopping value. Finally, 26 statements that describe the different aspects of shopping quality were developed, as shown in Table 3. The statements were grouped into different categories to ensure that an adequate number of attributes represented each shopping experience category.

Table 3 List of shopping experience attributes for the measurement of shopping quality

Shopping experience attributes	Category
1. The location of the shop and the transportation network are convenient (SQ1)	Environment
2. The decoration of the shop is modern (SQ2)	Environment
3. The environment of the shop is comfortable (SQ3)	Environment
4. The environment of the shop is safe (SQ4)	Environment
5. The environment of the shop is clean (SQ5)	Environment
6. The brand/shop has a good reputation (SQ6)	Promotion
7. The displays of the products are attractive (SQ7)	Environment
8. The shop provides the opportunities to try the products (SQ8).	Convenience
9. The opening hours of the shop are convenient (SQ9)	Convenience
10. The refund/return policy is simple and convenient (SQ10)	Convenience
11. The shop has a quality and service guarantee (SQ11)	Convenience
12. Products are authentic, not fake (SQ12)	Product
13. Products are of the latest style/model (SQ13)	Product
14. The quality of the products is good (SQ14)	Product
15. There is a good variety of products/brands (SQ15)	Product
16. The staff have good product knowledge (SQ16)	Staff
17. The staff have a good service attitude (SQ17)	Staff
18. The staff have a good command of the language I speak (SQ18)	Staff
19. The staff provide prompt service (SQ19)	Staff
20. The prices of the products are generally appropriate (SQ20)	Price & Payment
21. The prices of the products are clearly displayed (SQ21)	Price & Payment
22. The shop accepts different payment methods (SQ22)	Price & Payment
23. The staff clearly explained the product information (SQ23)	Staff
24. The shop has attractive discounts and promotions (SQ24)	Promotion
25. The shop gives out gifts or samples (SQ25)	Promotion
26. Special prices for the products are available (SQ26)	Promotion

The hedonic and utilitarian shopping value scale that was developed by Babin et al. (1994) and a modified version that was adopted by Michon and Chebat (2004) were used but were first also modified, as some of the descriptions had similar meanings when translated into Chinese. Furthermore, some of the statements were found not to be applicable to the context of tourism shopping. Based on the results of the interviews and the literature review, an additional statement was also added to represent the two

shopping values. Table 4 shows the shopping value statements that were included in the study and those that were removed.

Table 4: Statements describing hedonic and utilitarian shopping value

Statements describing hedonic and utilitarian shopping value	Status
Shopping value scale of Babin et al. (1994) and Michon and Chebat (2004)	
Hedonic value	
1. This shopping trip was truly a joy.	Retained
2. Compared to other things I could have done, the time spent shopping was truly enjoyable.	Removed
3. During the trip, I felt the excitement of the hunt.	Retained
4. This shopping trip truly felt like an escape.	Retained
5. I enjoyed being immersed in exciting new products.	Removed
6. I enjoyed this shopping trip for its own sake, not just for the items I may have purchased.	Retained
7. I continued to shop, not because I had to, but because I wanted to.	Removed
8. I had a good time because I was able to act on the spur of the moment.	Retained
9. While shopping, I was able to forget my problems.	Removed
10. While shopping, I felt a sense of adventure.	Retained
11. This shopping trip was not a very nice time out.	Retained
12. I felt really unlucky during this trip.	Removed
13. I was able to do a lot of fantasizing during this trip.	Removed
Utilitarian value	
1. I accomplished just what I wanted to on this shopping trip	Retained
2. I couldn't buy what I really needed	Removed
3. While shopping, I found just the item(s) I was looking for	Retained
4. I was disappointed because I had to go to another store(s) to complete my shopping	Removed
5. I feel this shopping trip was successful	Removed
6. I feel really smart about this shopping trip	Removed
7. This was a good store visit because it was over very quickly	Removed
New descriptions added	
Sweeney & Soutar (2001), Park (2004), Petrick (2002)	
Utilitarian value	
1. Shopping in this store was pragmatic and economical.	Newly added

The following table summarizes the final descriptions that were used to measure hedonic and utilitarian shopping value in this study.

Table 5: Descriptions of hedonic and utilitarian shopping value used in the study

Value attained through the shopping experience
Hedonic value
1. Shopping in this shop was a good "time-out" (HV1).
2. During the shopping trip, I felt the excitement of the hunt (HV2).
3. While shopping, I felt a sense of adventure (HV3).
4. I enjoyed the exposure to new products during the shopping trip (HV4).
5. I had a good time because I was able to act on the spur of the moment (HV5).
6. I enjoyed shopping in this shop for its own sake, not just for the items I might have purchased (HV6).
Utilitarian value
1. Shopping in this shop was pragmatic and economical (UV1).
2. I found the item(s) I was looking for (UV2).
3. I accomplished what I wanted to do in this shop (UV3).
4. This shopping trip helped to release pressure (UV4).

Survey Questionnaire

The questionnaire was developed in English, but as the target respondents were Chinese tourists it was translated into Chinese by adopting the translation/back translation procedure as described by Brislin (1976). A professional native Chinese translator first translated the English questionnaire into Chinese, and then another professional native translator translated the Chinese version back to English. Some of the wording in Chinese was modified to ensure that it correctly reflected the meaning of the English version. The content and wording of both the English and Chinese questionnaires were commented upon by two faculty members of the School of Hotel and Tourism Management School at The Hong Kong Polytechnic University and a faculty member of the Hotel and Restaurant Administration Department at Oklahoma State University to

ensure the content validity. Content validity is used to assess the adequacy with which the domain of a characteristic is captured by the measure (Churchill, 1982).

Not all of the questions included in the questionnaire were analyzed and used. The following is a description of the questionnaire items that were included.

The questionnaire comprised seven main sections. The first section collected information about the traveling and shopping related behavioral characteristics of mainland Chinese tourists on this particular trip to Hong Kong, and included questions about length of stay, whether the respondent was a first-time or repeat visitor, travel arrangements, the main purpose of the visit, the average spending on shopping, types of items purchased, and the nature of the purchases.

The second section consisted of 26 attributes to measure the perceptions of the mainland Chinese tourists of the quality of the shopping experience immediately before they were interviewed. The respondents were asked to rate on a seven-point Likert-type scale (where 1 = Strongly Disagree and 7 = Strongly Agree) the perceived performance of the individual shopping attributes that they experienced during a particular shopping trip in Hong Kong.

The third section comprised a list of values that the mainland Chinese visitors attained during their shopping experiences in Hong Kong. The shopping value section was divided into two dimensions: hedonic value (6 items) and utilitarian value (4 items). The respondents were asked to indicate the value that they derived from the shopping experience immediately before the interview using a seven-point Likert-type scale (where 1 = strongly disagree and 7 = strongly agree). This section also included three questions about overall satisfaction with the shopping experience to represent the overall evaluation

of the tourists of the shopping experience under study. The scale contained three adjective pairs (extremely dissatisfied/extremely satisfied, extremely displeased/extremely pleased, and extremely unfavorable/extremely favorable) that were measured by a 10-point semantic differential scale.

The fourth section collected data about the attitude of the respondents toward shopping in Hong Kong in the future. Attitude toward shopping in Hong Kong in the future was measured by using the statement "To me, shopping in Hong Kong in the future would be an …" with two adjective pairs provided as descriptions (extremely bad travel activity/extremely good travel activity and extremely pleasant/extremely unpleasant). The respondents were asked to rate the pairs on a 10-point semantic differential scale.

The fifth section measured the importance of the subjective norm, or social and peer pressure, on the decision of the respondents to visit and shop in Hong Kong again. The subjective norm was measured with the statements "Most people who are important to me think I should visit and shop in Hong Kong again in the future" and "The people in my life whose opinion I value would approve of my visiting and shopping in Hong Kong in the future." A seven-point Likert-type scale (where 1 = strongly disagree and 7 = strongly agree) was used.

The sixth section required the respondents to indicate their behavioral intention in relation to visiting and shopping in Hong Kong in the future. The Behavior Intention Battery that was developed by Zeithaml et al. (1996) was adopted and modified in designing the questions that related to each behavioral intention construct. The four constructs included "Say positive things about shopping in Hong Kong to other people,"

"Visit and shop in Hong Kong again in the future," "Encourage friends and relatives to visit and shop in Hong Kong again," and "Continue to visit Hong Kong even if the costs of visiting and shopping are higher than in other destinations." The respondents were asked to indicate their likelihood of engaging in the four types of behavior in the future based on a seven-point Likert-type scale (where 1 = not at all likely and 7 = extremely likely).

The last section collected information about the demographic characteristics of the respondents, including gender, age, city of residence, educational level, family status, occupation, and monthly household income.

Pilot Test

The instrument was pilot tested with 50 conveniently selected respondents at different shopping locations to examine the reliability of the questionnaire. The reliability of the scales was tested by calculating their coefficient alphas (Cronbach's alphas) to determine the degree of internal consistency between the multiple measurements. The rationale for the assessment was that the individual items in each scale should all be measuring the same construct and thus be highly intercorrelated (Nunnally & Bernstein, 1994), and that the Cronbach's alpha should meet the recommended significance of 0.70 (Nunnally & Bernstein, 1994). Table 6 gives a summary of the reliability of the different constructs in the instrument. The Cronbach's alphas of the different constructs range from 0.967 to 0.678, with only the "convenience" dimension failing to meet the 0.70 level.

Table 6: Reliability of the dimensions measured with the instrument

Dimensions	Cronbach's alpha
Environment	0.883
The location of the shop and transportation network are convenient (SQ1).	
The decoration of the shop is modern (SQ2).	
The environment of the shop is comfortable (SQ3).	
The environment of the shop is safe (SQ4).	
The environment of the shop is clean (SQ5).	
The displays of the products are attractive (SQ7).	
Promotion	0.815
The brand/shop has a good reputation (SQ6).	
The shop has attractive discounts and promotions (SQ24).	
The shop gives out gifts or samples (SQ25).	
Special prices for the products are available (SQ26).	
Convenience	0.678
The shop provides the opportunity to try the products (SQ8).	
The opening hours of the shop are convenient (SQ9).	
The refund/return policy is simple and convenient (SQ10).	
The shop has a quality and service guarantee (SQ11).	
Product	0.775
The products are authentic, not fake (SQ12).	
Products of the latest style/model are available (SQ13).	
The quality of the products is good (SQ14).	
There is a good variety of products/brands (SQ15).	
Staff	0.762
The staff have good product knowledge (SQ16).	
The staff have a good service attitude (SQ17).	
The staff have a good command of the language I speak (SQ18).	
The staff provide prompt service (SQ19).	
The staff clearly explained the product information (SQ23).	
Price and payment	0.763
The prices of the products are generally appropriate (SQ20).	
The prices of the products are clearly displayed (SQ21).	
The shop accepts different payment methods (SQ22).	

Table 6: Reliability of the dimensions measured with the instrument (cont'd)

Dimensions	Cronbach's alpha
Hedonic value	0.868
Shopping in this shop was a good "time-out" (HV1).	
During the shopping trip, I felt the excitement of the hunt (HV2).	
While shopping, I felt a sense of adventure (HV3).	
I enjoyed the exposure to new products in the shopping trip (HV4).	
I had a good time because I was able to act on the spur of the moment (HV5).	
I enjoyed shopping in this shop for its own sake, not just for the items I might have purchased (HV6).	
Utilitarian value	0.764
Shopping in this shop was pragmatic and economical (UV1).	
I found the item(s) I was looking for (UV2).	
I accomplished what I wanted to do in this shop (UV3).	
This shopping trip helped to release pressure (UV4).	
Overall satisfaction	0.967
Satisfied (OS1)	
Pleased (OS2)	
Favorable (OS3)	
Subjective norm	0.942
Most people who are important to me think that I should shop in Hong Kong in the future (SN1).	
The people in my life whose opinion I value would approve of my shopping in Hong Kong in the future (SN2).	
Attitude	0.963
Good/bad activity (AT1).	
Pleasant/unpleasant activity (AT2).	
Behavioral intention	
Say positive things about shopping in Hong Kong to other people (BI1).	0.861
Visit Hong Kong again in the future (BI2).	
Encourage friends and relatives to visit Hong Kong (BI3).	
Continue to visit Hong Kong even if the costs of visiting are higher than in other destinations (BI4).	

Sampling

Population

The target population for the study was mainland Chinese tourists who shopped in Hong Kong between 25 May to 11 June 2006. A total of six locations were selected for conducting the interviews: two shopping locations in Tsim Sha Tsui, three hotels, and one guesthouse.

Sample Size

As multivariate data analysis approaches were used to analyze the data, the minimum sample size that was deemed to be suitable for most of the analyses was 10 times as large as the number of variables in the study (Hair et al., 2006). As shown in Table 7, there are a total of 47 variables in the model. However, structural equation modeling (SEM) requires a larger sample size, and thus the sample size was estimated based on the number of parameters to be estimated.

Table 7: Number of items for each construct

Constructs measured	**No. of items**
Shopping quality	26
Shopping value (hedonic and utilitarian value)	10
Overall shopping satisfaction	3
Subjective norm	2
Attitude	2
Behavioral intention	4
Total	47

In terms of sample size estimation, a rule of thumb that was suggested by Stevens (1996) is to have at least 15 cases per measured variable or indicator. Bentler and Chou

(1987) recommended at least 5 cases per parameter estimate (including error terms and path coefficients). It has also been suggested that the researcher should go beyond these minimum sample size recommendations, particularly when the data are non-normal or incomplete or when the model is very complex with many constructs (Hair et al, 2006). Before the data collection, it was estimated that there were a total of 12 constructs with 47 variables that would be included in the model (six constructs for shopping quality, two constructs for shopping value, one for overall satisfaction, one for subjective norm, one for attitude, and one for behavioral intention). It was estimated that there would be 112 parameters. Based on Stevens (1996) suggestion of 15 observations to one variable, the estimated sample size would then be 705 (47 variables times 15 responses), whereas the guidelines of Bentler and Chou (1987) would put the estimated sample size at 560 (112 parameters times 5 responses). As the data were expected not to be multivariate normal plus, the larger estimated sample size of 705 was adopted. It was also estimated that 20% of the target respondents might not be willing to participate due to the fact that the questionnaire was relatively lengthy and, as tourists, they may not want to take the time to participate in the study. It was estimated that 850 (705 x 120% = 846) tourists would need to be approached to achieve the required sample size.

Sampling Approach

The sample was selected based on the convenience sampling method. As the research targets were mainland Chinese tourists, data collection was performed at six locations that are frequented by such tourists. These locations included the Avenue of Stars and Duty Free Shoppers in Tsim Sha Tsui, a popular tourist shopping district in

Hong Kong. It was believed that the participation rate of the respondents would be higher if they were invited to participate in the interview while they were waiting to check out of their hotel or when they returned to their hotel in the evening. Hence, three hotels and a guesthouse that are popular with mainland Chinese tourists (both frequent independent travelers and tour groups) were selected as sites for data collection. Each hotel represented a hotel category of the Hong Kong Hotels Association hotel classification, namely, High Tariff A Hotel, High Tariff B Hotel, and Medium Tariff Hotel. The guesthouse represented the lower-end accommodation in which some mainland Chinese tour groups preferred to stay. It was intended to collect 150 responses from each of the six locations.

Data Collection

The actual data collection was performed by the researcher and four mainland Chinese Master students who were recruited for the purpose of collecting data. Training was provided by the researcher to these four students in interview techniques and sampling procedures before the commencement of the actual data collection. The questionnaire was administered by the interviewer in Putonghua or Cantonese, depending on the dialect preference of the respondent.

The timing of the interview was also considered. In general, surveys should be conducted as close as possible to the time of interest depending on the goal of the study (Manfredo, Driver, & Tarrant, 1996). If the aim is to determine the experience attainment, then the survey should be conducted immediately after the trip or participation in the activity. If the purpose is to find out experience preferences, then the survey should be

conducted before participation in the experience. If the purpose is to determine recurring and enduring experience preferences, then the survey should be administered some months after participation in the experience. As the aim of this study is to determine the perceptions of mainland Chinese visitors of their shopping experiences, the value attained from the shopping experience, and their behavioral intention, it was deemed most appropriate to conduct the survey after the respondents had completed their shopping experience. Hence, only mainland Chinese tourists who had been shopping before the interview qualified for the survey. However, it was not necessary for a purchase to have been made to qualify, because the respondents may have gone through the shopping experience but not purchased anything.

A systematic sampling method was used, with every fifth person (who appeared to be Chinese) who walked through the exit of the store being approached. If the identified person declined the invitation, then the next person was selected. However, this method did not work for the interviews that were conducted at the hotels and the guesthouse because the traffic of tourists was comparatively lower than at the stores. Hence, every person who appeared to be a Chinese tourist who walked out of the elevator and into the hotel was selected to participate in an interview. Once the person agreed to participate, the interviewer read the questionnaire questions to the respondent, but a copy of the questionnaire was also given to the respondent to read at the same time if preferred. The interviewers completed the questionnaire for the respondents based on their responses in the interview. In some cases, the interviews were not completed due to the fact that the respondents asked to stop the interview as they were in a hurry to leave.

During the 18-day period, a total of 874 mainland Chinese tourists were approached, 68 of whom were not willing to participate. Of the 806 questionnaires that were completed during the interviews, 28 were missing essential information that related to the variables that were used for structural equation model. The incomplete questionnaires were discarded, leaving 778 usable questionnaires for the analysis.

Data Analysis

Descriptive Statistics

Descriptive statistics were used to determine the mean and standard deviation scores for shopping quality, shopping value attained, overall satisfaction, subjective norm, and behavioral intention. The demographic, travel, and shopping behavioral statistics of the respondents were analyzed using frequency distribution.

Exploratory Factor Analysis

Exploratory factor analysis was used to reduce the 26-item shopping quality scale into smaller numbers of shopping quality dimensions. Principal component analysis with Varimax rotation was employed. To ensure the appropriateness of using factor analysis, a visual inspection of the correlation matrix was undertaken, which revealed a substantial number of correlations with a value of greater than 0.30. The Bartlett test of sphericity and the Kaiser-Meyer-Olin measure of sampling adequacy (MSA) were also used to determine the appropriateness of using factor analysis. The former indicates the statistical probability that the correlation matrix has significant correlations among some of the

variables (Hair et al., 2006), and the latter measures the sampling adequacy based, where a value of 0.80 or above indicates meritorious; 0.70 and 0.79 is middling; between 0.60 and 0.69 is mediocre; between 0.50 and 0.59 is miserable; and below 0.50 indicates unacceptable (Hair et al., 2006). The number of factors to be extracted was based on eigenvalues of 1 or above and the scree test. Hair et al. (2006) suggested that factor loadings of greater than ±0.30 meet the minimum level; loadings of ±0.40 can be considered more important; and loadings of ±0.50 or greater can be considered practically significant. They also suggested that factor loading can be determined based on the sample size, with the larger the sample size, the smaller the loading to be considered significant (Hair et al. 2006). The Cronbach's alpha coefficients for each of the factors extracted were evaluated to ensure their internal consistency (Nunnally & Bernstein, 1994).

Confirmatory Factor Analysis

Confirmatory factor analysis (CFA) was performed to confirm the factor structure of the shopping quality scale and the shopping value scale. Based on the results of the CFA, the 26-item shopping quality scale was divided into six dimensions (details are presented in the following chapter). Each of the shopping quality dimensions had to be distinguishable from the others to ensure that each dimension was measuring a uni-dimensional construct. Furthermore, the hedonic value scale items had to be distinguishable from the items in the utilitarian value scale to ensure that the scale was measuring two different constructs.

The CFA procedure investigated the model's goodness of fit, the magnitude of the individual relationships, and the hypothesized paths. The overall fit of the structured model was checked by examining the χ^2 statistics, where a significant χ^2 statistic indicates an inadequate fit. However, this statistic is sensitive to sample size and model complexity, and thus other measures of fit that compensate for sample size were also considered, including the goodness of fit index (GFI), adjusted goodness of fit index (AGFI), normed fit index (NFI), comparative fit index (CFI), standardized root mean square (SRMR), root mean square error of approximation (RMSEA), and normed χ^2 (χ^2/df). The recommended acceptance of a good fit to a model based on the appropriate measurement of fit are listed in Table 8 (Hair et al., 2006).

Table 8: Guidelines for measurement fit

Measures of fit	Fit guidelines
χ^2 and its p-value	p-value > 0.05
GFI	≥0.9
RMSEA	<0.05 to 0.08
SRMR	<0.05
NFI	≥0.9
CFI	≥0.9
AGFI	≥0.9
χ^2/df	1 to 3

Once the overall measurement model fit was evaluated, the measurement of each construct was assessed for uni-dimensionality and reliability. The fit of the measurement model was assessed using significant indicator loadings, composite reliability (CR), and average variance extracted (AVE). Both the CR and AVE represent the convergent validity of the measures with values between zero and one. The closer the value is to one, the better the variable acts as an indicator of the latent construct. When the AVE of a

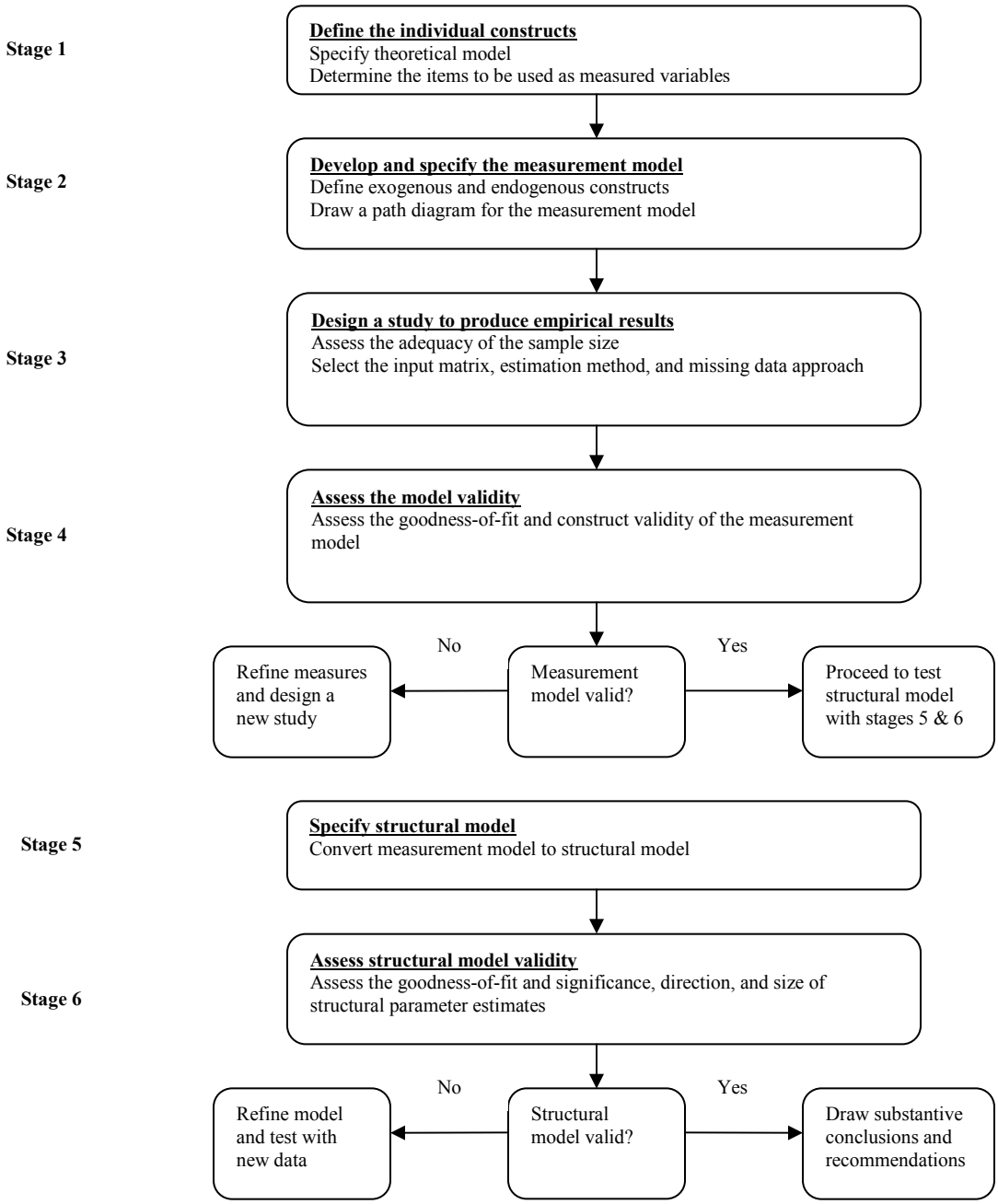
construct is less than 0.5, the validity of the construct is questionable, as this indicates that the variance that is due to measurement error is larger than the variance that is captured by the construct. The discriminant validity was examined by comparing the AVE values with the square of the correlations between each pair of constructs. The AVE values should exceed the squared correlations values (Fornell & Larcker, 1981).

Structural Equation Modeling

Structural equation modeling (SEM) was adopted to test the proposed model, because it is a multivariate technique that can deal with multiple relationships simultaneously and assess relationships comprehensively. The method can "estimate a series of separate, but interdependent, multiple regression equations simultaneously by specifying the structural model" (Hair et al., 2006, p. 711).

The six-stage model-building process for SEM that is presented in Figure 6 as suggested by Hair et al. (2006, pp. 735-759) was adopted. These six stages include the definition of the individual constructs, the development and specification of the measurement model, the design of a study to produce empirical results, the assessment of the validity of the measurement model, the specification of the structural model, and the assessment of the validity of the structural model. Figure 6 shows the flow chart of the six-step SEM procedure that was adopted for this study. The details of each stage are described in the text that follows.

Figure 6: The six-stage process of structural equation modeling (adapted from Hair et al., 2006, p. 759)



Stage 1: Define the individual constructs. The purpose of adopting SEM was to test the hypotheses in the theoretical model for links between the latent constructs and their measurable variables. SEM is based on causal relationships in which a change in one variable is assumed to result in a change in another variable (Hair et al., 2006). The latent constructs and their observed variables that are included in the model were identified based on the theories that are discussed in the literature review chapter. The scale for the measurement of the quality of the different dimensions of the shopping experience was developed based on the review of literature and the initial interviews. Exploratory factor analysis was then used to reduce the list of variables to a smaller number of dimensions. The shopping value scale was then completed by adapting and modifying the shopping value scale of Babin et al. (1994). The scales for the measurement of the subjective norm, satisfaction, and behavioral intention were also borrowed from other research.

Two types of constructs were specified: exogenous constructs, also known as source variables or independent variables, which are not "caused" or predicted by any of the other variables in the model and have no arrows pointing to them (Hair et al., 2006), and endogenous constructs, which are constructs that are predicted by one or more other constructs and can predict other endogenous constructs. Table 9 summarizes the exogenous and endogenous constructs that were defined for the proposed model.

Table 9: Endogenous and exogenous constructs defined in the path diagram

Endogenous constructs	Exogenous constructs
η_1 Hedonic value	$\xi_{1...}\xi_{.n}$ Shopping quality dimension 1 to n
η_2 Utilitarian value	
η_3 Overall satisfaction	
η_4 Subjective norm	
η_5 Attitude	
η_6 Behavioral intention	

Stage 2: Develop and specify the measurement model. Before the structural model could be tested, the measurement model had to be specified. Specifying the measurement model refers to the process of identifying the number of indicators per construct and the process of specifying the reliability of the construct, a process that is very similar to factor analysis. The factors, in measurement model terms, are the latent variables, with each variable being an indicator of each factor. To specify the measurement model, the variables that are defined for each construct (factor) were specified. The indicator variables are called "manifest variables" in the measurement model, because they are used to "indicate" the latent constructs. According to Hair et al. (2006), a construct can be represented with two indicators, but three is the preferred minimum number, and there should also be a maximum limit for the number of indicators to be included. The reliability of the indicators was determined for each construct and the two methods, and the loading estimates and error estimates between the construct correlation estimates were specified.

Stage 3: Design a study to produce empirical results. At this stage, issues related to research design need to be finalized and decisions on the type of data matrix to be used and estimation procedure need to be considered. As with most other multivariate

techniques, SEM makes similar data assumptions about the independence of observations, the random sampling of respondents, and the linearity of all relations. The covariance matrix has the advantage of providing valid comparisons between different populations or samples for which the correlation matrix is incapable of providing results. In addition, Hair et al. (2006) suggested that if the objective of the research is only to understand the pattern of relationships between constructs but not to explain the total variance of a construct, then the use of correlation matrix is appropriate, but that the variance-covariance matrix is more suitable if the objective is to perform a theory test and validate causal relationships. To address the issue of non-normal data, the asymptotic covariance matrix can also be used, an approach that was deemed to be more appropriate for this study. By default, in LISREL 8.54, which was used for this study, the robust maximum likelihood estimation (RML) is used when the asymptotic covariance matrix is employed. The RML estimation procedure has proven to be fairly robust to violations of the normality assumption (Hair et al., 2006).

Stage 4: Assess the validity of the measurement model. Once the measurement model has been specified, the data collected, and decisions on the input matrix and estimation methods made, it is essential to determine whether the measurement model is valid. The validity of the measurement model is reflected by the goodness-of-fit indices. In this study, three types of fit-indices, including absolute fit indices, incremental fit indices, and parsimony fit indices, were examined. Absolute fit indices are a direct measure of how well the proposed model reproduces the observed data. Incremental fit indices assess how well the proposed model fits relative to an alternative baseline model.

Parsimony fit indices provide information about which model in a set of competing models has the best fit relative to its complexity (Hair et al., 2006). Table 10 gives a summary of the statistical and non-statistical measures of the model's goodness-of-fit.

Table 10: Summary of statistical and non-statistical measures and their acceptable range for different fit measures

Fit measures	Statistical and non-statistical measures	Acceptable range
Absolute fit measures	Likelihood ratio Chi-square to the degree of freedom	Acceptable level between 0.05 to 0.10 or 0.20. A large value Chi-square indicates a poor fit of the model to the data, and a small value indicates a good fit.
	Goodness-of-fit index (GFI)	Range from 0 (poor fit) to 1.0 (perfect fit). Higher values indicate a better fit. The marginal acceptance level is 0.90.
	Root mean square residual (RMSR) Standardized root mean square (SRMR)	The closer the value is to zero, the better the fit. The marginal acceptance level is 0.08 for RMSR and 0.05 for SRMR. Must be interpreted in relation to the size of the observed variances and covariances.
	Root-mean-square error of approximation (RMSEA)	Values between 0.05 and 0.08 are acceptable.
Incremental fit measures	Normed fit index (NFI)	Should exceed the minimum level of 0.90.
Parsimonious fit measures	Adjusted goodness-of-fit index (AGFI)	Value between 0 and 1. Recommended level is 0.90.
	Normed Chi-square (χ^2/df)	Value between 1 and 3.

The uni-dimensionality and reliability of each construct were assessed by examining the indicator loadings for statistical significance and assessing the construct's

reliability and variance extracted. Both the construct reliability and variance extracted measures should exceed 0.50 (Hair et al., 2006). The formulae for calculating the construct reliability and variance extracted are given in the following chapter.

Stage 5: Specify the structural model. After the measurement model has been specified, the structural model must be specified by assigning relationships from one construct to another based on the proposed model (Hair et al., 2006). These relationships are represented by arrows that connect the different constructs in the path diagram. In addition to the structural relationships, the constructs and indicators in the measurement model are also depicted using a path diagram. The path diagrams of the finalized measurement and structural models in this study are shown in Figure 7.

To identify the structural model, the size of the covariance matrix relative to the number of estimated coefficients was considered. The difference between the number of correlations or covariances and the actual number of coefficients in the proposed model is known as the degree of freedom and is calculated based on the following equation (Hair et al., 2006).

$$df = \tfrac{1}{2}[(p+q)(p+q+1)]-t,$$

where

p = the number of endogenous indicators,

q = the number of exogenous indicators, and

t = the number of estimated coefficients in the proposed model.

There are two basic rules that are associated with identification issues: rank and order conditions. The order condition states that the model's degree of freedom must be

greater than or equal to zero. A just-identified model achieves a perfect fit with exactly zero degrees of freedom, but the solution is uninteresting because it has no generalizability. An over-identified model has more information in the data matrix than parameters to be estimated. This means that there is a positive number of degrees of freedom, which ensures that the model is as generalizable as possible. An under-identified model has negative degrees of freedom, which means that it tries to estimate more parameters than there is information available. The model must also meet the rank condition, in which each parameter is uniquely identified. The three-measure rule asserts that any construct with three or more indicators will always be identified. The recursive model rule suggests that recursive models with identified constructs (three-measure rule) will also be identified (Hair et al., 2006).

Possible symptoms of identification problems were identified, including very large standard errors for one or more coefficients, the inability of the program to invert the information matrix, and widely unreasonable estimates or impossible estimates, such as negative error variances or high correlations (0.90 or greater) among estimated coefficients.

The solutions to identification problems that were suggested by Hair et al. (2006) include the elimination of some of the estimated coefficients (deleting paths from the path diagram), fixing the measurement error variance of constructs if possible, fixing any structural coefficients that are reliably known, the removal of multicollinearity by using data reduction methods such as principal components analysis, the elimination of highly correlated or redundant variables, and checking for missing values and outliers.

Stage 6: Assess the validity of the structural model. The validity of the structural model and its corresponding hypothesized theoretical relationships were evaluated in this final stage. The offending estimates were first identified (Hair et al., 2006), which included negative error variances or non-significant error variances for any construct, standardized coefficients that exceed or are very close to 1.0., and very large standard errors associated with any estimated coefficient. The offending estimates were corrected before the model results were evaluated.

The validity and overall fit of the structural model were tested by reviewing the three fit indices that were used in Stage 4. A comparison between the overall fit of the structural model with the measurement model was made, because Hair et al. (2006) suggested that the closer the structural model goodness-of-fit comes to that of the measurement model, the better the structural model fit.

Once an acceptable overall model fit was established, nested models, competing models, and equivalent models were compared. The objective of measuring competitive fit is to ensure that the proposed model not only has an acceptable model fit, but also performs better than an alternative model. The significance of the estimated coefficients of the parameters was examined, and an overall coefficient of determination (R^2), which is a measure that represents the entire structural equation fit, was determined. The coefficients of the estimated parameters for the structural model were reviewed because they provide direct empirical evidence that relates to the hypothesized relationships that are specified in the structural model (Hair et al., 2006).

Model modification was then considered once the structural model was deemed acceptable. The purpose of this stage is to identify specification errors and to produce a

new model that fits the data better (Reisinger and Turner, 1999). This was accomplished by adding or deleting estimated parameters from the original model. Modifications were made when they could be justified by theories and when the changes were deemed to be empirically significant.

Several indications were examined to justify the model modification process. The residuals of the predicted covariance or correlation matrix were examined first, with residual values of greater than ±2.58 being considered statistically significant at the 0.05 level. Significant residuals indicate a substantial prediction error for a pair of indicators. The modification indices were also assessed for each non-estimated relationship. Modification indices are measures of a predicted decrease in the Chi-square that results if a single parameter (fixed or constrained) is freed (relaxed). The model was then re-estimated with all of the other parameters kept at their present values (Hair et al., 2006), with a value of 3.84 or greater suggesting that a statistically significant reduction in the Chi-square was obtained in the estimation of the coefficient. The fit indices of the revised model were then subsequently reevaluated.

The last step in the structural model evaluation involves the cross-validation of the model. The Expected Cross-validation Index (ECVI) assesses whether a model is likely to cross-validate across samples of the same size from the same population. The ECVI of the final model was compared to the ECVI values of the independence model and the saturated model (Diamantopoulos & Siguaw, 2000).

One-way ANOVA and Independent Sample Test

A one-way ANOVA and independent sample t-tests were conducted to compare the mean scores of perceived shopping quality, shopping value attained, overall satisfaction, attitude, subjective norm, and behavioral intention for mainland Chinese tourists with different demographic backgrounds and travel characteristics.

The research framework for the study, which is shown in Figure 8, summarizes the different statistical methods that were used to analyze the data.

Figure 7: Path diagram for the measurement and structural models

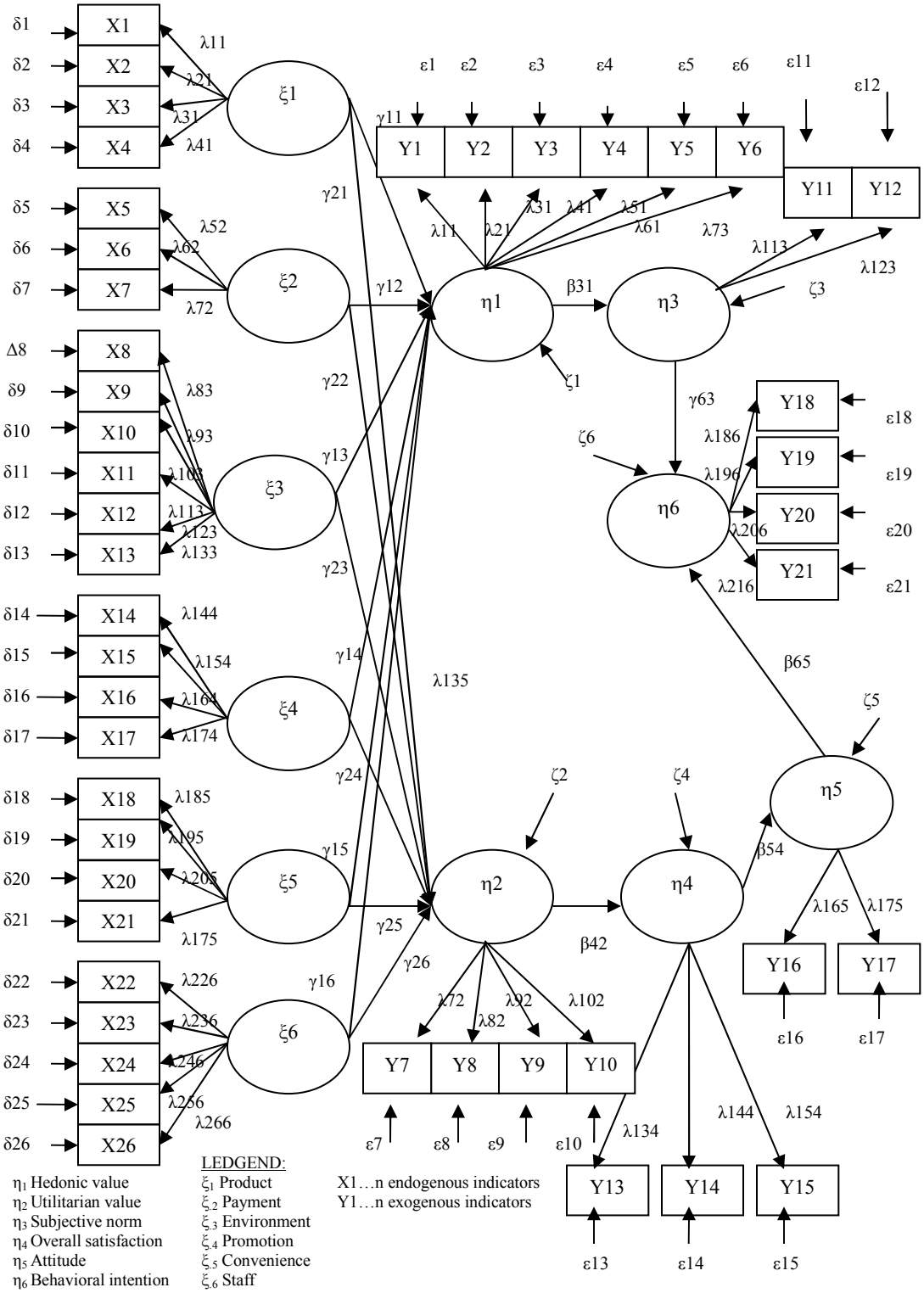
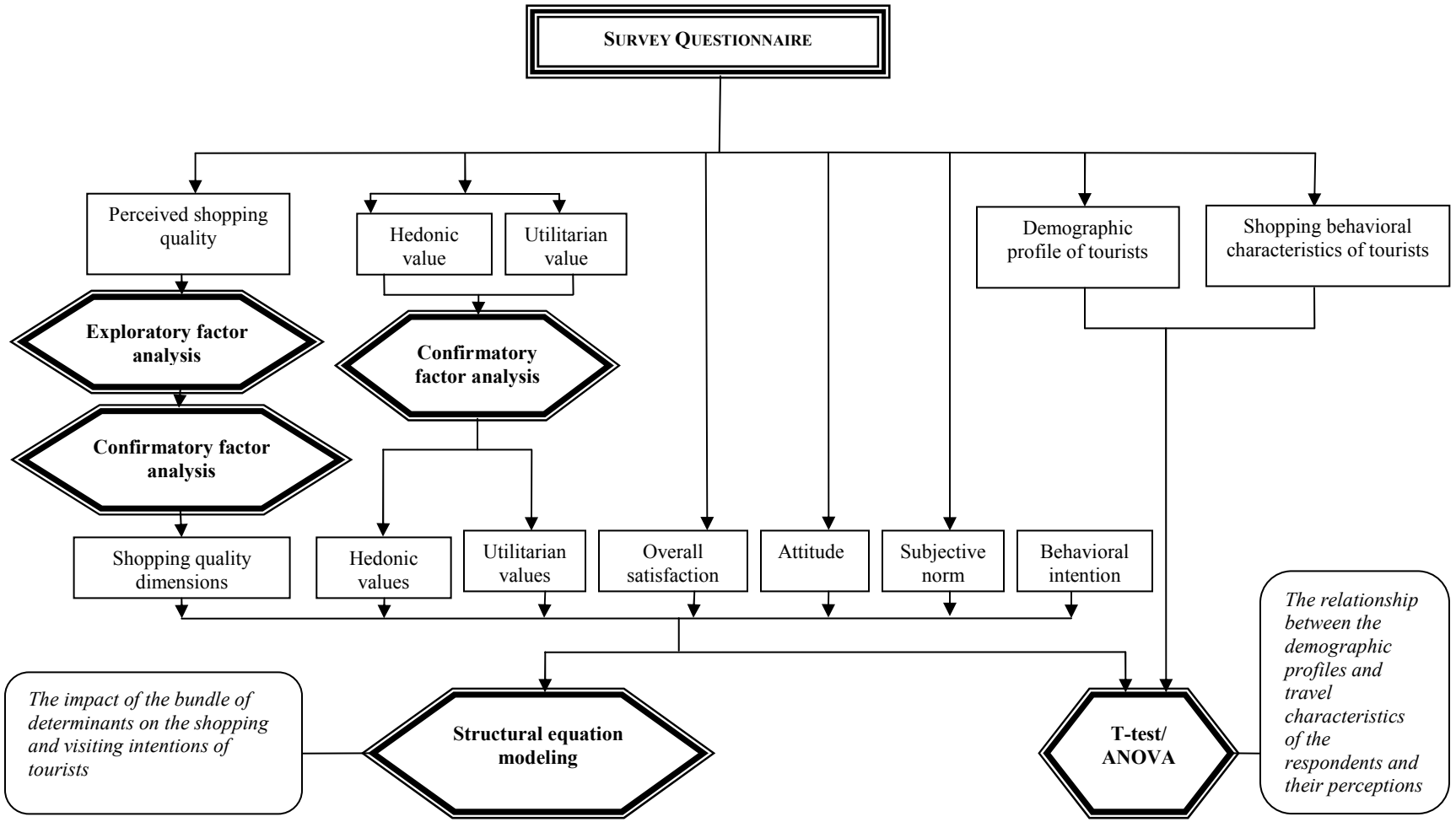


Figure 8: Research framework



CHAPTER FOUR

FINDINGS

This chapter presents the findings of the study and comprises four main sections. The first section presents the results and a brief discussion of the demographic and travel characteristics of the respondents. The second section reports the results of the exploratory and confirmatory factor analyses. The third section presents the process of hypothesized model testing, model modification, and identification of the final model. The final section summarizes the results of the comparisons of the different groups of respondents based on their demographic and travel related characteristics.

Demographic and Travel-Related Profiles of the Respondents

Table 11 shows that more than half of the respondents were male. The majority of the respondents were between 25 to 44 years old (69.9%) and only a little more than 3% were over the age of 55. In terms of marital status, the majority were married (81.9%), and 66.1% had children. The majority of the respondents were college or university educated or above (78%). In terms of their occupation, the majority were white-collar workers (82.4%), with 32.3% in clerical, administrative, or secretarial occupations. Approximately 20% held managerial positions, and 18% were professionals. Over 40% had a monthly household income of between RMB2,000 and 5,999 (US$250-750), about

a quarter of them had a household income of between RMB6,000 and 9,999 (US$770 to US$1,300),and a fifth had a household income of RMB10,000 or more. The majority of the respondents came from eastern China (72.4%).

Table 11: Demographic profile of the respondents

Characteristic	Frequency	Percentage	Cumulative Percentage
Gender			
Male	458	58.9	58.9
Female	320	41.1	100
Total	778	100	
Age			
Under 18	3	0.4	0.4
18-24	86	11.1	11.4
25-34	310	39.8	51.3
35-44	232	29.8	81.1
45-54	119	15.3	96.4
55-64	24	3.1	99.5
65 or over	4	0.5	100.0
Total	778	100.0	
Marital status			
Single	139	17.9	17.9
Married without children	123	15.8	33.7
Married with children	514	66.1	99.7
Other	2	0.3	100.0
Total	778	100.0	
Education			
Primary or below	5	0.6	0.6
Middle school	22	2.8	3.5
High school	14	18.5	22.0
College/university	525	67.5	89.5
Master/Ph.D.	82	10.5	100.0
Total	778	100.0	

Table 11: Demographic profile of the respondents (cont'd)

Characteristic	Frequency	Percentage	Cumulative Percentage
Occupation			
Professional	144	18.5	18.5
Self-employed	86	11.1	29.6
Clerical/administrative/secretarial	251	32.3	61.8
Managerial	160	20.6	82.4
Service personnel	33	4.2	86.6
Skilled/technical worker	32	4.1	90.7
Agricultural or fishery worker	9	1.2	91.9
Housewife	10	1.3	93.2
Full-time student	17	2.2	95.4
Retiree	26	3.3	98.7
Other	6	0.8	99.5
Unemployed	4	0.5	100.0
Total	778	100.0	
Monthly household income			
Below RMB2,000	81	10.5	10.5
RMB2,000 to 5,999	328	42.5	53.0
RMB6,000 to 9,999	197	25.3	78.3
RMB10,000 to 13,999	94	12.1	90.4
RMB14,000 to 17,999	37	4.8	95.2
RMB18,000 or above	36	4.8	100.0
Total	774	100.0	
Origin			
Eastern China			
Beijing	101	13	13
Fujian	31	4	17
Guangdong	114	14.7	31.7
Hainan	1	0.1	31.8
Hebei	2	0.3	32.1
Jiangsu	125	16.1	48.2
Liaoning	30	3.9	52.1
Shandong	17	2.2	54.3
Shanghai	87	11.2	65.5
Tianjin	27	3.5	69
Zhejiang	28	3.6	72.6
Sub-total	*563*	*72.4*	

Table 11: Demographic profile of the respondents (cont'd)

Characteristic	Frequency	Percentage	Cumulative Percentage
Central China			
Anhui	8	1	73.6
Heilongjiang	9	1.2	74.8
Henan	3	0.4	75.2
Hubei	26	3.3	78.5
Hunan	21	2.7	81.2
Jiangxi	46	5.9	87.1
Jilin	1	0.1	87.2
Shanxi	16	2.1	89.3
Sub-total	*130*	*16.7*	
Western China			
Chongqing	33	4.2	93.5
Gansu	8	1	94.5
Guangxi	1	0.1	94.6
Guizhou	4	0.5	95.1
Neimeng	9	1.2	96.3
Sichuan	19	2.4	98.7
Yunnan	11	1.4	100.0
Sub-total	*85*	*10.9*	
Total	778	100.0	

Table 12 shows that the majority of the respondents were first-time visitors to Hong Kong (65.9%), although more than a fifth had visited Hong Kong two to three times previously. In terms of their current trip, the majority of them were visiting Hong Kong for leisure purposes (66.7%), but about 30% were there for business. About 40% were on full package tours, about a third traveled on their own, and another third traveled by their company's arrangement. Most of the respondents indicated that they had paid for their trip themselves (60%). Half of the respondents (49.5%) stayed in Hong Kong for 4 to 7 days, and a similar proportion stayed for 2 to 3 days (43.4%).

Table 12: Travel characteristics of the respondents

Characteristics	Frequency	Percentage	Cumulative Percentage
Frequency of visit			
First time	513	65.9	65.9
2 to 3 times	169	21.7	87.7
4 to 10 times	83	10.7	98.3
More than 10 times	13	1.7	100.0
Total	778	100.0	
Main purpose of visit			
Leisure	519	66.7	66.7
Business/meeting	232	29.8	96.5
Visit friends and relatives	27	3.5	100.0
Total	778	100.0	
Travel arrangement			
Full package tour	305	39.2	39.2
Only transportation and accommodation arranged through travel agent	43	5.5	44.7
Own arrangement/non-package	186	23.9	68.6
Arranged by company	244	31.4	100.0
Total	778	100.0	
Travel paid by company			
Yes	311	40	40.0
No	467	60	100.0
Total	778	100.0	
Trip duration			
1 day	17	2.2	2.2
2 to 3 days	338	43.4	45.6
4 to 7 days	385	49.5	95.1
More than 7 days	38	4.9	100.0
Total	778	100.0	

Table 13 summarizes the shopping characteristics of the respondents. The most frequently purchased items were cosmetics and beauty products (24.2%), followed by gold, jewelry, and watches (18.9%), electronic appliances and electronic products

(16.9%), and clothing and footwear (13.5%). In terms of their spending on shopping as at the time of the interview, about a quarter of the respondents spent HK$500 or less per day (23.4%) and nearly half of them spent between HK$500 to HK$2,000 per day (46.1%). Over half of them indicated that of the purchases that they made, some were for their own consumption and some were for others or were bought as gifts (52.1%).

Table 13: Shopping characteristics of the respondents

Description	Frequency	Percentage	Cumulative Percentage
Purchases made in Hong Kong			
No purchase	7	0.4	0.4
Clothing and footwear	233	13.5	13.9
Cosmetics and beauty products	419	24.2	38.1
Gold, jewelry, and watches	328	18.9	57.0
Electronic appliances and electronic products	292	16.9	73.9
Medicine and health products	168	9.7	83.6
Handbags, luggage, and leather goods	71	4.1	87.7
Arts, crafts, and souvenirs	76	4.4	92.1
Food and beverage (excludes restaurant consumption)	136	7.9	100.0
Total	1,730	100.0	
Average daily spending on shopping			
HK$500 or less	176	23.4	23.4
HK$501 to HK$1,000	139	18.5	41.9
HK$1,000 to HK$1,500	104	13.8	55.8
HK$1,501 to HK$2,000	104	13.8	69.6
HK$2,001 to HK$2,500	60	8.0	77.6
HK$2,501 to HK$3,000	36	4.8	82.4
HK$3,001 to HK$3,500	28	3.7	86.2
HK$3,501 to HK$4,000	16	2.1	88.3
HK$4,001 to HK$4,500	5	0.7	88.9
HK$4,501 to HK$5,000	32	4.3	93.2
Above HK$5,000	51	6.8	100.0
Total	751		

Table 13: Shopping Characteristics of the Respondents (cont'd)

Description	Frequency	Percentage	Cumulative %
Nature of purchase			
I did not buy anything	16	2.1	2.1
Solely for self	209	26.9	28.9
Solely for others	118	15.2	44.1
Solely on behalf of others	30	3.9	47.9
Partly for self and partly as gifts or for others	405	52.1	100.0
Total	778	100.0	

Comparison of the Demographic and Travel-Related Characteristics

The demographic and travel characteristics of the respondents were compared to the 2005 tourist statistics that were published by the Hong Kong Tourist Board (HKTB, 2006a) and the results of a study on the service needs of mainland Chinese tourists that was commissioned by the Quality Tourism Services Association (QTSA) in Hong Kong (Quality Tourism Services Association, 2004). There were some differences in terms of the profiles of the respondents in this study and those reported in the HKTB publication. The HKTB statistics were mainly from two sources: the HKTB Departing Visitor Survey, which was conducted at the Hong Kong International Airport, and the Immigration Department of the Hong Kong SAR, and thus caution must be used when interpreting the results, which are not generalizable to the population.

Demographic Profile

Almost 59% of the respondents in this study were male and 41% were female, whereas the gender distribution in the HKTB statistics showed that more female (53%)

than male mainland Chinese visitors (47%) visited Hong Kong. The difference may be caused by the fact that convenience sampling was used in this current study and more male visitors were willing to participate in the interviews.

The majority of the respondents fell into the age range of 25 to 44, with almost 40% being aged between 25 and 34 and close to 30% between 35 and 44. In the official statistics, the majority of the visitors also fell into these two age ranges, specifically 32% and 26%, respectively. These results imply that these two age groups of visitors make up the majority of the tourist market for retail businesses in Hong Kong.

Most of the respondents were married with children (66.1%). Combined with those who were married without children, the married group made up almost 82% of the respondents. The HKTB statistics show just over 71% of the mainland Chinese overnight visitors and 70% of the same-day in-town mainland tourists to be married, and lower proportion than in this study.

In terms of educational level, the vast majority of the respondents in this study had college or university degrees (67.5%). Almost 92% of the respondents were in work, which is comparatively higher than the official HKTB statistics of 84% for same-day in-town mainland tourists and 73% for overnight mainland visitors. Most of the respondents held clerical, administrative, secretarial, managerial, or professional positions, and the majority had a monthly household income of between RMB2,000 and 5,999. Visitors with a higher educational level are likely to have had more exposure, shopping, or travel experience, and may also be more demanding in terms of their shopping experience and the quality of products and services that they expect. It is highly possible that they will be

intolerant of substandard service and products, and shop not only to achieve utilitarian values, but also to seek enjoyment and pleasure from the shopping experience.

In terms of their origin, the majority of the respondents in this study were from Jiangsu and Guangdong provinces and the Beijing and Shanghai municipalities. These provinces and cities are among the most developed and have the highest gross domestic product in mainland China (Trade Development Council, 2006). Before the survey was conducted, it was expected that the majority of the respondents would be from Guangdong province due to its proximity. However, this was not the case, perhaps due to the fact that increasing numbers of visitors from Guangdong, and especially those in the southern part, visit Hong Kong on a day trip because of its proximity and the ease of transportation. Visitors from Guangdong province have a lot more choice of transportation to Hong Kong, and can take a train directly from Guangzhou or Shenzhen, a ferry, airplane, or a bus. The time that is involved in traveling and going through customs is between 1 to 4 hours, depending on the departure city and mode of transportation. Traveling from Guangdong province to Hong Kong is therefore comparatively easier than traveling from other cities and provinces.

Travel Profile

According to the HKTB statistics, 75% of the visitors from mainland China were repeat visitors. However, the majority of the respondents in this study were visiting Hong Kong for the first time (65.9%). This difference may have been caused by the fact that the HKTB Departing Visitor Survey was only conducted at the Hong Kong International Airport and may have missed visitors who traveled by other modes of transportation.

Similarly, in this study, mainland Chinese visitors who did not visit the shopping and sightseeing locations other than those where the survey was conducted and stayed at other hotels or in other forms of accommodations were also missed out.

In terms of the purpose of the visit, the majority of the respondents were visiting Hong Kong for leisure, and most had traveled as part of full-package tours. Close to a quarter of the respondents came to Hong Kong by their own arrangements. It is possible that this shows an increasing the trend for mainland Chinese visitors to travel on their own, especially if they hail from Guangdong province. As quoted in Hudson (1999), Stewart's (1993) model of holiday-taking suggests that people tend to travel more when they become more affluent. The more travel experience people have, the more adventurous and confident they become, to the extent that they may opt to travel on their own instead of on package tours. With the economic development that has occurred in mainland China and the increasing ease of visa and travel arrangements, it is expected that increasing numbers of mainland visitors will visit Hong Kong on their own. This means that they may no longer be keen to shop in places that target tourists, but will want to shop in places where locals shop. Almost half of the respondents were staying in Hong Kong for between four to seven days, which matches the Hong Kong Tourism Board's recommendation of a four-day stay for mainland Chinese tourists.

Shopping Profile

Over 70% of the respondents spent HK$2,000 (US$256) or less per day on shopping. The most frequently purchased items were, in descending order, cosmetic and beauty products, gold, jewelry, and watches, electronic appliances, and clothing and

footwear. The purchase characteristics of the respondents were very close to those identified by the study that was conducted by the QTSA in Hong Kong on the service needs of mainland Chinese tourists (QTSA, 2004), in which fashion and beauty products topped the list of the most popular products, followed by audio-visual and electronic consumer items, and then jewelry and watches (QTSA, 2005).

Although these types of products are available in mainland China, visitors still purchase them in Hong Kong. This is because they believe that the quality of these products is better in Hong Kong than in mainland China, where fakes and sub-standard products are common. Cosmetics and beauty products were the most popularly purchased items, with comparatively less clothing and footwear being purchased. This may be due to the fact that the risk of purchasing poor quality or even counterfeit clothing and footwear in mainland China would not cause as much harm and financial loss as the purchase of fake cosmetics, gold or jewelry, and electronic appliances. Mainland Chinese residents are more aware of the problematic quality of some of the products that are sold in their home country, as there are frequent reports of poisonous cosmetics and products that cause damage. A recent case was reported of a woman who used a skin whitening cream that she bought in a beauty salon in Shenzhen experiencing side effects such as numbness of the tongue, breathing difficulties, breast discomfort, and painful face swelling. After using the cream for half a year, she became deaf in her right ear. The cream was later assessed by the Shenzhen Academy of Metrology and Quality Inspection, and the tests revealed it to have 180,000 times the national maximum level of mercury for cosmetics (He, 2006). Such stories may be the reason why mainland Chinese tourists are keen to purchase high-value items or items that are risky to buy at home in Hong Kong.

When the respondents were asked about the nature of the items that they purchased immediately before they took part in the interview, over 50% indicated that the purchases were for self-consumption, were gifts, or were purchased on behalf of others. It is very popular among Chinese people to purchase gifts and souvenirs for their friends and relatives or to purchase items on their behalf when they travel abroad. Hence, it is likely that these visitors needed to accomplish a shopping mission during their stay in Hong Kong. As most visitors only stay in Hong Kong for a limited number of days, helping visitors to accomplish their shopping tasks effectively should perhaps be a priority for retailers in Hong Kong.

Underlying Dimensions of Shopping Quality

Exploratory factor analysis (EFA) was performed to group the shopping quality attributes into a smaller number of dimensions. In principle, a separate sample should be used for conducting EFA, but due to the small sample size of 778 relative to the number of parameters to be estimated in the structural model (112 parameters), splitting the sample into two and using one half for the EFA and the other for the CFA would have resulted in too small a sample size for the CFA. As suggested by Hair et al. (2006), the sample size for EFA should be based on a ratio of 10 observations to 1 variable, and as there were 26 shopping quality attributes to be factor analyzed, 260 observations would have been appropriate. However, using 260 observations for the EFA would leave 518 observations for the CFA, which is insufficient given the number of parameters to be estimated in the structural model based on the suggested sample size guidelines of Hair et

al. (2006) (see the Methodology chapter). Hence, a random sample of 260 observations was used for the EFA and the whole sample of 778 was used for the CFA.

Exploratory Factor Analysis of the Shopping Quality Dimension

A sample of 260 observations was randomly selected from the total usable questionnaires to identify the underlying dimensions of shopping quality. Exploratory factor analysis (EFA) was performed to group the shopping quality attributes into a smaller number of dimensions. As has been stated, the sample size for the factor analysis was based on the ratio of 10 observations to 1 variable (Hair et al, 2006). Principal component analysis with Varimax rotation was used to reduce the 26 shopping quality attributes to a smaller number. The correlation matrix was first inspected to ensure that there was a sufficient number of correlations greater than 0.3 to justify the use of factor analysis. Bartlett's test of sphericity and the KMO-MSA were also used to determine whether sufficient correlations existed among the variables. Bartlett's test of sphericity should be statistically significant (sig. >0.05), and the KMO-MSA should have an index of between 0 and 1, with an index closer to 1 signifying that each variable is perfectly predicted without error by the other variables. As shown in Table 14, both the KMO-MSA and Bartlett's test of sphericity indicated that the data were appropriate for factor analysis.

Table 14: KMO-MSA and Bartlett's test of sphericity (with all attributes)

		With all attributes
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.900
Bartlett's Test of Sphericity		
	Approx. Chi-Square	3592.618
	df	325
	Sig.	0.000

As suggested by Hair et al. (2006), the number of factors to be extracted was based on eigenvalues, the percentage of variance explained, the item communalities, and the scree test. Factors with eigenvalues greater than or equal to 1.0 were considered to be significant. Based on the sample size of 260, a factor loading of 0.35 or greater is appropriate (Hair et al., 2006), but for practical significance purposes a factor loading of 0.5 was used instead. In terms of the total variance explained, a solution that explains 60% of the total variance is deemed to be acceptable for most social science research.

One attribute, "Location of the shop" (SQ1), was deleted after the first run due to its low factor score (0.484) and communality (0.37). In the second run, "Displays of products are attractive" (SQ7) cross-loaded on two factors with very close factor loadings (0.566 and 0.510) and was deleted from the third run. The results of the KMO-MSA and Bartlett's test of sphericity in Table 15 show the revised dataset to be appropriate for factor analysis.

Table 15: KMO-MSA and Bartlett's test of sphericity (with items deleted)

	2nd run without "Location"	3rd run without "Displays"
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	0.898	0.896
Bartlett's Test of Sphericity		
Approx. Chi-Square	3509.768	3334.944
df	300	276
Sig.	0.000	0.000

Ultimately, six factors that included 24 items were identified (see Table 16). The factors, which include "Price and promotions," "Environment," "Staff," "Products," "Convenience and reputation," and "Payment information", explained 69.01% of the total variance. The reliability coefficients of the six factors ranged from 0.64 to 0.88, which is considered acceptable (Nunnally & Bernstein, 1994) for exploratory research.

Table 16: Factor analysis of the shopping quality dimension

	Eigen value	**Variance Explained**	**Cronbach's Alpha**	**Factor Loading**	**Commun-alities**
Factor 1: Price and promotion	**8.489**	**35.37**	**0.8820**		
The prices of the products are generally appropriate (SQ20)				0.692	0.683
The shop has attractive discounts (SQ24)				0.835	0.789
The shop gives out gifts and samples (SQ25)				0.811	0.749
Special prices of the products are available (SQ26)				0.849	0.838

Table 16: Factor Analysis of the Shopping Quality Dimension (cont'd)

	Eigen Value	Variance Explained	Cronbach's Alpha	Factor Loading	Commun-alities
Factor 2: Environment	**2.692**	**11.217**	**0.8839**		
The decoration of the shop is modern (SQ2)				0.817	0.712
The environment of the shop is comfortable (SQ3)				0.819	0.779
The environment of the shop is safe (SQ4)				0.844	0.776
The environment of the shop is clean (SQ5)				0.800	0.687
Factor 3: Staff	**1.730**	**7.210**	**0.8679**		
The staff have good product knowledge (SQ16)				0.693	0.691
The staff have a good service attitude (SQ17)				0.781	0.741
The staff have a good command of the language I speak (SQ18)				0.804	0.729
The staff provide prompt service (SQ19)				0.761	0.677
The staff clearly explained the product information (SQ23)				0.571	0.672
Factor 4: Product	**1.457**	**6.072**	**0.8303**		
The shop has a quality and service guarantee (SQ11)				0.646	0.646
The products are authentic, not fake (SQ12)				0.738	0.760
Products are of the latest style/model (SQ13)				0.736	0.646
The quality of the products is good (SQ14)				0.740	0.710
There is a good variety of products/brands (SQ15)				0.586	0.617

Table 16: Factor Analysis of the Shopping Quality Dimension (cont'd)

	Eigen Value	Variance Explained	Cronbach's Alpha	Factor Loading	Commun-alities
Factor 5: Convenience and reputation	**1.139**	**4.745**	**0.7206**		
The brand/shop has a good reputation (SQ6)				0.626	0.582
The shop provides opportunities to try the products (SQ8)				0.721	0.597
The opening hours of the shop are convenient (SQ9)				0.648	0.625
The refund/return policy is simple and convenient (SQ10)				0.545	0.506
Factor 6: Payment information	**1.056**	**4.398**	**0.6387**		
The prices of the products are clearly displayed (SQ21)				0.664	
The shop accepts different payment methods (SQ22)				0.749	

Confirmatory Factor Analysis of the Shopping Quality Dimension

Confirmatory factor analysis (CFA) was used to provide a confirmatory test of the measurement scale for shopping quality that was generated by the EFA and of the shopping value scale that was adapted from other studies. The total usable sample of 778 observations was used for the analysis. The hypothesized measurement model for shopping quality consisted of six dimensions: Price and promotion, Environment, Staff, Products, Convenience and reputation, and Payment information. In CFA, dimensions are known as latent constructs, and attributes are known as reflective indicators.

The measurement model was assessed by reviewing the overall model fit. In CFA, the overall model fit represents the degree to which the specified indicators represent the

hypothesized latent construct. Three types of overall model fit measures were reviewed: absolute fit indices, including the Chi-square test, root mean square error of approximation (RMSEA), goodness-of-fit (GFI) index, and standardized root mean square residual (SRMR); incremental fit indices, including the comparative fit index (CFI) and normed fit index (NFI); and parsimonious fit indices, which adjust the measures of fit to compare models with different numbers of coefficient to determine the fit that is achieved by each coefficient and included the normed Chi-square (Chi-square/degree of freedom, χ^2/df) and adjusted goodness-of-fit index (AGFI).

The absolute fit indices are direct measures of the fitness of a model, as they provide information on the extent to which the model as a whole provides an acceptable fit to the data (Reisinger & Turner, 1999). The Chi-square statistic examines whether a relationship exists between two non-metric measures, and in SEM, the lower the Chi-square statistic, the more representative the model is of the data. However, the Chi-square statistic is sensitive to departures from multivariate normality, which can inflate the statistic and create an upward bias in determining the significance of the coefficients. The likelihood ratio of the Chi-square to the degree of freedom is also measured, with the acceptable range being between 0.05 and 0.10-0.20. The GFI is an indicator of the relative amount of variance and covariance that is jointly accounted for by the mode. The better the model fit, the closer the value is to one, with a marginal acceptance level being 0.90 (Reisinger & Turner, 1999). The RMR represents the average amount of variance and covariance not accounted for by the model. A better fit model should have a value that is close to zero. The marginal acceptance level for the RMSR is 0.08. A standardized RMR (using the standardized residuals) of below 0.05 is indicative of an acceptable fit

(Diamantopoulos & Siguaw, 2000). The RMSEA attempts to correct for the tendency of the Chi-square test statistics to reject models with large samples or a large number of observed variables, with a lower value indicating a better fit (Hair et al, 2006), values of less than 0.05 indicating a good fit, values of between 0.05 and under 0.08 indicating a reasonable fit, values of between 0.08 and 0.10 indicating a mediocre fit, and values of larger than 0.10 indicating a poor fit (Diamantopoulos & Siguaw, 2000).

Incremental fit indices and parsimonious fit indices should be consulted even if all of the absolute measures fall within acceptable levels. Incremental fit indices assess the incremental fit of the model compared to a null model (Reisinger & Turner, 1999), with NFI and CFI values in excess of the recommended level of 0.90 supporting the acceptance of the proposed model (Hair et al., 2006). Parsimony fit indices provide information about which model in a set of competing models is best relative to its complexity. A parsimony fit measure is improved either by a better fit or by a simpler model. More complex models are expected to fit the data better, and thus the fit measures must be related to the model complexity before comparisons can be made between models (Hair et al., 2006). The recommended level for the normed Chi-square (Chi-square/df) parsimony index is between 1.0 and 3.0, and that of the AGFI is between 0 and 1, with a value closer to 1 representing a better model fit.

Table 17 shows the results of the analysis. The fit indices show the overall fit of the measurement model to be mediocre, as the χ^2 is more than three times the degree of freedom and the RMSEA is between 0.05 to 0.08. Furthermore, the AGFI is slightly lower than the suggested cutoff point of 0.9.

Table 17: Comparison of the fit indices of the shopping quality dimension

χ^2 with degrees of freedom	804.30 (P = 0.0) with 237 df	Fit guidelines
GFI	0.90	≥0.9
RMSEA	0.056	<0.05 to 0.08
RMR	0.081	≤0.08
SRMR	0.055	<0.05
NFI	0.96	≥0.9
CFI	0.97	≥0.9
AGFI	0.87	≥0.9
χ^2/df	3.39	1 to 3

The measurement model for each of the latent constructs was evaluated independently to ensure the uni-dimensionality of the constructs. However, there were only two indicators for the "Payment" construct, and it was evaluated alongside the other constructs. Several variables were deleted in accordance with the modification indices because they were not sufficiently stable to be reflective indicators for a single latent variable, namely, "Products are authentic, not fake" from the latent construct of "Products," "the brand/shop has a good reputation" from "Convenience and reputation," "The staff clearly explained the product information" from "Staff," and "The prices of the products are generally appropriate" from "Price and promotion." As shown in Table 18, the fit indices of the revised measurement model for the shopping quality dimension showed the model to have a good fit.

Table 18: Comparison of the fit indices of the shopping quality dimension after modification

χ^2 with degrees of freedom	336.22 (P = 0.00) with 155 df	Fit guidelines
GFI	0.95	≥0.9
RMSEA	0.039	<0.05 to 0.08
RMR	0.05	≤0.08
SRMR	0.038	<0.05
NFI	0.98	≥0.9
CFI	0.98	≥0.9
AGFI	0.93	≥0.9
χ^2/df	2.17	1 to 3

Confirmatory Factor Analysis of the Shopping Value Dimension

The measurement model for shopping value consisted of two dimensions: hedonic value and utilitarian value. The hypothesized hedonic value scale consisted of the indicators "Shopping in this shop was a good time-out," "During the shopping trip, I felt the excitement of the hunt," "While shopping, I felt a sense of adventure," "I enjoyed exposure to new products in the shopping trip," "I had a good time because I was able to act on the spur of the moment," and "I enjoyed shopping in this shop for its own sake, not just for the items I might have purchased," whereas the utilitarian value scale included "Shopping in this shop was pragmatic and economical," "I found the item(s) I was looking for," "I accomplished what I wanted to do in this shopping trip," and "This shopping trip helped to release pressure." CFA was conducted for the measurement model, and the results (see Table 19) showed that the model did not fit, as all of the fit indicators were above the cut-off points.

Table 19: Comparison of the fit indices of the shopping value dimension

χ^2 with degrees of freedom	371.21 (P = 0.00) with 34df	Fit guidelines
GFI	0.86	≥0.9
RMSEA	0.11	<0.05 to 0.08
RMR	0.14	≤0.08
SRMR	0.078	<0.05
NFI	0.94	≥0.9
CFI	0.95	≥0.9
AGFI	0.77	≥0.9
χ^2/df	10.92	1 to 3

CFA was conducted for all of the indicators of hedonic value. The fit indices in Table 20 show that the measurement model did not have a good fit, as most of the fit indicators were above the cut-off points.

Table 20: Comparison of fit indices for hedonic value

χ^2 with degrees of freedom	128.96 (P = 0.0) with 9 df	Fit guidelines
GFI	0.91	≥0.9
RMSEA	0.13	<0.05 to 0.08
RMR	0.085	≤0.08
SRMR	0.050	<0.05
NFI	0.95	≥0.9
CFI	0.95	≥0.9
AGFI	0.80	≥0.9
χ^2/df	14.33	1 to 3

Based on the modification indices, the two indicators “Shopping in this shop was a good time-out” and “During the shopping trip, I felt the excitement of the hunt” were deleted. As shown in Table 21, the results of the CFA for hedonic value with the remaining four variables showed the measurement model was fit.

Table 21: Comparison of fit indices for hedonic value after modification

χ^2 with degrees of freedom	0.40 (P = 0.82) with 2 df	Fit guidelines
GFI	1.00	≥0.9
RMSEA	0.0	<0.05 to 0.08
RMR	0.0074	≤0.08
SRMR	0.0045	<0.05
NFI	1.00	≥0.9
CFI	1.00	≥0.9
AGFI	1.00	≥0.9
χ^2/df	0.20	1 to 3

CFA was then conducted for all of the indicators of utilitarian value. Most of the fit indices were not within the suggested range, which implies that the model did not have a good fit, as indicated in Table 22.

Table 22: Comparison of fit indices for utilitarian value

χ^2 with degrees of freedom	40.60 (P = 0.0) with 2 df	Fit guidelines
GFI	0.94	≥0.9
RMSEA	0.16	<0.05 to 0.08
RMR	0.092	≤0.08
SRMR	0.053	<0.05
NFI	0.95	≥0.9
CFI	0.95	≥0.9
AGFI	0.72	≥0.9
χ^2/df	20.3	1 to 3

Based on the modification indices, “Shopping in this shop was pragmatic and economical” and “This shopping trip helped to release pressure” were deleted. However, this left the utilitarian value dimension with only two indicators, and CFA was run for both hedonic and utilitarian value together. The fit indices in Table 23 show the revised model to have a good fit.

Table 23: Comparison of the fit indices of hedonic and utilitarian value after modification

χ^2 with degrees of freedom	5.79 (P = 0.67) with 8 df	Fit guidelines
GFI	1.00	≥0.9
RMSEA	0.0	<0.05 to 0.08
RMR	0.022	≤0.08
SRMR	0.013	<0.05
NFI	1.00	≥0.9
CFI	1.00	≥0.9
AGFI	0.99	≥0.9
χ^2/df	0.72	1 to 3

Confirmatory Factor Analysis of All the Variables in the Hypothesized Model

A proper evaluation of the measurement model (latent variables) is a pre-requisite for the evaluation of a structural model (Anderson & Gerbing, 1982). Hence, CFA was conducted for all of the latent variables in the model, including the six dimensions of shopping quality, the two dimensions of shopping value, overall satisfaction, subjective norm, and behavioral intention. As shown in Table 24, the fit indices showed the measurement model with all of the variables to have a good fit.

Table 24: Comparison of fit indices for all of the variables in the hypothesized model

χ^2 with degrees of freedom	1006.74 (P = 0.00) with 563 df	Fit guidelines
GFI	0.92	≥0.9
RMSEA	0.032	<0.05 to 0.08
RMR	0.058	≤0.08
SRMR	0.037	<0.05
NFI	0.98	≥0.9
CFI	0.99	≥0.9
AGFI	0.90	≥0.9
χ^2/df	1.79	1 to 3

Assessment of the Measurement Model

An assessment of a measurement model involves an evaluation of the relationships between the latent variables and their indicators (Diamantopoulos & Siguaw, 2000), in which the validity and reliability of the measures is used to represent the constructs being evaluated. The validity of the measures indicates the extent to which an indicator actually measures what it is supposed to measure, whereas the reliability refers to the consistency of the measurement. First, the loadings of the indicators were evaluated and no non-significant loadings were found. The results from the LISREL outputs show all the indicator loadings to be statistically significant for the hypothesized constructs, which supports the theoretical assignment of the indicators to each construct (Hair et al., 2006).

The squared multiple correlations (SMCs) of the exogenous and endogenous variables indicate how well the y- and x-variables measure the latent construct, the largest amount of variance that is accounted for by the constructs, and the extent to which the individual variables are free from measurement error. These correlations represent the reliability (convergent validities) of the measures, or the extent to which a measured variable's variance is explained by the latent factor. The value of the SMC ranges from 0 to 1, with values that are closer to one implying a better indicator of the latent construct (Reisinger & Turner, 1999). Table 25 shows the SMCs to range from 0.35 to 0.75 for the exogenous variables and from 0.51 to 0.89 for the endogenous variables, which indicates a moderate to high reliability.

In addition to assessing the reliability of the individual indicators, the composite reliability and average variance extracted for each latent construct were also calculated using the following formulae.

Composite reliability:

$$\rho_c = (\Sigma\lambda)^2/[(\Sigma\lambda)^2+\Sigma(\theta)], \text{ and}$$

average variance extracted:

$$\rho_v = (\Sigma\lambda^2)/[\ \Sigma\lambda^2+\Sigma(\theta)],$$

where:

ρ_c = the composite reliability,

ρ_v = the average variance extracted,

λ = the indicator loadings,

θ = the indicator error variances,

Σ = the summation of the indicators of the latent variable.

The composite reliability for all of the exogenous and endogenous variables ranged from 0.647 to 0.954, which is higher than the suggested threshold of 0.6 (Diamantopoulos & Siguaw, 2000). The average variance extracted for the endogenous variables ranged from 0.548 to 0.873, surpassing the threshold value of 0.50. However, for the exogenous variables, the average variance extracted for products, payment, and convenience were slightly below the 0.5 threshold, which indicates that the measurement error accounted for a greater amount of variance in the indicators than the underlying latent variable. In conclusion, the assessment of the measurement model suggested the

validity and reliability of the operationalization of most of the latent variables to be acceptable.

Table 25: LISREL results for the measurement model

	Std. Loadings	SMC (R^2)	Composite Reliability	Average Variance Extracted
Exogenous variable				
Perception of shopping quality				
Environment			0.883	0.655
The decoration of the shop is modern (SQ2)	0.77	0.59		
The environment of the shop is comfortable (SQ3)	0.85	0.73		
The environment of the shop is safe (SQ4)	0.86	0.74		
The environment of the shop is clean (SQ5)	0.75	0.56		
Convenience and reputation			0.689	0.427
The shop provides opportunities to try the products (SQ8)	0.59	0.35		
The opening hours of the shop are convenient (SQ9)	0.75	0.56		
The refund/return policy is simple and convenient (SQ10)	0.61	0.37		
Products			0.789	0.484
The shop has a quality and service guarantee (SQ11)	0.62	0.39		
Products of the latest style/model are available (SQ13)	0.72	0.51		
The quality of the products is good (SQ14)	0.76	0.57		
There is a good variety of products/brands (SQ15)	0.68	0.46		

Table 25: LISREL results for the measurement model (cont'd)

	Std. Loadings	SMC (R^2)	Composite Reliability	Average Variance Extracted
Staff			0.840	0.567
The staff have a good product knowledge (SQ16)	0.76	0.57		
The staff have a good service attitude (SQ17)	0.78	0.61		
The staff have a good command of the language I speak (SQ18)	0.76	0.58		
The staff provide a prompt service (SQ19)	0.71	0.51		
Payment information			0.647	0.478
The prices of the products are clearly displayed (SQ21)	0.70	0.50		
A variety of payment methods is available (SQ22)	0.68	0.46		
Promotion			0.876	0.702
The shop has attractive discounts (SQ24)	0.85	0.73		
The shop gives out gifts and samples (SQ25)	0.81	0.66		
Special prices of the products are available (SQ26)	0.85	0.72		
Endogenous variables				
Hedonic value			0.829	0.548
While shopping, I felt a sense of adventure (HV3)	0.71	0.51		
I enjoyed the exposure to new products during the shopping trip (HV4)	0.75	0.56		
I had a good time because I was able to act on the spur of the moment (HV5)	0.73	0.53		

Table 25: LISREL results for the measurement model (cont'd)

	Std. Loadings	SMC (R^2)	Composite Reliability	Average Variance Extracted
I enjoyed shopping in this shop for its own sake, not just for the items I might have purchased (HV6)	0.77	0.59		
Utilitarian value			0.893	0.806
I found the item(s) I was looking for (UV2)	0.91	0.83		
I accomplished what I wanted to do in this shop (UV3)	0.89	0.78		
Overall satisfaction			0.954	0.873
Satisfied (OS1)	0.94	0.86		
Pleased (OS2)	0.93	0.87		
Favorable (OS3)	0.93	0.88		
Subjective norm			0.873	0.775
Most people who are important to me think that I should shop in Hong Kong in the future (SN1)	0.87	0.76		
The people in my life whose opinion I value would approve of my shopping in Hong Kong in the future (SN2)	0.89	0.79		
Attitude			0.928	0.865
Good/bad activity (AT1)	0.92	0.85		
Pleasant/unpleasant activity (AT2)	0.94	0.88		

Table 25: LISREL results for the measurement model (cont'd)

	Std. Loadings	SMC (R^2)	Composite Reliability	Average Variance Extracted
Behavioral intention			0.879	0.647
Say positive things about shopping in Hong Kong to other people (BI1)	0.74	0.55		
Visit Hong Kong again in the future (BI2)	0.86	0.75		
Encourage friends and relatives to visit Hong Kong (BI3)	0.88	0.77		
Continue to visit Hong Kong even if the costs of visiting are higher than in other destinations (BI4)	0.72	0.52		

The discriminant validity of the measurement model was also examined, which indicates the extent to which a construct is truly distinct from other constructs (Hair et al., 2006). The correlations among the latent constructs and t-values were reviewed, with high values of correlations exceeding 0.80 being assumed to indicate a high level of inter-correlation among the constructs (Hair et al., 2006). Table 26 shows that the correlations among and between the exogenous and endogenous constructs ranged from 0.23 to 0.87, which indicates an appropriate level of inter-correlation. The only exception is the correlation between satisfaction and attitude, which was relatively higher than the correlations between the other constructs. This could possibly be due to the fact that if the tourists were satisfaction with their current shopping experience, their attitude towards shopping in Hong Kong in the future would have a very high possibility that it would be positive. The variance extracted values for the pairs of latent constructs were compared to the squared correlations between the corresponding pair of constructs, and

none of the squared correlations was greater than the variance extracted values. This test demonstrates the discriminant validity of the measurement model.

Table 26: Correlation among the exogenous and endogenous constructs

	Behavioral intention	Subjective norm	Attitude	Overall satisfaction	Hedonic value	Utilitarian value	Environment	Products	Staff	Payment	Convenience	Promotion
Behavioral intention	1.00											
Subjective norm	0.66	1.00										
Attitude	0.60	0.70	1.00									
Overall satisfaction	0.53	0.64	0.87	1.00								
Hedonic value	0.48	0.62	0.62	0.62	1.00							
Utilitarian value	0.43	0.57	0.57	0.58	0.59	1.00						
Environment	0.36	0.34	0.37	0.39	0.38	0.33	1.00					
Product	0.44	0.42	0.47	0.41	0.48	0.44	0.55	1.00				
Staff	0.34	0.38	0.42	0.44	0.42	0.37	0.45	0.68	1.00			
Payment	0.35	0.44	0.44	0.42	0.48	0.41	0.44	0.67	0.70	1.00		
Convenience	0.33	0.40	0.43	0.43	0.55	0.46	0.43	0.66	0.55	0.60	1.00	
Promotion	0.30	0.41	0.48	0.47	0.54	0.45	0.23	0.45	0.51	0.64	0.57	1.00

Assessment of the Structural Model

As a satisfactory measurement model was obtained, the structural model could then be tested. The purpose of evaluating the structural model was to determine whether the theoretical relationships specified are supported by the data. The structural relationships among the constructs were evaluated based on the defined constructs and confirmatory factor analysis evaluation.

The loading estimates of the structural model were examined to ensure that they had not changed substantially from the CFA model. Table 27 shows that only very minor changes occurred in the standard loadings and error variances. The value of the changes was less than 0.02 in all cases, which indicates parameter stability among the measured items in the structural model.

Table 27: LISREL results for the structural model

	Std. Loadings	SMC (R^2)	Composite Reliability	Average Variance Extracted
Exogenous variables				
Perception of shopping quality				
Environment			0.883	0.655
The decoration of the shop is modern (SQ2)	0.77	0.59		
The environment of the shop is comfortable (SQ3)	0.85	0.73		
The environment of the shop is safe (SQ4)	0.86	0.74		
The environment of the shop is clean (SQ5)	0.75	0.56		

Table 27: LISREL results for the structural model (cont'd)

	Std. Loadings	SMC (R^2)	Composite Reliability	Average Variance Extracted
Convenience and reputation			0.685	0.423
The shop provides the opportunity to try the products (SQ8)	0.59	0.35		
The opening hours of the shop are convenient (SQ9)	*0.74*	*0.55*		
The refund/return policy is simple and convenient (SQ10)	*0.60*	0.37		
Products			0.788	0.482
The shop has a quality and service guarantee (SQ11)	0.62	0.39		
Products of the latest style/model are available (SQ13)	*0.71*	0.51		
The quality of the products is good (SQ14)	0.76	0.57		
There is a good variety of products/brands (SQ15)	0.68	0.46		
Staff			0.840	0.567
The staff have good product knowledge (SQ16)	0.76	0.57		
The staff have a good service attitude (SQ17)	0.78	0.61		
The staff have a good command of the language I speak (SQ18)	0.76	0.58		
The staff provide a prompt service (SQ19)	0.71	0.51		
Payment information			0.650	0.482
The prices of products are clearly displayed (SQ21)	0.71	0.50		
The shop accepts different payment methods (SQ22)	0.68	0.46		

Table 27: LISREL results for the structural model (cont'd)

	Std. Loadings	SMC (R^2)	Composite Reliability	Average Variance Extracted
Promotion			0.875	0.700
The shop has attractive discounts (SQ24)	0.85	*0.72*		
The shop gives out gifts and samples (SQ25)	0.81	0.66		
Special prices of the products are available (SQ26)	0.85	0.72		
Endogenous variables				
Hedonic value			0.819	0.532
While shopping, I felt a sense of adventure (HV3)	*0.70*	*0.49*		
I enjoyed the exposure to new products during the shopping trip (HV4)	*0.74*	*0.54*		
I had a good time because I was able to act on the spur of the moment (HV5)	*0.72*	*0.52*		
I enjoyed shopping in this shop for its own sake, not just for the items I might have purchased (HV6)	*0.76*	*0.57*		
Utilitarian value			0.891	0.804
I found the item(s) I was looking for (UV2)	*0.92*	*0.85*		
I accomplished what I wanted to do in this shop (UV3)	*0.87*	*0.76*		
Overall satisfaction			0.951	0.866
Satisfied (OS1)	*0.92*	*0.85*		
Pleased (OS2)	0.93	0.87		
Favorable (OS3)	*0.94*	0.88		

Table 27: LISREL results for the structural model (cont'd)

	Std. Loadings	SMC (R^2)	Composite Reliability	Average Variance Extracted
Subjective norm			0.867	0.765
Most people who are important to me think that I should shop in Hong Kong in the future (SN1)	0.87	0.76		
The people in my life whose opinion I value would approve of my shopping in Hong Kong in the future (SN2)	*0.88*	*0.77*		
Attitude			0.928	0.865
Good/bad activity (AT1)	0.92	0.85		
Pleasant/unpleasant activity (AT2)	0.94	0.88		
Behavioral intention			0.872	0.631
Say positive things about shopping in Hong Kong to other people (BI1)	*0.73*	*0.53*		
Visit Hong Kong again in the future (BI2)	0.86	*0.73*		
Encourage friends and relatives to visit Hong Kong (BI3)	*0.87*	*0.75*		
Continue to visit Hong Kong even if the costs of visiting are higher than in other destinations (BI4)	*0.71*	*0.51*		

* The figures in italics represent departures from the CFA estimates.

The overall structural model fit was then examined. Table 28 shows that half of the fit indicators fell within the range of the suggested thresholds, but the RMR, SRMR, and AGFI were slightly outside of the fit guidelines. Model modification was therefore performed to obtain a better model fit.

Table 28: Comparison of the fit indices of the measurement and structural models

	Measurement model	Structural model	
χ^2 with degrees of freedom	1006.74 (P = 0.00) with 563 df	1237.45 (P = 0.0) with 595 df	Fit guidelines
GFI	0.92	0.90	≥0.9
RMSEA	0.032	0.037	<0.05 to 0.08
RMR	0.058	0.11	≤0.08
SRMR	0.037	0.061	<0.05
NFI	0.98	0.97	≥0.9
CFI	0.99	0.98	≥0.9
AGFI	0.90	0.88	≥0.9
χ^2/df	1.79	2.08	1 to 3

Model Modification

The initial model was modified based on the modification indices that were suggested by the LISREL outputs. Each modification involved the addition of one more path as suggested by the modification indices (less constrained model). The Chi-square difference test was conducted to evaluate whether each modification was justified, and a constrained model was also generated by removing paths from the model and then tested again using the Chi-square difference test.

Table 28 shows the fit statistics for the initial and modified models. Model 2 was modified from the initial model by adding a path from "Overall Satisfaction" to "Subjective Norm." The results for this model showed the newly added path to be significant with a decrease in the χ^2 of 51.64, which is greater than the critical value of χ^2 with one degree of freedom (3.84). All of the other fit indices showed improvement, except for the GFI, which remained the same as for Model 1. The RMR, SRMR, and AGFI remained slightly above the fitness thresholds.

The model was then further modified based on the modification indices, with the addition of a path from "Staff" to "Overall satisfaction," which had the largest modification index. The results for Model 3 showed the newly added path to be significant, with the χ^2 value dropping by 21.92 to exceed the critical value of 3.84 for one degree of freedom. The RMSEA dropped from 0.036 to 0.035, the RMR dropped from 0.10 to 0.087, and the SRMR dropped from 0.058 to 0.052. The χ^2/df value decreased from 2.00 to 1.96.

Model 3 was then further modified based on the modification indices, with a path from "Product" to "Behavioral Intention" being added to make Model 4. The χ^2 decreased by 12.89 and dropped one degree of freedom. Some of the fit statistics showed improvement: the χ^2/df value dropped from 1.96 to 1.94, the RMR improved from 0.087 to 0.083, the SRMR changed from 0.052 to 0.048, and the rest of the fit indices remained the same.

A constrained model was then produced to determine whether a better fit would be created by dropping some of the paths. As all of the models showed "Staff", "Product," and "Payment" to have a non-significant influence on hedonic value and utilitarian value, as suggested by the initial model, the paths from "Staff" to "Hedonic value," "Staff" to "Utilitarian value," "Products" to "Hedonic value," and "Products" to "Utilitarian value," were removed. The paths between "Payment" and "Hedonic value" and "Utilitarian value" remained, even though they were insignificant, as none of the modification indices suggested other reasonable links from "Payment" to any of the exogenous constructs. The results for Model 5 showed almost all of the fit statistics to remain the same as in Model 4, except that because of the fourfold increase in the degree

of freedom, the χ^2 increased by only 4.46. To preserve the information from the initial model, the modified model was not adopted.

In conclusion, Model 4 was found to be the preferred model, with all of the fit statistics being fairly acceptable (χ^2 = 1151.00 (p=0.0), df=592, χ^2/df = 1.94, RMR = 0.083, SRMR = 0.048; RMSEA = 0.035, CFI = 0.99, GFI = 0.91, and AGFI = 0.89). Although the Chi-square statistic was still significant and not acceptable, the substantial decrease in the Chi-square, GFI, RMSEA, and SRMR, shown in Table 29, suggested that the final model represented a substantial improvement in the model fit over the initial model.

Table 29: Fit statistics for the structural models

Model	χ^2	Prob.	df	χ^2/df	RMR	SRMR	RMSEA	CFI	GFI	AGFI
M1	1237.45	0.0	595	2.08	0.11	0.061	0.037	0.98	0.90	0.88
M2	1185.81	0.0	594	2.00	0.10	0.058	0.036	0.99	0.90	0.89
M3	1163.89	0.0	593	1.96	0.087	0.052	0.035	0.99	0.91	0.89
M4	1151.00	0.0	592	1.94	0.083	0.048	0.035	0.99	0.91	0.89
M5	1155.46	0.0	596	1.94	0.083	0.048	0.035	0.99	0.91	0.89

M1: Initial model.
M2: Initial model plus a path from "Overall satisfaction" to "Subjective Norm."
M3: M2 plus a path from "Staff" to "Overall satisfaction."
M4: M3 plus a path from "Products" to "Behavioral Intention."
M5: M4 and the removal of paths from "Staff" and "Products" to "Hedonic value" and "Utilitarian value."

To complete the structural model evaluation, cross-validation was performed. As the sample size of 778 was not big enough to be split into two samples (exploration and validation samples), the Expected Cross-validation Index (ECVI) was used. The ECVI assesses whether a model is likely to cross-validate across samples of the same size from the same population. The ECVI of M4 was compared to the ECVI values of the independent model (the most restricted model, in which all of the observed variables are

uncorrelated) and the saturated model (in which the number of parameters to be estimated is exactly the same as the amount of variance and covariance among the observed variables with zero degrees of freedom) (Diamantopoulos & Siguaw, 2000). Based on the LISREL output, the ECVI values for the different models were calculated, as shown in Table 30.

Table 30: ECVI values of the different models

Model	ECVI values
M4	1.77
Independent model	79.58
Saturated model	1.81

The ECVI for M4 was lower than those of both the independent and the saturated model, which suggests that M4 is likely to cross-validate across samples of the same size from the same population, and that the model has a good fit and predictive validity.

Testing of the Hypotheses

After the overall structural model was evaluated, the individual parameter estimates were examined. The hypotheses were tested by evaluating the relationships between the endogenous and exogenous variables. First, the signs of the parameters that represented the paths between the latent variables were evaluated, and then the magnitudes of the estimated parameters, which provide important information on the strength of the hypothesized relationships, were reviewed.

Table 30 presents the standardized path coefficient and t-values of all of the hypothesized relationships in the model. The standardized coefficient shows the resulting change in an endogenous variable from a unit change in an exogenous variable, with all

of the other exogenous variables being held constant. The sign of the coefficient indicated whether the two variables were moving in the same or opposite direction, and the t-value indicated whether the corresponding path coefficient was significantly different from zero. Coefficients with t-values between +1.96 and -1.96 are considered to be statistically insignificant.

Hypothesis 1: The perceived shopping quality positively influences hedonic value.

This hypothesis posits that the perceptions of the respondents of the six dimensions of shopping quality will have a significant influence on the hedonic value that is attained from the shopping experience. There are a further six sub-hypotheses (H1a to H1f) that reflect the relationship between each shopping quality dimension and hedonic value. Products, payment, and staff did not have a significant influence on hedonic value, with $\gamma_{1,1}$ = 0.13 (t = 1.44), $\gamma_{1,2}$ = -0.039 (t = -0.38), and $\gamma_{1,6}$ = -0.033 (t = -0.49), respectively, whereas environment, promotion, and convenience were found to have a significant relationship with hedonic value, with $\gamma_{1,3}$ = 0.16 (t = 3.51), $\gamma_{1,4}$ = 0.35 (t = 4.77), and $\gamma_{1,5}$ = 0.26 (t = 3.37), respectively. Hence, hypotheses H1a, H1b, and H1f were not supported but H1c, H1d, and H1e were supported. The relative impact of each independent variable on each endogenous variable was also evaluated, and promotion was found to have the strongest impact on hedonic value.

Hypothesis 2: The perceived shopping quality positively influences utilitarian value.

The results for the testing of Hypothesis 2 were similar to those for Hypothesis 1. environment, promotion, and convenience were found to significantly influence utilitarian value, with $\gamma_{2,3} = 0.13$ (t = 2.56), $\gamma_{2,4} = 0.30$ (t = 4.45), and $\gamma_{2,5} = 0.21$ (t = 2.54), respectively. Hypotheses H2c, H2d, and H2e were thus supported. The shopping quality dimensions of products, payment, and staff had insignificant relationships with utilitarian value, with $\gamma_{2,1} = 0.17$ (t = 1.90), $\gamma_{2,2} = -0.058$ (t = -0.55), and $\gamma_{2,6} = -0.027$ (t = -0.38), respectively. This means that hypotheses H2a, H2b, and H2c were not supported. Again, promotion was found to have the strongest influence on utilitarian value among the three significant variables.

Hypothesis 3: Hedonic value positively influences overall satisfaction with the shopping experience in the destination.

Hypothesis 4: Utilitarian value positively influences overall satisfaction with the shopping experience in the destination.

The relationships between the different endogenous variables were also tested. Hypotheses 3 and 4 propose that both hedonic and utilitarian value will have a positive influence on the overall satisfaction with shopping in the destination as represented by the overall satisfaction of the respondents with the shopping experience in Hong Kong. These two hypothesized relationships were supported, with $\beta_{4,1} = 0.39$ (t = 8.97) and $\beta_{4,2} = 0.33$ (t = 8.17). Hedonic value was found to have a stronger influence on the overall satisfaction with shopping in Hong Kong than utilitarian value.

Hypothesis 5: Hedonic value positively influences the subjective norm.

Hypothesis 6: Utilitarian value positively influences the subjective norm.

These two hypotheses state that both the hedonic and utilitarian values that are attained from a shopping experience have positive relationships with the subjective norm. The results indicated that both of these hypotheses were supported. The standardized coefficients for the path between hedonic value and the subjective norm and between utilitarian value and the subjective norm were $\gamma_{3,1} = 0.27$ ($t = 5.30$), and $\gamma_{3,2} = 0.21$ ($t = 4.24$), respectively. Hedonic value was found to have a stronger influence on subjective norm than utilitarian value.

Hypothesis 7: Overall satisfaction positively influences the attitude toward visiting and shopping in the destination in the future.

Hypothesis 7 was supported, as overall satisfaction was found to have a positive influence on attitude toward shopping in and visiting Hong Kong in the future, with $\gamma_{5,4} = 0.87$ ($t = 29.58$).

Hypothesis 8: The subjective norm positively influences behavioral intention.

This hypothesis was supported, as the subjective norm was found to have a significant influence on behavioral intention, with $\gamma_{6,3} = 0.44$ ($t = 9.18$).

Hypothesis 9: Attitude toward shopping positively influences behavioral intention.

Hypothesis 9 was supported with $\gamma_{6,5} = 0.23$ ($t = 5.44$). The influence of attitude toward shopping was also found to be stronger than the subjective norm on behavioral

intention, as the standardized coefficient of $\gamma_{6,3}$ was almost double the value of the standardized coefficient for the path between attitude and behavioral intention. The results for the final structural model are shown in Table 31.

Table 31: LISREL results for the final structural model

Hypot-hesis	**Path**		**Std coeff.**	**t-value**	**Result**
H1: The perceived shopping quality positively influences hedonic value					
H1a	Product → Hedonic value	$\gamma_{1,1}$	0.13	1.44	Not supported
H1b	Payment → Hedonic value	$\gamma_{1,2}$	-0.039	-0.38	Not supported
H1c	Environment → Hedonic value	$\gamma_{1,3}$	0.16	3.51*	Supported
H1d	Promotion→ Hedonic value	$\gamma_{1,4}$	0.35	4.77*	Supported
H1e	Convenience→ Hedonic value	$\gamma_{1,5}$	0.26	3.37*	Supported
H1f	Staff → Hedonic value	$\gamma_{1,6}$	-0.033	-0.49	Not supported
H2: The perceived shopping quality positively influences utilitarian value					
H2a	Product → Utilitarian value	$\gamma_{2,1}$	0.17	1.90	Not supported
H2b	Payment → Utilitarian value	$\gamma_{2,2}$	-0.058	-0.55	Not supported
H2c	Environment → Utilitarian value	$\gamma_{2,3}$	0.13	2.56*	Supported
H2d	Promotion → Utilitarian value	$\gamma_{2,4}$	0.30	4.45*	Supported
H2e	Convenience→ Utilitarian value	$\gamma_{2,5}$	0.21	2.54*	Supported
H2f	Staff → Utilitarian value	$\gamma_{2,6}$	-0.027	-0.38	Not supported
H3: Hedonic value positively influences overall satisfaction with the shopping experience in the destination					
H3	Hedonic value → Overall satisfaction	$\beta_{4,1}$	0.39	8.97*	Supported
H4: Utilitarian value positively influences overall satisfaction with the shopping experience in the destination					
H4	Utilitarian value → Overall satisfaction	$\beta_{4,2}$	0.33	8.17*	Supported
H5: Hedonic value positively influences the subjective norm					
H5	Hedonic value → Subjective norm	$\beta_{3,1}$	0.27	5.30*	Supported
H6: Utilitarian value positively influences the subjective norm					
H6	Utilitarian value → Subjective norm	$\beta_{3,2}$	0.21	4.24*	Supported
H7: Overall satisfaction positively influences attitude toward visiting and shopping in the destination in the future					
H7	Overall satisfaction → Attitude	$\beta_{5,4}$	0.87	29.58*	Supported
H8: Subjective norm positively influences behavioral intention					
H8	Subjective norm → Behavioral intention	$\beta_{6,3}$	0.44	9.18*	Supported

Table 31: LISREL results for the final structural model (cont'd)

Hypot-hesis	Path		Std coeff.	t-value	Result
H9: Attitude toward shopping positively influences behavioral intention					
H9	Attitude → Behavioral intention	$\beta_{6,5}$	0.23	5.44*	Supported
New paths					
	Overall satisfaction → Subjective norm	$\beta_{3,4}$	0.38	5.78*	New
	Staff → Overall satisfaction	$\gamma_{5,6}$	0.17	3.41*	New
	Product → Behavioral intention	$\gamma_{6,1}$	0.16	3.74*	New

* indicates significance at the 0.05 level.

Finally, the squared multiple correlations (R^2) for the structural equations, which indicate the amount of variance in each endogenous latent variable that is accounted for by the independent latent variables, were evaluated. The R^2 for the five endogenous variables ranged from 0.32 to 0.76. Overall, the model had an R^2 of 0.47, which indicates that the six shopping quality components explained 47% of the variance in behavioral intention. The R^2 of the final model was also higher than that of the initial model, as shown in Figure 10.

The effects of the various shopping quality components on the endogenous variables are shown in Table 32. The results illustrate that when all of the exogenous variables are taken into account, the greatest effect on hedonic and utilitarian value comes from promotion, followed by convenience and environment. This may be due to the fact that promotions from retailers usually afford more tangible value in a shopping experience. In terms of the impact of the exogenous variables on behavioral intention, products was found to have the highest total impact, followed by promotion, convenience, and environment. Staff was found to have a significant total impact only on overall satisfaction and attitude, but not on the other endogenous variables. This implies that the performance and quality of staff directly influences the overall satisfaction of tourist, and

in turn influences attitude. However, the impact of staff on the subjective norm and ultimately on behavioral intention was insignificant.

Table 32: Standardized total effects of the exogenous variables on the endogenous variables

	Endogenous variables					
Exogenous variables	Hedonic value	Utilitarian value	Overall satisfaction	Attitude	Subjective norm	Behavioral intention
Product	NS	NS	0.11	0.09	0.11	0.23
Payment	NS	NS	NS	NS	NS	NS
Environment	0.16	0.13	0.10	0.09	0.11	0.07
Promotion	0.35	0.30	0.24	0.21	0.25	0.15
Convenience	0.26	0.21	0.17	0.15	0.18	0.11
Staff	NS	NS	0.15	0.13	NS	NS

NS: Not significant at the 0.05 level.

Figure 9: Initial structural model

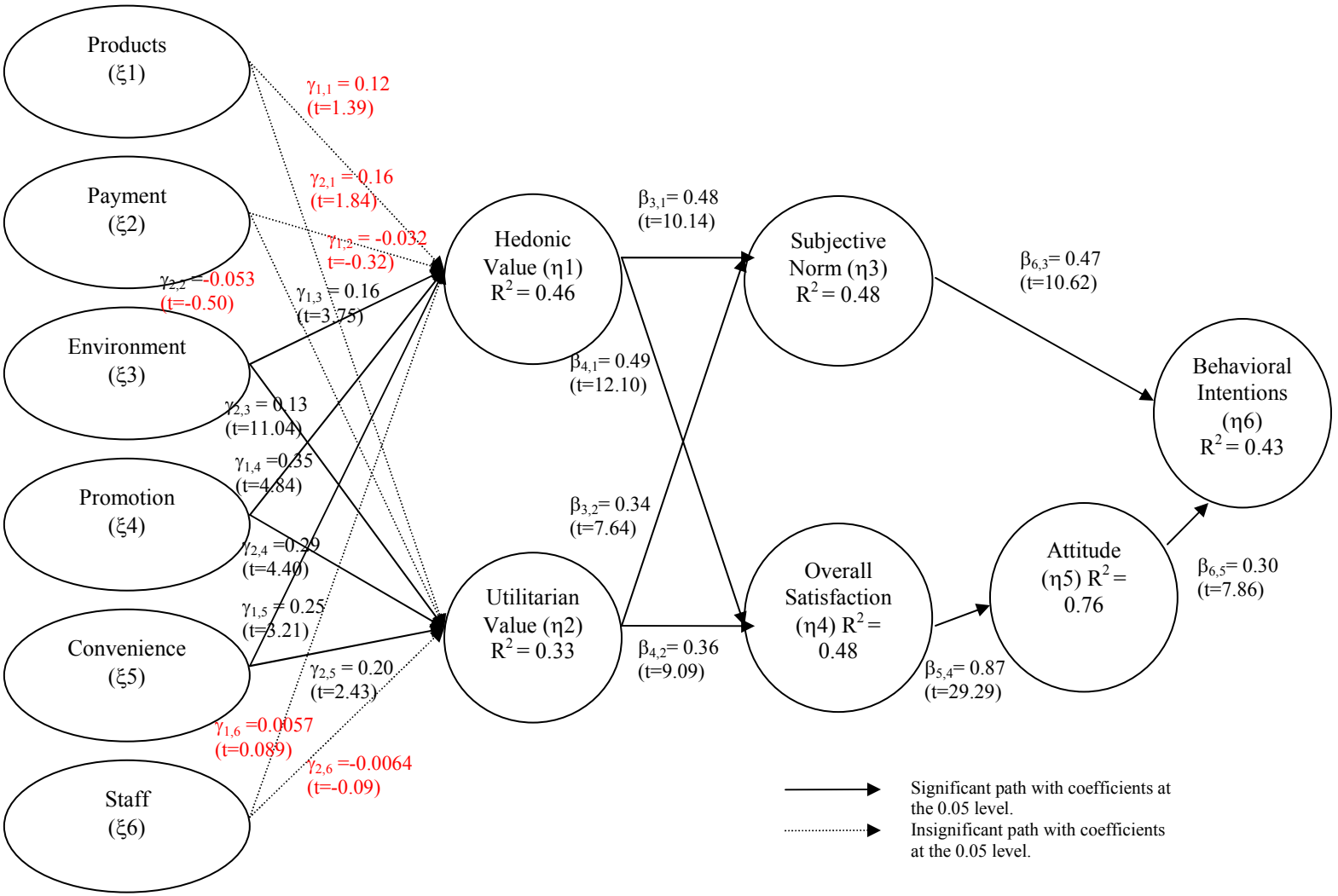
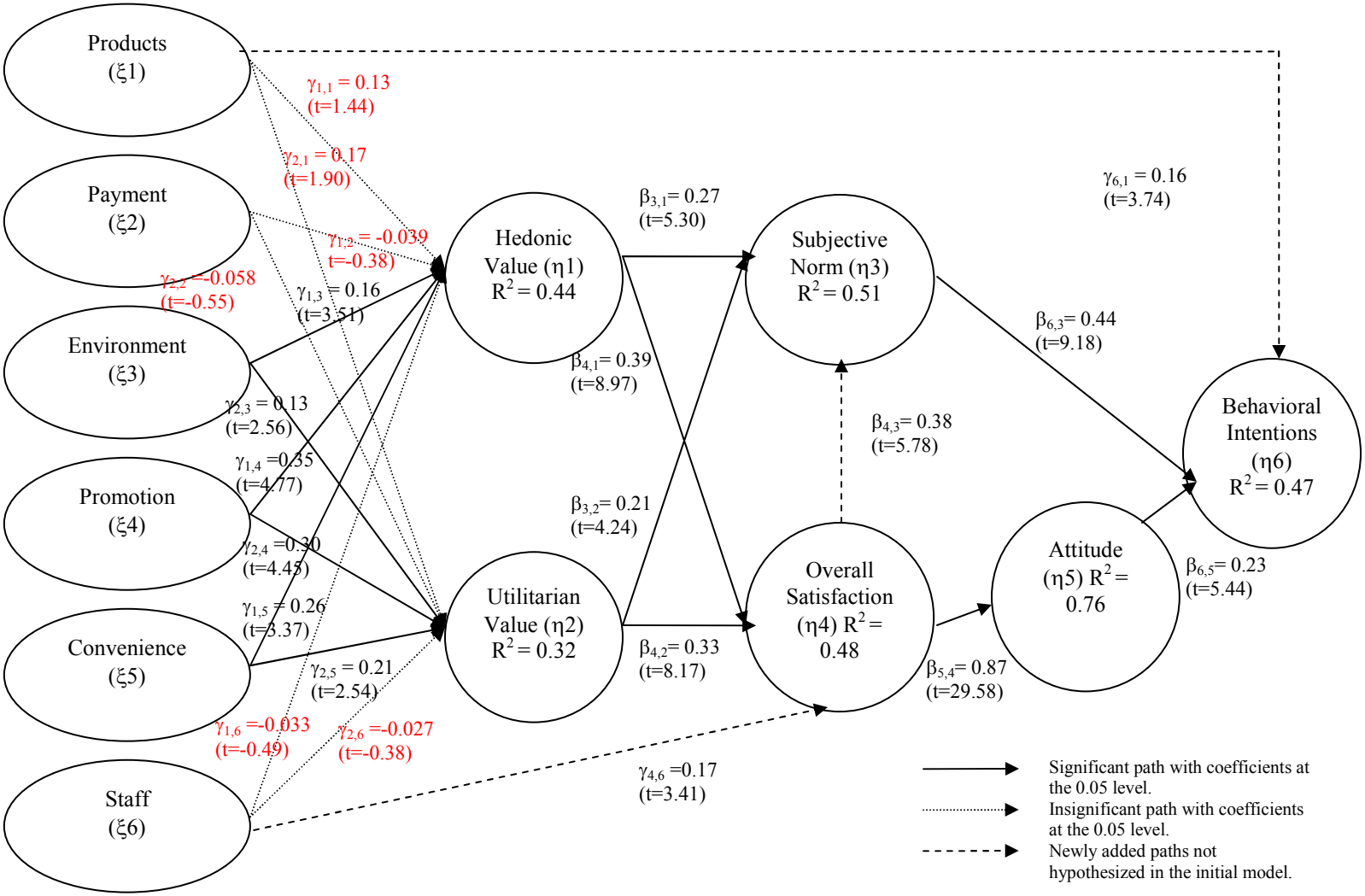


Figure 10: Final structural model



Mainland Chinese Visitors' Perceptions of Shopping in Hong Kong

One of the objectives of this study is to determine the perceptions of mainland Chinese tourists of the quality of their shopping experience, the perceived value attained through their shopping experience, and their overall satisfaction with the shopping experience in Hong Kong. Based on the results of the final structural model, the descriptive statistics for each dimension were computed, the results of which are shown in Table 33.

Shopping Quality

Of the six shopping quality dimensions, environment had the highest rating (mean = 5.63 out of 7), followed by products (mean = 5.55), payment (mean = 5.36), staff (mean = 5.33), convenience (mean = 5.19) and promotion (mean = 4.88). Environment, promotion, and convenience were also found to have a significant influence on the attainment of hedonic and utilitarian shopping value. Although promotion was found to have the most significant influence on hedonic and utilitarian value (0.35 and 0.30), the perception of the respondents of the quality of promotions had the lowest rating among the six different dimensions (mean = 4.88). Staff had a significant direct influence on overall satisfaction, and products had a significant direct influence on behavioral intention. The perceived quality of the two dimensions was comparatively high, with a mean of 5.33 for staff and 5.55 for products. As products and promotion were found to have the most significant influence on the behavioral intention of the respondents, whereas the perceived quality of promotion was comparatively lower than the other five

dimensions, attention should be paid to the development of promotional strategies and the sourcing of quality products.

Table 33: Mainland Chinese tourists' perceptions of shopping quality

Shopping quality dimension	Mean (scale of 1 to 7)	SD
Environment	**5.63**	**0.87**
The decoration of the shop is modern	5.55	1.02
The environment of the shop is comfortable	5.58	1.05
The environment of the shop is safe	5.68	0.96
The environment of the shop is clean	5.70	0.10
Products	**5.55**	**0.82**
The shop has a quality and service guarantee	5.35	1.08
Products of the latest style/model are available	5.64	1.04
The quality of the products is good	5.56	1.03
There is a good variety of products/brands	5.63	1.07
Staff	**5.33**	**1.01**
The staff have good product knowledge	5.38	1.14
The staff have a good service attitude	5.37	1.30
The staff have a good command of the language I speak	5.21	1.34
The staff provide prompt service	5.36	1.14
Payment	**5.36**	**0.99**
The prices are clearly displayed	5.27	1.22
The shop accepts different payment methods	5.46	1.09
Convenience	**5.19**	**0.88**
The shop provides the opportunity to try the products	5.43	1.14
The opening hours of the shop are convenient	5.19	1.17
The refund/return policy is simple and convenient	4.95	1.10
Promotion	**4.88**	**1.25**
The shop has attractive discounts	4.99	1.32
The shop gives out gifts and samples	4.87	1.47

Shopping Value

The results showed the respondents to have a higher level of agreement on the attainment of utilitarian value (mean = 5.12) than on the attainment of hedonic value (mean = 4.94). Hedonic value was found to have a stronger influence on both overall satisfaction and the subjective norm than utilitarian value. However, the perception of the respondents of hedonic shopping value was lower than that of utilitarian value, which implies that efforts should be made to enhance the hedonic value that is generated in shopping experiences.

Overall Satisfaction and Attitude

Overall, the respondents were satisfied with the shopping experience in Hong Kong, and had a mean satisfaction score of 7.04 out of 10. On the 10-point scale, ratings from 1 to 5 were considered to represent "dissatisfied to extremely dissatisfied" and 6 to 10 were considered to represent "satisfied to extremely satisfied." Based on the average scores of the three statements that measured satisfaction, 159 respondents (20.44%) gave a rating of between 1 to 5, and 619 respondents (79.59%) gave a rating of between 6 to 10. The attitude of the respondents toward shopping in Hong Kong in the future had a mean score of 7.12 out of 10. Again, based on the average scores of the two statements that measured attitude toward shopping in Hong Kong in the future, 161 respondents (20.69%) gave a rating of between 1 to 5, which represents a "negative to extremely negative attitude," and 617 respondents (79.31%) gave a rating of between 6 to 10, which represents a "positive to extremely positively attitude." This implies that over three

quarters of the respondents were satisfied to extremely satisfied with their shopping experience, and had a positive to extremely positive attitude toward shopping in Hong Kong in the future. The mean scores for the endogenous variables in the structural model are shown in Table 34.

Table 34: Mean scores for the endogenous variables in the structural model

Factor	Mean score (measured on a scale of 1 to 7, except for overall satisfaction and attitude, which were measured on a scale of 1 to 10)	Standard Deviation
Shopping values		
Hedonic value	4.94	1.04
Utilitarian value	5.12	1.27
Overall satisfaction	7.04	1.67
Attitude	7.12	1.76
Subjective norm	4.95	1.14
Behavioral intention	5.40	1.09

A scale of 1 to 7 was used to measure the shopping quality dimensions, shopping value, subjective norm, and behavioral intention. A scale of 1 to 10 was used to measure overall satisfaction.
*Indicates a significant difference at $\alpha \leq 0.05$.

Subjective Norm

Subjective norm represents the perceptions of the respondents of what important others thought about shopping and visiting Hong Kong in the future. As shown in Table 35, the mean score for this variable was 4.95 out of 7, which indicates that they only somewhat agreed that the important people in their life thought that they should visit and shop in Hong Kong in the future. Sixty-three percent of the respondents believed that the people who were important to them would approve of their shopping and visiting Hong

Kong in the future. About a quarter of the respondents were neutral about the opinion of the people who were important to them. These individuals are an important target market, and given the importance of social influence from referent members or peer groups, it would also make sense for retailers to target important others or reference groups.

Table 35: Approval and agreement of important others for respondents to visit and shop in Hong Kong in the future

	Frequency	Percentage
Strongly disagree	6	0.8
Disagree	22	2.8
Somewhat disagree	62	8.0
Neutral	200	25.7
Somewhat agree	274	35.2
Agree	178	22.9
Strongly agree	38	4.9
TOTAL	778	100.0

Subjective norm represents the perception of the respondents of whether the people who were important to them would agree with or approve of their shopping and visiting Hong Kong again in the future.

Behavioral Intention

Behavioral intention reflects the positive intention of the respondents to visit Hong Kong again, including whether they would tell others about shopping in Hong Kong, encourage other people to visit, return to Hong Kong themselves, and return even if it would be more expensive. The mean score for behavioral intention was 5.40 out of 7. Table 36 shows that over 70% of the respondents were somewhat likely to extremely likely to revisit Hong Kong in the future.

Table 36: Likelihood of respondents having positive behavioral intention in relation to visiting and shopping in Hong Kong in the future

	Frequency	Percentage
Not at all likely	9	1.2
Very unlikely	16	2.0
Somewhat unlikely	33	4.2
Neutral	141	18.1
Somewhat likely	289	37.2
Very likely	251	32.3
Extremely	39	5.0
TOTAL	779	100.0

Behavioral intention is a summated score of the four statements that represent this dimension.

Comparison of Respondents with Different Demographic and Travel Characteristics

Another objective of this research is to investigate whether mainland Chinese tourists differ in their perceptions of shopping quality, shopping value, overall satisfaction, subjective norm, and behavioral intention. The respondents were separated into different groups based on their demographic and travel characteristics, and the mean scores of the different constructs for each group were compared. The results of the comparisons are given in the following.

Gender

Table 37 shows that the male and female respondents had significantly different scores for the shopping quality dimension, with the female respondents scoring higher in the products and convenience sub-dimensions than the male respondents. There was no significant difference in the mean score between the two groups for any of the other shopping quality dimensions, and the order of ranking for the six shopping quality

dimensions was the same for both groups, with environment having the highest score, followed by products, payment, staff, convenience, and promotion.

The two groups differed in their mean scores for hedonic value, attitude, subjective norm, and behavioral intention. Both groups had higher scores for utilitarian value than hedonic value, but the female tourists obtained a significantly higher hedonic value from shopping experiences than the male tourists. They also had higher scores for attitude toward shopping in Hong Kong in the future, subjective norm, and behavioral intention than the male group.

Table 37: Comparison of the mean scores of the male and female respondents

	Male (n = 458)		Female (n = 320)				
Shopping quality dimension	Mean	Rank	Mean	Rank	Mean diff.	t-value	Sig.
Products	5.48	2	5.64	2	0.16	-2.739	0.006*
Payment	5.33	3	5.41	3	0.08	-0.998	0.319
Environment	5.61	1	5.66	1	0.05	-0.912	0.362
Promotion	4.91	6	4.84	6	-0.07	0.819	0.413
Convenience	5.12	5	5.28	5	0.16	-2.590	0.010*
Staff	5.31	4	5.35	4	0.04	-0.546	0.585
Shopping value							
Hedonic value	4.86		5.07		0.21	-2.899	0.004*
Utilitarian value	5.18		5.19		0.01	-1.214	0.225
Overall satisfaction	6.97		7.14		0.17	-1.435	0.152
Attitude	6.99		7.32		0.33	-2.544	0.011*
Subjective norm	4.89		5.05		0.16	-1.964	0.050*
Behavioral intention	5.29		5.56		0.27	-3.415	0.001*

A scale of 1 to 7 was used to measure the shopping quality dimensions, shopping value, subjective norm, and behavioral intention, and a scale of 1 to 10 was used to measure overall satisfaction.
*Indicates a significant difference at $\alpha \leq 0.05$.

Age

There was a significant difference in the product and payment, and overall satisfaction scores among visitors of different age groups. The respondents who were between 25 to 34 years old had significantly higher ratings for the perceived quality of products and payment than those between 45 to 54 years old. The respondents who were 55 or over had the highest overall satisfaction, and their ratings were significantly higher than the 45 to 54 age group. As shown in Table 28, there was no significant difference in the scores for the other shopping quality dimensions, shopping value, subjective norm, attitude, or behavioral intention.

Table 38: Comparison of the mean scores for respondents in different age groups

	Group 1	Group 2	Group 3	Group 4	Group 5	F	P	Difference in mean (Duncan)
Products	5.48	5.63	5.52	5.34	5.65	3.016	0.017*	2>4
Payment	5.29	5.46	5.39	5.16	5.20	2.411	0.048*	2>4
Environment	5.56	5.61	5.63	5.67	5.88	0.828	0.508	N/A
Promotion	4.90	4.87	4.93	4.82	4.88	0.174	0.953	N/A
Convenience	5.25	5.20	5.27	5.03	4.92	2.263	0.061	N/A
Staff	5.31	5.32	5.41	5.17	5.46	1.264	0.282	N/A
Hedonic value	4.89	4.97	4.93	4.88	5.22	0.730	0.571	N/A
Utilitarian value	4.94	5.21	5.12	4.95	5.54	2.108	0.078	N/A
Overall satisfaction	6.92	6.99	7.14	6.85	7.86	2.442	0.045*	5>4
Attitude	7.17	7.13	7.18	6.84	7.63	1.420	0.226	N/A
Subjective norm	4.89	5.03	4.98	4.71	5.14	2.050	0.086	N/A
Behavioral intention	5.41	5.46	5.38	5.21	5.71	1.785	0.130	N/A

A scale of 1 to 7 was used to measure the shopping quality dimensions, shopping value, subjective norm, and behavioral intention, and a scale of 1 to 10 was used to measure overall satisfaction.
*Indicates a significant difference at $\alpha \leq 0.05$.
Group 1: Below 25 (n = 89) Group 3: 35 to 44 (n = 232) Group 5: 55 and over (n = 28)
Group 2: 25 to 34 (n = 310) Group 4: 45-54 (n = 119)

Marital Status

The marital status of the respondents was compared, and the results in Table 39 show no significant difference among the different status groups for the shopping quality dimensions or the other dependent variables.

Table 39: Comparison of the mean scores for respondents of different marital status

	Group 1	Group 2	Group 3	Group 4	F	P	Difference in mean (Duncan)
Shopping quality dimension							
Products	5.58	5.57	5.53	5.88	0.262	0.852	N/A
Payment	5.40	5.41	5.34	5.75	0.315	0.815	N/A
Environment	5.62	5.55	5.65	5.88	0.498	0.684	N/A
Promotion	4.98	4.98	4.83	5.50	0.935	0.423	N/A
Convenience	5.15	5.30	5.17	6.00	1.367	0.252	N/A
Staff	5.27	5.40	5.33	6.00	0.631	0.595	N/A
Shopping value							
Hedonic value	4.96	5.02	4.92	4.75	0.309	0.819	N/A
Utilitarian value	5.18	5.27	5.07	5.50	0.989	0.397	N/A
Overall satisfaction	7.10	7.11	7.00	6.50	0.293	0.830	N/A
Attitude	7.27	7.20	7.07	6.25	0.702	0.551	N/A
Subjective norm	5.00	4.96	4.94	4.00	0.557	0.644	N/A
Behavioral intention	5.51	5.42	5.37	5.00	0.772	0.510	N/A

A scale of 1 to 7 was used to measure the shopping quality dimensions, shopping value, subjective norm, and behavioral intention, and a scale of 1 to 10 was used to measure overall satisfaction.
*Indicates a significant difference at $\alpha \leq 0.05$.

Group 1: Single (n = 139)
Group 2: Married without children (n = 123)
Group 3: Married with children (n = 514)
Group 4: Other (n = 2)

Educational Level

Similar to marital status, there was no significant difference in any of the dimensions between respondents with different educational levels, as shown in Table 40.

Table 40 Comparison of the mean scores for respondents of different education levels

	Group 1	Group 2	Group 3	Group 4	Group 5	F	P	Difference in mean (Duncan)
Shopping quality dimension								
Products	5.80	5.62	5.52	5.53	5.63	0.480	0.750	N/A
Payment	5.50	5.14	5.32	5.39	5.34	0.487	0.746	N/A
Environment	5.65	5.84	5.60	5.64	5.57	0.495	0.739	N/A
Promotion	4.40	4.50	4.80	4.89	5.08	1.350	0.250	N/A
Convenience	4.60	4.98	5.19	5.20	5.20	0.873	0.480	N/A
Staff	5.40	5.33	5.33	5.33	5.29	0.036	0.997	N/A
Shopping value								
Hedonic value	4.20	5.01	5.07	4.93	4.86	1.370	0.242	N/A
Utilitarian value	4.80	5.16	5.08	5.10	5.37	0.917	0.454	N/A
Overall satisfaction	5.93	7.59	7.06	6.97	7.36	2.161	0.072	N/A
Attitude	5.60	7.30	7.06	7.09	7.51	2.098	0.079	N/A
Subjective norm	4.50	5.14	5.00	4.97	5.15	1.215	0.303	N/A
Behavioral intention	4.75	5.39	5.39	5.39	5.57	1.006	0.403	N/A

A scale of 1 to 7 was used to measure the shopping quality dimensions, shopping value, subjective norm, and behavioral intention, and a scale of 1 to 10 was used to measure overall satisfaction.
*Indicates a significant difference at $\alpha \leq 0.05$.

Group 1: Primary or below (n = 5)
Group 2: Middle school (n = 22)
Group 3: High school (n = 144)
Group 4: College/university (n = 525)
Group 5: Master/PhD (n = 82)

Occupation

The occupation of the respondents did not have a significant effect on any of the dimensions, as shown in Table 41.

Table 41: Comparison of the mean scores for respondents of different occupations

	Group 1	Group 2	Group 3	F	P	Difference in mean (Duncan)
Products	5.55	5.49	5.55	0.209	0.811	N/A
Payment	5.35	5.35	5.48	0.504	0.605	N/A
Environment	5.63	5.61	5.68	0.147	0.864	N/A
Promotion	4.89	4.80	4.89	0.170	0.843	N/A
Convenience	5.20	5.17	5.06	0.728	0.483	N/A
Staff	5.33	5.39	5.29	0.171	0.843	N/A
Hedonic value	4.95	4.90	4.97	0.085	0.918	N/A
Utilitarian value	5.12	5.19	5.06	0.169	0.844	N/A
Overall satisfaction	7.00	7.21	7.23	1.008	0.365	N/A
Attitude	7.10	7.21	7.31	0.517	0.597	N/A
Subjective norm	4.97	4.85	4.90	0.460	0.631	N/A
Behavioral intention	5.40	5.39	5.39	0.004	0.996	N/A

A scale of 1 to 7 was used to measure the shopping quality dimensions, shopping value, subjective norm, and behavioral intention, and a scale of 1 to 10 was used to measure overall satisfaction.
*Indicates a significant difference at $\alpha \leq 0.05$.

Group 1: White collar (n = 641) Group 2: Blue collar (n = 74) Group 3: Not in workforce (n = 63)

Monthly Household Income

Table 42 shows that there was only a significant difference between respondents with different household incomes for two of the shopping quality dimensions. The group with the lowest monthly household income (below RMB2,000) gave the highest rating for environment, whereas there was no significant difference between the other three groups. Respondents with an income that ranged between RMB6,000 to 9,999 gave significantly higher ratings for promotion than those in the lowest income bracket.

Table 42: Comparison of the mean scores for respondents of different monthly household incomes

	Group 1	Group 2	Group 3	Group 4	F	P	Difference in mean (Duncan)
Products	5.58	5.53	5.61	5.49	0.785	0.502	N/A
Payment	5.41	5.30	5.49	5.34	1.621	0.183	N/A
Environment	5.98	5.66	5.59	5.46	6.935	0.000*	1>2,3,4
Promotion	4.57	4.84	5.04	4.93	3.000	0.030*	3>1
Convenience	5.17	5.15	5.25	5.20	0.558	0.643	N/A
Staff	5.46	5.31	5.40	5.24	1.277	0.281	N/A
Hedonic value	5.00	4.93	5.04	4.86	1.024	0.381	N/A
Utilitarian value	5.04	5.11	5.10	5.23	0.537	0.657	N/A
Overall satisfaction	7.09	7.10	7.01	6.96	0.298	0.827	N/A
Attitude	7.02	7.15	7.22	7.04	0.421	0.738	N/A
Subjective norm	4.72	5.00	4.95	5.00	1.397	0.242	N/A
Behavioral intention	5.28	5.42	5.43	5.39	0.426	0.735	N/A

A scale of 1 to 7 was used to measure the shopping quality dimensions, shopping value, subjective norm, and behavioral intention, and a scale of 1 to 10 was used to measure overall satisfaction.
*Indicates a significant difference at $\alpha \leq 0.05$.

Group 1: Less than RMB2,000 (n = 81)
Group 2: RMB2,000 to 5,999 (n = 329)
Group 3: RMB6,000 to 9,999 (n = 197)
Group 4: RMB10,000 or above (n = 167)

Origin

The origin of the respondents was also compared. Table 43 shows that the respondents from Eastern China gave significantly lower ratings for the quality of the shopping environment than those from Central and Western China, and that their rating of the quality of promotion was significantly higher than that of the other two groups.

Table 43: Comparison of the mean scores for respondents of different origins

	Group 1	Group 2	Group 3	F	P	Difference in mean (Duncan)
Products	5.55	5.52	5.58	0.149	0.861	N/A
Payment	5.38	5.35	5.25	0.723	0.486	N/A
Environment	5.56	5.78	5.84	5.949	0.003*	1<2,3
Promotion	5.00	4.59	4.56	8.746	0.000*	1>,2,3
Convenience	5.21	5.14	5.14	0.411	0.663	N/A
Staff	5.36	5.22	5.28	1.148	0.318	N/A
Hedonic value	4.96	4.85	4.97	5.95	0.552	N/A
Utilitarian value	5.16	5.02	5.05	0.882	0.414	N/A
Overall satisfaction	7.09	7.03	6.84	1.189	0.305	N/A
Attitude	7.18	7.16	6.84	2.007	0.135	N/A
Subjective norm	4.96	4.90	5.00	0.248	0.781	N/A
Behavioral intention	5.43	5.34	5.30	0.704	0.495	N/A

A scale of 1 to 7 was used to measure the shopping quality dimensions, shopping value, subjective norm, and behavioral intention, and a scale of 1 to 10 was used to measure overall satisfaction.
*Indicates a significant difference at $\alpha \leq 0.05$.

Group 1: Eastern China (n = 563) Group 2: Central China (n = 130) Group 3: Western China (n = 85)

Frequency of Visit

The respondents were also compared based on their travel characteristics, the results of which are shown in Table 44. A comparison of first-time visitors and repeat visitors to Hong Kong indicated that repeat visitors gave higher mean ratings for payment and promotion, whereas first-time visitors rated environment better than repeat visitors. This is probably due to the fact the first-timers had no previous experience of shopping in Hong Kong and thus had little basis for comparison. In contrast, the repeat visitors may have had higher expectations of shopping in Hong Kong based on their previous experiences. It is also possible that a safe, clean, and comfortable environment is already

the norm that repeat visitors expect, which may explain why the mean score for environment was lower among the repeat visitors than among the first-time visitors.

Payment and promotion also was found to be rated differently by the two groups, with repeat visitors giving a significantly higher rating than the first-timers. This may be because the repeat visitors had more opportunities to visit shopping venues and locations that do not specifically target tourists, and were able to experience and enjoy a greater variety of sales promotions and flexible payment terms.

As has been reported in earlier studies, previous experience in a destination influences the destination selection of tourists (Lam & Hsu, 2006; Oppermann, 2000), with tourists who are more familiar with a destination being more likely to revisit (Milman & Pizam, 1995) and those who have visited a destination being more likely to return to the same destination (Juaneda, 1996). However, the results of this study do not concur with these findings, as there was no significant difference between first-timers and repeat visitors in terms of behavioral intention to visit Hong Kong in the future. There was also no significant difference between the two groups in their perceptions of the other shopping quality dimensions, shopping value, overall satisfaction, attitude, and subjective norm.

Table 44: Comparison of the mean scores of first-timers and repeat visitors

	First-timers (n = 513)		Repeat visitors (n = 265)				
Shopping quality dimension	Mean	Rank	Mean	Rank	Mean diff.	t-value	Sig.
Products	5.51	2	5.61	1	0.10	-1.590	0.112
Payment	5.28	4	5.53	2	0.25	-3.481	0.001*
Environment	5.68	1	5.53	2	-0.15	2.371	0.018*
Promotion	4.77	6	5.11	5	0.34	-3.816	0.000*
Convenience	5.16	5	5.24	4	0.08	-1.221	0.224
Staff	5.29	3	5.41	3	0.19	-1.603	0.109
Shopping value							
Hedonic value	4.95		4.93		-0.02	0.305	0.760
Utilitarian value	5.08		5.22		0.14	-1.432	0.153
Overall satisfaction	7.06		7.00		-0.06	0.443	0.658
Attitude	7.12		7.13		0.01	0.154	0.694
Subjective norm	4.92		5.01		0.09	-1.037	0.300
Behavioral intention	5.35		5.50		0.15	-1.906	0.057

A scale of 1 to 7 was used to measure the shopping quality dimensions, shopping value, subjective norm, and behavioral intention, and a scale of 1 to 10 was used to measure overall satisfaction.
*Indicates a significant difference at $\alpha \leq 0.05$.

Main Purpose of Visit

The respondents who were visiting Hong Kong for leisure were compared to those who were visiting for business. Table 45 shows that there was no significant difference in terms of perceived shopping quality, shopping value, overall satisfaction, attitude, subjective norm, and behavioral intention to visit Hong Kong in the future between the two groups. Although the business travelers came to Hong Kong for business purposes, they may still have had the opportunity to do some shopping in their own time, and the condition of their shopping experience may have been similar to those who were

visiting for leisure purposes, except that they may have had less free time for shopping. Hence, it is not particularly surprising that there was no significant difference between the business and leisure travelers in their ratings of the different dimensions.

Table 45: Comparison of the mean scores of the leisure and business travelers

	Leisure (n = 546)		Business (n = 232)				
Shopping quality dimension	Mean	Rank	Mean	Rank	Mean diff.	t-value	Sig.
Products	5.54	2	5.55	2	0.01	-1.90	0.850
Payment	5.37	3	5.35	3	-0.02	0.189	0.850
Environment	5.66	1	5.56	1	-0.10	1.547	0.122
Promotion	4.85	6	4.96	6	0.11	-1.113	0.266
Convenience	5.17	5	5.22	5	0.05	-0.631	0.528
Staff	5.34	4	5.31	4	-0.03	0.360	0.719
Shopping value							
Hedonic value	4.97		4.89		-0.08	1.005	0.315
Utilitarian value	5.08		5.23		0.15	-1.459	0.145
Overall satisfaction	7.03		7.05		0.02	-1.01	0.919
Attitude	7.08		7.24		0.16	-1.189	0.235
Subjective norm	4.92		5.05		0.13	-1.454	0.146
Behavioral intention	5.38		5.44		0.06	-6.50	0.516

A scale of 1 to 7 was used to measure the shopping quality dimensions, shopping value, subjective norm, and behavioral intention, and a scale of 1 to 10 was used to measure overall satisfaction.
*Indicates a significant difference at $\alpha \leq 0.05$.

Type of Travel Arrangement

The respondents with different travel arrangements were compared to determine whether there were any differences in their perceptions of shopping quality. The results are shown in Table 46, from which it can be seen that only the perception of payment differed between the different travel arrangement groups. Visitors who came to Hong

Kong with only transportation and accommodation arranged through a travel agent had a lower perception of the quality of payment compared to those who came by their own arrangement and those whose travel was arranged by their company.

The perception of shopping value, overall satisfaction, subjective norm, attitude, and behavioral intention were also compared. The respondents who visited Hong Kong with only their transportation and accommodation arranged by a travel agent gave a higher rating for hedonic value than utilitarian value, whereas the reverse was true for the other groups. This group also had the highest score for hedonic value of all of the groups. As this group of respondents had no structured itinerary, they had more flexibility in choosing shopping venues. However, although visiting non-traditional tourist shopping areas may be an adventurous and exciting experience, it might not necessarily have fulfilled their utilitarian objectives. This group had lower mean scores for attitude, subjective norm, and behavioral intention than visitors with other types of travel arrangements.

Table 46: Comparison of the mean scores of respondents with different travel arrangements

	Group 1	Group 2	Group 3	Group 4	F	P	Difference in mean (Duncan)
Shopping quality dimension							
Products	5.55	5.28	5.62	5.53	2.051	0.11	N/A
Payment	5.31	5.08	5.51	5.37	2.842	0.04*	3,4>2
Environment	5.70	5.58	5.57	5.59	1.211	0.31	N/A
Promotion	4.76	4.82	5.09	4.89	2.654	0.06	N/A
Convenience	5.14	5.04	5.28	5.20	1.333	0.26	N/A
Staff	5.40	5.03	5.35	5.29	1.869	0.13	N/A
Shopping value							
Hedonic value	4.94	5.45	5.11	4.89	3.696	0.01*	2>1,3,4
Utilitarian value	5.02	4.88	5.29	5.17	2.285	0.08	N/A

Table 46: Comparison of the mean scores of respondents with different travel arrangements (cont'd)

	Group 1	Group 2	Group 3	Group 4	F	P	Difference in mean (Duncan)
Overall satisfaction	6.96	6.59	7.24	7.07	2.183	0.89	N/A
Attitude	7.00	6.38	7.36	7.23	4.499	0.004*	1,3,4>2
Subjective norm	4.94	4.48	5.02	5.01	2.987	0.03*	1,3,4>2
Behavioral intention	5.36	5.04	5.56	5.39	2.994	0.03*	1,3,4>2

A scale of 1 to 7 was used to measure the shopping quality dimensions, shopping value, subjective norm, and behavioral intention, and a scale of 1 to 10 was used to measure overall satisfaction.
*Indicates a significant difference at $\alpha \leq 0.05$.

Group 1: Full package tour (n = 305).
Group 2: Only transportation and accommodation arranged through an agent (n = 43).
Group 3: Own arrangement/non-package (n = 186).
Group 4: Travel arranged by company (n = 244).

CHAPTER FIVE

DISSCUSSION, CONCLUSION, AND LIMITATIONS

This chapter summarizes the results of the study and discusses the theoretical and managerial implications of the findings. The limitations of the study and directions for further research are also presented.

Summary and Discussion of Findings

The main purpose of this study is to create a model of the behavioral intention of mainland Chinese tourists visiting Hong Kong, and to test the relationships among the different constructs and investigate the theoretical and empirical evidence for the causal relationships among the different dimensions of shopping quality, shopping value, overall satisfaction, subjective norm, and behavioral intention. The study also examines whether visitors with different demographic and travel characteristics differ in their perceptions of shopping quality, shopping value, overall satisfaction, subjective norm, and behavioral intention. The main findings that pertain to each of the research objectives are summarized in the following.

Research question 1: What are the inter-relationships among the constructs of tourist perceptions of shopping quality, the shopping values that are attained, overall satisfaction, attitude toward visiting and shopping in a destination, and the subjective norm of future intention to revisit the destination?

Table 47 shows a summary of the results of the hypotheses testing. The results indicate that not all of the dimensions of shopping exert an influence on the shopping value that is attained, with only environment, promotion, and convenience having a positive influence on both hedonic and utilitarian value.

These findings provide a different picture to that presented in an earlier study of customers in a retail food-service setting (Park, 2004). In this study, the staff variable was not found to have a significant relationship with either hedonic or utilitarian value, whereas Park found staff to be highly correlated with both hedonic and utilitarian value. Promotional incentives and environment were found to have a significant relationship with both hedonic and utilitarian value in this study, but were found to have a significant relationship only with utilitarian value in Park's study.

Although products, staff, and payment were found to have an insignificant influence on shopping value, the modification indices and other research indicate that products have a direct influence on behavioral intention and staff have a direct influence on overall satisfaction. Hence, certain dimensions of shopping quality contribute to overall satisfaction both directly and indirectly via hedonic and utilitarian value.

Shopping value was found to have a significant positive influence on overall satisfaction with the shopping experience and the subjective norm. When the respondents perceived that they had attained a higher level of hedonic and utilitarian value, they

tended to report a higher level of overall satisfaction with their shopping experience and higher scores for the subjective norm.

Overall satisfaction was also found to have significant influence on attitude toward shopping in Hong Kong in the future, which in turn was found to have a significant influence on behavioral intention. Similarly, in the study of Hsu, Yen, Chiu and Chang (2006) on online shopping behavior, the attitude that was formed after engaging in online shopping was found to have a significant positive influence on intention to continue to shop online, but satisfaction with the online shopping experience did not influence the formation of attitude toward the same act in the future, although it did have a direct positive influence on behavioral intention.

In this study, subjective norm had a significant influence on future behavioral intention. Lam and Hsu (2006) also found the same relationship between these two constructs, although the relationship between attitude and behavioral intention was not supported in their study. The influence of the subjective norm on behavioral intention in this study was almost twice as great as the influence of overall satisfaction, which suggests that even though the mainland Chinese tourists were satisfied with the shopping experience in Hong Kong, their perception of the opinion of people who were important to them had more weight in influencing their positive behavioral intention to visit Hong Kong in the future. This very much corresponds to the characteristics of Chinese decision making, which according to Yates and Lee (1996) is largely determined by collectivism. Collectivism is a result of the influence of the Confucian tradition in the realm of child socialization, in which responsibility toward the family, the interdependence of family members, and respect for parents are key themes. Whereas children in Western societies

are taught to value independence and individualism, in Chinese cultures a broader social responsibility is emphasized, with a particular emphasis on socially desirable and culturally approved behavior such as ensuring social harmony.

Social sensitivity may be another factor that explains why the subjective norm was found to have a greater impact on the behavioral intention of the mainland Chinese respondents. Gabrenya and Hwang (1996) suggested that attentiveness and sensitivity to the needs of others is a key ingredient of "li" (禮). In addition, the strong social orientation of Chinese people makes it difficult at times for people to abstract themselves from the interpersonal demands of a situation, and the perceptions and actions of others are always considered in making decisions.

Earlier studies of the travel behavioral intention of tourists using the TRA or TPB showed varied results. The study of Lam and Hsu (2004) on the intention of mainland Chinese travelers to visit Hong Kong using the TPB showed the subjective norm to have an insignificant influence on behavioral intention, whereas attitude toward traveling had a significant influence. However, in another study on the intention to visit Hong Kong among Taiwanese travelers, subjective norm was found to have a significant influence on behavioral intention, whereas attitude toward traveling did not. Both of these studies applied the TPB plus an additional variable of past behavior in their model of destination choice intention. The difference between the results of these previous studies and this research may be due to the fact that the current study looks specifically at tourism shopping in relation to the future behavioral intention of tourists to revisit Hong Kong. More results are needed to confirm the significance of social pressure and reference groups on travel-related decisions.

The results of this study also highlight new paths between the various constructs in the proposed model. As has been discussed, the staff variable was found to have a direct positive influence on overall satisfaction, but not on hedonic and utilitarian value as proposed in the initial model. Heung and Cheng (2000) found staff service quality to have a significant effect on the satisfaction of tourists with shopping in Hong Kong, indeed, it was the most important factor that influenced overall shopping satisfaction. However, although the results of this study also reveal a significant relationship between staff quality and overall satisfaction, the impact was weaker than the influence of hedonic and utilitarian values on overall satisfaction.

The products construct was also found to have a positive direct influence on behavioral intention, which implies that the quality of products as perceived by the respondents did not necessarily contribute to the hedonic and utilitarian shopping value that they attained, as originally proposed, but did directly influence their behavioral intention to visit and shop in Hong Kong again. The study of Boyer and Hult (2005) on consumer behavioral intention to engage in online purchasing also found that product quality was directly correlated with increased customer behavioral intention. This is likely to be the case in the context of shopping, because a shopping experience involves two main components: the product being purchased and the process of making the purchase. It is possible that product quality did not contribute to the realization of hedonic and utilitarian shopping value in this study but did directly influence behavioral intention because compared to the process of shopping, the product itself is a more tangible entity that tourists can associate with their intention to visit and shop in the place

of purchase again. It is also easier to communicate and influence the behavioral intention of others using products because of their tangibility.

Kim and Littrell (1999) similarly suggested that perceived uniqueness and the aesthetic characteristics of souvenir items have a direct influence on the purchase intention of tourists. Both their results and the results of this study confirm the direct relationship between the perceived quality of products and future behavioral intention to revisit and shop in a destination.

The second new path was found between overall satisfaction and the subjective norm, which implies that overall satisfaction influences tourist perceptions of the views of the people who they find important. According to Hsu et al. (2006), who used an extension of the theory of planned behavior to investigate online shopping behavior, positive disconfirmation has a positive influence on the interpersonal influence (subjective norm) of users. This disconfirmation is formed after comparing expectations with the actual online shopping experience, and is thus an after-the-fact direct comparison. Similarly, in this study the respondents were asked to evaluate their overall satisfaction after the experience, which led to the new path between overall satisfaction and the subjective norm.

Table 47: Summary of the results of the tests of the hypotheses

Hypothesis	**Path**	**Result**
H1: The perceived shopping quality positively influences hedonic value		
H1a	Product → Hedonic value	Not supported
H1b	Payment → Hedonic value	Not supported
H1c	Environment → Hedonic value	Supported
H1d	Promotion→ Hedonic value	Supported
H1e	Convenience→ Hedonic value	Supported
H1f	Staff → Hedonic value	Not supported

Table 47: Summary of the results of the tests of the hypotheses (cont'd)

Hypothesis	Path	Result
H2: The perceived shopping quality positively influences utilitarian value		
H2a	Product → Utilitarian value	Not supported
H2b	Payment → Utilitarian value	Not supported
H2c	Environment → Utilitarian value	Supported
H2d	Promotion → Utilitarian value	Supported
H2e	Convenience→ Utilitarian value	Supported
H2f	Staff → Utilitarian value	Not supported
H3: Hedonic value positively influences overall satisfaction with the shopping experience in the destination		Supported
H4: Utilitarian value positively influences overall satisfaction with the shopping experience in the destination		Supported
H5: Hedonic value positively influences the subjective norm		Supported
H6: Utilitarian value positively influences the subjective norm		Supported
H7: Overall satisfaction positively influences attitude toward shopping in the destination in the future		Supported
H8: Subjective norm positively influences behavioral intention		Supported
H9: Attitude positively influences behavioral intention		Supported
New paths		
	Staff → Overall satisfaction	New
	Product → Behavioral intention	New
	Overall satisfaction → Subjective norm	New

Research question 2: Which shopping quality dimension has the greatest ability to explain hedonic and utilitarian shopping values?

Among the three significant shopping quality dimensions, promotion had the strongest influence on the two types of shopping values, followed by convenience and environment. Promotion included the availability of discounts and samples, both tangible entities that tourists can recognize, which explains why they significantly influence the attainment of shopping value through the shopping experience. Samples are something that tourists can take away from the shopping experience, and it is easier for tourists to associate them with the values or benefits that the shopping experience helped them to achieve. The availability of attractive discounts and special offers also contributed to both

hedonic and utilitarian shopping value. It is possible that the monetary savings that tourists make get during shopping help them to realize their shopping value, and this is likely to be especially so with independent retail operations or open markets, where goods and products are not necessarily sold at fixed prices and retailers often use discounts and special offers to attract more customers. The monetary savings from such transactions may contribute to the attainment of utilitarian shopping value. Furthermore, tourists may also obtain enjoyment and excitement during the process of negotiation and bargaining with sales people, and thus it may be possible that promotions help tourists to realize hedonic value through the shopping experience.

Environment had the weakest influence on the two types of shopping values of all of the shopping quality dimensions, a result that concurs with findings of earlier studies on store and shopping mall environments and highlights the important influence that the servicescape has on the behavior and behavioral intention of customers (Lucas, 1999; Wakefield & Blodgett 1994, 1996).

Research question 3: Which shopping quality dimension has the greatest ability to explain the behavioral intention of tourists in relation to visiting and shopping in a destination?

Although the results of this study confirm the validity of the TRA in predicting behavioral intention in relation to visiting and shopping in a destination in the future, simply understanding tourist attitudes toward shopping in Hong Kong and knowing about the impact of social or peer pressure on behavioral decisions will not help retailers to determine what they can do to enhance the behavioral intention of mainland Chinese

tourists. Rather, it is more meaningful to find out what retailers could do to influence tourists, which can be achieved by looking at the impact of the different dimensions of shopping quality, as these can be controlled by retail operators.

Not all of the six shopping quality dimensions in the model were found to influence behavioral intention. Table 31 reveals that the products dimension had the strongest total impact on behavioral intention, followed by promotion, convenience, and environment. Payment and staff were found to have an insignificant influence on behavioral intention, although staff was found to have a direct influence on overall satisfaction and an indirect influence on attitude toward shopping in Hong Kong in the future.

Research question 4: Which shopping value has the greatest impact on overall satisfaction and the subjective norm of visiting and shopping in the same destination in the future?

Hedonic value had a stronger influence on both overall satisfaction and subjective norm, and thus influenced behavioral intention. These results support those from earlier research that suggested that hedonic value is more strongly related to customer patronage intention than utilitarian value (Babin & Attaway, 2000; Park, 2004; Stoel et al., 2004). This implies that to create satisfaction among customers, it is important that they are able to realize both their hedonic and utilitarian value through the shopping experience, as both play a significant role in influencing future behavioral intention. However, it would be more effective to increase the perceived hedonic value of tourists, given that it has a stronger influence on overall satisfaction and the subjective norm.

Research question 5: Which construct of the theory of reasoned action model has the strongest impact on the behavioral intention of tourists in relation to visiting and shopping in a destination?

Product quality, attitude toward shopping in Hong Kong in the future, and the subjective norm were found to influence behavioral intention in relation to visiting Hong Kong. Of the three variables, subjective norm had the strongest impact on behavioral intention, with a standardized coefficient of 0.44 compared to 0.23 for attitude and 0.17 for products. Lam and Hsu (2006) also found subjective norm to have the strongest impact on behavioral intention compared to the other constructs of past behavior and perceived behavioral control. Attitude was found to have an insignificant influence on behavioral intention. As is discussed in Research question 1, the results are reasonable for Chinese respondents due to the influence of the Confucian tradition, social harmony, and the believe in "*li*" and respect. When engaging in leisure travel, which is an occasion when people tend to travel with their family members or people who are close to them, the perception of travel companions is likely to be important, especially given that there is a high possibility that they will travel together again. The experiences of travel companions may therefore influence the attitude and behavioral intention of tourists.

Research question 6: How do tourists evaluate the quality and value of their shopping experiences?

The perceptions of quality among the mainland Chinese tourists in this study was evaluated based on the summated score for each of the shopping dimensions. Shopping environment had the highest mean score, followed by products, payment, staff,

convenience, and then promotion. The shopping environment provides the venue in which customers interact with staff, other customers, and the different products and goods that are available. Safety, cleanliness, comfort level, and stylish and modern decoration are all important components of a facilitative shopping environment. Retailers in Hong Kong have done much to enhance the enjoyment of shopping. Safety and cleanliness are basic requirements, but it is also necessary to make the venue comfortable by providing rest areas with couches in retail outlets, for example. Some department stores even have coffee shops or snack bars where shoppers or their companions can rest while shopping. Compared to similar shopping venues in mainland China, retail facilities in Hong Kong are generally perceived to be of a very high standard, and to be stylish and modern in their design.

Promotion was rated the lowest among the different shopping dimensions, which is similar to the results of the study that was conducted by the QTSA of Hong Kong in 2004 (QTSA, 2004), which found that mainland Chinese tourists consider cash discounts on goods to be attractive sales features, and were not entirely pleased with the discounts and promotions that are offered in Hong Kong. In this study, promotion was found to have the most influence of all of the shopping quality dimensions on shopping values, but the perception of the mainland Chinese respondents regarding the quality of promotions was the lowest among the six dimensions.

The mainland Chinese tourists were more influenced by utilitarian value than hedonic value in their shopping experiences, and the majority had a list of items that they wanted to purchase for themselves or for others while in Hong Kong. As discussed in the previous chapter, many mainland Chinese tourists buy cosmetics, gold and jewelry, and

electronic appliances in Hong Kong in the knowledge that they are of a higher quality and more fashionable. It is also very convenient for tourists to shop in Hong Kong, as the opening hours of most retail stores, department stores, shopping malls, and open markets are long and the locations convenient. For the respondents who came to Hong Kong on all-inclusive package tours, shopping was included as part of their itinerary, and they had a more than ample opportunity to successfully make purchases. Hence, it was easy for these respondents to obtain utilitarian value (attainment of goals, accomplishment of purchase tasks, and so on) from the shopping experience in Hong Kong.

The overall satisfaction of the respondents with the shopping experience in Hong Kong was relatively high, with a score of 7.02 out of 10. Note that this represents an evaluation of their overall satisfaction with the shopping experience in Hong Kong, and that the shopping occasions or encounters were not necessarily the same for all of the respondents, who were only interviewed about the shopping experience in which they had participated immediately before the interview, although the rating also reflects their overall satisfaction with shopping in Hong Kong in general.

This result somewhat contradicts the recent news reports about the dissatisfaction of mainland Chinese tourists who join "zero-fee tours" to Hong Kong, in which shopping is a major component of the itinerary. These reports have featured stories of mainland Chinese tourists being forced to stay in shops for extended periods and being pressured into buying things that they did not want, or being taken to unpleasant locations as a punishment for refusing to purchase goods or not spending the expected amount (Chen & Xin, 20006). The respondents in this study gave quite a positive evaluation of their shopping experience in Hong Kong, and seemed to be generally satisfied. This

discrepancy may be due to the fact that the respondents in this study comprised not only tourists on all-inclusive package tours, but also independent leisure and business travelers. Independent travelers, and especially those who travel under the IVS or visit Hong Kong for business purposes, are more likely to be able to decide where they want to shop and what they want to buy.

Research question 7: What are the attitudes of tourists toward shopping, the perceptions of the people who are important to them of visiting and shopping in a destination and their behavioral intention?

An attitude toward a certain type of behavior is believed to be formed after a person has learned about the behavior through personal experience through the evaluation of the experience (Ajzen & Fishbein, 1980). This means that after a shopping experience, tourists are likely to evaluate the specific experience and form an attitude toward shopping at the destination in general. The mean score of the attitude of the respondents was 7.12 out of 10, which indicates a very positive attitude toward shopping in Hong Kong in the future. As reported in the previous chapter, almost 80% of the respondents were satisfied and had a positive attitude toward shopping in Hong Kong, and there was also a very strong positive relationship between overall satisfaction and attitude. If a person is not happy with the shopping experience, then the possibility of that person having a negative attitude toward shopping will be higher. The subjective norm reflects the approval of the important others of the respondents regarding their shopping and visiting Hong Kong in the future. Sixty-three percent of the respondents agreed that the people who were important to them would approve or agree that they should visit and

shop in Hong Kong again. Almost three quarters of the respondents indicated that they would be likely to return to Hong Kong and would tell people about their experience and encourage them to visit Hong Kong.

The results imply that, in general, mainland Chinese tourists have a very positive attitude toward shopping in Hong Kong and also perceive the people who are important to them to have similar a perception of shopping in Hong Kong. The majority of the respondents intended to return or spread positive word of mouth about Hong Kong. As mentioned in the discussion of Research question 1, as subjective norm and attitude both have a positive influence on behavioral intention, it is important for retailers to understand what creates a positive attitude and a favorable subjective norm.

Research question 8: Do mainland Chinese tourists with different demographic and travel characteristics differ in their perceptions of shopping quality, shopping value attained, overall shopping satisfaction, attitude, subjective norm, and behavioral intention to visit and shop in Hong Kong?

Mainland Chinese tourists with certain demographic characteristics were found to give different ratings of perceived shopping quality, shopping value, overall satisfaction, attitude, subjective norm, and behavioral intention to visit and shop in Hong Kong in the future. The respondents were found to differ in their perceptions of certain shopping quality dimensions, hedonic value, subjective norm, and behavioral intention by gender. The female respondents gave higher evaluations of the products and convenience dimensions of shopping, and also attained a higher hedonic value from the shopping experience than their male counterparts. They also gave higher ratings for attitude toward

shopping in Hong Kong in the future and subjective norm, which implies that they also perceived that the people who were important to them would agree and approve of their returning to Hong Kong. Finally, their own intention to return was also greater than that of the male respondents. Although other demographic characteristics such as age, occupation, and monthly household income were also demonstrated to have an influence on the various constructs, the differences were found mainly in the two shopping quality dimensions of products and environment.

Respondents in different age groups showed significant differences in the products, payment, and overall satisfaction dimensions. Hong Kong as a famous shopping paradise has a reputation of having products of the latest styles and technology, and is able to please the younger group of customers between the ages of 25 and 34. Payment was another aspect that this group rated higher than the respondents who were between 45 and 54 years old. It may be that the younger group of tourists was able to enjoy using different payment methods, including credit cards and RMB, as this age group is both more likely to possess a credit card and to use it. The respondents who were 55 and over gave the highest overall satisfaction rating, significantly higher than that of the 45 to 54 age group. This may be because older people do not have high expectations of the shopping experience and are more easily pleased, which leads to a higher level of overall satisfaction.

Respondents from different income groups were demonstrated to have significantly different perceptions of the quality of the environment and promotion dimensions. The lowest income group (monthly household income of less than RMB2,000) gave the highest evaluation for the environment dimension. Compared to the

other groups, the respondents in the lowest income group may not have had much opportunity to experience different shopping environments, either domestically or internationally, and their expectations are likely have been lower, which in turn caused them to have a higher perceived quality of the shopping environment that they experienced in Hong Kong. However, this group's rating of the promotion dimension was significantly lower than that of the respondents in the higher income range of between RMB6,000 and 9,999. It is possible that this group of tourists did not have a strong intention to shop in Hong Kong due to their low income level, and did not perceive promotions to be relevant in encouraging them to make purchases.

There were also differences in the perception of respondents from different parts of China of the environment and promotion dimensions. The respondents from Eastern China gave significantly lower ratings for environment than those who came from Central and Western China, but gave a higher rating of the perceived quality of promotion. This result fits the results of the comparison based on different income groups. People from Eastern China usually have a higher income and more disposable income and opportunity to shop, both at home and overseas. Due to their higher disposable income, this group of visitors is possibly prepared to spend a larger portion of their traveling budget on shopping in Hong Kong, and would find promotions to be more attractive in making purchases. Conversely, visitors from Western and Central China may not be prepared to spend much on shopping, and would not be induced to make purchases as a result of promotions.

Respondents with different travel characteristics were found to have different mean scores for the different constructs. First-time visitors and repeat visitors gave

different ratings for environment, payment, and promotion. Visitors using different travel arrangements also gave different responses, with the main difference coming from those who had their travel and accommodation arrangements made by travel agents. The other groups did not show significant differences in their perceptions of shopping quality, shopping value, overall satisfaction, attitude, subjective norm, and behavioral intention.

The results of this study support earlier studies that found that tourists and consumers with different demographic and socioeconomic characteristics have different levels of travel expenses (e.g., Mok & Iverson, 2000), perceptions of service quality received at retail shops (Yuksel, 2004), perceptions of shopping value (Michon & Chebat, 2004), and shopping behavior and preferences (Oh et al., 2004, Yuksel, 2004). The results also imply that the profiles of mainland Chinese tourists could be further researched to achieve a better understanding and targeting of this group of tourists.

Theoretical Implications

This study is guided by the theory of reasoned action (TRA) that was developed and modified by Fishbein and Ajzen (Fishbein & Ajzen, 1975; Ajzen & Fishbein, 1980). The model and its variations have widely been used by socio-psychological, tourism, and leisure researchers to investigate human behavior. According to Fishbein and Ajzen (1975), a person's intention to perform a specific type of behavior is a function of that person's attitude toward the behavior and the subjective norm to which the person is subject. However, for tourism and hospitality service operators, being able to identify a positive attitude toward a type of behavior or subjective norm does not help them to

better serve their customers. It is more important for them to understand what they can do to create a positive attitude and how they can manipulate the areas that they can control. In the field of marketing and consumer behavior, service quality, customer satisfaction, and value models are often used to predict the purchase behavior and intention of customers, but hitherto there has been no attempt to link these models to understand human behavior.

As tourism shopping is a combination of tourism, leisure, and consumer purchase behavior, the model that is proposed in this study is a combination of the TRA model that is used in socio-psychological, tourism, and leisure behavior studies, and the service quality, satisfaction, and value models that have been widely adopted in consumer behavior studies. As suggested by Eagly and Chaiken (1993), customer perceptions of the quality of products and service attributes are factors that are external to the original TRA model, and thus the proposed model suggests that customer evaluations of the different aspects of shopping quality influence their perception of the value that is attained during and after a shopping experience, which in turn influences their level of satisfaction. Customer satisfaction is therefore antecedent to the formation of attitudes and subjective norms toward shopping.

The results of the study support the proposed model and confirm that it is appropriate for use in understanding the behavioral intention of tourists in relation to visiting and shopping in Hong Kong again and spreading positive word-of-mouth about Hong Kong to others. The hypothesized model also attempts to understand the influence of the antecedents of the two constructs of the TRA model. Overall customer satisfaction toward the shopping experience was found to have a significant positive relationship with

attitude to visiting and shopping in Hong Kong in the future, shopping values were found to have a positive significant influence on customer satisfaction and the subjective norm, and perceived shopping quality was found to have a significant influence on shopping value. This shows that the model successfully demonstrates the applicability of the TRA model and its antecedents in the context of tourism shopping behavioral intention.

A 26-item scale was developed to measure tourist perceptions of shopping quality. Although existing scales are available to measure shopping quality, the dimensions of a tourism shopping experience may differ from those of the domestic shopping experiences that such scales are designed to measure in terms of the nature of the experience and types of products purchased. The scale in this study was developed based on scales that measure the quality of shopping, tourism, and leisure related experience, with the addition of attributes that are specifically relevant to mainland Chinese tourists, such as the display of prices and the availability of different payment methods. The results of the confirmatory factor analysis showed the tourism shopping quality scale to have a good fit, and it can be concluded that the purposely developed tourism shopping scale to measure the perceived shopping quality among mainland Chinese tourists is able to reflect the nature of tourism shopping in the Chinese context. However, although the scale appears to be appropriate and useful, validation with other Chinese tourists (including other mainland Chinese, Taiwanese, and Hong Kong tourists) is necessary.

The results of the study reveal that not all of the shopping experience dimensions had a significant impact on hedonic or utilitarian shopping values, and some were found to have a significant direct relationship with other endogenous constructs. For example, the staff variable did not have significant influence on either hedonic or utilitarian

shopping value, but did have a significant influence on overall satisfaction with the shopping experience. This result concurs with other studies that have found staff to have a significant relationship with overall satisfaction, and also implies that not all aspects of a shopping experience contribute to the realization of the value that customers attain from the shopping experience. In this case, the staff variable did not influence value, but did directly influence overall satisfaction, or the emotional feeling about the shopping experience. Products was another shopping experience dimension that had no significant influence on shopping values. However, it was shown to have a direct relationship with behavioral intention in relation to visiting Hong Kong again and spreading positive word-of-mouth about Hong Kong. As the shopping experience encompasses two main components – the product being purchased and the process of purchasing – this result indicates that products have a direct impact on the intention of tourists to return to a destination or tell others about it, but that this influence does not have to go through values and satisfaction: having good quality product is a determinant of positive behavioral intention by itself. This finding indicates that variables other than the subjective norm and attitude toward shopping may have a direct impact on behavioral intention, as has been found in other studies that have adopted the TRA, TPB, and their modified versions.

The shopping value scale that was developed by Babin et al. (1994) was adopted in this study, but it was found after the original instrument was translated into Chinese and back into English that the original meaning of some statements had become distorted. During the pilot test, some of the statements in Chinese appeared to communicate similar concepts to the respondents, and thus the number of items in the scale was reduced and

some of the wording modified. This highlights that scales that are originally developed in English and used in a Western context cannot be adopted without change simply by translating the statements in English into other languages, as such statements may not carry the same weight of meaning in other languages.

Managerial Implications

The results of this study can be used by retail operators to better understand the shopping quality dimensions that contribute to the attainment of hedonic and utilitarian values and customer satisfaction. Customers expect to be satisfied, and simply focusing on customer satisfaction is not sufficient. To make customers and tourists return, their attitude toward behavior and their perceptions of the opinions of the people who are important to them as regards behavior must be influenced. As customer satisfaction was found to have significant influence on both the subjective norm and attitude, it is suggested that the enhancement of customer satisfaction could be achieved through the provision of appropriate shopping experiences to help customers to attain their shopping values.

The instrument that was developed for this study can be used as a tool for retail operators to monitor the quality of the shopping experience that is delivered by their establishments, and to identify areas that need improvement. The instrument also allows retail operators to determine which aspects of the shopping experience significantly influence the realization of customer values, their overall satisfaction, and ultimately their intention to visit a destination again and spread positive word-of-mouth about their experiences. As it is not practical for retailers to constantly upgrade all aspects of the

shopping experience due to limited resources and other constraints, retail operators need to be selective in the approaches that they use to create the best possible outcome for customers, and should thus invest resources in the areas that make the greatest contribution to the realization of value, overall satisfaction, subjective norm, and behavioral intention among customers. Each shopping quality dimension makes a different contribution to shopping value, overall satisfaction, and behavioral intention, and the identification of the relative contributions will help retailers to prioritize resources accordingly.

The results of this study also show that promotion made the greatest significant contribution to both hedonic and utilitarian shopping value, and it would be appropriate for retailers to consider investing resources in this area. Free samples and gifts can be given to tourists to enhance the utilitarian value of their shopping experience, as they can take the samples and gifts home either for their own consumption, as souvenirs of their visit to Hong Kong, or as gifts for their friends and relatives. Such samples or gifts should bear the name of the company to reinforce the recognition of the store name, which may increase the possibility that the end user will shop in the same store when visiting Hong Kong in the future. Promotions can also influence the attainment of hedonic value. Offering special discounts only to mainland Chinese tourists, for example, will make them feel "special." Shopping malls and department stores can also consider using thematic promotions or events to attract attention and help customers to attain hedonic shopping value.

Convenience ranked second in importance in influencing the attainment of shopping value among the tourists who were questioned, perhaps because most stayed

only a few days in Hong Kong, and some only came for a day-trip. Hence, extended opening hours and convenient returns and refund policies would enhance the shopping experience of such tourists. An important objective for short-stay tourists should be to make shopping a hassle-free experience, which can be achieved through additional services, such as delivery and the provision of directional maps for shopping malls and department stores.

Environment ranked third in terms of importance to shopping value. Cleanliness, safety, and the design of the displays and layout of the shopping venue all go toward creating an appropriate environment that facilitates the shopping experience. The design of a shopping venue should aim to create an atmosphere that makes shopping there more enjoyable. As most mainland Chinese tourists tend to travel with companions (either family members, their spouse, or friends), an environment that facilitates the enjoyment of both tourists and their companions is important. Stores should consider having rest areas where companions can rest to wait for the shoppers. This would encourage shoppers to stay longer in the shop, and the longer shoppers stay in a shop, the greater the likelihood that they will make purchases. Furthermore, if the companions have a better experience, then they will feel positive about shopping, and will be more likely to approve of their friends visiting and shopping in Hong Kong in the future.

Although staff and products did not have a significant relationship with shopping value, they did have a significant direct influence on overall satisfaction and behavioral intention, respectively. Qualified staff with good language skills, product knowledge, and service attitude are essential in improving the overall satisfaction of tourists. Guy Salter, Deputy Chairman of the Walpole Group of London, strongly believes that for retailers to

outperform competitors, it is important to use "old skills" in a "new medium" (Salter, 2006). Old skills include the personal touch and having a relationship with customers, and the new medium means the use of technology to communicate with customers. To enhance such personal relationships and communication, retail stores should be designed to facilitate interaction between customers and salespeople. Salter (2006) also pointed out that the majority of stores are not designed so that customers can see and communicate with staff, and do not display goods in a way that helps customers to find what they want. More effort is therefore needed to design stores that facilitate communication between customers and staff and make the shopping experience easier for customers.

Finally, having quality products is obviously important in creating a positive behavioral intention, as the products themselves are the key outcome of the shopping experience. In Hong Kong, bearing the Quality Tourism Services and "No fakes" designations will help shops to convey the message to tourists that the products that they sell are of good quality and authentic. This approach would work well with the provision of product and service guarantees that allow tourists to return products with which they are unsatisfied. Such offers are especially important for mainland Chinese tourists who are not traveling with tour groups, as they have more flexibility in planning their shopping itinerary and will be easily able to return goods. However, if products are not of a sufficient quality in the first place, then tourists will not be confident in returning to Hong Kong to shop in the future. Hence, it is important for the Hong Kong government to protect tourists by promulgating laws that prohibit the sale of fraudulent goods and protect the rights of shoppers.

The results of the study show that the influence of reference groups or important others is most significant in determining the behavioral intention of mainland Chinese tourists to visiting and shop in a destination in the future. Hence, it is important for retail operators to consider what they can do to influence the perceptions of these reference groups. As has been discussed, Chinese people have a very close relationship with their family, and most of the time their travel companions are their family members or colleagues from work. These companions will probably visit the same stores, be exposed to the same shopping environments, and interact with the same people and products. It is possible that such travel companions may not be particularly interested in shopping, but if retailers can capture them with other activities, then they may still be satisfied with the shopping experience. For example, a lounge area or even a few sofas with some magazines or other entertainment such as a television, Internet access, or games with prizes will help to make the waiting time of non-shoppers more enjoyable. If the shopping experience in Hong Kong is favorable for such individuals, then as referents to their friends and family members, they will help to promote Hong Kong by spreading positive comments to others.

It was found that people with certain demographic and travel characteristics had different perceptions of shopping quality, shopping value, satisfaction, attitude, subjective norms, and different behavioral intentions to visit and shop in Hong Kong again. Women were found to have generally higher scores in almost all of the aspects of shopping than their male counterparts, and gave relatively higher evaluations of shopping quality, satisfaction, attitude, and subjective norm than male respondents. They also had a higher intention to return or tell others about their experience. This difference may be due

to the fact that the time that is devoted to shopping by male tourists may be less than that spent by female tourists. Men may be more interested in shopping when there is a need to purchase items or when they have a purpose, and the efficient accomplishment of the shopping task may facilitate the attainment of their shopping values and make their shopping experience more enjoyable. Department stores should thus consider designing the store in a way that facilitates efficient shopping. Separating the store into different areas of products for men and women, rather than by brand, could enhance the shopping experience. Furthermore, the Hong Kong Tourism Board could design shopping guides that categorize shops into products that suit the two genders and that feature information about shop location, operating hours, product description, and available brands. This would help tourists who are not traveling on package tours to plan their shopping itinerary.

Tourists from Eastern China were found to have different perceptions of the shopping experience than those from Central and Western China. With a higher income level and more opportunities to travel both domestically and overseas, tourists from Eastern China have more disposable income to spend on shopping when away from home, but may also have higher expectations. To attract and satisfy this group, retailers in Hong Kong should ensure to provide a comfortable, clean, and safe store environment.

It was found that tourists who did not travel with a tour group but only arranged their accommodation and transportation through a travel agent gave relatively lower ratings for all aspects of the shopping experience. This may be because in planning their trip they relied on their own information sources. Providing relevant and accurate shopping information to these tourists would make their shopping experience more

enjoyable. In a study on the information search behavior of mainland Chinese tourists visiting Hong Kong, Lo, Cheung, and Law (2004) found that personal experience, friends or relatives, travel agency/tour company, the Internet, and airlines were the top five information sources most frequently used by travelers from mainland China, although traditionally personal experience, friends or relatives, tourism offices and associations and travel guide books are the information sources that are considered to be most influential among such travelers. Either way, retailers should consider making information about their stores available through one or more of these influential channels.

Limitations of the Study

The results of this study provide support for the proposed theoretical model of the behavioral intention of tourists to visit shop in a destination. However, there are some methodological limitations, and caution must be taken when interpreting the results.

There are several possibilities for sampling bias to have occurred. First, convenience sampling, rather than random sampling, was used to select the respondents. As is shown in the comparison of the demographic characteristics of the mainland Chinese tourists in the Hong Kong Tourism Board statistics, the sample may not necessarily be a good representation of the population. Second, the survey was conducted within a short time frame of 18 days in May and June 2006, and thus mainland Chinese tourists who traveled during other months of the year were not covered. Third, interviews were only conducted at selected shopping and sightseeing locations, three hotels, and one guesthouse, and the perceptions of the shopping experience of the tourists in these locations may not have been the same. Tourists who were not in those locations were also

missed out. Fourth, as the respondents were invited to participate in the survey on a voluntary basis, there may have been a non-response bias, as the responses and characteristics of those who were not willing to participate may have differed from those who were willing to participate. Fifth, there may have been an interviewer gender bias, as the data were collected by four female interviewers and only one male interviewer. Finally, as the study was conducted among tourists from mainland China only, the results may not be generalizable to tourists of other nationalities.

The survey was conducted by using personal interviews that were guided by a pre-printed questionnaire. Although the questionnaire was designed to be as easy and quick as possible to complete and a small souvenir was given to the respondents upon completion of the interview, difficulties were still encountered in encouraging the target respondents to participate. Many of them were only staying in Hong Kong for a very short period, and were thus unwilling to spare time for the interview. It was most difficult to encourage tourists to participate at the locations with major retail shops and department stores, as many preferred to continue shopping or visit other locations for more shopping or sightseeing. Data collection at the hotels was more effective, with tourists in those locations more willing to participate on returning to their hotel in the evening or while they were waiting to check out. Despite these limitations, the data collection method was deemed appropriate, as it captured the views of the respondents immediately after their shopping experience without any issue of recall bias.

Future Studies

Several areas have emerged as areas of potential future research. This study adopts the theory of reasoned action (TRA) and its antecedents to understand the impact of the behavioral intention of tourists to visit and shop in a destination again. However, the original TRA model also suggested that such behavior is influenced by the intention to behave. A two-stage study (during trip and post-trip) to track whether the visiting and shopping behavioral intention of mainland Chinese tourists materialized would allow researchers to investigate whether the hypothesized relationship between intention and actual behavior applies in the context of visiting and shopping in a tourist destination.

The proposed model could be further validated by using multiple group analyses to determine whether it can be applied to tourists of different nationalities, and a comparison could be made of the perceived shopping quality, shopping value attained, satisfaction, attitude, subjective norm, and behavioral intention to visit and shop in Hong Kong of different nationalities. In this study, differences were found in the perceptions of mainland Chinese tourists of different genders and with different travel arrangements. Future research could therefore focus on identifying why such differences are present so that practical recommendations could be provided to retail operators as to how to enhance the shopping experiences and attitude of tourists and ultimately create positive behavioral intention.

Although a reasonable percentage of the variance in behavioral intention was accounted for by the proposed model, there may be factors other than those included that can explain the variance, and future research should aim to identify other significant factors that are not included in this study. Finally, the shopping value scale that is used in

this study was adapted from the shopping value scale of Babin et al. (1994), which was based on domestic consumer products shopping. It is possible that shopping values in a tourism context may be different from those in the domestic context, and thus it would be worthwhile to conduct a study specifically on the suitability of the instrument for the measurement of tourism shopping values.

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Appendix 1 Institutional review board review form

Oklahoma State University Institutional Review Board

Date:	Wednesday, May 17, 2006
IRB Application No	HE0672
Proposal Title:	The Relationship Between Shopping Quality, Value, Satisfaction, and Behavioral Intentions - A Case of mainland Chinese Tourists
Reviewed and Processed as:	Exempt

Status Recommended by Reviewer(s): Approved Protocol Expires: 5/16/2007

Principal Investigator(s

Ada Sau-yee Lo
Sch. Of Htl. & Tourism Mg
Hong Kong,

Hailin Qu
210 HEWS
Stillwater, OK 74075

The IRB application referenced above has been approved. It is the judgment of the reviewers that the rights and welfare of individuals who may be asked to participate in this study will be respected, and that the research will be conducted in a manner consistent with the IRB requirements as outlined in section 45 CFR 46.

☑ The final versions of any printed recruitment, consent and assent documents bearing the IRB approval stamp are attached to this letter. These are the versions that must be used during the study.

As Principal Investigator, it is your responsibility to do the following:

1. Conduct this study exactly as it has been approved. Any modifications to the research protocol must be submitted with the appropriate signatures for IRB approval.
2. Submit a request for continuation if the study extends beyond the approval period of one calendar year. This continuation must receive IRB review and approval before the research can continue.
3. Report any adverse events to the IRB Chair promptly. Adverse events are those which are unanticipated and impact the subjects during the course of this research; and
4. Notify the IRB office in writing when your research project is complete.

Please note that approved protocols are subject to monitoring by the IRB and that the IRB office has the authority to inspect research records associated with this protocol at any time. If you have questions about the IRB procedures or need any assistance from the Board, please contact Beth McTernan in 415 Whitehurst (phone: 405-744-5700, beth.mcternan@okstate.edu).

Sincerely,

Sue C. Jacobs, Chair
Institutional Review Board

Appendix 2 Questionnaire (English Version)

June 2006

Dear mainland Chinese tourist,

Thank you for participating in our **research** study of mainland Chinese tourists perceptions of shopping experience in Hong Kong. We would appreciate if you would take a few minutes of your time to participate in the survey. The purpose of this project is to study the relationship between tourists' perceptions of shopping quality the values attained through shopping, their attitude towards shopping in Hong Kong in the future and their intention to return to Hong Kong again. The information you provide will help us to learn more about you and to serve you better. Results of the study will help retail shop operators to improve their service quality as will as providing relevant information for the Hong Kong Tourism Board to continue to market Hong Kong as a shopping paradise.

There are no personal risks greater than those encountered in daily life by participating in this study. The data collected from this survey will be used for education and research purposes only. Your participation is completely VOLUNTARY and ANONYOMOUS. The information will be kept strictly CONFIDENTIAL. Non-participation will not result in penalty or loss of benefits to which you are entitled.

If you have any further questions about this study, please contact the **principal investigator**, Ada Lo, Lecturer at the School of Hotel and Tourism Management of The Hong Kong Polytechnic University and a PhD Candidate in the School of Hotel and Restaurant Administration at Oklahoma State University, USA (email: hmada@polyu.edu.hk), telephone: (852)2766 6310. Alternatively, you may contact Dr. Sue Jacobs, Chair of Institutional Review Board (IRB), 415 Whitehurst, Oklahoma State University, Stillwater, OK 74078, (405) 744-1676 (email irb@okstate.edu) about the research compliance of the project.

Thank you very much for your time and cooperation.

Sincerely,

Ada Lo
Lecturer
School of Hotel & Tourism Management
The Hong Kong Polytechnic University
PhD student
School of Hotel & Restaurant Adminsitration
Oklahoma State University

Interviewer：		**Questionnaire No:**
Date：	**Time：**	**Location：**

1. **Have you visited any shops or shopping venues during this trip to Hong Kong?**
   ☐ **Yes (Please continue with the next question)** ☐ **No (Terminate the interview. Thank you)**

SECTION 1: TRIP PROFILE

1. Is this your first visit to Hong Kong?
   ☐ Yes (proceed to Question 3) ☐ No (proceed to Question 2)

2. How many times have you been to Hong Kong, including this visit?
   No. of times:

3. How many days are you planning to stay in Hong Kong this time?
   No. of days:

4. How many days have you stayed in Hong Kong this time?
   No. of days:

5. What is your **MAIN** purpose for visiting Hong Kong? (tick one box only)
   ☐ Vacation/leisure ☐ Business/meeting/field study/training ☐ Visiting friends
   ☐ Visiting relatives ☐ Shopping ☐ Sightseeing
   ☐ Other (please specify): _____

6. Your current visit to Hong Kong is:
   ☐ a fully packaged tour
   ☐ a partially packaged tour with transport and accommodation only
   ☐ non-packaged/independent travel
   ☐ arranged by company
   ☐ other (please specify): _____

7. Is this trip to Hong Kong being paid by your company or the government?
   ☐ Yes ☐ No

8. How many people are traveling with you on this trip? (**including yourself**)

Total:	Children under 18:	Adult Females:	Adult Males:

9. As of today, approximately how much have you spent on SHOPPING in Hong Kong?
   _____ ☐ RMB _____ ☐ HKD

10. As of now, which of the following items have you purchased in Hong Kong this time? (You can choose more than one option)
    ☐ I did not make any purchases
    ☐ Clothing and footwear ☐ Cosmetics and beauty products ☐ Gold, jewelry, and watches
    ☐ Electronic appliances and electronic products ☐ Medicine and health products ☐ Handbags, luggage, and leather goods
    ☐ Arts and crafts and souvenirs ☐ Food and beverages ☐ Other: _____

11. Which one of the following categories best describes the shop that you visited IMMEDIATELY BEFORE this interview? (Please choose only one)

☐ Clothing and footwear
☐ Cosmetics and beauty products
☐ Gold, jewelry, and watches
☐ Electronic appliances and electronic products
☐ Medicine and health products
☐ Handbags, luggage, and leather goods
☐ Arts and crafts and souvenirs
☐ Food and beverages (exclude restaurants)
☐ Department store
☐ Other: _____

12. Which of the following best describes your purchase from the shop?

☐ I did not make any purchases
☐ Solely purchased for myself
☐ Solely purchased as gifts for other
☐ Solely purchased on behalf of others
☐ Partly purchased for myself and partly as gifts or purchases for others

SECTION 2: EVALUATION OF THE SHOP

We would like to find out your evaluation of the shops in Hong Kong. Based on the shop that you mentioned in Question 11, please indicate how well you agree with the following statements describing your perception of the quality of the shop. Circle the number that represents the level of agreement with the statements. 1 = strongly disagree and 7 = strongly agree.

Shop Attributes	Strongly Disagree	Disagree	Somewhat disagree	No comment/ Neutral	Somewhat agree	Agree	Strongly agree
1. The location of the shop and transportation network are convenient	1	2	3	4	5	6	7
2. The decoration of the shop is modern	1	2	3	4	5	6	7
3. The environment of the shop is comfortable	1	2	3	4	5	6	7
4. The environment of the shop is safe	1	2	3	4	5	6	7
5. The environment of the shop is clean	1	2	3	4	5	6	7
6. The brand/shop has a good reputation	1	2	3	4	5	6	7
7. The displays of products are attractive	1	2	3	4	5	6	7
8. The shop provides opportunities to try the products	1	2	3	4	5	6	7
9. The opening hours of the shop are convenient	1	2	3	4	5	6	7
10. The refund/return policy is simple and convenient	1	2	3	4	5	6	7
11. The shop has a quality and service guarantee	1	2	3	4	5	6	7
12. The products are authentic, not fake	1	2	3	4	5	6	7
13. Products are of the latest style/model	1	2	3	4	5	6	7
14. The quality of products is good	1	2	3	4	5	6	7
15. There is a good variety of products/brands	1	2	3	4	5	6	7
16. The staff have good product knowledge	1	2	3	4	5	6	7
17. The staff have a good service attitude	1	2	3	4	5	6	7
18. The staff have a good command of the language I speak	1	2	3	4	5	6	7
19. The staff provide prompt service	1	2	3	4	5	6	7
20. The prices of the products are generally appropriate	1	2	3	4	5	6	7
21. The prices of the products are clearly displayed	1	2	3	4	5	6	7
22. The shop accepts different payment methods	1	2	3	4	5	6	7
23. The staff clearly explained the product information	1	2	3	4	5	6	7
24. The shop has attractive discounts and promotions	1	2	3	4	5	6	7
25. The shop gives out gifts or samples	1	2	3	4	5	6	7
26. Special prices for the products are available	1	2	3	4	5	6	7

Circle the number that best represents your OVERALL EVALUATION of the QUALITY of the shop mentioned in Section 2.

27.	Extremely Low Quality	1	2	3	4	5	6	7	8	9	10	Extremely High Quality

SECTION 3: VALUE ATTAINED THROUGH THE SHOPPING EXPERIENCE

Please indicate how well you agree with the following statements describing the value that you have attained through the shopping experience that you mentioned in Section 2. Circle the number that represents the level of agreement with the statements. 1 = strongly disagree and 7 = strongly agree.

Values attained through the shopping experience	Strongly Disagree	Disagree	Somewhat disagree	No comment/ Neutral	Somewhat agree	Agree	Strongly agree
1. Shopping in this shop was relaxing	1	2	3	4	5	6	7
2. Shopping in this shop made me feel like I was in another world							
3. I got so involved when I shopped at this shop that I forgot everything else	1	2	3	4	5	6	7
4. Shopping in this shop was fun	1	2	3	4	5	6	7
5. Shopping in this shop was a good “time-out"	1	2	3	4	5	6	7
6. During the shopping trip, I felt the excitement of the hunt	1	2	3	4	5	6	7
7. While shopping, I felt a sense of adventure	1	2	3	4	5	6	7
8. I enjoyed the exposure to new products during the shopping trip	1	2	3	4	5	6	7
9. I had a good time because I was able to act on the spur of the moment	1	2	3	4	5	6	7
10. I enjoyed shopping in this shop for its own sake, not just for the items I might have purchased	1	2	3	4	5	6	7
11. I got a good quality product for a reasonable price	1	2	3	4	5	6	7
12. I got my money’s worth for the money I spent	1	2	3	4	5	6	7
13. I enjoyed the interaction with other customers	1	2	3	4	5	6	7
14. I enjoyed the interaction with staff	1	2	3	4	5	6	7
15. I enjoyed touching and trying the products	1	2	3	4	5	6	7
16. Shopping in this shop helped me understand myself and the products that are suitable for me	1	2	3	4	5	6	7
17. Shopping in this shop was pragmatic and economical	1	2	3	4	5	6	7
18. Taking advantage of a price deal made me feel good	1	2	3	4	5	6	7
19. I got a lot of pleasure from knowing that I have saved money	1	2	3	4	5	6	7
20. I enjoyed shopping in this shop because I drove a good bargain	1	2	3	4	5	6	7
21. I found the item(s) I was looking for	1	2	3	4	5	6	7
22. I accomplished what I wanted to do in this shop	1	2	3	4	5	6	7
23. The shopping trip helped to release pressure	1	2	3	4	5	6	7

Circle the number that best represents your overall feelings about the experience:

24.	Extremely Dissatisfied	1	2	3	4	5	6	7	8	9	10	Extremely Satisfied
25.	Extremely Displeased	1	2	3	4	5	6	7	8	9	10	Extremely Pleased
26.	Extremely Unfavorable	1	2	3	4	5	6	7	8	9	10	Extremely Favorable

SECTION 4: YOUR ATTITUDE ABOUT SHOPPING IN HONG KONG IN THE FUTURE

Please circle the number that best represents your attitude toward shopping in Hong Kong in the future.

To me, shopping in Hong Kong in the future would be:

1.	Extremely bad travel activity	1	2	3	4	5	6	7	8	9	10	Extremely good travel activity
2.	Extremely unpleasant	1	2	3	4	5	6	7	8	9	10	Extremely pleasant

SECTION 5: VIEWS OF OTHERS ABOUT MY SHOPPING IN HONG KONG

Please indicate how well you agree with the following statements describing your perceptions about how others view your shopping in Hong Kong in the future. Circle the number that represents the level of agreement with the statements. 1 = strongly disagree 7 = strongly agree.

	Strongly Disagree	Disagree	Somewhat disagree	No comment/ Neutral	Somewhat agree	Agree	Strongly agree
1. Most people who are important to me think I should shop at the same shop in the future	**1**	**2**	**3**	**4**	**5**	**6**	**7**
2. Most people who are important to me think I should shop in Hong Kong in the future	**1**	**2**	**3**	**4**	**5**	**6**	**7**
3. The people in my life whose opinion I value would approve of my shopping at the same shop in the future	**1**	**2**	**3**	**4**	**5**	**6**	**7**
4. The people in my life whose opinion I value would approve of my shopping in Hong Kong in the future	**1**	**2**	**3**	**4**	**5**	**6**	**7**

SECTION 6: FUTURE ACTIONS

Circle the number that indicates how likely you are to take the following actions.
1 = Not at all likely 7 = Extremely likely.

	Not at all likely	Very unlikely	Somewhat unlikely	No comment/ Neutral	Somewhat likely	Very likely	Extremely likely
1. Say positive things about the shop to other people	**1**	**2**	**3**	**4**	**5**	**6**	**7**
2. Make purchases from the shop again in the future	**1**	**2**	**3**	**4**	**5**	**6**	**7**
3. Encourage friends and relatives to visit the shop	**1**	**2**	**3**	**4**	**5**	**6**	**7**
4. Visit the shop again even if the prices are higher than other shops selling similar products	**1**	**2**	**3**	**4**	**5**	**6**	**7**
5. Say positive things about shopping in Hong Kong to other people	**1**	**2**	**3**	**4**	**5**	**6**	**7**
6. Visit Hong Kong again in the future	**1**	**2**	**3**	**4**	**5**	**6**	**7**
7. Encourage friends and relatives to visit Hong Kong	**1**	**2**	**3**	**4**	**5**	**6**	**7**
8. Continue to visit Hong Kong even if the cost of visiting is higher than in other destinations	**1**	**2**	**3**	**4**	**5**	**6**	**7**

SECTION 7: PERSONAL DATA

Finally, we would like to conclude this survey by asking some basic information about you. Please check ONE option that best describes you for each question.

1. Gender: ☐ Male ☐ Female

2. Your age group:
   ☐ Below 18 ☐ 18 – 24 ☐ 25 - 34 ☐ 35 - 44
   ☐ 45 – 54 ☐ 55 – 64 ☐ 65 or above

3. Which is your city of residence?

☐ Beijing	☐ Shanghai	☐ Zhongshan	☐ Jiangmen	☐ Foshan	☐ Dongguan	☐ Guangzhou
☐ Shenzhen	☐ Zhuhai	☐ Huizhou	☐ Shaoguan	☐ Heyuan	☐ Zhanjiang	☐ Yangjiang
☐ Shanwei	☐ Maoming	☐ Jieyang	☐ Chaozhou	☐ Qingyuan	☐ Meizhou	☐ Zhaoqing
☐ Yunfu	☐ Nanjing	☐ Wuxi	☐ Suzhou	☐ Hangzhou	☐ Ningbo	☐ Taizhou
☐ Fuzhou	☐ Quanzhou	☐ Xiamen	☐ Tianjin	☐ Chongqing	☐ Chengdu	☐ Jinan
☐ Shenyang	☐ Dalian	☐ Other: _____				

4. What is your marital status?
   ☐ Single ☐ Married without children ☐ Married with children ☐Other: _____

5. What is the highest level of education that you attained?
   ☐ Primary or under ☐ Middle school ☐ High school ☐ College/university ☐ Master or Ph.D.

6. What is your occupation?

☐ Professional	☐ Self-employed	☐ Clerical/administrative/ secretarial	☐ Managerial
☐ Service personnel	☐ Skilled / technical worker	☐ Agricultural or fishery worker	☐ Housewife
☐ Full-time student	☐ Retiree	☐ Other: _____	

7. Your MONTHLY HOUSEHOLD INCOME falls into which of the following categories?

☐ Less than RMB2,000	☐ RMB2,000 – 3,999	☐ RMB4,000 – 5,999
☐ RMB6,000 – 7,999	☐ RMB8,000 – 9,999	☐ RMB10,000 – 11,999
☐ RMB12,000 – 13,999	☐ RMB14,000 – 15,999	☐ RMB16,000 – 17,999
☐ RMB18,000 – 19,999	☐ RMB20,000 – 21,999	☐ RMB 2,000 – 23,999
☐ RMB24,000 – 25,999	☐ RMB26,000 – 27,999	☐ RMB28,000 – 29,999
☐ RMB30,000 or above		

Appendix 3 Questionnaire (Chinese Version)

尊敬的大陆游客

您好。

感谢您参加我们对中国大陆游客关于在香港购物经历的感知研究。对您用十几分钟时间参加本次调查，我们非常感谢。本项目的目的在于研究游客在购物过程中对购物质量的看法、所获得的价值及其对今后在香港购物的态度与其今后重返香港的意向之间的关系。您所提供的信息将有助于我们对您有更多的了解，从而为您提供更好的服务。研究的结果将有助于商店经营者提高其服务质量，我们也会将有关信息提供给香港旅游发展局以便继续将香港作为购物天堂开展营销活动。

参加这项研究没有超出日常生活中所遇到的更大的个人风险。调查所收集的数据仅用于教学和研究目的。您的参加完全出自您的自愿并采用不记名方式。有关信息将严格保密。不参加不会受到处罚，也不会给您的利益带来损失。

如果您对本项研究还有什么问题，请您联系：调查负责人 Ada Lo（罗秀仪），香港理工大学酒店及旅游业管理学院讲师、美国俄克拉荷马州立大学酒店与餐馆管理学院博士生。电子邮箱：**hmada@polyu.edu.hk** ；电话：(852)2766 6310。关于本项目的合法性，您也可以联系 Sue Jacobs 博士，审查委员会 (IRB)主席。地址：415 Whitehurst, Oklahoma State University, Stillwater, OK 74078, (405) 744-1676，电子邮箱： **irb@okstate.edu** 。

占用您的宝贵时间，对您的合作非常感谢。

此致

敬礼

罗秀仪 Ada Lo

2006 年 6 月

香港理工大学酒店及旅游业管理学院讲师

美国俄克拉荷马州立大学酒店与餐馆管理学院博士生

请翻下页

THE HONG KONG POLYTECHNIC UNIVERSITY
香港理工大學

问卷编号：
地点：
访问员：

1. 您这次来香港的旅程中是否到过商店或购物区?
☐ **是（请继续回答下一部分）** ☐ **否 （中止。谢谢您。）**

第一部分: 旅游基本情况

1. 您是第一次来香港吗? ☐ 是 **(继续回答问题 3)** ☐ 否**(继续回答问题 2)**

2. 包括这次，您一共来过香港多少次了? _____**次**

3. 您这次计划在香港停留几天? _____**天**

4. 您这次在香港已经停留了几天? _____**天**

5. 您来香港的主要目的是什么? (在以下方框中仅选择一项)
☐ 度假 / 休闲 ☐ 出差 / 会议 / 考察 / 培训 ☐ 访友 ☐ 探亲
☐ 购物 ☐ 观光 ☐ 其它 (请具体说明): _____

6. 您这次来香港是: (在以下方框中仅选择一项)
☐ 全包价旅游 ☐ 只包括交通和住宿的部分包价 ☐ 非包价/自助游
☐ 单位 / 公司安排 ☐ 其它 (请具体说明): _____

7. 您这次来香港是单位 / 公司或政府支付费用吗? ☐ 是 ☐ 否

8. 这次行程有几人与您同行? (包括您自己)

共计:	18 岁以下的:	成年女性:	成年男性:

9. 到今天为止，您在香港购物大约已经花费了多少? _____ 人民币 _____ 港币

10. 到现在为止，您这次在香港购买了以下哪类商品? (可以选多项选择)
☐ 我没有购物
☐ 衣服和鞋类 ☐ 化妆品和美容产品 ☐ 金饰品、珠宝和手表
☐ 电子器具和电子产品 ☐ 药品和个人保健用品 ☐ 手提包、行李箱、皮货
☐ 艺术工艺品、纪念品 ☐ 食品和饮料 ☐ 其它： _____

11. 以下哪一项最能描述您在填写这问卷之前您所到过的那间商店? (请您只选择一项)
☐ 衣服和鞋类 ☐ 化妆品和美容产品 ☐ 金饰品、珠宝和手表
☐ 电子器具和电子产品 ☐ 药品和个人保健用品 ☐ 手提包、行李箱、皮货
☐ 艺术工艺品、纪念品 ☐ 食品和饮料（不包括歩厅） ☐ 百货商场
☐ 其它： _____

12. 以下哪一项最能描述您在该商店购物的情况?
☐ 没有购买任何东西
☐ 只是给我自己买了东西 ☐ 只是给别人买了礼物
☐ 只是为别人代买了东西 ☐ 一部分是给我自己买的，一部分是给别人买的礼物或为别人代买的

第二部分: 对商店的评价

我们想了解您对香港商店的评价。根据您在问题 11 中所提到的商店，圈出以下每一项陈述中与您对该商店质量看法相一致的数字。1 代表非常不同意，7 代表非常同意。

商店的属性	非常不同意	不同意	有些不同意	不作评论/中立	有些同意	同意	非常同意
1. 商店的位置和交通网络方便	1	2	3	4	5	6	7
2. 商店的装璜时尚	1	2	3	4	5	6	7
3. 商店的环境舒适	1	2	3	4	5	6	7
4. 商店的环境安全	1	2	3	4	5	6	7
5. 商店的环境清洁	1	2	3	4	5	6	7
6. 商店及品牌享有好的声誉	1	2	3	4	5	6	7
7. 商品的陈列有吸引力	1	2	3	4	5	6	7
8. 商店提供机给我尝试或触摸商品	1	2	3	4	5	6	7
9. 商店营业的时间便利	1	2	3	4	5	6	7
10. 退货/退款的方法简单方便	1	2	3	4	5	6	7
11. 商店有质量和服务的保证	1	2	3	4	5	6	7
12. 商品可信，没有假货	1	2	3	4	5	6	7
13. 商品的款式及样式新款	1	2	3	4	5	6	7
14. 商品的质量好	1	2	3	4	5	6	7
15. 商品及品牌多样化	1	2	3	4	5	6	7
16. 店员有很好的商品知识	1	2	3	4	5	6	7
17. 店员服务态度好	1	2	3	4	5	6	7
18. 店员能很好地掌握我讲的语言跟我沟通	1	2	3	4	5	6	7
19. 店员提供快捷的服务	1	2	3	4	5	6	7
20. 商品的价格总体来讲适当	1	2	3	4	5	6	7
21. 商品的价格标示清楚	1	2	3	4	5	6	7
22. 商店接受多种付款方法	1	2	3	4	5	6	7
23. 店员清楚地介绍商品信息	1	2	3	4	5	6	7
24. 商店提供吸引的折扣优惠	1	2	3	4	5	6	7
25. 商店送出赠品或试用品	1	2	3	4	5	6	7
26. 商品的价格优惠	1	2	3	4	5	6	7

下面是对第二部分中所提到的商店购物质量的总体评价，请在下面最能代表你看法的数字上画圈。

27. **质量极低　1　2　3　4　5　6　7　8　9　10　质量极高**

第三部分: 通过购物体验所获得的价值

以下是关于您通过第二部分中所提到的购物体验中所获得的价值的陈述，根据您同意的程度，请在代表相应程度的数字上画圈。1 代表非常不同意，7 代表非常同意。

通过购物体验所获得的价值	非常不同意	不同意	有些不同意	不作评论/中立	有些同意	同意	非常同意
1. 在这家商店购物很放松	1	2	3	4	5	6	7
2. 在这家商店购物彷如置身另一个世界	1	2	3	4	5	6	7
3. 在这家商店购物时我身心非常投入以至于忘掉了一切。	1	2	3	4	5	6	7
4. 在这家商店购物有乐趣	1	2	3	4	5	6	7
通过购物体验所获得的价值	非常	不	有些	不作评	有些	同意	非常

	不同意	同意	不同意	论/中立	同意		同意
5. 在这家商店购物是好的解闷方法	1	2	3	4	5	6	7
6. 在这购物的旅程我感到搜寻的刺激	1	2	3	4	5	6	7
7. 在这购物的旅程彷似探险	1	2	3	4	5	6	7
8. 很高兴在逛商店时看到了新产品	1	2	3	4	5	6	7
9. 我感到高兴因为这次购物是即兴的	1	2	3	4	5	6	7
10. 我享受在家商店购物不是因为能买到想买的东西，而是享受购物过程	1	2	3	4	5	6	7
11. 我以合理的价格买到了质量好的商品	1	2	3	4	5	6	7
12. 我在购物上花的钱物有所值	1	2	3	4	5	6	7
13. 我享受与其它顾客交流	1	2	3	4	5	6	7
14. 我享受與店員交流	1	2	3	4	5	6	7
15. 我享受触摸和试用商品	1	2	3	4	5	6	7
16. 在这家商店购物帮助我了解了自己和适合自己的商品	1	2	3	4	5	6	7
17. 在这商铺购物是实际及经济的	1	2	3	4	5	6	7
18. 从购物交易中得到优惠的价钱使我感到高兴	1	2	3	4	5	6	7
19. 知道自己省了钱我感到很快乐	1	2	3	4	5	6	7
20. 我感到满足因为我成功讨价还价	1	2	3	4	5	6	7
21. 我找到了我想找的货品	1	2	3	4	5	6	7
22. 我完成了我想要做的事	1	2	3	4	5	6	7
23. 这次逛商店帮我释放了自己的压力	1	2	3	4	5	6	7

请在能最好地代表您对此次购物经历的<u>整体感觉</u>的数字上画圈:

24.	极其不满意	1	2	3	4	5	6	7	8	9	10	极其满意
25.	极其不愉快	1	2	3	4	5	6	7	8	9	10	极其愉快
26.	极其不喜欢	1	2	3	4	5	6	7	8	9	10	极其喜欢

第四部分: 您对今后在香港购物的态度

请在能最好地代表您对今后在香港购物的态度的数字上画圈。

对我而言，今后在香港购物将是:

1.	极差的旅游活动	1	2	3	4	5	6	7	8	9	10	极好的旅游活动
2.	极为不愉快的事	1	2	3	4	5	6	7	8	9	10	极为愉快的事

第五部分: 关于您在香港购物的他人意见

以下是关于您感知他人对您今后在香港购物看法的陈述，根据您同意的程度，请在代表相应程度的数字上画圈。1 代表非常不同意，7 代表非常同意。

	非常不同意	不同意	有些不同意	不作评论/中立	有些同意	同意	非常同意
1. 大多数对我很重要的人认为我以后还应该去该商店购物	1	2	3	4	5	6	7
2. 大多数对我很重要的人认为我以后应该在香港购物	1	2	3	4	5	6	7
3. 在我的生活中我很看重其观点的人赞同我以后在该商店购物	1	2	3	4	5	6	7
4. 在我的生活中我很看重其观点的人赞同我以后在香港购物	1	2	3	4	5	6	7

第六部分: 未来的行为

针对以下每一项可能的行为，在表示您采取该行为可能性的数字上画圈。1 代表完全没有可能，7 代表极其有可能。

		完全没有可能	非常没有可能	不太可能	不作评论/中立	有可能	非常有可能	极其有可能
1.	向别人讲述该商店的好处	1	2	3	4	5	6	7
2.	以后再去该商店买东西	1	2	3	4	5	6	7
3.	鼓励朋友和亲戚到该商店买东西	1	2	3	4	5	6	7
4.	即使该商店销售的同样商品的价格比其它商店贵也会再去该商店买东西	1	2	3	4	5	6	7
5.	向别人讲述在香港购物的好处	1	2	3	4	5	6	7
6.	以后再去香港	1	2	3	4	5	6	7
7.	鼓励朋友和亲戚去香港	1	2	3	4	5	6	7
8.	即使去香港的花费比去其它目的地要贵也会再去香港	1	2	3	4	5	6	7

第七部分: 个人资料

最后，请允许我了解一些有关您的基本情况。请在以下每一问题后面选择一项适合您的答案。

1. **性别:** ☐ 男 ☐ 女

2. **您的年龄属于:**

☐ 18 岁以下 ☐ 18 – 24 岁 ☐ 25 – 34 岁 ☐ 35 – 44 岁
☐ 45 – 54 岁 ☐ 55 – 64 岁 ☐ 65 岁或以上

3. **您居住在哪个城市?**

☐ 北京 ☐ 上海 ☐ 中山 ☐ 江门 ☐ 佛山 ☐ 东莞 ☐ 广州
☐ 深圳 ☐ 珠海 ☐ 惠州 ☐ 韶关 ☐ 河源 ☐ 湛江 ☐ 扬江
☐ 汕尾 ☐ 茂明 ☐ 揭阳 ☐ 潮州 ☐ 清源 ☐ 梅州 ☐ 肇庆
☐ 云浮 ☐ 南京 ☐ 无锡 ☐ 苏州 ☐ 杭州 ☐ 宁波 ☐ 台州
☐ 福州 ☐ 泉州 ☐ 厦门 ☐ 天津 ☐ 重庆 ☐ 成都 ☐ 济南
☐ 沈阳 ☐ 大连 ☐ 其它 ： _____

4. **您的婚姻状况?** ☐ 未婚 ☐ 已婚无子女 ☐ 已婚有子女 ☐ 其它: _____

5. **您接受过的最高教育?** ☐小学 ☐初中或技校 ☐中专或高中 ☐大专或大学 ☐硕士或博士研究生

6. **您的职业?**

☐ 专业人员 ☐ 私营业者 ☐ 职员/公务员/秘书 ☐ 管理人员
☐ 服务人员 ☐ 技术工人 ☐ 农业、渔业从业者 ☐ 家庭主妇
☐ 在校学生 ☐ 离退休人员 ☐ 其它 _____

7. **您的家庭平均每月收入属于以下哪一类?**

☐ 2,000 元人民币以下 ☐ 2,000 – 3,999 元人民币 ☐ 4,000 – 5,999 元人民币
☐ 6,000 – 7,999 元人民币 ☐ 8,000 – 9,999 元人民币 ☐ 10,000 – 11,999 元人民币
☐ 12,000 – 13,999 元人民币 ☐ 14,000 – 15,999 元人民币 ☐ 16,000 – 17,999 元人民币
☐ 18,000 – 19,999 元人民币 ☐ 20,000 – 21,999 元人民币 ☐ 22,000 – 23,999 元人民币
☐ 24,000 – 25,999 元人民币 ☐ 26,000 – 27,999 元人民币 ☐ 28,000 – 29,999 元人民币
☐ 30,000 元人民币或以上

Appendix 4 Covariance matrix of all variables in the model

	HV3	HV4	HV5	HV6	UV2	UV3	OS1	OS2	OS3	AT1	AT2	SN1	SN2	BI1	BI2	BI3	BI4
HV3	1.77																
HV4	0.85	1.51															
HV5	0.88	0.83	1.64														
HV6	0.96	0.90	0.90	1.60													
UV2	0.64	0.70	0.63	0.66	1.75												
UV3	0.71	0.71	0.66	0.67	1.44	1.80											
OS1	0.90	0.87	0.89	0.88	1.07	1.08	2.76										
OS2	0.99	1.02	1.03	0.96	1.17	1.17	2.58	3.25									
OS3	0.96	0.97	1.00	0.92	1.17	1.17	2.56	2.79	3.12								
AT1	0.99	1.00	0.98	0.92	1.15	1.12	2.20	2.40	2.36	3.19							
AT2	1.02	1.00	1.06	0.96	1.20	1.16	2.29	2.63	2.51	2.88	3.47						
SN1	0.56	0.60	0.60	0.62	0.75	0.75	1.01	1.11	1.09	1.18	1.25	1.41					
SN2	0.61	0.65	0.62	0.65	0.72	0.71	1.12	1.20	1.16	1.30	1.33	1.13	1.51				
BI1	0.44	0.54	0.53	0.58	0.58	0.50	0.83	0.96	0.93	0.97	1.05	0.68	0.73	1.54			
BI2	0.34	0.49	0.39	0.43	0.53	0.50	0.84	0.89	0.93	1.05	1.02	0.69	0.73	0.95	1.48		
BI3	0.37	0.49	0.43	0.47	0.49	0.47	0.83	0.87	0.92	1.08	1.09	0.68	0.76	1.01	1.16	1.53	
BI4	0.64	0.60	0.66	0.67	0.65	0.73	0.93	0.98	1.03	1.11	1.16	0.80	0.84	0.90	1.08	1.08	1.98

	HV3	HV4	HV5	HV6	UV2	UV3	OS1	OS2	OS3	AT1	AT2	SN1	SN2	BI1	BI2	BI3	BI4
SQ2	0.33	0.34	0.31	0.40	0.35	0.30	0.53	0.57	0.54	0.56	0.57	0.28	0.31	0.34	0.27	0.29	0.16
SQ3	0.30	0.34	0.30	0.36	0.39	0.38	0.60	0.62	0.57	0.55	0.59	0.31	0.36	0.39	0.33	0.40	0.25
SQ4	0.21	0.32	0.24	0.28	0.33	0.32	0.49	0.54	0.48	0.49	0.54	0.28	0.31	0.35	0.29	0.36	0.25
SQ5	0.14	0.27	0.20	0.23	0.24	0.22	0.40	0.44	0.38	0.36	0.39	0.23	0.27	0.29	0.24	0.27	0.20
SQ8	0.31	0.42	0.41	0.31	0.44	0.43	0.54	0.61	0.61	0.57	0.59	0.28	0.32	0.35	0.23	0.20	0.31
SQ9	0.51	0.38	0.54	0.43	0.48	0.44	0.52	0.63	0.58	0.52	0.61	0.42	0.35	0.39	0.22	0.24	0.38
SQ10	0.39	0.25	0.38	0.31	0.36	0.34	0.44	0.48	0.41	0.52	0.55	0.26	0.25	0.30	0.20	0.26	0.34
SQ11	0.38	0.37	0.38	0.38	0.45	0.39	0.44	0.57	0.53	0.56	0.59	0.36	0.36	0.33	0.29	0.31	0.39
SQ13	0.33	0.38	0.32	0.29	0.43	0.41	0.44	0.52	0.49	0.60	0.60	0.33	0.35	0.37	0.36	0.34	0.35
SQ14	0.35	0.34	0.39	0.31	0.37	0.35	0.48	0.54	0.47	0.59	0.57	0.33	0.34	0.41	0.32	0.37	0.33
SQ15	0.22	0.36	0.31	0.28	0.38	0.34	0.47	0.54	0.47	0.57	0.61	0.31	0.30	0.37	0.30	0.35	0.29
SQ16	0.33	0.39	0.40	0.39	0.42	0.37	0.61	0.70	0.63	0.65	0.67	0.36	0.35	0.41	0.30	0.38	0.34
SQ17	0.32	0.32	0.39	0.34	0.40	0.41	0.68	0.77	0.65	0.72	0.77	0.42	0.41	0.42	0.27	0.34	0.35
SQ18	0.39	0.37	0.41	0.42	0.44	0.50	0.72	0.73	0.66	0.62	0.66	0.31	0.37	0.38	0.25	0.33	0.30
SQ19	0.37	0.42	0.32	0.36	0.40	0.40	0.59	0.66	0.63	0.56	0.65	0.39	0.40	0.35	0.32	0.34	0.31
SQ21	0.35	0.46	0.38	0.37	0.43	0.42	0.54	0.60	0.50	0.60	0.59	0.37	0.34	0.39	0.36	0.34	0.31
SQ22	0.22	0.46	0.30	0.33	0.36	0.37	0.52	0.60	0.54	0.55	0.62	0.41	0.38	0.28	0.22	0.22	0.25
SQ24	0.55	0.52	0.60	0.56	0.61	0.53	0.76	0.86	0.79	0.79	0.85	0.43	0.43	0.36	0.18	0.29	0.30
SQ25	0.62	0.53	0.51	0.61	0.64	0.54	0.84	0.91	0.91	0.87	0.95	0.46	0.47	0.49	0.27	0.41	0.47
SQ26	0.70	0.58	0.70	0.63	0.76	0.66	1.01	1.07	1.00	1.04	1.19	0.67	0.63	0.54	0.38	0.46	0.57

	SQ2	SQ3	SQ4	SQ5	SQ8	SQ9	SQ10	SQ11	SQ13	SQ14	SQ15	SQ16	SQ17	SQ18	SQ19	SQ21	SQ22	SQ24	SQ25	SQ26
SQ2	1.05																			
SQ3	0.74	1.10																		
SQ4	0.64	0.72	0.93																	
SQ5	0.54	0.66	0.65	0.99																
SQ8	0.30	0.27	0.34	0.23	1.30															
SQ9	0.34	0.33	0.30	0.28	0.61	1.37														
SQ10	0.20	0.20	0.20	0.15	0.36	0.62	1.21													
SQ11	0.22	0.26	0.26	0.24	0.34	0.48	0.54	1.18												
SQ13	0.34	0.34	0.34	0.31	0.34	0.39	0.30	0.49	1.07											
SQ14	0.31	0.37	0.36	0.30	0.36	0.40	0.35	0.53	0.61	1.06										
SQ15	0.36	0.41	0.39	0.35	0.39	0.33	0.25	0.43	0.54	0.56	1.14									
SQ16	0.34	0.39	0.34	0.30	0.39	0.45	0.38	0.47	0.44	0.50	0.57	1.31								
SQ17	0.31	0.38	0.33	0.28	0.35	0.40	0.31	0.43	0.43	0.54	0.57	0.94	1.69							
SQ18	0.33	0.43	0.39	0.30	0.40	0.44	0.40	0.46	0.39	0.47	0.49	0.87	1.03	1.80						
SQ19	0.26	0.35	0.31	0.30	0.33	0.40	0.34	0.43	0.35	0.40	0.49	0.62	0.82	0.90	1.30					
SQ21	0.26	0.31	0.30	0.26	0.37	0.39	0.36	0.44	0.43	0.44	0.39	0.48	0.59	0.69	0.52	1.48				
SQ22	0.23	0.30	0.31	0.30	0.38	0.42	0.26	0.31	0.34	0.37	0.44	0.40	0.49	0.50	0.52	0.64	1.19			
SQ24	0.22	0.22	0.21	0.13	0.37	0.52	0.47	0.38	0.31	0.36	0.35	0.47	0.52	0.60	0.48	0.62	0.55	1.75		
SQ25	0.27	0.27	0.23	0.13	0.49	0.54	0.58	0.41	0.32	0.36	0.33	0.52	0.50	0.65	0.51	0.62	0.49	1.38	2.15	
SQ26	0.25	0.26	0.25	0.15	0.41	0.61	0.57	0.54	0.43	0.45	0.41	0.56	0.61	0.70	0.54	0.71	0.55	1.34	1.41	2.00

VITA

Ada S. Lo

Candidate for the Degree of

Doctor of Philosophy

Dissertation: A study on the impact of a bundle of determinants on the shopping and visiting intentions of tourists – an extension of the theory of reasoned action

Major Field: Human Environmental Sciences

Biography:

Education: Received Bachelor of Science and Master of Professional Studies (Hotel Administration) degrees from the School of Hotel Administration at Cornell University, USA in August 1992 and May 1993, respectively. Completed the requirements for the Doctor of Philosophy degree with a major in Human Environmental Sciences at Oklahoma State University in May 2007.

Experience: Employed by the School of Hotel Administration at Cornell University as Teaching Assistant from Fall 1990 to Spring 1992 and as Graduate Assistant from Fall 1992 to Spring 1993. Worked at the Kowloon Shangri-La Hotel, Hong Kong as Management Trainee from August 1988 to July 1989. Promoted to Assistant Guest Relations Manager, Assistant Manager – Front Office and then Guest Relations Manager between February 1994 and April 1998. Promoted to Frequent Guest Program Manager of Shangri-La Hotels and Resorts between April 1998 to September 1999. Joined the School of Hotel and Tourism Management of The Hong Kong Polytechnic University as Lecturer in October 1999.

Professional qualifications: Certified Hospitality Educator Trainer, Education Institute, American Hotel and Lodging Association, USA. Participated in the "Skills for an Empowered Workforce" trainer course with Development Dimensions International, USA.

Membership: Member of the International Council on Hotel, Restaurant, and Institutional Education (I-CHRIE).

Name: Ada Sau-yee Lo Date of Degree: May, 2007

Institution: Oklahoma State University Location: Stillwater, Oklahoma

Title of Study: A STUDY ON THE IMPACT OF A BUNDLE OF DETERMINANTS ON THE SHOPPING AND VISITING INTENTIONS OF TOURISTS– AN EXTENSION OF THE THEORY OF REASONED ACTION

Pages in Study: 236 Candidate for the Degree of Doctor of Philosophy

Major Field: Human Environmental Sciences

Scope and Method of Study: The objective of the study is to build and test a theoretical model to explain the impact of a bundle of determinants on the shopping and visiting intentions of tourists. The study investigates an extension of the theory of reasoned action (TRA) model by identifying the impact of the antecedents of the model, that is, the factors that influence the formation of attitude and the subjective norm. These factors include the perceptions among tourists of shopping quality and the shopping value that they attain through their shopping experiences. The perceived shopping quality and perceived value attained from the shopping experience among respondents with different demographic and travel characteristics were also compared. A cross-sectional sample survey was conducted among a target population of mainland Chinese tourists who visited Hong Kong during the 18-day survey period. Exploratory factor analysis (EFA), confirmatory factor analysis (CFA), structural equation modeling (SEM), one-way ANOVA, and independent sample T-tests were used for the data analysis.

Findings and Conclusions: The proposed model was supported. Not all of the dimensions of shopping quality exerted an influence on the shopping value attained: only the environment, promotion, and convenience dimensions showed a positive influence on both hedonic and utilitarian value. However, the products dimension was found to have a direct influence on intention to visit and shop in the destination in the future, and the staff dimension was found to have a direct influence on overall satisfaction with the shopping experience. Hedonic value had a stronger influence than utilitarian value on both overall satisfaction and the subjective norm. Overall satisfaction had a positive influence on attitude toward visiting and shopping in the destination in the future. Finally, the subjective norm and attitude toward visiting and shopping in the destination both exerted an influence on the intention to visit and shop in Hong Kong again, with the subjective norm having a stronger impact than attitude. Tourists with different demographic and travel characteristics were found to have different perceptions of shopping quality and shopping value attained.

Adviser's Signature **Dr. Hailin Qu**