<MBA Degree Thesis>

AY 2014

THAI TOURISTS' SHOPPING BEHAVIOR AND SATISFACTION: Shopping Experience in Japan

35122301-4 NUANKANIT AMATYAKUL
GLOBAL BUSINESS MANAGEMENT
C.E. PROF. HIDEO HOHGI
D.E. PROF. TATSUYA KIMURA D.E. PROF. AKIE IRIYAMA

Summary

Shopping may not be a primary reason for people to travel; however, it is one of the most common tourist activities and significant expenditure categories, bringing large economic benefits to the tourism and retail industries and contribute to a more favorable image of the destinations [2][3][5]. In 2013, the number of Thai visitors visiting Japan increased 74% from year 2012. This is the highest percentage increase among every nation, making Thailand the 6th tourist generating market for Japan [4]. Moreover, Thai ranked number 3 in terms of shopping expenditure per person in Japan, the amount higher than the average spending [1]. As a result of the large amount of spending on shopping activity and the tendency of the continuously increase in the number of Thai tourists, Thailand is becoming one of the dominant nations that will make a significant economic contribution to Japan.

Despite a huge potential contribution of Thai tourists, to the best of my knowledge, no research has yet been conducted to understand their shopping behavior and satisfaction. Therefore, the objectives of this research are to understand Thai tourist' shopping behavior, satisfaction and its effect on post-shopping behavior, to determine the satisfactory and unsatisfactory shopping attributes, to indicate the attributes that can predict overall shopping satisfaction, and to make a recommendation for Japan tourism authority and retail businesses.

To reach research objectives, the questionnaire was developed, and there were 271

respondents in total. After testing the relationship between each socio-demographic characteristic and each shopping behavior attribute, it was found that different gender has different shopping duration. Age has significant relationship with the number of stores compared before making shopping decision. Age also had a significant relationship with the overall shopping satisfaction level. The examination of the relationship between each travel experience attribute and each shopping behavior proved that the longer the respondents stayed in japan, the longer duration they spent on shopping. When testing the relationship between each travel experience attribute and the expectation mean towards shopping attributes grouped by factor analysis, it was found that there are differences in means of the expectation level of Factor 1 (Promotion, Information, and Convenience) among the respondents who have different numbers of times visiting Japan. Also, the respondents who visited Japan for different numbers of times have different expectation levels towards Factor 4 (Product Availability and Staff Communication). There was no significant relationship between socio-demographic characteristics and the expectation mean towards shopping factors. The result after examining the impact of each socio-demographic characteristic on the respondents' perception mean towards shopping attributes grouped by factor analysis showed that the respondents with different occupations had different perception means of Factor 1 (Promotion, Information, and Convenience). In addition, the respondents with different ages had different perception means of Factor 3 (Product Features). Also, there were differences in the perception means of Factor 5 (Product Value) among the respondents with different marital status. When testing the relationship between each travel experience attribute and the perception mean towards shopping factors, it was found that the respondents with different number of times visiting Japan had different perception means of Factor 5 (Product Value).

The Expectancy Disconfirmation Theory was adopted as a basis to classify 19 shopping attributes in to satisfactory and unsatisfactory shopping attributes. Although the majority of the respondents were satisfied with the overall shopping experience in Japan, when looking at each shopping attribute, they are dissatisfied with 8 attributes which are "promotion for foreign tourists," "operation hours of stores," "availability of products in the store," "reasonable price of product," "value for money," "salespersons communication ability," "availability of Japan shopping information," and "availability of in-store information."   There are 11 satisfactory attributes which are "display of product," "lighting and physical setting of store," "choice of payment methods," "packaging of the product," "salespersons friendliness, courteousness and attention," "design of the product," "neatness and cleanliness of stores," "salespersons knowledge and efficiency," "convenience of store location," "variety of goods available" and "quality of the product." To determine shopping attributes that have a significant contribution to Thai tourists' overall shopping satisfaction level, factor analysis again was employed and 19 attributed were grouped into 5 factors. Multiple regression analysis was used and the result shows that Factor 3 (Product Feature) had the most contribution to Thai tourists' overall shopping satisfaction level, followed by Factor 1 (Promotion, Information, and Convenience). Factor 2 (Store attraction), Factor 4 (Staff service, Payment, and Display), and Factor 5 (Product value) did not have impact on the satisfaction level. The study also proved that the satisfaction level had a positive influence on both future shopping intention of Thai tourists and likelihood of them to recommend Japan as a shopping place to others.

The findings from this study provide an understanding of Thai tourists' behavior and their satisfaction which will be beneficial to both tourism organizations and retail sectors. The marketers can develop marketing plans that are better fit the need of Thai tourists. The unsatisfactory attributes that have significant influence on the tourist's overall shopping satisfaction level should be addressed and improved to better satisfy Thai tourists shopping experience which will not only create a huge benefit for retail industry, but also be a tool in helping Japan to gain even more favorable image to successfully become a tourism nation as hoped.

References

[1] Consumption Trend Survey for Foreigners Visiting Japan Calendar Year (2013). [ebook] Japan Tourism Agency. Available at: https://www.mlit.go.jp/common/001032145.xls[Accessed 15 Apr. 2014].

[2] Kim. S, and Littrell, M.A. (2001). "Souvenir buying intentions for self versus others", Annals of Tourism Research, vol. 28, no. 3, pp. 638–657.

[3] Meng, F. and Xu, Y. (2012). "Tourism shopping behavior: planned, impulsive, or experiential?", International Journal of Culture, Tourism And Hospitality Research, vol. 6, no. 3, pp.250-265.

[4] Rogers, K. (2014). The country that sent the most foreign visitors to Japan in 2013 was [online] Available at: http://en.rocketnews24.com/2014/05/18/ the-country-that-sent-the-most-foreign-visitors-to-Japan-in-2013-was [Accessed 27 May 2014].

[5] Turner, L.W. and Reisinger, Y. (2001). "Shopping satisfaction for domestic tourists", Journal of Retailing and Consumer Services, vol. 8, pp. 15-27.

<Inside Cover>

THAI TOURISTS' SHOPPING BEHAVIOR AND SATISFACTION:
Shopping Experience in Japan

35122301-4 NUANKANIT AMATYAKUL
GLOBAL BUSINESS MANAGEMENT
C.E. PROF. HIDEO HOHGI
D.E. PROF. TATSUYA KIMURA   D.E. PROF. AKIE IRIYAMA

ACKNOWLEDGEMENT

This thesis would not be accomplished without the help and support of many people and organization.

Firstly, I would like to express my deep gratitude to Professor Hideo Hohgi, my supervisor, for his guidance and valuable comments of the thesis, and his support throughout these 2 years in Waseda. I am also very grateful for the help of all the respondents in completing the questionnaire. My grateful thanks are extended to all my friends, especially Jintamai Aroonmesri and Pipaboon Kururatchaikul for all the advices and supports. I would like to offer my special thanks to my parents and Amatyakul family for their love, support, and encouragement in every step of my life. Finally, I would like to express my very great appreciation to MEXT scholarship and Waseda University for offering me the educational opportunity in Japan. I have gained so much valuable and memorable experiences here.

Nuankanit Amatyakul (Noina)

Table of Contents

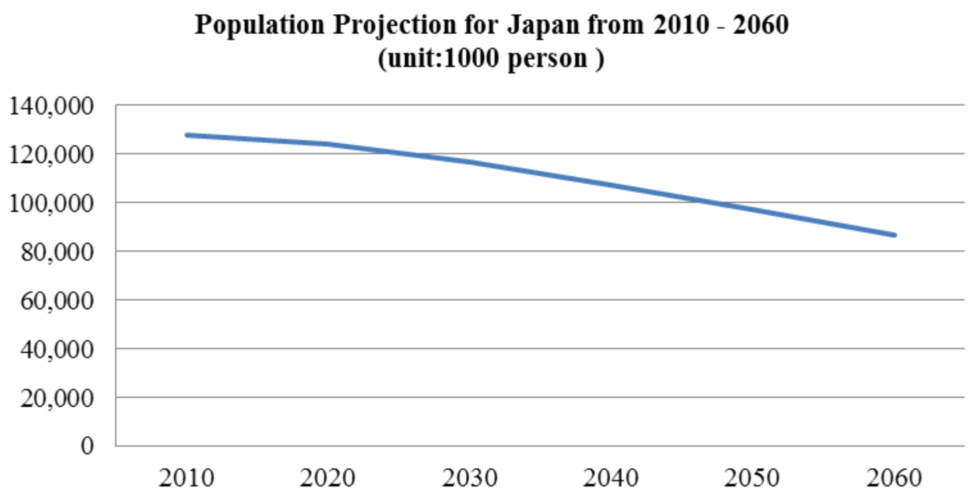
CHAPTER 1. INTRODUCTION

Chapter 1 will provides a research background, followed by the significance of the research and research objectives. Thereafter, scope of the study will be provided. Finally, study outline will be presented.

Section 1. BACKGROUND OF THE STUDY

The consumer market environment in Japan in recent years has been characterized by an increasing number of single person households, nuclear families, working women as well as population shrinking and aging society [73]. A quarter of the Japan's total population is people who are 65 years old and older, while only 12.9% of the population is made up of those who are 14 years old and younger [83]. Figure 1.1 shows the trend of the declining population of Japan.

Figure 1.1 Japan Population Trend



(Source: from Japan Retailers Association, 2013 [37])

As Japan is facing a rapid aged society and shrinking in population due to a very low birth rate, Japan is likely to face a stagnant economy. Also, shrinking domestic retail market in Japan is inevitable [37]. To promote its economic growth and sustainability, Japan aims to build a tourism nation, encouraging more inflow of inbound visitors [38]. Also, retailers' dependence on international inbound tourists is becoming more significant for its survival. As Japan is now heavily promoting itself as a tourism nation with an aim to attract more than 25 million foreign visitors by year 2020, both benefits and challenges to retailers can be enormous.

In 2013, the number of Thai visitors visiting Japan increased 74% from year 2012. This is the highest percentage increase among every nation, making Thailand the 6th tourist generating market for Japan [68]. Moreover, Thai ranked number three in terms of shopping expenditure per person in Japan, after Mainland Chinese and Russian [14]. It is predicted that the number of Thai tourist will continuously increase; thus, becomes one of the dominant nations that Japan tourism authority and Japan retail industry must keep an eye on.

Thailand is going to join Asian Economics Community (AEC) in 2015, and all universities under the Council of University Presidents of Thailand (CUPT) have made an announcement that they will change their academic semester to conform to other universities in Asian countries [54][65][80]. Until now, universities in Thailand start the first semester from June to October and the second semester from November to March. From 2014 onwards, the first semester will be from August to December and the second semester will be from January to May [86]. Currently, June to August is considered a low season for Thai travelers going to Japan [46]. As the academic calendar changes, people will start travailing more in June and July. How Japan could attract Thai visitors in summer season is very challenging as the weather is so humidly hot that Thai people who want to escape from year-round summer in Thailand might not be interested to go to Japan during this time. Shopping can be one of the dominant attractions that draw Thai nationals during this low season.

Section 2. SIGNIFICANCE OF THE STUDY

Shopping may not be a primary reason for people to travel; however, it is one of the most common tourist activities and significant expenditure categories, bringing large economic benefits to the destination's tourism and retail industries [55][59][85]. For many visitors, their trips cannot complete without spending time for shopping [27]. Moreover, a favorable tourist shopping experience can be an essential contributor to a more favorable image of tourist destinations in the minds of tourists and their socialized groups since tourists tend to share their travel experiences with others [43]. Therefore, tourists' shopping behaviors and their satisfactions should be ones of the most primary concerns for both private and public sectors [12]. Brown (1992) suggested that there is a need to gain deeper understanding of the tourists' shopping behavior as their purchasing behaviors while travelling are different from those at home [8]. A study of tourist's shopping behavioral pattern and satisfaction brings useful information for tourism planning and promotion [30]. Moreover, the study will provide the insight for retail sector to be able to create strategic and retail mix planning to improve total tourism receipts. It can be said that marketing shopping as a tourist activity cannot be successful without capturing behavioral patterns of the tourists [63].

The potential financial contribution of Thai tourists, as a result of the large amount of spending on shopping activity and the tendency of the continuously increase in the number of visitors, should not be overlooked. To understand Thai tourists' shopping behavior and their satisfaction will enable tourism authority and retail business to better satisfy the tourists' needs and expectations, resulting in an ability to attract more visitors and stimulate more spending as both sectors can use the insight obtained to manage opportunities and improve products, marketing efforts and shopping promotions. The success of being the preferred shopping destination will benefit both Japan tourism industry and retail establishments, which in turn will promote the greater and sustainable economy for Japan.

Section 3. OBJECTIVES

Although Thailand can make a significant economic contribution to Japan, to the best of my knowledge, no research has yet been conducted to understand Thai tourists' shopping behavior and their satisfaction. Accordingly, the main objectives of this study are:

- To understand shopping behaviors of Thai tourists visiting Japan and to measure their overall shopping satisfaction level
- To examine Thai tourist's initial expectation and their perception after experiencing shopping in Japan, and to identify satisfactory and unsatisfactory shopping attributes
- To identify shopping attributes that are significant in predicting overall shopping satisfaction level
- To determine the overall shopping satisfaction effect on tourist' post-shopping behaviors
- To offer recommendations for Japan tourism organization and retail establishments on how they can better meet Thai visitor's need and expectation to improve the position of shopping as a tourist activity.

Section 4. SCOPE OF THE STUDY

This paper will focus on Thai nationals' shopping behaviors and their satisfactions with Japan's shopping environment and attributes in general rather than focusing on a specific segment of shopping market. This study targets Thai tourists who had experience of shopping in Japan at least once within the past two years. It would investigate their shopping behavior, their expectation and perception towards shopping attributes. Overall satisfaction level, a future shopping intention and the likelihood of recommendation to others are also examined. Lastly, the influences of respondent's socio-demographic characteristics and experiences of travelling to Japan on their shopping behaviors, shopping expectations, perceptions and overall satisfaction would also be analyzed.

Section 5. OUTLINE OF THE STUDY

Following this introduction chapter, chapter 2 provides background of Japan inbound tourism, and Thai visitors' consumption in Japan. Chapter 3 reviews the literature of previous academic studies and theories related to the research topic, mainly focused on consumer behavior and customer satisfaction. Research questions are developed based on these reviews. Chapter 4 explains research methodology. Research framework, hypotheses developed, the questionnaire and sample designed are explained. Chapter 5 includes the analysis and results of the survey conducted. The last chapter summarizes and discusses the findings and limitations of the research. Also, the implication and recommendations to tourism authorities and retail businesses are provided.

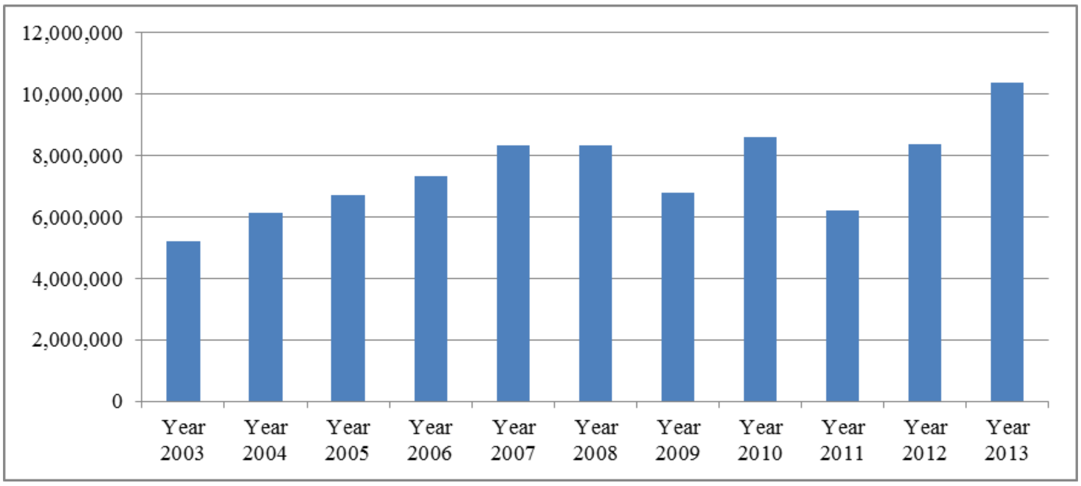
CHAPTER 2. BACKGROUND OF JAPAN TOURISM MARKET

Section 1. JAPAN INBOUND TOURISM

According to Japan Tourism Agency, Japan has a formidable socioeconomic environment, as it is facing a significant decline in population, a rapidly increase of aging population and long-term national debt. Hence, Japan saw a need to create its sustainable future and tourism is considered a major economic growth area. Japan aims to build a tourism nation in order to revitalize regional economies and also create job opportunities [38]. As stated in Japan Tourism Agency's Tourism Nation Promotion Basic Plan, Japan's main targets are to increase domestic consumption, to increase foreign visitors, to increase satisfaction rate, to increase number of international conference held, to increase number of Japanese travelers going overseas, and to increase and improve domestic tourism [39]. Starting the Visit Japan Campaign in 2003, Japan expects to reach 25 million foreign visitors by the beginning of 2020, and ultimately 30 million foreign visitors by 2030 [24].

After launching the Visit Japan Campaign, the number of foreign visitors was increasing continuously from 2003 to 2008. It dropped in 2009 due to the world economic recession, and rose again in 2010; however, the number dropped dramatically in 2011 due to the Great East Japan Earthquake. In 2012, making a recovery from the earthquake, the number increased to 8,358,105. However, the number was still under the target. One of the reasons was the impact of external factors, such as the government purchasing and taking possession of three of the Senkaku Islands [89]. In 2013, the number of foreign visitors hit the highest in Japan's history at 10,363,904 visitors, a 24% increase from 2012. This impressive number surpassed the 10 million goal for the first time [68]. Figure 2.2 shows the number of Japan's foreign visitors from year 2003 to year 2013

Figure 2.1 The Number of Japan's Foreign Visitors from year 2003 to year 2013

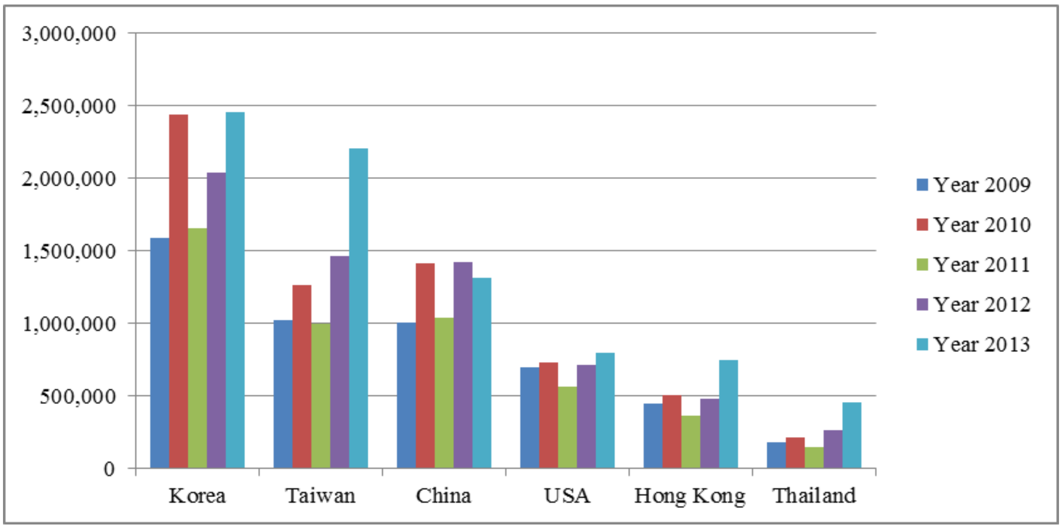


Source: Japan National Tourism Organization (JNTO)

Among the foreigners visiting Japan in 2013, South Korea is the most dominating market to Japan's tourism industry with 2,456,165 visitors. Top six tourists generating market for Japan in 2013 are South Korea, Taiwan, China Mainland, United States of America, Hong Kong, and Thailand, respectively, as shown in the figure 2.3.

Figure 2.2 Number of Foreign Tourists Visiting Japan from 2009-2013 by Nation/Region

(Top Five Nations and Thailand)



Source: Japan National Tourism Organization (JNTO)

The number of Thai visitors reached 453,642 in 2013, the highest in the history. Although it was number six in terms of the number of visitors, it ranked number one as the highest percentage increase (74%), followed by Hong Kong (54.9%), Vietnam (53.1%), Taiwan (50.8%), and Malaysia (35.6%) [68]. The large increase of visitors from Southeast Asian countries were generally due to their well-performing economies and the growth in the supply of airline, both in terms of seats and routes offering by standard airlines, low-cost carrier (LCCs) and chartered flights. Visa exemption for Thailand and Malaysia and multiple-entry visas opened for nationals of the Philippines, Indonesia and Viet Nam also played an important role [89].

Specifically analyzing Thai market, the numbers of Thai nationals visiting Japan were positively high for 15 months consecutively, and the main reasons of this impressive growth are as follows;

1. Visa exemption

   Undoubtedly, this is the biggest contribution to the growth. From 1st July 2013 onwards, Thai nationals traveling to Japan for not more than 15 days are exempted from visas [20]. It can be seen from Table 2.1 that the number of Thai nationals visiting Japan has increased sharply since July 2013. Comparing each single month after July 2013 to the same month in 2012, it is obvious that the number has increased by almost 100% on average.

2. Low-cost carriers and chartered airlines

   Since the beginning of 2013, there are more and more LCCs and chartered airlines operating flights between Thailand and Japan. Moreover, there are a few more to come in the near future, making it possible for low income people to be able to travel to Japan. For example, Asian Atlantic Airlines, a chartered airline, offered its lowest fare for round trip at 11,599 Baht in May 2014. This is around half of the fare offered by standard airlines such as Thai Airways or Japan Airlines [25][79].

3. New routes offered by airlines

   Not only the number of airlines is increased, but the existing airlines also start offering new routes. For example, Thai Airways starts operating Bangkok – Sapporo route in October

2012 and Bangkok – Sendai route in December 2013[52][60]. LCCs also offer direct flight not only to Narita or Haneda but also to other destinations such as Sapporo and Osaka [6]. This allows visitors who want to visit other parts of Japan to be able to reach the destination with less time and expenses.

4. The depreciation of Yen

   Yen was very expensive against Thai Baht back in 2011 and 2012. The average rates were 38.71 Baht / 100 Yen and 39.40 Baht / 100 Yen in 2011 and 2012 respectively. During 2013 Yen price dropped dramatically and the average for the whole year was at 31.86 baht / 100 Yen. As of 21st May 2014, the average value of yen in 2014 was at 32.02 Baht / 100 Yen [3]. The depreciation and its current stability make travelling to Japan and spending in Japan a lot cheaper for Thai people.

5. The decrease in tour packages prices to Japan

   Due to a very intensive competition and more choices of airlines available, the price of tour packages to Japan has dropped significantly. As in 2010, the average tour package price to Japan was around 50,000 Baht. Now, people could pay as less as 27,999 Baht to enjoy inclusive package tour to Japan [53][87].

Table 2.1 Number of Thai Nationals Visiting Japan from 2009 – 2014 by Month

Month/Year	**2009**	**2010**	**2011**	**2012**	**2013**	**2014**
Jan	8,724	9,881	11,412	12,092	16,101	27,161
Feb	10,563	9,944	13,597	15,345	19,890	34,300
Mar	24,025	28,340	11,718	26,313	44,848	71,100
Apr	29,049	36,817	8,001	40,821	60,212	99,400
May	14,046	17,014	8,457	24,016	40,263	N/A
Jun	5,952	9,967	7,507	13,608	20,502	N/A
Jul	9,631	14,208	12,180	16,347	30,189	N/A
Aug	8,085	9,857	8,631	11,812	23,849	N/A
Sep	11,863	12,777	13,701	18,775	29,278	N/A
Oct	24,619	27,812	19,517	31,701	61,306	N/A
Nov	14,298	18,894	11,488	24,239	51,185	N/A
Dec	16,686	19,370	18,760	25,571	56,019	N/A
Total	**177,541**	**214,881**	**144,969**	**260,640**	**453,642**	N/A

Source: Japan National Tourism Organization (JNTO)

Section 2. THAI VISITORS' CONSUMPTION IN JAPAN

According to Japan Tourism Agency's Consumption Trend Survey for Foreigners Visiting Japan in 2013, Thai visitors spent approximately 211,006 Yen while travelling in Japan. The main expenditure was for shopping (60,896 Yen, 28.86%), followed by accommodations (48,657 Yen, 23.06%). Thai traveler's spending per person for shopping in 2013 is even higher than those of Korean, Taiwanese, American, and Hong Kong travelers, the main tourist generating nations for Japan. Regarding shopping spending per head, Thai tourists spent around 60,896 Yen on shopping, making it number 3 after Mainland Chinese (114,933 Yen / person) and Russian (69,533 Yen / person). The number was higher than average and also increased significantly from previous years as shown in the Table 2.2.

Table 2.2 Breakdown of Foreign National Traveler Spending for Shopping in Japan by Nation / Region (Japanese Yen)

Country	Year 2010	Year 2011	Year 2012	Year 2013
South Korea	24,283	22,259	21,808	25,124
Taiwan	43,371	43,979	45,477	44,421
China Mainland	95,239	92,428	102,661	114,933
USA	37,008	28,814	24,535	31,957
Hong Kong	49,425	46,972	50,807	54,589
Thailand	**50,267**	**53,432**	**49,214**	**60,896**
Russia	84,079	132,268	62,655	69,533
Average	**47,923**	**45,404**	**46,436**	**49,661**

Source: Japan Tourism Agency's Consumption Trend Survey for Foreigners Visiting Japan, 2013

In 2013, with regard to preferred products, in terms of purchase rate, Thai tourist preferred confectioneries (80.8%), cosmetics, drugs and toiletries (47.9%), and western clothes, bags and shoes (42.2%). In terms of amount purchased, cameras, video cameras and watches ranked number 1 at 35,415 Yen, followed by other purchases at 34,100 Yen, and Western clothes bags and shoes at 29,648 Yen [14]. The report indicated that the most preferred shopping venues for Thai tourist were airport duty-free shops (84.3%), supermarket and shopping center (74.3%), and department store (68.0%). Cash (97.7%) and credit cards (41.5%) are the two main payment methods of Thai tourists [14].

CHAPTER 3. LITERATURE REVIEWS

Section 1. CONSUMER BEHAVIOR

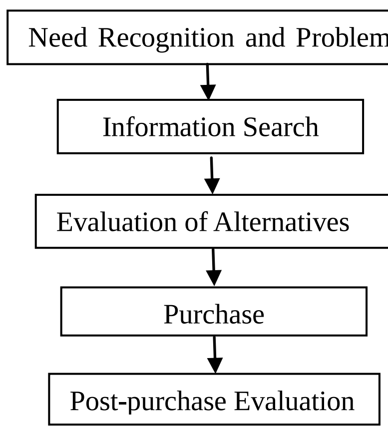
According to Solomon (1996), "consumer behavior is the study of the processes involved when individuals or groups select, purchase, use or dispose of products, services, ideas or experiences to satisfy needs and desires." Horner and Swarbrooke (1996) defined consumer behavior as "the study of why people purchase a particular product, and how they make those decisions." [31]. Schiffman and Kanuk (1997) gave a definition of consumer behavior as *"*the behaviour that consumers display in searching for purchasing, using, evaluating and disposing of products, services and ideas.*"* It is a study of how individuals make decisions to spend their available resources including time, money, and effort on the items consumed [72]. Engel, Blackwell, and Miniard (2001) defined it as "those activities directly involved in obtaining, consuming, and disposing of products and services including the decision processes that precedes and follows these actions."
From the definitions defined by various scholars, it can be summarized that consumer behavior is the activities that consumers take in order to obtain and use the products or service to satisfy their own needs and desires. The behaviors include the process starting from pre-purchase to post-purchase stages.

The study of consumer behavior allows the marketing managers to understand consumer needs, attitudes, and decision processes , and be able to forecast future behavior of consumer and thus can avoid being overoptimistic or underestimating consumer demand [11]. In terms of tourism, to be able to optimize the effectiveness and efficiency of marketing activities, it is very necessary to understand consumers' decision making on how they buy or use tourism products. The study of consumer behavior is the main key in developing, promoting, and selling tourism products [76]. To understand behavior patterns of consumers will result in the right timing intervention. Also the marketers will know who they should target with a particular tourism product at a particular time, and to know how to persuade consumers to choose certain products that are more effectively designed to satisfy their particular needs and wants. As the marketing manager can better understand the types of benefits that consumers are seeking by studying their behaviors, tourism business can develop products that are better serve consumer's need. Moreover, the understanding of consumer behavior allows the development of a more effective and efficient advertising campaigns [76]. There are several factors that have influences on consumer behavior, including cultural factors, social factors such as reference group, family, role and status, and personal factors such as age, occupation and economic circumstances, personality and self-concept, lifestyle and values [44].

Section 2. CONSUMER BEHAVIOR MODEL

Engel-Kollat-Blackwell model, also known as EKB model, is a widely accepted consumer behavior model, originally developed in 1968. It was further developed in 1973 and revised in 1978 [88]. The model was built on previous models such as Dewey's (1910) original five-stage problem-solving process and Howard's (1963) [16][77]. The model consists of 5 parts: information input, information processing, decision process stage, decision process variables, and external influences [16][23][44][71][77][88]. For the purpose of this paper, the focus is on the part of the decision process stages. Figure 3.1 shows the five stages of decision making process.

Figure 3.1 The Decision Process Stages of the Engel, Kollat and Blackwell Model



(Source: Adapted from Engel, Blackwell, and Miniard, 1986 [22])

In the decision process part, the model suggests that consumers pass through five stages. These five stages are the most widely accepted, as evidenced in a majority of consumer behavior literatures [16]. However, it is not always that every consumer must go through all these five stages. They might skip some stages, especially if it is a routine problem-solving behavior. For example, when making a daily purchase, information search and evaluation of alternative might be skipped [44].

Stage1 Problem/Need Recognition

The decision making process starts here when consumers recognize a problem or need as they sense the discrepancy between the actual state and desired state. The need developed can be triggered by internal stimuli such as motive and hunger, or by external stimuli such as social group and advertisement. To identify the unmet need and circumstances that trigger a need are very helpful for marketers to develop marketing strategies that activate consumer interest [16][23][44][71][77][88].

Stage 2 Information Search

After consumers are aroused by an unmet need, they start to search for information to help them solve the problem and satisfy their need. The source of information search can be internal from one's own memory of previous experience of handling, examining, or using product. It is often sufficient for routine purchase. External search sources can be from (1) personal such as family and friends (2) commercial such as advertising, internet website, and salesperson, and (3) public such as mass media. The level of influence of these sources depends on product category and consumer's characteristics. Each source performs different function in the buying decision. Normally, consumers receive most of information from commercial sources; however, personal sources and independent public source tend to be the most effective in legitimization and evaluation. It is important for marketer to understand consumer's information search process to effectively and efficiently utilize those sources [16][23][44][71][77][88].

Stage 3 Evaluation of Alternatives

The information search helps consumer clarifies problem-solving benefits that they can get from each product offering. The consumer sees each product as a bundle of attributes with different abilities of delivering the benefits to satisfy the need. Customers use all the information derived from the information search stage to evaluate alternative options. Evaluation criteria can be varied by person. Various attributes, such as price, quality, and reliability, have different importance level for each consumer. The importance of each attribute is influenced by both individual influences such as motivation, knowledge, attitudes, values, and personality and environmental influences such as culture, social class, and reference group. It forms the selection criteria and purchasing intention [16][23][44][71][77][88].

Stage 4 Purchase Decision

After evaluating all the alternatives based on their selection criteria, coming up with an intention on what, when and where they will make a purchase, consumers will make an actual purchase. However, at this stage, consumers can be influenced by reference group such as family and friends, or by unanticipated situational factors such as time pressure, event, or sales promotion. Therefore, purchase intention they hold in the previous stage does not always lead to actual purchase [16][23][44][71][77][88].

Stage 5 Post Purchase Behavior

Once the purchase has been made, customers will evaluate the experience they have with the product or service against their expectations and they will be either satisfied or dissatisfied. As the goal for marketer is to create repeat customers, satisfaction is very important element that all marketers should pay attention to. Satisfied customers are more likely to repurchase and recommend the product or service to others. They will also pay less attention to other brands and will be more likely to buy more products from the brand they are satisfied with. On the other hand, dissatisfaction can create substantial loss to the product and brand as the customers will no longer buy the product again and will likely to spread bad word of mouth to others [16][23][44][71][77][88].

The EKB model proposes that there are individual variables influencing the stages of decision process. The individual characteristics include demographics, motives, beliefs, attitude, personality, values, and lifestyle. The model also suggests that certain environmental and situational influences also affect the decision making process. The environmental influences include culture, sub-culture, social class, reference groups, and family. The situational influences include consumer's economic condition [16][23][71][77][88].

From the review of consumer behavior and consumer decision making process literatures, the research question 1 arises as

Research Question 1: Do Different socio-demographic characteristics and travel experiences affect Thai tourists' shopping behaviors?

Section 3. CUSTOMER SATISFACTION

Not only in Engel-Kollat-Blackwell model that satisfaction is described as the final output of the decision process, according to [1], several consumer behavior models, such as those of Howard and Sheth (1969) and Nicosia (1976), identified satisfaction as an output of the decision process or as a feedback mechanism that link consumption experiences to future behavior [1].

3.3.1. Customer Satisfaction Definition

According to Lin and Lin (2006), Howard and Sheth (1969) defined satisfaction as the extent to which the consumers perceive what they have paid to be reasonable compared to what they have received. Engel et al. (1986) stated that satisfaction is the comparison between consumers' perceptions before and after they use the product. If the levels of both perceptions are equal, consumers are satisfied [48]. Kotler and Keller (2006) considered satisfaction as a function of the closeness between expectations and perceived performance of the product. If performance is below expectations, the consumer is unhappy. A consumer is satisfied if the performance meets the expectation. If the performance is beyond expectations, the consumer is delighted [44]. Expectation is formed after consumers receive messages from several information sources such as sellers and friends [44]. Usually, the wider gap between expectation and poor performance, the greater the dissatisfaction. Nevertheless, the degree varies as different consumers are different in gap magnification or minimization [44]. Therefore, it is very important that product claims must accurately represent the products likely performance, so that consumer will not over-expect performance which can result in dissatisfaction [44].

3.3.2. Customer Satisfaction Theories

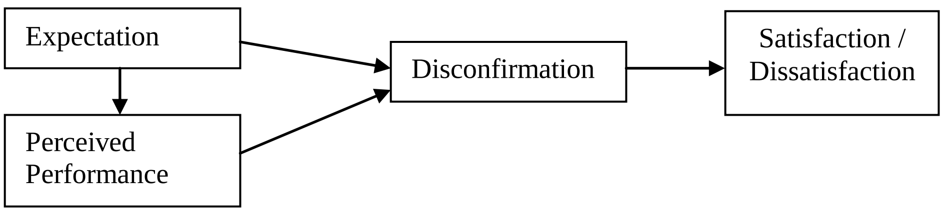
There are several customer satisfaction theories. Li and Carr (2008) noted that the major theories used for measuring customer satisfaction are the Expectancy Disconfirmation Theory, the Important-Performance theory, and the Performance-Only theory. Oh and Parks (1997) have introduced nine theories in their literature, including (1) expectancy disconfirmation, (2) assimilation or cognitive dissonance, (3) contrast, (4) assimilation contrast, (5) equity, (6) attribution, (7) comparison level, (8) generalized negativity, and (9) value preception. Among existing theories and frameworks developed to explain customer satisfaction, the most dominant model is the Expectancy Disconfirmation Theory [58][62][64][81][90][93]. This theory has gained widely support from researchers and become the most widely adopted framework to study customer satisfaction, especially in tourism and retailing [81][90][93]. The reason of its widest acceptance is due to the fact that its conceptualization is broadly applicable [58].

3.3.3. Expectancy Disconfirmation Theory (EDT)

Oliver (1980) introduced the expectancy disconfirmation model in studies of customer satisfaction in the retail and service industries. The EDT model was built on the Cognitive

Dissonance Theory (CDT), proposed by Leon Festinger in 1957 [19]. The model indicates that consumers have pre-purchase expectations about the anticipated performance of the goods or services before they make actual purchase. Customers' initial expectations can be derived from their own experiences in the previous use of particular products or services. Such expectations are closer to reality as customers have already experienced utilizing product or service. For the first time customers, expectations can be derived from feedback that they receive from other customers, advertising or mass media [28]. Perceived performance of the product or service is formed after customers have an experience of purchasing and consuming those products and services [75]. Once the product or service has been used, customers compare its perceived performance against the pre-purchase expectation. That is, the expectation becomes a standard which consumers use when judging product or service after having experience of consuming it. If the perceived performance matches the expectation, it results in confirmation. Many researchers suggests that the confirmation lead to satisfaction [34][92][93]. If there is a difference between the expectation and the perceived performance, *disconfirmation* occurs, and there are 2 types of disconfirmations. When the perceived performance is better than what the customer had initially expected, positive disconfirmation occurs, resulting in satisfaction. On the other hand, when the perceived performance is worse than what the customer had initially expected, it arises in negative disconfirmation, leading to dissatisfaction [13][19][61][93]. Figure 3.2 illustrates the model of the Expectancy Disconfirmation Theory.

Figure 3.2 Expectancy Disconfirmation Theory Model



(Source: Adapted from Oliver, 1980 [61])

In addition to the original version of the theory, Spreng et al. (1996) proposed an additional item to be included in EDT model. They suggested that not only product and service items should be focused, but information satisfaction should also be included as one of customer satisfaction measurement attributes as satisfied customers is not a result of their expectation and perceived performance of products or services solely, but also of the expectation and perceived performance of the information as well [75].

3.3.4. Significance of Customer Satisfaction Measurement

The reason why measuring customer satisfaction is one of the most important task for marketers is due to the fact that customer satisfaction has a huge influence on subsequent behavior of return, repurchase, and recommendations to others [13][44][61][90]. If consumers are satisfied, there is a high possibility that they will purchase the product again. There is also a high possibility that the satisfied customer will talk favorably about the product or brand to others. Dissatisfied consumers will not buy the product again. They are likely to talk unfavorably about the product to their friends, or may take public action such as complaining to the company or to the media [44].

In the context of shopping tourism, measuring customer satisfaction provides information to marketers on how well a destination is currently meeting the tourists' needs. The overall competitive advantages of the destination can be enhanced by improving the product or service that better meet tourist's expectations and needs [90]. An understanding of customer satisfaction provides a valuable insight for destination and retail establishment on how well they are meeting the needs of tourist shoppers. Since a satisfaction can positively lead to repeat visits and recommendation to others, it is one of the most important elements that retailers should always concern [81]. For retailers to ensure their sustainability of the business, they must provide offerings that satisfy consumer needs. Since different consumers have different level of expectations and perceptions toward offerings, it is essential for retailers to understand how consumer choose and evaluate their offerings [29].

Since Expectancy Disconfirmation Theory (EDT) has been widely accepted, especially in tourism and retail industry, this study adopts this model to measure tourists' shopping satisfaction.

Section 4. SHOPPING AND TOURISM

3.4.1. Tourist's shopping

The difference between buying and shopping is that buying means obtaining a particular item from a seller, while shopping have a broader scope. It includes searching, comparing, price checking, selecting styles, browsing, walking, and meeting other people [2][7][9][67], cited in [81]. From a consumer behavior perspective, tourists' shopping behavior is different from typical shopping behavior at home. This is due to the fact that individuals are in an unordinary time, taking a break from their routine activities. They seem to escape from seriousness, spending their leisure time away from ordinary place and ordinary task [15][50][82][85]. There is a very wide range of goods purchased by tourists. It does not limit only to souvenirs as clothes, jewelry, books, art and craft, electronic goods and duty-free goods are also popular among tourists [85]. It can be said that the characteristics of tourist's shopping is more towards hedonic and leisure activity, rather than a utilitarian purpose [36][82]. Tourist shopper views shopping experience as an entertainment or recreational. The emotional characteristic of the shopping experiences leads to more time spending in the store, higher spending, and the increase of unplanned purchasing, or what usually called impulse purchases [41].

Butler (1991) suggested there are two types of the relationships between shopping and tourism. The first one is where shopping is the main purpose for the tourist. The second one is where shopping is not the main priority [10]. No matter what the main purpose of travelling is, shopping is a universal tourist activity. It can often function as a tourist attraction [29]; thus, adding overall attractiveness and also bringing a huge economic benefit to the destinations [10][36][55][59][85].

3.4.2. Shopping Behavior of the Tourist

As mentioned in section 3.2, Engel et al. (1968) purposed that when purchasing, most consumers in general pass through five stages of decision making process including need recognition, information search, evaluation of alternatives, purchase, and post-purchase evaluation. Several factors have influence on this process, including consumer characteristics such as personality, lifestyles, motives, values, norms, and reference groups [21][23][44]. In the study of Jansen-Verbeke (1990), it is proved that personal characteristics, travel companions, motives, weather condition and the time of year appeared to be useful indicators in the analysis of shopping as a leisure activity. It is found that consumer' personal characteristics, such as gender, age, family status and socioeconomic status have a relationship with attitudes toward shopping, its frequency and patterns [36].

Although it seems that shopping is a planned behavior, to some extent, hedonic shoppers like tourists often neglect these five stages and shop impulsively. Rook (1987) stated that "impulse buying occurs when a consumer experiences a sudden, often powerful and persistent urge to buy something immediately." Rook and Gardner (1993) defined impulse buying as "an unplanned behavior that involves quick decision-making and possibility for immediate acquisition of the product." The impulse buying is an unintended, non-reflective, and immediate purchase, which occurs soon after consumers are exposed to stimuli after they enter stores [69][70]. The purchase is unintended because the individuals do not plan beforehand that they are going to purchase a particular product. However, there is a sudden urge stimulating them to buy, making it an immediate purchase due to a short interval of time between seeing the product and buying it. Impulse buying is also unreflective because it happens in a sudden, meaning that there is no much time to make an evaluation comprehensively [55]. An impulse purchase is an unplanned purchasing behavior occurring after the shopper has entered the store [4]. It is one of results of leisure situations which become an important revenue source for retailers. Retailers should try to create conditions that stimulate impulse purchasing behavior although several factors such as product and characteristics of buyers also have influences on it [35].

3.4.3. Tourist Shopping Motivation

Tauber (1972) noted that there are several motives encouraging tourists to shop, including diversion, self-gratification, learning about local traditions and new trends, and sensory stimulation. Butler (1991) stated that what drive tourist to shop are self-esteem, prestige, nostalgia, vanity, and economic savings. Timothy (2005) proposed that in tourism settings, novelty-seeking, boredom or excess time, buying gift for someone at home, the quest for authenticity, the desire for keepsakes and memories, and altruism purpose are the factors that encourage tourist shopping. Many tourists purchase goods to bring home the physical evidence and the tangible symbol reminding them of the experience, and also to bring home a gift as a way to strengthen the relationship with others [26][43].

3.4.4. Tourist Shopping attributes and satisfaction

A number of research studies have identified various shopping attributes that have influences on consumers' shopping behavior and satisfaction [5][29][36][42][49][85]. Berry (1969) noted that there are 12 attributes that encourage consumers to shop, including price, quality, assortment, fashion, sales personnel, convenience of location, other convenience criteria, services, sales promotions, advertising, store atmosphere, and reputation on adjustments. Downs (1970) noted that shop location, good value, range and quality of merchandise, and physical design are critical attributes leading to a successful retailing. Lindquist (1974–1975) categorized 26 store image attributes into nine factors: merchandise, service, clientele, physical facilities, convenience, promotion, store atmosphere, institutional factors, and post-transaction satisfaction. Pysarchik (1989) suggested that store operation hour, location, convenient accessibility, free parking space, and lodging facilities are dominant attributes to promote tourists' store patronage. Jansen-Verbeke (1990) stated the shopping product contains several attributes, including product design, aesthetics appearance, features, reputation and value; retail outlet and its location, decor and reputation; the service element and the attitudes and product knowledge of the staff; the methods of payment and price; the operation hour; the environment of the shop such as fashion, accessibility, car parking facilities, proximity to other services such as restaurant; product promotion; product distribution; product image, positioning, and brand. Kozak (2001) and Turner and Reisinger (2001) noted that shopper's characteristics, including age, gender, socioeconomic status, family status and nationality are ones of the factors that determine satisfaction level of the tourist. Timothy (2005) mentioned that store-and-merchandise-related attributes do not act separately but they work together with high quality staff and customer controls in order to attract tourist shoppers and in turn create customer satisfaction.

3.4.5. Previous studies related to tourist's shopping satisfaction

Heung and Cheng (2000) compared expectations and perceptions of tourists visiting Hong Kong towards 15 shopping attributes and categorized the shopping attributes into satisfied shopping attributes, indifferent shopping attributes, and dissatisfied shopping attributes. The attributes includes lighting and physical setting of shops, window display, opening hours of shops, choice of payment methods, accessibility of shops, neatness and cleanliness of shops, variety of product selection, availability of product, efficiency of sales staff, availability of sales label, price of product, language ability of sales staff, attitude of sales staff, value for the money, product reliability. Using factor analysis, 14 shopping attributes were divided into four shopping dimensions: Staff Service Quality, Product Value, Product Reliability, and Tangibles Quality. The results of this study reveal that Staff Service Quality has the most important influence on tourists' shopping experience. The second most influential dimension is Product Value. The third most important dimension is Product Reliability; however, the result suggested that tourists are dissatisfied rather than satisfied with this factor. The least influential is Tangibles Quality.

In the study of Wong and Law (2003), the expectations and perceptions of service quality, quality of goods, variety of goods, and price of goods were examined whether they affect the satisfaction levels of foreign tourists with their shopping experiences in Hong Kong. The result indicated that there is a great deal of difference between the Asian and Western tourist's expectations and perceptions towards the shopping attributes examined. Western tourists were more satisfied with almost all of the attributes than were tourists from Asia.

Yeung, et al. (2004) adopted 15 shopping attributes used in the study of Heung and Cheng (2000) to assess the expectations and perceptions of international tourists towards their shopping experience in Hong Kong and Singapore. The results indicated that Singapore outperforms Hong Kong notably in many areas, such as language ability, attitude and efficiency of service staff. This study urges Hong Kong to improve itself in order to stay competitive as a shopping paradise.

Lin and Lin (2006) identified the shopping attributes that contribute to Mainland Chinese visitors' satisfaction of shopping in Taiwan by comparing visitors' expectations and perceptions toward 20 shopping attributes: product quality, price of product, variety of product selection, product packaging and size, mark the price of product, product reliability, uniqueness of the product, commemoration of the product, providing discount, display of product, decoration and attractiveness of the shops, cleanliness of shops, location of shops, accessibility of shops, opening hours of shops, choice of payment methods, professional knowledge of the sales staff, attitude of sales staff, efficiency of sales staff, and providing home delivery service. The results indicated that knowledge of the sales staff has the most influence on visitors' overall satisfaction, followed by price of the product.

From the literature reviewed, it is obvious that there is a large number of attributes affecting tourist shopping satisfaction. It can be categorized into 6 elements. The first one is product characteristics, including product quality, design, packaging, and merchandise selection. The second element is price such as price of the product and value for money. Service is the third element, composing of fast and efficient service, attitudes, knowledge, courteousness, and communication ability of the staff. Characteristics of the shoppers themselves, including gender, age, socioeconomic status, family status, and nationality, are the forth element affecting satisfaction level. The fifth element is environmental influence such as retail location, opening hours, and the environment inside and outside the shops. The last element is the promotional activities such as sales promotion and advertising [45][81][85].

Wong and Law (2003) noted that there is no element that is universal to measure shopping satisfaction, and many researchers have suggested that a situation specific approach should be used [90]. Therefore, for this study, the author will include the attributes that appear often in previous studies and are relevant to Japan's shopping environment.

From the literature reviewed regarding customer satisfaction and shopping behavior, 5 more research questions are developed as followed;

<u>Research Question 2</u>: Do different socio-demographic characteristics and travel experiences affect Thai tourist's overall shopping satisfaction level?

<u>Research Question 3</u>: Do different socio-demographic characteristics and travel experiences have effects on Thai tourists' expectation and perception levels towards shopping in Japan?

<u>Research Question 4</u>: Which are satisfactory and dissatisfactory shopping attributes for Thai tourists?

<u>Research Question 5</u>: Are there any shopping attribute that significant in predicting Thai tourist's overall shopping satisfaction level?

<u>Research Question 6</u>: Does tourist's overall satisfaction level affect post-shopping behaviors?

CHAPTER 4. METHODOLOGY

Section 1. Research Framework

To reach the study objective, the framework of this research is developed from the research questions created based on the literatures reviewed. The research questions were mentioned in Chapter 3 and will be stated in this section again. To answer research questions, 13 groups of hypotheses are developed as followed:

<u>Research Question 1</u>: Do Different socio-demographic characteristics and travel experiences affect Thai tourists' shopping behaviors?

H1: Consumers with different socio-demographic characteristics have different shopping behaviors

H2: Consumers with different travel experiences have different shopping behaviors

<u>Research Question 2</u>: Do different socio-demographic characteristics and travel experiences affect Thai tourist's overall shopping satisfaction level?

H3: Consumers with different socio-demographic characteristics have different level of overall shopping satisfaction

H4: Consumers with different travel experiences have different level of overall shopping satisfaction

<u>Research Question 3</u>: Do different socio-demographic characteristics and travel experiences have effects on Thai tourists' expectation and perception levels towards shopping in Japan**?**

H5: Consumers with different socio-demographic characteristics have different expectation levels

H6: Consumers with different travel experiences have different expectation levels

H7: Consumers with different socio-demographic characteristics have different perception levels

H8: Consumers with different travel experiences have different perception levels

Research Question 4: Which are satisfactory and dissatisfactory shopping attributes for Thai tourists?

H9: There is a significant difference in overall expectation and overall perception level

H10: Tourists' expectations are all positively disconfirmed.

Research Question 5: Are there any shopping attribute that significant in predicting Thai tourist's overall shopping satisfaction level?

H11: At least one of the shopping attributes is significant in predicting overall shopping satisfaction levels

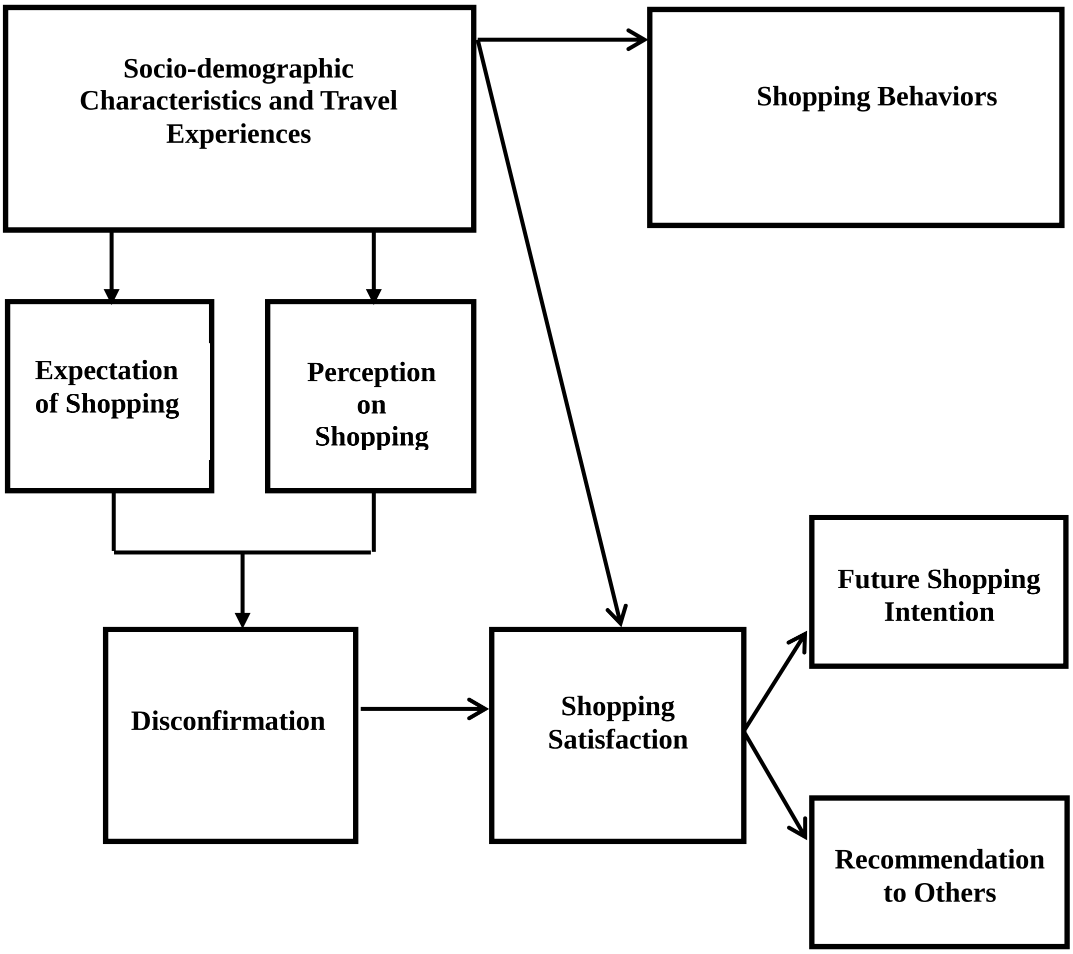
Research Question 6: Does tourist's overall shopping satisfaction level affect post-shopping behaviors?

H12: The higher overall shopping satisfaction level, the higher future shopping intention

H13: The higher overall shopping satisfaction level, the higher likelihood of recommending Japan as a shopping place to others

From the hypotheses set, figure 4.1 illustrates the framework of this research.

Figure 4.1 Overview Framework of the Study



Section 2. RESEARCH INSTRUMENT

To reach the research objectives and to answer research questions, the structured questionnaire was developed based on the secondary data collection obtained from the extensive review of consumer behavior and shopping literatures. The literatures were obtained from a wide variety of reliable sources including academic books, academic journals, government publications, official websites, and articles from reliable internet sources.

4.2.1. Questionnaire design

On the questionnaire, nearly all the questions are close-ended except part 5 and some questions in part 1 and part 2. It was expected that the respondents could finish the questionnaire within 10 minutes. A six-page questionnaire in Thai is used in this research. English version of the questionnaire is for reference (please refer to Section 2 of the Appendix). The questionnaire composes of 5 parts described below, and there are 65 questions in total.

Part 1 Socio-demographic information and information of experience in visiting Japan There are 11 questions in part 1, aiming to gather the socio-demographic information of the respondents, including gender, age, marital status, education, occupation, and personal monthly income. The information regarding experience in visiting Japan of the respondents were also asked, including the number of times visiting Japan, duration of stay, how to travel and the reason of travelling to Japan. The details are described in Table 4.1.

Table 4.1 Questions in part 1 regarding socio-demographic information and information of experience in visiting Japan

Socio-demographic information and general information of travel experience to Japan	Question numbers in the questionnaire
Personal information	1-6
General information of experience in visiting Japan	7-11

Part 2 Tourist's shopping behavior in Japan

This part aims to understand Thai tourists' shopping behaviors in Japan, utilizing consumer decision making process model to capture the respondent's behavior. Questions 1 of this part asked about the respondent's main reason to shopping in Japan, reflecting need recognition. Question 2 asked for 3 main sources they primarily used to acquire information of shopping in Japan, while Question 3 explored their evaluation of alternatives by asking how many stores they made a comparison before making a shopping decision. Questions 4 to 11 investigated purchasing stage of the respondents. The questions aim to understand what, where, and how Thai tourists did shopping, and how much they spent on shopping. Questions 12 to 15 explored the final stage of decision making process, or post purchase behavior. The respondents were requested to evaluate their overall shopping satisfaction in Japan, the future shopping intention, and the likelihood of recommending japan as place to shop to others. Questions 12 to 14 were rated on a five- point Likert-type scale. In question 15, the respondents were also required to specify product categories which they tend to purchase again next time they do shopping in Japan.

Table 4.2 Questions in part 2 regarding tourist shopping behavior

Stage in Decision making process	Question numbers in the questionnaire
Need recognition	1
Information search	2
Evaluation of alternatives	3
Shopping stage	4-11
Post-shopping evaluation	12-15

Part 3 Expectation towards shopping in Japan The third part explored tourists' expectations before they started shopping in Japan. Respondents were requested to give a score on level of their expectations on each of 19 shopping attributes using a five-point Likert-type scale, ranging from (1) very low expectation (5) to very high expectation.

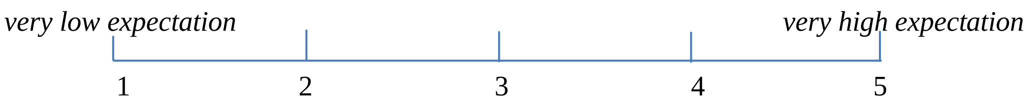


Figure 4.2 Expectation Rating Scale

Part 4 Perception towards shopping in Japan

The forth part examined tourists' perception after they experienced shopping in Japan. Respondents were requested to give a score to the same 19 attributes on level of their perception using a five-point Likert-type scale, ranging from (1) very unfavorable perception (5) to very favorable.

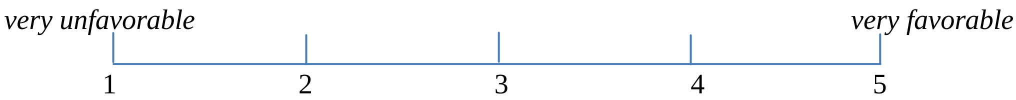


Figure 4.3 Perception Rating Scale

Each shopping attribute established in part 3 and part 4 are derived from literatures and previous studies relating to tourist's shopping satisfaction. The attributes can be divided into 5 categories: product, service, price, place, and promotion as shown in table 4.3

Table 4.3 Factors influence shopping table of specification

Product	Quality and reliability Design Packaging Display Availability of products in the store Variety of goods available
Service	Choice of payment Salesperson knowledge Salesperson friendliness and courteousness Salespersons communication ability Operation hours of stores
Price	Price Value for money
Place	Neatness and cleanliness of stores Convenience of store Location Lighting and physical setting of store
Promotion and Information	Promotion for foreign visitors such as discount or free gift In-store information of product, promotion, etc. Availability of Japan shopping information

Part 5 The recommendation to make shopping experience in Japan more delightful

The final section was an optional, open-ended question asking for recommendation from the respondents on how to make the respondent's shopping experience more pleasant.

Section 3. SAMPLE DESIGN

4.3.1. Sampling Group

The target group for this study is Thai tourists aged 21 years old and older, who had an experience of shopping in Japan at least once within two years by the time the survey was launched. The reason why the maximum limit is two year is to ensure that the respondent's experience of shopping in Japan is still fresh so that he or she would be able to provide an accurate evaluation for both expectation and perception of shopping in Japan. Also, it would truly reflect the current shopping environment of Japan.

4.3.2. Data collection

The questionnaire was distributed by 2 methods. The first one was through the social media. Online questionnaire was created, and the link of questionnaire was distributed to the author's network of friends mainly through Facebook groups and Line groups. The respondents were asked to send the link further to their network of friends who had an experience of shopping in Japan within 2 years. The second one was a face to face distribution by the author's assistant. The respondents were requested to answer all the questions in the paper form. In order to identify whether they had shopping experience in Japan within 2 year, a screening question was asked, so that Thai tourists who had shopping experience in Japan over 2 year would be screened out. For both methods, the questions on the questionnaire are the same, and the convenience random sampling was applied to the selection of target respondents. In total, there are 271 respondents; 156 from online and 115 from face-to-face distribution.

Section 4. PILOT TEST

A pilot test was conducted to ensure clarity, reliability, and comprehensiveness of the questionnaire. The questionnaire was completed by 20 respondents. As a result of the pilot test, one modification to the wording and additional explanation was made and one shopping attribute was eliminated. The respondents who visited Japan more than once were requested to provide information of their latest visit. However, the instruction was originally written only at the introduction part, which was often neglected by the respondents. Therefore, it was mentioned in every part of the final questionnaire. Also, delivery service was originally included as a shopping attribute. However, among 20 respondents, 17 people could not evaluate their own expectation and perception towards the attribute. The reason was that they did not care about the availability of the service and did not realize the availability of this service both before and after shopping. Therefore, this attribute was eliminated in the final version of the questionnaire.

Section 5. DATA ANALYSIS TOOLS

The data were coded, computed, and analyzed using Statistical Package for the Social Sciences (SPSS for Windows) version 19 and Microsoft Excel. Statistical analysis such as frequencies, cross tabulation, paired *t* tests, independent-sample *t* test, one-way ANOVA, factor analysis, and regression analysis were used in accordance to each objective.

Descriptive Statistics

Frequencies were used to display the distributions of tourists' socio-demographic characteristics, travel experiences and shopping profiles.

Cross tabulation

This is a technique used to organize data by groups, categories or classes to compare differences among groups. In this research, the technique was used to examine the relationship between respondents' socio-demographic characteristics and their shopping behaviors and the relationship between respondents' experience in travelling to Japan and their shopping behaviors.

Paired *t* test

Because interval scales were used to measure respondents' expectations and perceptions towards shopping in Japan, paired *t* tests were applied to compare the mean score of the expectation level of each shopping attribute against the mean score of the perception level of the same of attribute.

Independent-sample *t* test

Independent-sample *t* test was used to test the difference of means between two groups of populations. In this study, it was used to investigate the difference in mean scores of total spending, expectation, perception, satisfaction, and post-shopping behaviors between the respondents with different marital status and between the respondents with different gender.

One-way ANOVA

Its purpose is to make statistical comparisons of means among more than two groups of populations. In this study, it was employed to test the difference in mean scores of total spending, expectation, perception, satisfaction, and post-shopping behaviors among the respondent with different socio-demographic characteristics and among the respondents with different travel experiences.

Factor analysis

Factor analysis is a data reduction tool. It removes redundancy or duplication and forms groups of variables that are strongly correlated. In this study, it is employed to group the expectation and perception attributes and to indicate the most dominant factors that have a significant influence the overall shopping satisfaction.

Multiple regression analysis

Multiple regression analysis was used to examine the relative importance of the shopping attributes, derived from factor analysis, in contributing to tourists' overall shopping satisfaction level.

Simple regression analysis

Simple regression analysis was adopted to estimate the relationship between the overall shopping satisfaction level and the future shopping intention and the relationship between the overall shopping satisfaction level and the likelihood of recommending Japan as a shopping place to others.

CHAPTER 5. RESULT ANALYSIS

Section 1. Socio-demographic Characteristics of the Respondents

5.1.1. Gender, Ages, and Marital Status

As shown in figure 5.1 – 5.3, from a total of 271 respondents, 183 respondents are female (67.5%) and 88 respondents are male (32.5%). The respondents who are single represent 64.9% of the total, and married respondents are accounted for 35.1%. The respondents who are 21-30 years old made up of 41.3% of the total respondents, followed by 41-50 years old respondents (20.3%), 31-40 years old respondents (18.5%), 51-60 years old respondents (14.4%), and over 60 years old respondents (5.5%), respectively.

Figure 5.1 Gender of Respondents

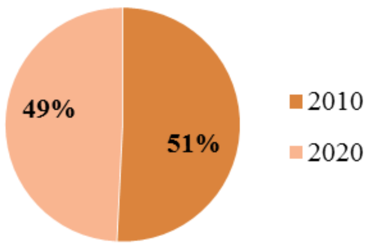


Figure 5.2 Marital Status of Respondents

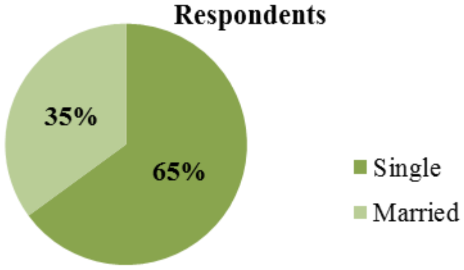
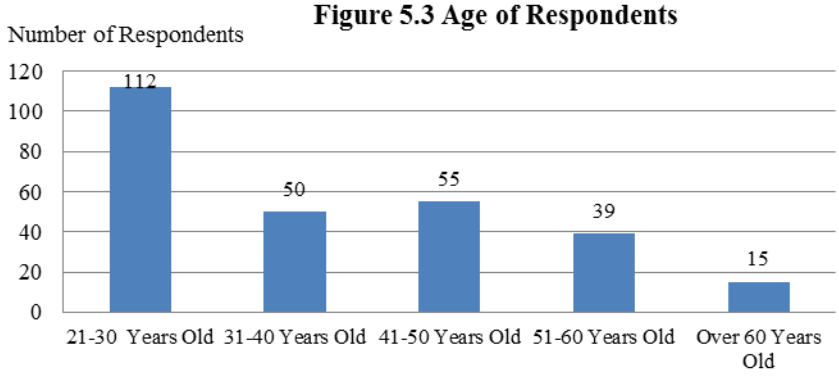


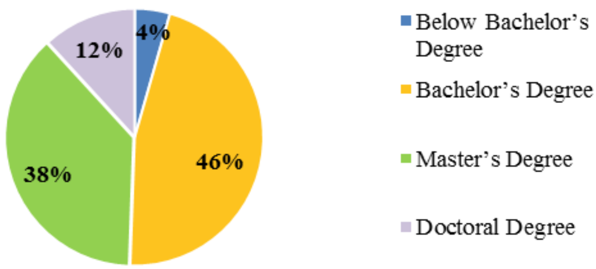
Figure 5.3 Age of Respondents



5.1.2. Education

Figure 5.4 shows that nearly half of the respondents hold a Bachelor's degree (125 respondents, 46.1%). The Master's degree respondents accounted for 37.6%, followed by Doctoral degree respondents (11.8%). Only 12 respondents (4.4%) have the education level below Bachelor's degree.

Figure 5.4 Educational Level of Respondents



5.1.3. Occupation and Personal Monthly Income

From the total 271 respondents, 103 (38.0%) are government officials or state enterprise officers, and 85 respondents (31.4%) are full-time employee. The rests are students (14.0%), business owner (10.0%), and others (6.6%), respectively. In terms of monthly income, 87 respondents (32.1%) earn 20,000-40,000 Baht per month; 66 respondents (24.4%) earn 40,001-60,000 Baht; 50 respondents (18.5%) earn 60,001-100,000 Baht. There are 39 respondents (14.4%) who earn less than 20,000 Baht monthly, and 29 respondents (10.7%) who earn more than

100,000 Baht (please see figure 5.5 and 5.6).

Figure 5.5 Occupation of Respondents

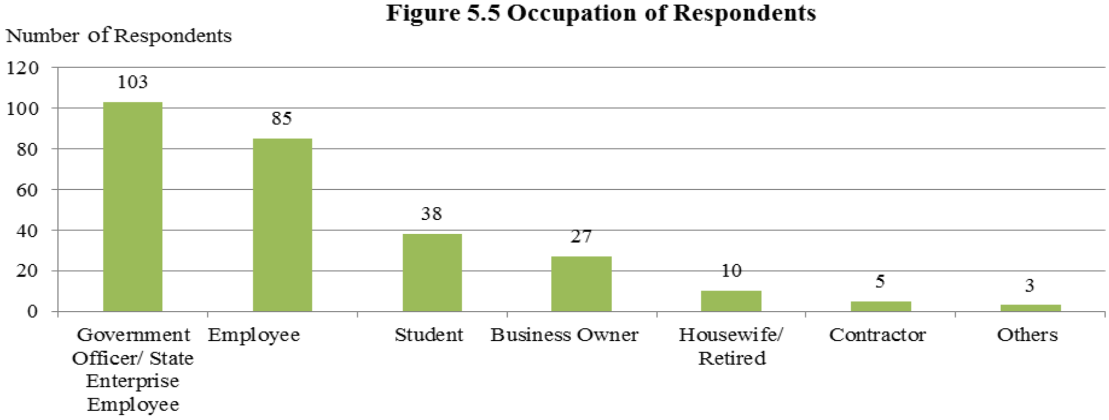
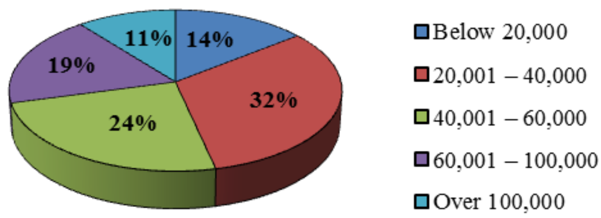


Figure 5.6 Personal Monthly Income (Baht)



Section 2. THE RESPONDENTS' TRAVEL EXPERIENCE IN JAPAN

Table 5.1 summarizes the experience of visiting Japan of the respondents. It is found that the majority (39.5%) of the respondents have been to Japan only once, while 25.1% of the respondents have been there twice. More than half of the respondents (53.1%) stayed in Japan between 5-7 days for the trip, followed by 19.6% of the respondents who stayed more than 10 days. About half (50.2%) of the total respondents managed and went travelling by themselves, while 28.0% of the respondents travelled with the tour operator (group package tour). Those who travelled with families represent 37.6% of the respondents; while 22.5% of the respondents travel with their colleagues. Sightseeing and resting are the primary reason for travelling to Japan as 68.3% of the total respondents have mentioned. Only 5 respondents (1.8%) stated that shopping is their main reason for travelling to Japan.

Table 5.1 General information of Visiting Japan (N = 271)

	No. of respondents	%
How many times have you been to Japan (time)		
1	**107**	**39.5**
2	68	25.1
3	36	13.3
4-6	39	14.4
7-10	8	3.0
over 10	13	4.8
For your last visit, how long have you stayed in Japan (days)		
1-4	32	11.8
5-7	**144**	**53.1**
8-10	42	15.5
Above 10	53	19.6
For your last visit, how did you travel		
Self-arranged	**136**	**50.2**
With tour operator	76	28.0
With company	46	17.0
Others	13	4.8
With whom did you travel		
Family	**102**	**37.6**
Colleagues	61	22.5
Friends	60	22.1
Alone	33	12.2
Couple	11	4.1
Others	4	1.5
Main reason for travelling to Japan		
Sightseeing/Resting	**185**	**68.3**
Business	68	25.2
Visit friends and family	6	2.2
Shopping	5	1.8
Events/Festival Participation	2	0.7
Others	5	1.8

Section 3. TOURISTS' SHOPPING BEHAVIOR

5.3.1. Main Reason to Shop in Japan

Table 5.2 shows that the most answered reason for Thai tourist to shop in Japan is that the product is not available in Thailand (35.8%), followed by the price is cheaper (23.6%), and the variety of shops (14.8%).

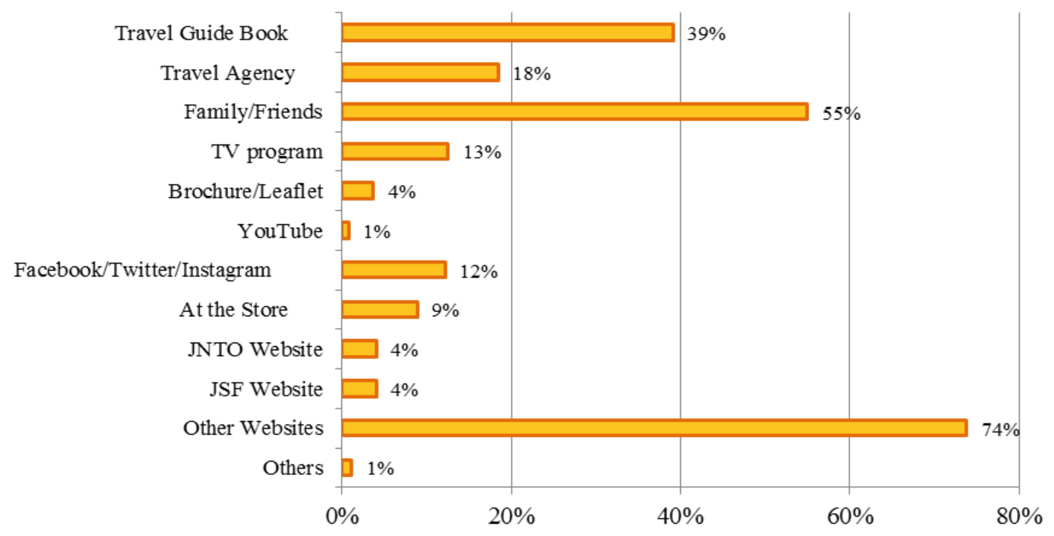
Table 5.2 Main Reason to Shop in Japan (N = 271)

	No. of respondents	**%**
Product is not available in Thailand	**97**	**35.8**
Price is cheaper	64	23.6
Variety of shop	40	14.8
Memory of visiting	31	11.4
To buy gifts for others	26	9.6
Attractive promotion	4	1.5
Family/friends took me to shop	3	1.1
Family/friends ask me to buy for them	3	1.1
Others	3	1.1

5.3.2. Main Sources of Information Regarding Shopping in Japan

Figure 5.7 shows that the main sources that the respondents used to gain information of Japan's shopping are internet (which accounted for 73.8% response rate), family and friends (55%), and travel guide book (39.1%). Only 4.1% of the respondents use the website or Facebook page of Japan Shopping Tourism Organization (JSTO), known as Japan Shopping Festival (JSF) and Japan National Tourism Organization (JNTO) as main sources of information.

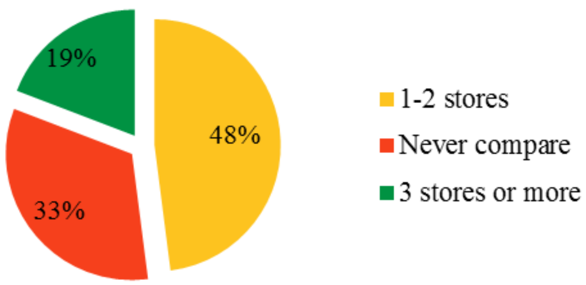
Figure 5.7 Information Sources



5.3.3. Stores Comparison

As shown in Figure 5.8, there are 130 respondents (48%) who made 1-2 stores comparison before making a shopping decision, while 32.8% have never compared. Only 19.2% of total respondents compare at least 3 stores or more.

Figure 5.8 Number of Stores Compared



5.3.4. Total Spending on Shopping in Japan

Of the total 271 respondents, Table 5.3 shows that the lowest spending on shopping is 1,000 Baht, and the highest spending is 300,000 baht. On the average, the respondent spent 31,832 Baht on shopping in Japan. However, 20,000 Baht is the amount that most of the respondents spent.

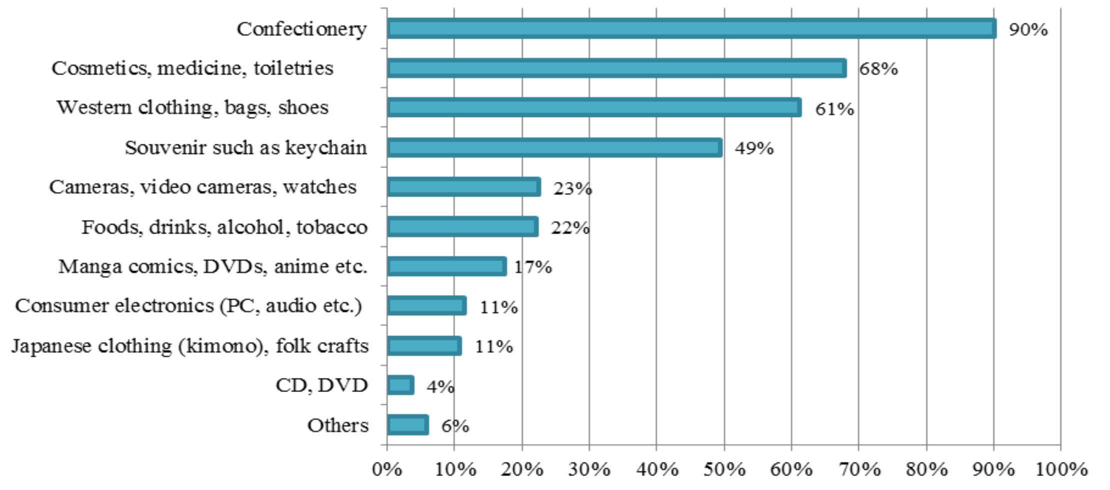
Table 5.3 Total Spending on Shopping in Japan (N = 271)

	Baht
Mean	31,832
S.D.	31,379
Mode	20,000
Minimum	1,000
Maximum	300,000

5.3.5. The Products Bought

Figure 5.9 presents the respondents' most favorite category of products bought is confectionery. The response rate is 90% (244 respondents). The second most favorite is cosmetics, medicine, and toiletries (184 respondents, 67.9%). Western clothing, bags, and shoes are the third favorite (166 respondetns, 61.3%). The result is in correspondence with the result of Japan Tourism Agency's Consumption Trend Survey for Foreigners Visiting Japan in 2013 that Thai tourists preferred buying confectionaries (80.8%), cosmetics drugs and toiletries (47.9%), and western clothes bags and shoes (42.2%).

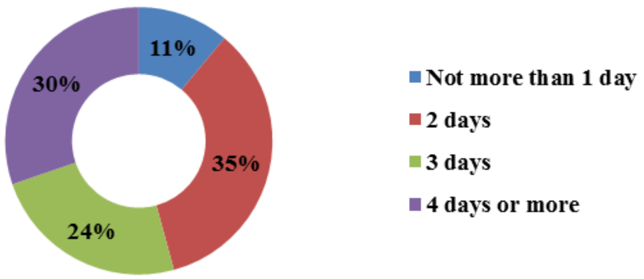
Figure 5.9 Products Bought



5.3.6. Duration Spent on Shopping

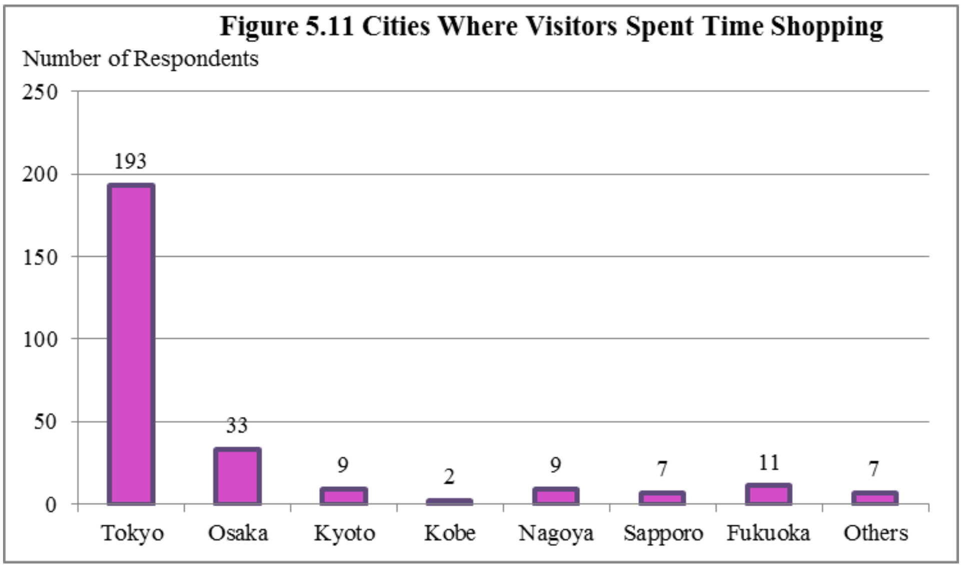
As shown in figure 5.10, most of the respondents (34.7%) spent 2 days shopping in Japan, followed by 4 days or more (30.2%), and 3 days (24.0%), respectively. Only 11.1% of the respondents spent 1 day or less on shopping.

Figure 5.10 Duration Spent on Shopping



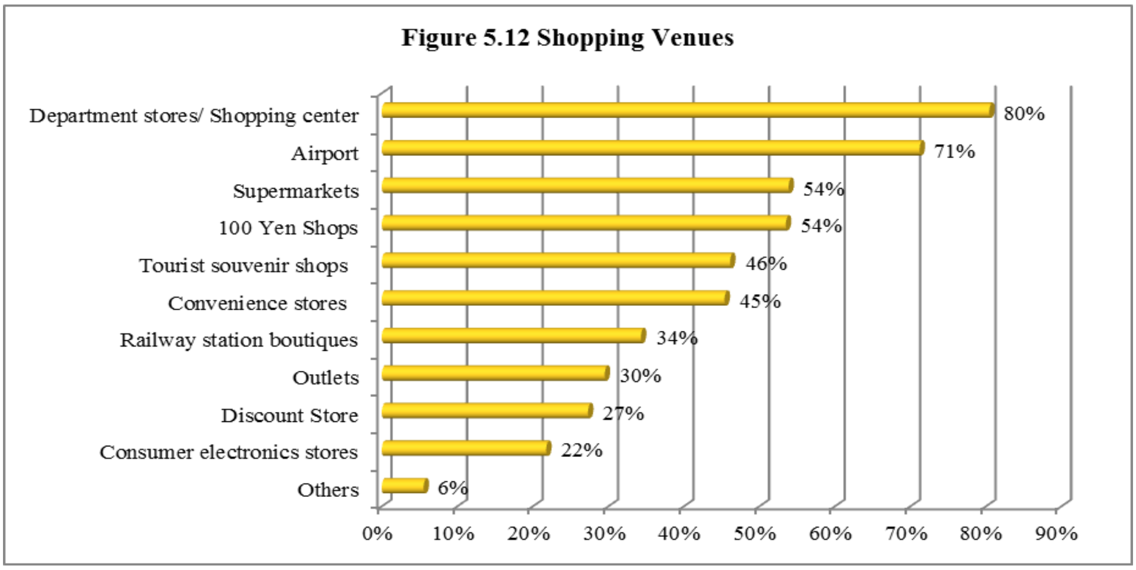
5.3.7. Shopping city

As seen in Figure 5.11, the city where most of the respondents spent most of their time shopping was Tokyo (71.2%). Osaka ranked number 2 (12.2%), and Fukuoka ranked number 3 (4.1%).



5.3.8. Shopping Venues

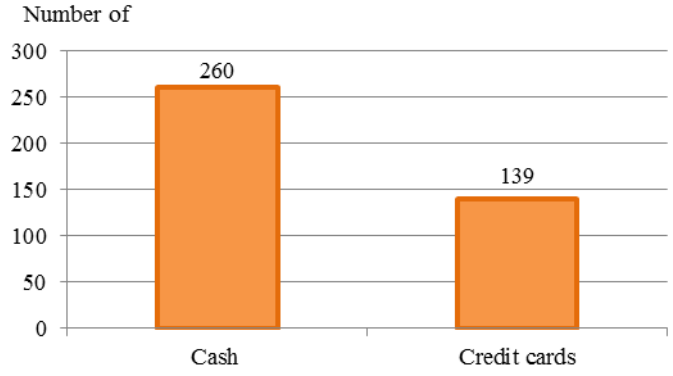
Department stores and shopping centers are the most popular places where Thai tourists went shopping the most (the respond rate is 80.4%), followed by airports (71.2%), supermarkets (53.9%) and 100 Yen shops (53.5%), as shown in figure 5.12.



5.3.9. Payment Methods

Figure 5.13 shows that most of the respondents paid for their shopping ttems by cash (95.9%). Around half of the respondents (51.3) used credit cards.

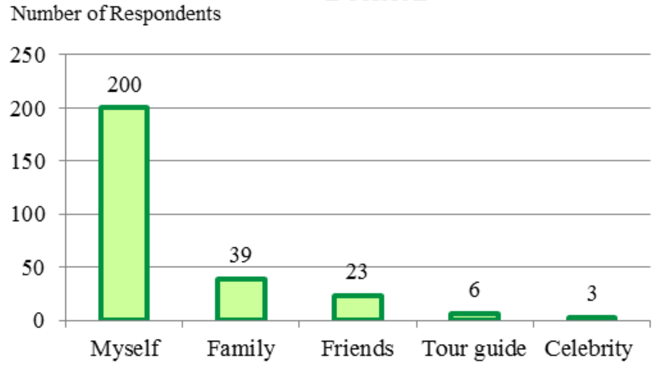
Figure 5.13 Payment Methods



5.3.10. Influencer

As shown in Figure 5.14, people or a group of people that had the most influence on the respondents' shopping decision is the tourists themselves (73.8%). Family played the second most important influencer (14.4%).

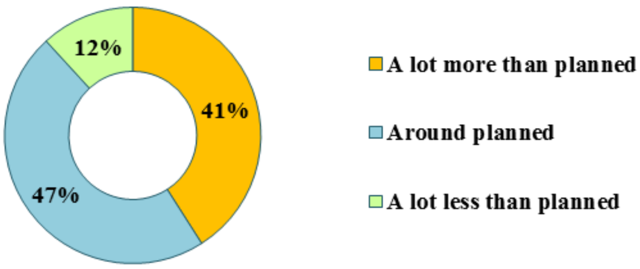
Figure 5.14 Influencers on Shopping Decision



5.3.11. Planned Spending vs Actual Spending

Figure 5.15 shows that there are 128 respondents (47.2%) whose the actual spending was around the same as the planned budget, while 111 respondents (41.0%) had the actual spending larger than planned. Only 11.8% had the actual spending less than planned.

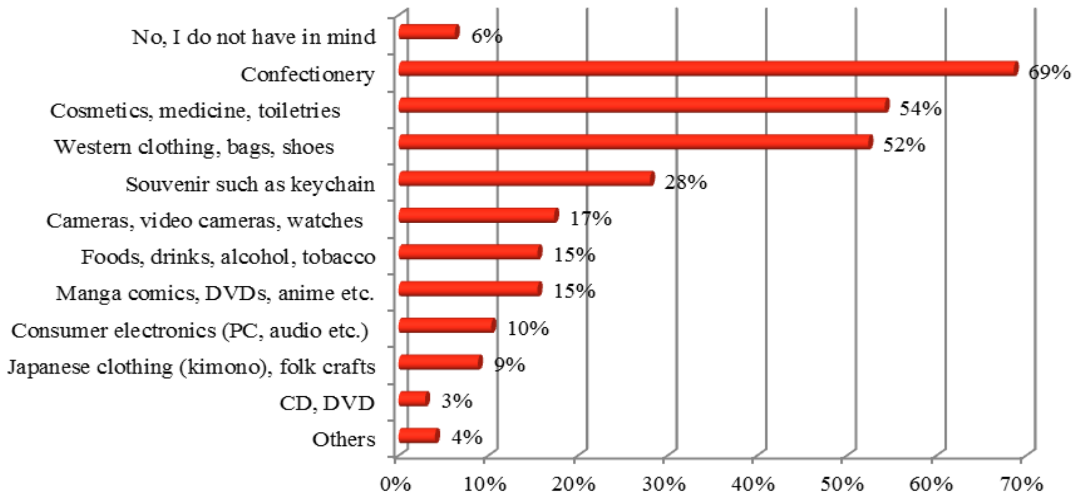
Figure 5.15 Planned vs Actual Spending



5.3.12. The Product Categories that Tourists Plan to Buy Again in the Next Visit

Regarding the products the tourists want to buy again next time, Figure 5.16 shows that confectionaries still rank number 1 (response rate is 68.6%), followed by cosmetics, medicine, toiletries (54.2%), and Western clothing, bags, and shoes (52.4%). It should be noted here that the ranking of product categories the tourists want to buy again next time is the same as the ranking of product categories the tourists bought.

Figure 5.16 Products the Respondents Would Like to Buy Next Time



Section 4. SOCIO-DEMOGRAPHIC CHARACTERISTICS AND SHOPPING BEHAVIORS

In this part, crosstab and chi Square tests were performed to find the significant relationship between each socio-demographic characteristic (gender, age, marital status, education, occupation, and personal monthly income) and shopping behaviors (the main shopping reason, stores comparison, shopping duration, shopping city, shopping influencer, planned vs actual spending, future shopping intention, and shopping recommendation) . Independent *t* test and one-way ANOVA were used to test the significant difference in means value of total spending among the respondents with different socio-demographic characteristic. The analysis aims to understand Thai tourists' shopping patterns in Japan by answering research question 1 asking whether the socio-demographic characteristics of the respondents have an effect on their shopping behaviors. The results show that there are significant relationships (Pearson Chi-Square $p < .05$) (for more detail please see Table 1-Table 3 in Section 1 of the Appendix) between some of the respondents' socio-demographic characteristics and shopping behaviors as followed;

5.4.1. Gender and Shopping Duration

Gender has a significant relationship with the duration the respondents spent on shopping. Most of male respondents spent 2 days on shopping, while majority of female spent 4 days or more on shopping. This might be due to the fact that in general, women seem to enjoy shopping more than men do (table 5.4).

Table 5.4 Gender and Shopping Duration

Gender	**Shopping Duration**				Total
	Not more than 1 day	2 days	3 days	4 days or more	
Male	13 (14.8%)	40 **(45.5%)**	21 (23.8%)	14 (15.9%)	88
Female	17 (9.3%)	54 (29.5%)	44 (24.0%)	68 **(37.2%)**	183
Total	30	94	65	82	271

5.4.2. Age and the Store Comparison

Age has a significant relationship with the number of stores the respondents compared before making a shopping decision. Most of the respondents aged 21-60 years old compared 1 -2 stores before shopping. The respondents aged over 60 years old (80%) did not make a store comparison at all (Table 5.5). This might be the result of physical strength as older people might not feel comfortable walking long distance and going back and forth.

Table 5.5 Age and the Stores Comparison

	Stores Comparison			Total
Age (years)	Never compare	1-2 store	3 stores or more	
21-30	29 (25.9%)	58 **(51.8%)**	25 (22.3%)	112
31-40	14 (28.0%)	25 **(50.0%)**	11 (22.0%)	50
41-50	20 (36.4%)	24 **(43.6%)**	11 (20.0%)	55
51-60	14 (35.9%)	20 **(51.3%)**	5 (12.8%)	39
Over 60	12 **(80.0%)**	3 (20.0%)	0 (0%)	15
Total	89	130	52	271

5.4.3. Age and Planned vs Actual Spending

Age has a significant relationship with the planned vs actual spending. It can be seen from table 5.6 that the majority of younger respondents (21-40 years old) seemed to end up spending more than they initially planned. The majority of the respondents older than 40 years old had their actual spending around planned. This might be due to the fact that older customers are more mature and more rational, resulting in more control against the arousers, while younger customers are more energetic, getting exciting more easily, and being less rational when some sudden stimuli come into play. This finding might suggest that it is easier to stimulate Thai younger tourists to participate in impulse buying than Thai older tourists (table 5.6).

Table 5.6 Age and Planned vs Actual Spending

	Planned vs Actual Spending			Total
Age (years)	A lot more than planned	Around planned	A lot less than planned	
21-30	54 **(48.2%)**	48 (42.9%)	10 (8.9%)	112
31-40	28 **(56.0%)**	15 (30.0%)	7 (14.0%)	50
41-50	14 (25.5%)	35 **(63.6%)**	6 (10.9%)	55
51-60	13 (33.3%)	22 **(56.4%)**	4 (10.3%)	39
Over 60	2 (13.3%)	8 **(53.4%)**	5 (33.3%)	15
Total	111	128	32	271

5.4.4. Age and Shopping Duration

Table 5.7 shows that age has a significant relationship with the duration the respondents spent on shopping. Most of the respondents aged 21-60 years old spent 2 days on shopping, while most of the respondent aged over 60 years old spent only 1 day on shopping. This also might be the result of the physical strength.

Table 5.7 Age and Shopping Duration

	Shopping Duration				Total
Age (years)	Not more than 1 day	2 days	3 days	4 days or more	
21-30	9 (8.0%)	37 **(33.1%)**	29 (25.5%)	37 (33.1%)	112
31-40	5 (10.0%)	19 **(38.0%)**	13 (26.0%)	13 (26.0%)	50
41-50	3 (5.4%)	19 **(34.6%)**	13 (23.6%)	20 (36.4%)	55
51-60	6 (15.4%)	14 **(35.9%)**	8 (20.5%)	11 (28.2%)	39
Over 60	7 **(46.7%)**	5 (33.3%)	2 (13.3%)	1 (6.7%)	15
Total	30	94	65	82	271

5.4.5. Marital Status and Stores Comparison

Marital status has a significant relationship with the number of stores the respondents compared before making a shopping decision. Most of the respondents compared 1-2 stores before making shopping decisions; however, quite a large number of married respondents also never made a comparison (Table 5.8).

Table 5.8 Marital Status and Stores Comparison

	Stores Comparison			Total
Marital status	Never compare	1-2 store	3 stores or more	
Single	48 (27.3%)	87 **(49.4%)**	41 (23.3%)	176
Married	41 **(43.2%)**	43 **(45.3%)**	11 (11.5%)	95
Total	89	130	52	271

Accordingly, it can be proved that **hypothesis 1, i.e., consumers with different socio-demographic characteristics have different shopping behaviors, was partially supported.**

Section 5. TRAVEL EXPERIENCES AND SHOPPING BEHAVIORS

The analysis aims to understand Thai tourists' shopping patterns in Japan by answering research question 1 asking whether the respondents' travel experiences in Japan has an effect on their shopping behaviors. Again, crosstab and chi square tests were employed to find the significant relationship between each travel experience attribute (the number of visits, the duration of stay, trip arrangement, travel companion, and the purpose of visit) and shopping behaviors (the main shopping reason, stores comparison, shopping duration, shopping city, shopping influencer, planned vs actual spending, future shopping intention, and shopping recommendation). One-way ANOVA was used to test the significant difference in means value of total shopping spending of the respondents with different travel experiences (the number of visits, the duration of stay, trip arrangement, travel companion, and the purpose of visit). The result shows that most of travel experience factors did not have significant relationships with the respondents' shopping behaviors (for more detail please see Table 4 – Table 5 in Section 1 of the Appendix). There is only 1 relationship exist as follows;

5.5.1. Duration of Stay and Shopping Duration

The relationship between the duration of stay and the duration the respondents spent on shopping exists (Pearson Chi-Square $p < .05$) It is found that the longer duration the respondents stayed in Japan, the longer duration they spent shopping (please see table 5.9). This is not a surprise finding, as the longer people stay in one place, the higher tendency that they will spend more time doing something including shopping and sightseeing.

Table 5.9 Duration of Stay and Shopping Duration

	Shopping Duration				Total
Duration to stay (days)	Not more than 1 day	2 days	3 days	4 days or more	
1-4	9 (28.1%)	15 (46.9%)	5 (15.6%)	3 (9.4%)	32
5-7	11 (7.6%)	55 (38.2%)	42 (29.2%)	36 (25.0%)	144
8-10	4 (9.5%)	19 (45.2%)	6 (14.3%)	13 (31.0%)	42
Over 10	6 (11.3%)	5 (9.4%)	12 (22.7%)	30 **(56.6%)**	53
Total	30	94	65	82	271

From the results explained, it can be said that **hypothesis 2, i.e., consumers with different travel experiences have different shopping behaviors, was partially accepted**.

Section 6. EXPECTATIONS AND PERCEPTIONS TOWARDS SHOPPING IN JAPAN

This part aims to understand Thai tourists' expectation and perception towards shopping in Japan. Firstly, descriptive analysis was performed and Table 5.10 summarizes the mean and the standard deviation of the expectation and the perception towards the overall and each shopping attribute. It can be seen from the table that quality of the product has the highest expectation's mean at 4.39, followed by the product's design (4.14) and the product's packaging (4.04). The attribute with the least expectation mean is the choices of payment methods (3.28). After having experience of shopping in Japan, the product's packaging gain the most favorable perception in the eyes of the respondents at 4.44, followed by the product's design (4.39) and the quality of the product (4.38). The communication ability of salesperson received the least favorable perception at 3.10.

Table 5.10 Summary of Means and Standard Deviation for Expectation and Perception on Shopping in Japan

	Expectation		Perception	
Attribute	Mean	S.D.	Mean	S.D.
1. Quality of the product	4.39	0.68	4.38	0.56
2. Design of the product	4.14	0.75	4.39	0.57
3. Packaging of the product	4.04	0.86	4.44	0.63
4. Display of product	3.33	0.99	3.88	0.70
5. Reasonable price of product	3.86	0.92	3.59	0.70
6.Value for money	4.01	0.86	3.77	0.71
7. Choice of payment methods	3.28	1.08	3.70	0.73
8. Salespersons knowledge and efficiency	3.51	0.94	3.70	0.73
9. Salespersons friendliness and courteousness and attention	3.90	0.93	4.29	0.77
10. Salespersons communication ability	3.30	1.11	3.10	0.97
11. Availability of products in the store	3.91	0.88	3.63	0.78
12. Variety of goods available	4.01	0.81	4.08	0.64
13. Neatness and cleanliness of stores	4.01	0.84	4.22	0.67
14.Convenience of store location	3.89	0.83	4.02	0.67
15. Lighting and physical setting of store	3.50	0.89	3.95	0.70
16. Availability of in-store information such as promotion	3.72	0.98	3.57	0.79
17. Operation hours of stores	3.68	0.90	3.39	0.82
18. Promotion for foreign tourists	3.88	1.06	3.30	0.94
19. Availability of Japan shopping information (such as product and price information, store information, promotion campaign information)	3.81	0.97	3.64	0.78
Overall	3.80	0.50	3.84	0.40

5.6.1. Socio-Demographic Characteristics, Travel Experience, and the Expectation and Perception towards Shopping Attributes

To investigate the impact of socio-demographic characteristics and travel experiences on the expectation and perception towards shopping attributes, factor analysis with varimax rotation was conducted to create correlated variable composites from originally 19 attributes and identify factors that explained most of the variances among the attributes. The derived factor scores were subsequently used in independent *t* test and one-way ANOVA analysis. In this study, factors were retained only if they had eigenvalues at least 1.0 and factor loadings over 0.4. Cronbach's alpha was used to test the reliability of variables retained in each factor. The coefficients which are greater than or equal to 0.50 were accepted as reliable indication of construct reliability [57].

5.6.1.1 Socio-Demographic Characteristics, Travel Experiences, and the Expectation towards Shopping Attributes

Results of the factor analysis of data from the samples are summarized in Table 6 in Section 1 of the Appendix. The five factors underlying Thai tourists' expectation of shopping attributes in Japan derived from Factor analysis are as follow:

Factor 1: Promotion, Information, and Convenience

There are 5 shopping attributes associated with Factor 1. They are promotion for foreign tourists, operation hours of stores, availability of Japan shopping information, availability of in-store information, and convenience of store location.

Factor 2: Staff Service, Store Attraction and Payment

The shopping attributes associated with Factor 2 composed of 6 attributes including salespersons knowledge and efficiency, salespersons friendliness, courteousness and attention, lighting and physical setting of stores, display of product, neatness and cleanliness of stores, and choice of payment methods.

Factor 3: Product Feature

There are 3 shopping attributes associated with Factor 3. They are design of product, packaging of product, and quality of product.

Factor 4: Product Availability and Staff Communication

Three shopping attributes associated with Factor 4 are variety of goods available, availability of products in the store, and salesperson communication ability.

Factor 5: Product Value

Two shopping attributes associated with Factor 5 composed of reasonable price of product and value for money.

After these 5 factors were determined, independent *t* test and one-way ANOVA were employed to test the impact of socio-demographic characteristics and the travel experiences on the expectation towards the shopping attributes. The results show that the respondents who have different number of times visiting Japan had differences in the expectation means of Factor 1 (one-way ANOVA, $p < .05$). Also, the respondents who have different number of times visiting Japan had differences in the expectation means of Factor 4 (one-way ANOVA, $p < .05$). No other significant relationship was found (for more detail please see Table 7 – Table 11 in Section 1 of the Appendix).

Factor 1 (Promotion, Information, and Convenience) and the Number of Times Visiting Japan

Table 5.11 Means and Standard Deviation of Factor 1 of the Respondents with Different Number of Times Visiting Japan

	Factor 1	
Number of times visiting Japan (times)	Mean	S.D.
1	3.85	0.73
2	3.65	0.61
3	**4.15**	0.65
4-6	3.66	0.78
7-10	3.65	0.78
over 10	**3.60**	1.07

Table 5.11 shows that the third time tourists had the highest expectation (4.15) towards Factor 1 (Promotion, Information, and Convenience), while the tourists who visited japan more than 10 times had the lowest expectation (3.60) towards the same factor. Post Hoc (LSD) test proved that third time tourists had significantly higher expectation mean than those of first, second, 4-6, and over

10 times tourists (for more detail, please see Table 10 in Section 1 of the Appendix).

Factor 4 (Product Availability and Staff Communication) and number of times the respondents have been to Japan

Table 5.12 Means and Standard Deviation of Factor 4 of the Respondents with Different Number of Times Visiting Japan

	Factor 4	
Number of times visiting Japan (times)	Mean	S.D.
1	3.79	0.77
2	**3.54**	0.66
3	**4.09**	0.61
4-6	3.72	0.72
7-10	3.58	0.83
over 10	3.85	0.60

From the Table 5.12, it can be seen that the third time tourists had the highest expectation towards Factor 4 (Product Availability and Staff Communication), while second time tourists had the lowest expectation level towards the same factor. Post Hoc (LSD) test proved that third time tourists had the expectation mean significantly higher than those of first time, second time, and 4-6 times tourists (for more detail, please see Table 11 in Section 1 of the Appendix).

The result leads to **the rejection of hypothesis 5, i.e., consumers with different socio-demographic characteristics have different expectation levels.** This is due to the fact that no relationship between any socio-demographic characteristics and expectation level towards shopping attributes was found.

Hypothesis 6, i.e., consumers with different travel experiences have different expectation levels, was partially accepted.

5.6.1.2 Socio-Demographic Characteristics, Travel Experiences, and the Perception towards Shopping Attribute

Results of the factor analysis of data from the samples are summarized in Table 12 in Section 1 of the Appendix. The five factors underlying Thai tourists' perception of shopping attributes in Japan derived from Factor analysis are as follows:

Factor 1: Promotion, Information, and Convenience

Six shopping attributes associated with Factor 1 are promotion for foreign tourists, availability of Japan shopping information, availability of in-store information, operation hours of stores, salesperson communication ability, and availability of products in the store.

Factor 2: Store Attraction

There are 4 shopping attributes associated with Factor 2. They are lighting and physical setting of stores, convenience of store location, neatness and cleanliness of stores, and variety of goods available.

Factor 3: Product Feature

The shopping attributes associated with Factor 3 composed of 3 attributes including design of product, packaging of product, and quality of product.

Factor 4: Staff Service, Payment, and Display

Four shopping attributes associated with this Factor 4 are salespersons knowledge and efficiency, salespersons friendliness, courteousness and attention, choice of payment methods, and display of product.

Factor 5: Product Value

Two shopping attributes associated with Factor 5 are reasonable price of product and value for money.

After 5 factors were determined, independent *t* test and one-way ANOVA were employed to test the impact of socio-demographic characteristics and the travel experiences on the perceptions towards the shopping attributes. The results show that the respondents with different occupations had differences in the perception means of Factor 1 (one-way ANOVA, $p < .05$). The respondents with different ages had differences in the perception means of Factor 3 (one-way ANOVA, $p < .05$). There were differences in the perception means of Factor 5 between the respondents with different marital status (Independent *t* test, $p < .05$) and among the respondents who have different number of times visiting Japan (one-way ANOVA, $p < .05$). For more detail please see Table 13 - Table 18 in Section 1 of the Appendix.

Factor 1 (Promotion, Information, and Convenience) and Occupation

Table 5.13 Means and Standard Deviation of Factor 1 of the Respondents with Different Occupation

	Factor 1	
Occupation	Mean	S.D.
Student	3.45	0.60
Government officer/state enterprise employee	3.50	0.57
Company employee	3.40	0.57
Business owner	3.45	0.72
Contractor	**3.03**	0.51
Housewife/retired	3.07	0.45
Others	**4.33**	0.76

Table 5.13 shows that the respondents who have other occupations had the highest perception mean (4.33) towards Factor 1 (Promotion, Information, and Convenience), while contractors have

the lowest perception mean (3.03) towards the same factor. Post Hoc (LSD) test proved that the respondents who have other occupations had significantly higher perception mean than other groups of respondents had. Housewives or retired respondents had significantly lower perception mean than those of students, governmental officers or state own enterprise employee, and company employees (please see Table 16 in Section 1 of the Appendix for more detail).

Factor 3 (Product Features) and Age

Table 5.14 Means and Standard Deviation of Factor 3 of the Respondents with Different Age

	Factor 3	
Age (years)	Mean	S.D.
21-30	4.40	0.41
31-40	**4.29**	0.50
41-50	**4.56**	0.46
51-60	4.35	0.52
Over 60	4.33	0.50

It can be seen from Table 5.14 that the respondents who are 41-50 years old had the highest perception level (4.40), towards Factor 3 (Product Features), while 31-40 years old respondents had the lowest perception level (4.29) towards the same factor. Post Hoc (LSD) test proved that the respondents who are 41-50 years old had the perception mean significantly higher than those of 21-30, 31-40, and 51-60 years old respondents (please see Table 17 in Section 1 of the Appendix for more detail).

Factor 5 (Product Value) and Marital Status

Table 5.15 Means and Standard Deviation of Factor 5 of the Respondents with Different Marital Status

	Factor 5	
Marital Status	Mean	S.D.
Single	3.62	0.65
married	3.79	0.62

As shown in table 5, the perception mean towards Factor 5 (Product Value) of married respondents (3.79) was significantly higher than those of singled respondents (3.62).

Accordingly, **hypothesis 7, i.e., consumers with different socio-demographic characteristics have different perception levels, was partially supported.**

Factor 5 (Product Value) and Number of Times Visiting Japan

Table 5.16 Means and Standard Deviation of Factor 5 of the Respondents with Different Number of Times Visiting Japan

	Factor 5	
Number of times visiting Japan (time)	Mean	S.D.
1	3.79	0.61
2	3.50	0.59
3	3.65	0.65
4-6	3.77	0.65
7-10	**3.31**	0.46
over 10	**3.81**	1.01

Table 5.16 shows that the tourists who have visited Japan more than 10 times had the highest perception mean (3.81) towards Factor 5 (Product Value), while 7-10 times tourists had the lowest perception mean (3.31) towards the same factor. Post Hoc (LSD) test proved that the perception mean of the first time tourists was significantly higher than those of second and 7-10 times tourists. The second time tourists had the perception mean significantly lower than the 4-6 times tourists had (for more detail, please refer to Table 18 in Section 1 of the Appendix).

As the number of time visiting Japan and Factor 5 had a significant relationship, **hypothesis 8, i.e., consumers with different travel experiences have different perception levels, was partially accepted.**

5.6.2. Satisfactory Attributes and Unsatisfactory Attributes

After examining Thai visitor's expectation and perception towards each shopping attribute, the author will categorize each attribute into either satisfactory or dissatisfactory shopping attribute to gain the understanding of what Japan is doing well right now and what Japan is doing below the expectation of Thai tourists regarding shopping experience in Japan. According to the Expectancy Disconfirmation Theory mentioned in Chapter 3, if the perceived performance (i.e. perception) matches the expectation, confirmation occurs, leading to satisfaction. If the perceived performance is higher than the expectation, positive disconfirmation occurs, also resulting in satisfaction. Dissatisfaction happens when the perceived performance is lower than an initial expectation. Based on this theory, paired *t* test was employed to identify the expectancy confirmation and disconfirmation, as listed in Table 5.17. There were 9 shopping attributes which were positively disconfirmed as the mean of the respondents' perceptions are significantly higher than the mean of expectations. Eight attributes were negatively disconfirmed as can be seen that the mean of the perception is significantly lower than the expectation. There are 2 attributes which were confirmed as the mean of perception and expectation were not significantly different.

Table 5.17 Results on Paired *t* Test between Tourists' Expectation and Perception of Shopping Attributes in Japan (N=271)

Shopping attribute	Mean difference (perception mean – expectation mean)	*t* value
Positive Disconfirmation		
Display of product	+0.55	-9.176*
Lighting and physical setting of store	+0.45	-8.370*
Choice of payment methods	+0.42	-6.715*
Packaging of the product	+0.40	-7.523*
Salespersons friendliness and courteousness and attention	+0.39	-6.496*
Design of the product	+0.25	-5.638*
Neatness and cleanliness of stores	+0.21	-3.974*
Salespersons knowledge and efficiency	+0.19	-3.161*
Convenience of store location	+0.13	-2.438*
Confirmation		
Variety of goods available	+0.03	-0.544
Quality of the product	-0.01	0.279
Negative Disconfirmation		
Promotion such as discount and free gift for foreign tourists	-0.58	7.306*
Operation hours of stores	-0.29	3.972*
Availability of products in the store	-0.28	4.122*
Price of product is reasonable	-0.27	4.490*
Value for money	-0.24	4.399*
Salespersons communication ability	-0.20	2.517*
Availability of Japan shopping information (such as product and price information, store information, promotion campaign information) before searching	-0.17	2.809*
Availability of in-store information such as promotion	-0.15	2.353*

* $p < .05$

Satisfactory Shopping Attributes

In this study, satisfactory shopping attributes are defined as those attributes which the means score of perceptions are higher than those of expectations, or a positive disconfirmation (paired *t* test, $p < .05$), or the attributes which the means score of perception and expectations are not significantly different (paired *t* test, $p \geq .05$), meaning that the perceptions of the attributes were confirmed with their expectations. The results summarized in Table 5.17 shows that the respondents were satisfied with 11 attributes as followed; "display of product," "lighting and physical setting of store," "choice of payment methods," "packaging of the product," "salespersons friendliness and courteousness and attention," "design of the product," "neatness and cleanliness of stores," "salespersons knowledge and efficiency," "convenience of store location," "variety of goods available" and "quality of the product."

Unsatisfactory Shopping Attributes

Table 5.17 also lists the unsatisfactory shopping attributes. Unsatisfactory shopping attributes refer to those attributes which the means score of perception are lower than with the expectation scores, or a negative disconfirmation (paired *t* test, $p < .05$). The following 8 attributes are categorized in this group: "promotion for foreign tourists," "operation hours of stores," "availability of products in the store," "reasonable price of product," "value for money," "salespersons communication ability," "availability of Japan shopping information," and "availability of in-store information."

Table 5.18 summarizes the satisfactory and unsatisfactory shopping attributes.

Table 5.18 The Summary of Satisfactory and Unsatisfactory Shopping Attributes

Shopping Attributes	
Satisfactory Shopping Attributes	**Unsatisfactory Shopping Attributes**
Display of product	Promotion such as discount and free gift for foreign tourists
Lighting and physical setting of store	Operation hours of stores
Choice of payment methods	Availability of products in the store
Packaging of the product	Price of product is reasonable
Salespersons friendliness and courteousness and attention	Value for money
Design of the product	Salespersons communication ability
Neatness and cleanliness of stores	Availability of Japan shopping information before searching
Salespersons knowledge and efficiency	Availability of in-store information
Convenience of store location	
Variety of goods available	
Quality of the product	

Table 5.10 shows that the mean of overall expectation towards shopping in Japan is at 3.80, and the mean of overall perception is at 3.84. However, after paired t-test was performed, no significant difference between the means of the overall expectation and the overall perception was found (paired *t* test, *t* value = -1.510, $p = .132$). Therefore, it leads to the rejection of hypothesis **9, i.e., there is a significant difference in overall expectation and overall perception level.** It can be

implied that the overall expectation and the overall perception levels are equal.

From the results illustrated in Table 5.17, it can be concluded that **hypothesis 10, i.e., tourists' expectations are all positively disconfirmed, was rejected.** This is due to the fact that 9 attributes are positively disconfirmed, while 2 attributes are confirmed, and 8 attributes are negatively disconfirmed.

Section 7. Determination of Shopping Factors Contributing to Thai tourists' Overall Shopping Satisfaction Level

To determine the impact of the shopping factors that influence tourists' overall shopping satisfaction level, the five factors of perception were subsequently applied in a multiple regression analysis. The significant factors that remain in the regression equation were shown in order of importance based on the beta coefficients. The equation for tourists' overall satisfaction was expressed in the following equation:

Equation 1: Overall satisfaction = 2.320 + 0.251(Factor 3) + 0.163(Factor 1)

In the regression analysis, the beta coefficients can be used to explain the relative importance of the five shopping factors in contributing to Thai tourists' overall shopping satisfaction level. Factor 3 (Product Features, beta coefficients = 0.251, $p < .05$) carried the heaviest weight for overall satisfaction, followed by Factor 1 (Promotion, Information, and Convenience, beta coefficients = 0.163, $p < .05$). Factor 2 (Store attraction), Factor 4 (Staff service, Payment, and Display), and Factor 5 (Product value) appear not to be statistically significant in affecting overall level of satisfaction. The equation 1 implies that the more favorable perception towards Factor 3 and 1, the more satisfaction level of the Thai tourists with shopping in Japan (for more detail please see Table 19 in Section 1 of the Appendix).

From the result already discussed, it can be concluded that **hypothesis 11, i.e., at least one of the shopping attributes is significant in predicting overall shopping satisfaction levels, was accepted.**

Section 8. THAI TOURISTS' OVERALL SHOPPING SATISFACTION LEVEL

Among 271 respondents, 59.0% of them were satisfied with shopping in Japan, and 36.2% of them were very satisfied. Those who felt neutral are accounted for 4.1%, while dissatisfied respondents represent only 0.7% of the total. There is no respondent who was very dissatisfied (please see Table 5.19).

Table 5.19 Tourists' Overall Satisfaction with Shopping in Japan (N=271)

Overall satisfaction level	**No. of respondents**	**%**
Very dissatisfied	0	0
Dissatisfied	2	0.7
Neutral	11	4.1
Satisfied	160	**59.0**
Very satisfied	98	**36.2**

5.8.1. Tourists' Socio-Demographic Characteristics, Travel Experiences and Tourist Overall Shopping Satisfaction Level

After the data of shopping satisfaction was transformed to rating scale, independent *t* test and one-way ANOVA were employed to test the impact of socio-demographic characteristics and travel experiences on the level of overall shopping satisfaction of the respondents. The results showed that only one significant relationship (one- way ANOVA, $p < .05$) was found (for more detail please see Table 20 - Table 23 in Section 1 of the Appendix). There is a significant difference in the means of overall shopping satisfaction level among different ages of the respondents. In other words, overall level of shopping satisfaction can be determined by age of the respondents. Table 5.20 shows the mean score of shopping satisfaction level for each age group. The respondents who are 41-50 years old had the highest level of shopping satisfaction (4.44), while the respondents who are over 60 years old had the lowest level of satisfaction (3.93). It is proved by Post Hoc (LSD) test that the satisfaction level of the respondents who are over 60 years old is significantly lower than those of 21-30, 31-40, and 41-50 years old respondents. Also, the satisfaction level of 51-60 years old respondents is significantly lower than 41-50 years old respondents' satisfaction level (please refer to Table 23 in Section 1 of the Appendix for more detail).

Table 5.20 Means and Standard Deviation of Overall Shopping Satisfaction of the Respondent with Different Age

	Overall shopping satisfaction	
Age (years)	Mean	S.D.
21-30	4.30	0.60
31-40	4.38	0.57
41-50	**4.44**	0.50
51-60	4.18	0.50
Over 60	**3.93**	0.80

As the result of this study found that among socio-demographic characteristics (gender, age, marital status, education, occupation, and personal monthly income), age of Thai tourists have an influence on level of shopping satisfaction, it is partly conformed to the study of Kozak (2001) and of Turner and Reisinger (2001) mentioning that shopper's characteristics, including age, gender, socioeconomic status, and family status have influences on satisfaction level of the tourist.

Thus, it can be concluded that **hypothesis 3, i.e., consumers with different socio-demographic characteristics have different level of overall shopping satisfaction, was accepted.**

As no relationship between travel experiences and overall shopping satisfaction level was found, **hypothesis 4, i.e., consumers with different travel experiences have different level of overall shopping satisfaction, was rejected.**

5.8.2. Thai Tourists' Overall Shopping Satisfaction Level, the Future Shopping Intention, and the Likelihood of Recommendation to Others

5.8.2.1 The Future Shopping Intention

From Table 5.21, it can be seen that around half of the respondent's (51.3%) will definitely go shopping in Japan again, while 43.2% of total think that they will shop there again. Among 271 respondents, 5.2% of them are still not certain, and those who think that they will not shop there again are accounted for 0.4%. There is no respondent who will definitely not go shopping in Japan again.

Table 5.21 Tourists' repeat shopping in Japan (N=271)

Repeat shopping level	**No. of respondents**	**%**
Definitely not going	0	0
Not going	1	0.4
Cannot decide	14	5.2
I will	117	**43.2**
Definitely will	139	**51.3**

5.8.2.2 The Likelihood of Recommendation to Others

As shown in table 5.22, the respondent who will recommend Japan as a shopping place to others are accounted for 54.6% of all respondents, and those who will definitely recommend represent 31.8% of the total. The respondents who still cannot decide are accounted for 11.1%, while 1.5% will not recommend to others. There is no respondent who will definitely not recommend Japan as a shopping place to others.

Table 5.22 Tourists' Recommendation to Other (N=271)

Recommendation level	**No. of respondents**	**%**
Definitely not recommend	0	0
Not recommend	4	1.5
Cannot decide	30	11.1
Will recommend	148	**54.6**
Definitely will recommend	89	**32.8**

Table 5.23 summarizes the mean and standard deviation of overall shopping satisfaction, future shopping intention, and the likelihood of recommendation to others.

Table 5.23 Summary of Means and Standard Deviation for Satisfaction, Future Shopping Intention, and Recommendation to Other

	Mean	**S.D.**
Satisfaction	4.31	0.58
Repeat shopping	4.45	0.61
Recommendation to other	4.19	0.68

5.8.2.3 Impact of Overall Shopping Satisfaction Level on Post-Shopping Behaviors

Simple regression analysis was conducted to determine the impact of overall shopping satisfaction level on the future shopping intention and the recommendation to others. The result proved that the Thai tourists' future intention to spend time shopping in Japan again was positively related to their overall satisfaction levels (for more detail please see Table 24 in Section 1 of the Appendix). However, the R^2 value is not so high (29.6%) implying that overall satisfaction is just one of the factors determining this intention. There might be other factors that also explain this phenomenon. The equation for Thai tourists' future shopping intention was expressed in the following equation:

Equation 2: Likelihood of Repeat Shopping = 1.993 + 0.571(Overall Satisfaction)

The likelihood of recommending Japan as a shopping place to others is also positively related to Thai tourists' overall shopping satisfaction levels (for more detail please see Table 25 in Section 1 of the Appendix). Since, the R^2 value (25.7%) was not so high, meaning that there might have some other factors that also explain this likelihood of recommending Japan as a shopping place to others. The equation for tourists' recommendation to others, based on the overall satisfaction derived from simple regression analysis in this study, was expressed in the following equation:

Equation 3: Recommend to others = 1.631 + 0.594(overall satisfaction)

The results lead to the acceptation of **hypothesis 12, i.e., the higher overall shopping satisfaction level, the higher future shopping intention to shopping in Japan, and hypothesis 13, i.e., the higher overall shopping satisfaction level, the higher likelihood of recommending Japan as a shopping place to others**.

Section 9. The respondents' Recommendation on How to Make Their Shopping Experiences in Japan More Delightful

Among 271 respondents, 55 of them provided the recommendations on how Japan should improve to better satisfy Thai tourists shopping experiences. The recommendations can be categorized into 6 areas as followed:

1) Staff Communication Ability

From 55 respondents, 28 of them mentioned that they want the store staff to be able to communicate in English, as now it is very difficult to communicate and this sometimes demotivates them to buy products. Also, sometimes it is difficult to get tax-refund due to a language barrier.

2) English information

Seventeen respondents required the stores to have more English information provided, such as the product explanation and current promotions. English map recommending the shopping venues in each area should also be provided. Moreover, shopping information on the websites is quite limited. While there are quite a plenty of information regard travelling to various tourist attractions in Japan, the respondents could hardly find the websites that have detailed information regarding shopping in Japan. The information which they could find was mostly from the bloggers or the web boards where others give comments or reviews.

3) English on the Package Labels

Eleven respondents suggested that there should be English label on the package of every product so that foreigners can understand the product details and how to use it.

4) Operation Hours of the Stores

Nine of the respondents commented that stores close too early. As they spent time traveling and visiting many tourist attractions during the day, they want to spend time shopping at night after dinner. However, most of the stores in Japan close so early that they cannot shop as much as they want.

5) Promotion for Foreign Tourists and Sales Festival

Twelve of the respondents felt that there should be more promotion offered to foreign tourists, while 6 respondents mentioned that there should be big sales festival held yearly like what Hong Kong does.

6) Other recommendations

A few respondents made some others recommendations. For example, the packaging is very beautiful; however, sometimes they are so big that are hard to pack. Also, tax-refund should be available in department stores and shopping centers without the minimum purchase requirement.

CHAPTER 6. CONCLUSION AND DISCUSSION

The objectives of this research are to understand shopping behavior of Thai nationals visiting Japan, to measure their overall shopping satisfaction level, and to identify their satisfactory and unsatisfactory shopping attributes based on the examination of the discrepancy between their initial expectation and their perception after experiencing shopping. The study also aims to identify the shopping attributes that are significant in predicting the overall satisfaction level, and to determine whether overall satisfaction has an effect on future shopping intention and recommendation to others. From the result of the study, recommendations could be made to Japanese tourism authorities and retail establishments.

Section 1. CONCLUSION

From the total 271 respondents, most of them are female. Majority of the total respondents are 21- 30 years old, holding bachelor's degree. The occupation of the majority is government / state enterprise officers, with monthly income 20,001 – 40,000 Baht. Most of the respondents are first time tourists, spending 5 – 7 days in Japan. The majority of the respondents arranged the travel and went travelling by themselves. The main purpose of travelling to Japan is for sightseeing and resting. The main reason for shopping in Japan is that the goods are not available at home. Most of the respondents searched shopping information from the internet, and compared 1 – 2 stores before making shopping decisions. Most of the respondents spent around 20,000 Baht on shopping in Japan, and their actual spending was around planned. Majority of them bought confectioneries back home, spending 2 days on shopping. Tokyo was the most popular city for shopping. Department stores and shopping centers were the most popular places for Thai tourists to shop. Most of them paid for the shopping items by cash. The persons who had the most influence on their shopping decisions were themselves. For their next visit, confectionery is the product category most of them would like to buy again.

This study reaches all the objectives stated at the beginning as followed:

<u>Objective 1:</u> To understand shopping behavior of Thai nationals visiting Japan and to measure their overall shopping satisfaction level

Research Question 1: Do Different socio-demographic characteristics and travel experiences affect Thai tourists' shopping behaviors?

After testing the relationship between each socio-demographic characteristic and shopping behavior attributes, it was found that female spent more time shopping in Japan than male did. Also, while others compared 1 - 2 stores before making shopping decisions, most of the respondents older than 60 years old never made a comparison. The majority of the respondents aged 21 – 40 years old spent actual amount of money on shopping more than they actually planned, while most of the respondents older than 40 years old spent around planned. While others spent 2 days on shopping, majority of over 60 years old respondents spent only 1 day. Both single and married respondents compare 1 – 2 stores before making shopping decision; however, quite a large number of married respondents also never made a comparison.

The examination of the relationship between each travel experience attribute and each shopping behavior attributes found 1 significant relationship; the longer the respondents stayed in Japan, the longer duration they spent on shopping.

Thus, the research question 1 can be answered as yes, some different socio-demographic characteristics and some different travel experiences do affect Thai tourists' shopping behaviors.

Research Question 2: Do different socio-demographic characteristics and travel experiences affect Thai tourist's overall shopping satisfaction level?

Most of the respondents (59.0%) are satisfied with shopping in Japan, while 36.2% are very satisfied. It was found that age had a significant relationship with the overall shopping satisfaction level as 41 – 50 years old respondents had the highest satisfaction level (4.44), while the respondents who are older than 60 years old had the lowest satisfaction level (3.93). No other relationship was found between other socio-demographic characteristics and overall shopping satisfaction level, and between travel experiences and overall shopping satisfaction level.

Thus, the research question 2 can be answered as partly yes, different socio-demographic characteristic (age) affects Thai tourist's overall shopping satisfaction level.

***<u>Objective 2:</u>* To examine Thai tourist's initial expectation and their perception after experiencing shopping in Japan, and to identify satisfactory and unsatisfactory shopping attributes.**
Research Question 3: Do different socio-demographic characteristics and travel experiences have effects on Thai tourists' expectation and perception levels towards shopping in Japan?

The examination of the relationship between each socio-demographic characteristic and the respondents' expectation mean towards shopping attributes grouped by factor analysis found no relationship existed, implying that respondents with different socio-demographic characteristics did not have different expectation towards the shopping attributes. When testing the relationship between each travel experience attribute and the expectation mean towards shopping attributes grouped by factor analysis, it was found that there are differences in means of the expectation level of Factor 1 (Promotion, Information, and Convenience) among the respondents who have different numbers of times visiting Japan. The third time tourists had the highest expectation mean level (4.15), while the tourists who have visited Japan more than 10 times had the lowest expectation mean level (3.60). Also, the respondents who visited Japan for different numbers of times have different expectation levels towards Factor 4 (Product Availability and Staff Communication). The third time tourists had the highest expectation mean level towards Factor 4 (4.09), while second time tourists had the lowest expectation level towards the same factor (3.54).

The result after examining the impact of each socio-demographic characteristic on the respondents' perception mean towards shopping attributes grouped by factor analysis shows that that the respondents with different occupations had different perception means of Factor 1 (Promotion, Information, and Convenience). The respondents who have other occupations had the highest perception mean (4.33) towards Factor 1, while contractors have the lowest perception mean (3.03) towards the same factor. In addition, the respondents with different ages had different perception means of Factor 3 (Product Features). The respondents who are 41 - 50 years old had the highest perception level (4.40) towards Factor 3, while 31 – 40 years old respondents had the lowest perception level (4.29) towards the same factor. Also, there were differences in the perception means of Factor 5 (Product Value) among the respondents with different marital status. The married respondents' perception mean (3.79) was significantly higher than those of singled respondents (3.62). When testing the relationship between each travel experience attribute and the perception mean towards shopping attributes grouped by factor analysis, the result shows that the respondents with different number of times visiting Japan had different perception means of Factor 5 (Product Value). The tourists who have visited Japan more than 10 times had the highest perception mean (3.81), while 7 – 10 times tourists had the lowest perception mean (3.31).

The answer of research question 3 is that some travel experiences had effect on expectation and perception levels. However, while some socio-demographic characteristics had effect on perception levels, they had no effect on expectation level.

Research Question 4: Which are satisfactory and dissatisfactory shopping attributes for Thai tourists?

The overall expectation level and the overall perception level towards shopping in Japan are not different. However, when looking at each shopping attribute, the difference between expectation and perception exists. Based on the Expectancy Disconfirmation Theory, there are 11 satisfied shopping attributes and 8 dissatisfied attributes as shown in Table 6.1.

Table 6.1 Summary of Shopping Attributes Classification

Shopping attributes	
Satisfactory shopping attributes	**Unsatisfactory shopping attributes**
Display of product	Promotion such as discount and free gift for foreign tourists
Lighting and physical setting of store	Operation hours of stores
Choice of payment methods	Availability of products in the store
Packaging of the product	Price of product is reasonable
Salespersons friendliness and courteousness and attention	Value for money
Design of the product	Salespersons communication ability
Neatness and cleanliness of stores	Availability of Japan shopping information before searching
Salespersons knowledge and efficiency	Availability of in-store information
Convenience of store location	
Variety of goods available	
Quality of the product	

Table 6.2 exhibits the difference between expectation and perception mean level of the unsatisfactory attributes.

Table 6.2 Means and Standard Deviation of Unsatisfactory Shopping Attributes

	Expectation		Perception	
Attribute	**Mean**	**S.D.**	**Mean**	**S.D.**
1. Reasonable product prices	3.86	0.92	3.59	0.70
2. Value for money	4.01	0.86	3.77	0.71
3. Salespersons communication ability	3.30	1.11	3.10	0.97
4. Availability of products in the store	3.91	0.88	3.63	0.78
5. Availability of in-store information such as promotion	3.72	0.98	3.57	0.79
6. Operation hours of stores	3.68	0.90	3.39	0.82
7. Promotion such as discount and free gift for foreign visitors	3.88	1.06	3.30	0.94
8. Availability of Japan shopping information (such as product and price information, store information, promotion campaign) after searching	3.81	0.97	3.64	0.78

***Objective 3:* To identify shopping attributes that are significant in predicting overall satisfaction level**

Research Question 5: Are there any shopping attribute that significant in predicting Thai tourist's overall shopping satisfaction level

To determine shopping factors that have a significant contribution to Thai tourists' overall shopping satisfaction level, factor analysis was employed and 19 attributed were grouped into 5 factors. Multiple regression analysis was used and the result shows that Factor 3 (Product Feature) had the most contribution to Thai tourists' overall shopping satisfaction level, followed by Factor 1 (Promotion, Information, and Convenience). Factor 2 (Store attraction), Factor 4 (Staff service, Payment, and Display), and Factor 5 (Product value) did not have impact on the satisfaction level. The equation is as followed;

Equation 1: Overall Shopping Satisfaction = 2.320 + 0.251(Factor 3) + 0.163(Factor 1)

Therefore, the answer of research question 5 is yes, Factor3 (Product Feature) and Factor 1

(Promotion, Information, and Convenience) are significant in predicting Thai tourist's overall shopping satisfaction level.

<u>Objective 4:</u> ***To determine the overall shopping satisfaction effect on tourist' post-shopping behaviors***

Research Question 6: Does tourist's overall satisfaction level affect post-shopping behaviors?

The study proved that the satisfaction level had an positive influence on the future shopping intention of Thai tourists, implying that the more satisfaction, the more likelihood of the tourists to return to Japan and go shopping, as shown in equation 2 below;

Equation 2: Future Shopping Intention = 1.993 + 0.571(Overall Shopping Satisfaction)

Also, It is proved that the satisfaction level had an positive influence on the likelihood of recommending Japan as a shopping destination to others, implying that the more satisfaction, the more likelihood of Thai tourists to recommend Japan as a shopping place to others, as shown in equation 3;

Equation 3: Recommendation to Others = 1.631 + 0.594(Overall Shopping Satisfaction)

Therefore, the answer of research question 6 is yes, tourist's overall shopping satisfaction level affects post-shopping behaviors.

Section 2. RECOMMENDATION AND IMPLICATION FOR TOURISM AUTHORITY AND RETAIL ESTABLISHMENTS

The finding of this study shows that most of Thai tourists had a positive perception and were satisfied with their overall shopping experiences in Japan. However, there are quite a few shopping attributes that the perceptions of Thai tourists after they actually experienced shopping were significantly lower than what they initially expected. The unsatisfactory attributes are already shown in Table 6.2.

Factor 3 (Product Feature) had the most contribution to Thai tourists' overall shopping satisfaction level. The result shows that Thai tourists are satisfied with all of the attributes in this Factor. The second most influential factor is Factor 1 (Promotion, Information, and Convenience). Six shopping attributes associated with Factor 1 are promotion for foreign tourists, availability of Japan shopping information, availability of in-store information, operation hours of stores, salesperson communication ability, and availability of products in the store. Obviously, all 6 attributes in Factor 1 are 6 out of 8 attributes that Thai tourists felt dissatisfied with. Therefore, it is worth noting here that improving the perception towards these 6 attributes can lead to a higher overall shopping satisfaction level of Thai tourists. Although reasonable price of product and value for money (the components of Factor 2) are the rest 2 unsatisfactory attributes, it was proved that these attributes had no impact on shopping satisfaction.

Therefore, retailers should pay attention to the six attributes of Factor 1 and should try to improve those attributes to meet the expectation of Thai tourists to create higher satisfaction level resulting in the higher intention for Thai tourists to return to shop and the higher likelihood to recommend Japan as a shopping destination to others. The recommendations are as followed;

1. As shown in Table 6.2, salespersons communication ability is the attribute with the lowest perception. Together with the comments gave by the respondents provided in chapter 5 (Section 5.9), the author suggests that retailers that want to satisfy Thai tourists' shopping experience should urgently improve their staff communication skill. One of the effective

ways is to have at least one English speaking staff available at the stores that are popular among Thai tourists.

2. The second lowest perception level is the promotion for foreign tourists. In order to attract Thai tourists to visit the store or to spend more money at a particular store, promotion is one of the most effective tools. However, currently, Thai tourists did not have a favorably perception towards the promotions available. This is might be a result of the lack of attractive promotion for Thai tourists, or the lack of the information of the existing promotion. I would like to suggest that retailers come up with attractive promotion such as sales discount or free gift for foreigner. Moreover, it is very important that those promotions be well communicated. Sometimes, there might be promotion campaigns going on, but the tourists did not recognize them due to a poor marketing communications.
3. Unavailability of the products the tourists are looking for can cause a negative perception toward a particular store. In general, tourists do not have that plenty of time to shop as they have to travel to various places, so they do not have time to visit many other stores if the products they are looking for are sold-out at one store. As they fly so far from their home to Japan with the need to buy a particular product, if they end up not getting what they want, the dissatisfaction is inevitable. Therefore, inventory management is very important especially for the items popular among Thai tourists.
4. Stores in Japan close very early comparing to Thailand where most of stores close at 10 pm. In addition to the fact that Thai people get used to shopping at night, in general, leisure tourists spend their daytime for sightseeing putting shopping as the final task for each day. Although the implementation might be difficult due to various reasons, to attract more Thai tourists, the operation hours of the stores should be extended,. Thus, for retailers whose stores currently close late at night, the operation hours can be their unique selling point that should be addressed when promoting the stores to Thai customers.
5. Thai tourists are also dissatisfied with the availability of in-store information, such as products details and promotion information. This urges the retailers that they should provide

more information in English in their stores. Since almost all the contents on the packages of products in Japan are in Japanese, Thai tourists encounter a problem of reading it. Hence, it is a wise idea that retailers provide the detail of the products in the stores so that the tourists can understand more and will increase the tendency of them to purchase those products after they really know how to use it or how it works. Also, information regarding promotion should be obviously placed at easy to see areas such as at the entrance, so that the tourists can easily recognize and know from the start about what promotion the stores offer. This might result in their sudden change in shopping plan, as impulse buying comes into play. For impulse buying, as the result of the study suggests that the respondents aged 21 – 40 years old ended up spending on shopping more than planned, it seems to be an opportunity for retailers to target these groups of Thai nationals and come up with arousers that will stimulate their impulse buying behaviors.

6. Thai tourists also perceived the availability of shopping information as dissatisfied. Therefore, it is a must for both public and private sectors to help one another to gather and update all the necessary information regarding shopping in Japan. Moreover, how to make the information easily accessible to Thai tourists should also be one of primary concerns. The result of the study shows that only 4.1% of Thai respondents used Japan Shopping Festival website and its Facebook page as a main shopping information sources. After researching the website and Facebook page of Japan Shopping Tourism Organization (known as Japan Shopping Festival), the author found that it is one of the most valuable sources in obtaining shopping information. Therefore, this suggests that the authority should do more promotion to build Thai tourist awareness of the website and the Facebook page available as well as regularly update the detailed information regarding various aspects of shopping in Japan.
7. Currently, Thai tourists are satisfied with all of the attributes in Factor 3 (Product Feature). As it is the factor that had the most contribution to their overall shopping satisfaction level, it should be addressed that this factor must always perform well. The below standard

performance of the attributes in this factor can greatly affect the satisfaction level of Thai tourists.

8. It is very worth noting that 50.2% of the respondents came to Japan by themselves, while 28% of the respondents came with tour operator. In the past several years, Thai tourists preferred to come to Japan with tour operators because of communication barrier and the difficulty of visa application procedure. However, due to many factors such as more low-cost carriers, no visa requirement, and more easily accessible travel information, larger number of Thai nationals tend to visit Japan by themselves rather than by tour operator. This phenomenon suggests both tourism authority and retailers that they should focus their promotion more towards FITs (i.e. Foreign Independent Traveler). Currently, some of retailers in Japan are promoting their stores by committing a strategic partnership with Thai travel agencies, providing Thai travel agencies sales commissions when they take their tour groups to shop at the stores. This has been one of the effective tools helping those stores gain a share of foreign tourists market. However, as the trend is shifting towards FITs, retailers should now think about the strategies they should adopt to raise FIT customers' store awareness. More sales promotion should be directly launched to target FIT tourists.
9. A co-operation between tourism and retail industries is necessary. While the retail establishments are trying to improve their stores attractiveness, governmental and tourism organizations should continuously improve public facilities that facilitate the tourist's shopping activities. They also should play a major role in effectively and efficiently promoting shopping tourism to target audiences, including Thai nationals. Information sharing between public and private sectors should be done on a regular basis to ensure continuous improvements in both sectors.

A well-designed and well-managed shopping environment will create a delightful tourist shopping experience, which is not only a huge benefit for retail industry, but also a tool in helping Japan to gain even more favorable image from international tourists to successfully become a tourism nation as expected.

Section 3. Research Limitations

Due to research constraints, firstly, this research applied convenience sampling method rather than random sampling method. Therefore, the generalization of the research findings should be carefully concerned. Secondly, as the target respondents of this research are those having shopping experiences in Japan within the past 2 years, the experience has already occurred for quite sometimes, and might result in inaccurate evaluations of expectation and perception towards each shopping attribute. It would be more accurate if the respondents were required to evaluate their expectations before they go shopping and were again requested to evaluate their post-shopping perceptions.

Section 4. Suggestions for Future Studies

Firstly, this study provides insights of Thai tourists shopping behavior and satisfaction with general shopping environment in Japan. No specific retail segment was explored. Therefore, future studies should further investigate specific retail segments, so that more specific recommendations and implementations can be provided to each segment. Secondly, more researches should explore other main tourist generating markets for Japan such as Mainland China, South Korea, Taiwan, and Hong Kong by applying a similar research method so that marketing strategy and implication can be tailored to fit each country's unique characteristics and needs. Thirdly, for those who are interested in Thai market, as it was found in this study that the respondents who are over 60 years old had the lower shopping satisfaction level than the younger respondents, further research can be done on how to improve the satisfaction level of Thai elderly. Also, lager number of respondents can make result generalization more acceptable.

REFERENCES

[1] Abdallat, M.M.A. and El-Emam, H.E.S. (2001). “Consumer Behavior Models in Tourism Analysis Study”, Department of Tourism and Hospitality, Faculty of Tourism and Archeology, King Saud University , pp.1-29.

[2] Angle, T. (1974). “Shopping Mall: A Place to Go”, Kent, OH: Kent State University.

[3] Bank of Thailand, (2014). [online] Available at: http://www.bot.or.th/Thai/Statistics/FinancialMarkets/ExchangeRate/_layouts/Application/ExchangeRate/ExchangeRate.aspx [Accessed 5 May 2014]. 10

[4] Bellinger, D.N., Robertson, D.H. and Hirschman, E.C. (1978). “Impulse buying varies by product”, Journal of Advertising Research vol.18, no.6, pp.15-18.

[5] Berry, L.L. (1969). “The components of department store image: a theoretical and empirical analysis”, Journal of Retailing, vol. 45, no. 1, pp. 3-20.

[6] Bird Freedom. (2014). สายการบินใหม่ Asian Air บินจากดอนเมืองสู่โตเกียวและซัปโปโร. [online] Available at: www.tiewyeepoon.com/hot-topics/update/asian-air-thailand/ [Accessed 5 May 2014].

[7] Bromley, R.D.F. and Thomas, C.J. (1993). “Retail change and issues”, In Bromley, R.D.F. and Thomas, C.J. (Eds.), Retail Change: Contemporary Issues, pp.2-14. London: University College London Press.

[8] Brown, G., (1992). “Tourism and symbolic consumption”. In: Johnson, P., Thomas, B. (Eds.), Choice and Demand in Tourism, pp. 57-71. London: Mansell.

[9] Bussey, K. (1987). “Leisure + shopping =?”, Leisure Management, vol. 7, no. 9, pp. 22-26.

[10] Butler, R.W. (1991). “West Edmonton Mall as a tourist attraction”, Canadian Geographer, vol. 35, no. 3, pp. 287-295.

[11] Calantone, R.J. and Mazanec, J.A. (1991), “Marketing management and tourism”, Annals of Tourism Research, vol. 18, pp.101-119.

[12] Chen, R.J.C. (2013). “How Can Stores Sustain Their Businesses? From Shopping Behaviors and Motivations to Environment Preferences”, Sustainability, vol. 5, pp. 617-628.

[13] Churchill, G. A. and Surprenant, C. (1982). “An investigation into the determinants of consumer satisfaction”, Journal of Marketing Research, vol. 19, pp. 491–504.

[14] Consumption Trend Survey for Foreigners Visiting Japan Calendar Year (2013). [ebook] Japan Tourism Agency. Available at: https://www.mlit.go.jp/common/001032145.xls[Accessed 15 Apr. 2014].

[15] Crompton, J.L. (1979). “Motivations for pleasure vacation”, Annals of Tourism Research vol. 6, no. 4, pp. 408-424.

[16] Darley, W.K., Blankson, C., Luethge, D.J. (2010). “Toward an Integrated Framework for Online Consumer Behavior and Decision Making Process: A Review”, Psychology & Marketing, vol. 27, pp. 94–116.

[17] Dewey, J. (1910). “How we think”. Boston: Heath.

[18] Downs, R.M. (1970). “The cognitive structure of an urban shopping center”, Environment and Behavior, vol. 2, no. 2, pp. 13-39.

[19] Elkhani, N. and Bakri, A. (2013). “Review on “Expectancy Disconfirmation Theory” (EDT) Model in B2C E-Commerce”, Journal of Information Systems Research and Innovation, pp. 95-102.

[20] Embassy of Japan in Thailand (2013). Visa Exemption for Thai Nationals Effective from 1st July 2013 [online] Th.emb-japan.go.jp. Available at: http://www.th.emb-japan.go.jp/en/jis/2013/1321.htm [Accessed 10 Apr 2014]. 2014].

[21] Engel, J. F., Blackwell, R. D. and Minard, P. W. (2001). “Consumer Behaviour. International Edition (9^{th} ed.)”: Dryden Press.

[22] Engel, J. F., Blackwell, R. D. and Miniard, P.W. (1986). “Consumer Behavior (5^{th} ed.). Chicago: Dryden Press.

[23] Engel, J. F., Kollat, D. J. and Blackwell, R. D. (1968). “Consumer Behaviour”. New York: Holt, Rinehart and Winston.

[24] Euromonitor International (2013). Travel and Tourism in Japan. [online] Available at: http://www.euromonitor.com/travel-and-tourism-in-japan/report [Accessed 27 Apr. 2014].
[25] Facebook of Asia Atlantic Airlines, (2014). Asia Atlantic Airlines. [online] Available at: https://www.facebook.com/AsiaAtlanticAirlines [Accessed 10 May. 2014].
[26] Gordon, B. (1986). “The souvenir: messenger of the extraordinary”, “Journal of Popular Culture” vol. 20, no. 3, pp. 135-146.
[27] Guo, Y., Pei, Y., Ye, Y. and Chen, Y. (2009). “Tourist Shopping Behavior: A Case of Shanghai Outbound Tourists”, Journal of Tourism, Hospitality & Culinary Arts, pp. 49-66.
[28] Haistead, D. and Hartman, D. (1994). "Multisource effects on the satisfaction formation process" Journal of the Academy of Marketing Science, vol. 22, no. 2, pp. 114-129.
[29] Heung V.C.S. and Cheng, E. (2000). “Assessing Tourists' Satisfaction with Shopping in the Hong Kong Special Administrative Region of China”, Journal of Travel Research, vol. 38, pp. 396-404.
[30] Heung V.C.S. and Qu, H. (1998). “Tourism shopping and its contributions to Hong Kong”, Tourism Management, vol. 19, no. 4, pp. 383-386.
[31] Horner, S. and Swarbrooke, J. (1996). “Marketing Tourism, Hospitality, and Leisure in Europe”: International Thomson Business Press.
[32] Howard, J.A. (1963). “Marketing Management Analysis and Planning (rev.ed.) Ch 3-4”. Homewood, IL: Richard D. Irwin, Inc.
[33] Howard, J.A. and Sheth J.N. (1969). “The Theory of Buyer Behavior pp. 9-28”. New York: John Wiley and Sons.
[34] Hunt, H. K. (1991). "Consumer satisfaction, dissatisfaction and complaining behavior", Journal of Social Issues, vol. 24, no. 1, pp. 107-117.
[35] Iyer, E.S. (1989). “Unplanned purchasing: knowledge of shopping environment and time pressure”, Journal of Retailing, vol. 65, no. 1, pp. 40-57.
[36] Jansen-Verbeke, M. (1990b). “Leisure+Shopping = tourism product mix”. In Ashworth, G. and Goodall, B. (Eds.), Marketing Tourism Places pp.128-137. London: Routledge.
[37] Japan Retail Association (2013). “Recent Retail Trend in Japan”, The 16th Asia-Pacific Retailers Convention & Exhibition. Venue: Turkey Istanbul. Date: September 23-26, 2013 [ebook] Available at: s3.konferenza.com/B2BCG/Directors/2013/Jun+Omi.pptx [Accessed 10 May. 2014].
[38] Japan Tourism Agency. Tourism Nation Promotion Basic Law. [online] Available at https://www.mlit.go.jp/kankocho/en/kankorikkoku/index.html [Accessed 15 Apr. 2014].
[39] Japan Tourism Agency. Tourism Nation Promotion Basic Plan. [online] Available at https://www.mlit.go.jp/kankocho/en/kankorikkoku/kihonkeikaku.html [Accessed 15 Apr. 2014].
[40] Japantimes, (2014). Attracting more tourists to Japan. [online] Available at: http://www.japantimes.co.jp/opinion/2014/01/06/editorials/attracting-more-tourists-to-japan/#.U3yi9HaAoTA [Accessed 27 Apr. 2014].
[41] Jones, M.A. (1999). “Entertaining shopping experiences: An exploratory investigation”, Journal of Retailing and Consumer Service, vol. 6, pp. 129-39.
[42] Keown, C. F. (1989). A model of tourists’ propensity to buy: the case of Japanese visitors to Hawaii. Journalof Travel Research, vol. 27, no. 3, pp. 31–34.
[43] Kim, S. and Littrell, M.A. (2001). “Souvenir buying intentions for self versus others”, Annals of Tourism Research, vol. 28, no. 3, pp. 638–657.
[44] Kotler, P. and Keller, K.L. (2006). “Marketing Management (12th ed.)”, pp.188-189. Upper Saddle River, NJ: Prentice Hall.
[45] Kozak, M. (2001). “Comparative assessment of tourist satisfaction with destinations across two nationalities”, Tourism Management, vol. 22, pp. 391-401.
[46] Letgojapan.com.ฤดูกาลในญี่ปุ่น. [online] Available at: http://www.letgojapan.com/japan-information/japan-season.html [Accessed 27 Apr. 2014].
[47] Li, J.W.J. and Carr, N. (2004). “Visitor Satisfaction: An Analysis of Mainland Chinese Tourists on The Australian Gold Coast”, International Journal of Hospitality & Tourism Administration, vol. 5, no.3, pp. 31-48.

[48] Lin, Y.H. and Lin, K.Q.R. (2006). “Assessing Mainland Chinese Visitors’ Satisfaction with Shopping in Taiwan”, Asia Pacific Journal of Tourism Research, vol. 11, no. 3, pp. 247-268.
[49] Lindquist, J. D. (1974–1975). “Meaning of image: a survey of empirical and hypothetical evidence”, Journal of Retailing, vol. 50, no. 4, pp. 29–38.
[50] Littrell, M.A., Anderson, L.F. and Brown, P.J. (1993). “What makes a craft souvenir authentic?”, Annals of Tourism Research, vol. 20, no. 1, pp. 197-215.
[51] Malin, S., Christine, L. and Stavroula, G. (2011). “Tourist shopping motivation: go with the flow or follow the plan”, International Journal of Quality and Service Sciences, vol. 3, no. 2, pp. 211-224.
[52] Manager.co.th, (2012). การบินไทยรุกตลาดใหม่ กรุงเทพ-ซัปโปโร [online] Available at: http://www.manager.co.th/iBizchannel/ViewNews.aspx?NewsID=9550000130297 [Accessed 5 May 2014].
[53] Manager.co.th, (2013). แข่งเดือด !!ทัวร์ญี่ปุ่นหั่นราคาบี้เกาหลี [online] Available at: http://www.manager.co.th/Home/ViewNews.aspx?NewsID=9560000124611 [Accessed 5 May 2014].
[54] Manager.co.th, (2014). ทปอ.ยันทุกมหา'ลัยเปิดเทอม ส.ค.พร้อมกันทุกชั้นปี ไม่มีเปิดก่อนเอื้อจบเร็ว. [online] Available at: http://www.manager.co.th/QOL/ViewNews.aspx?NewsID=9570000013760 [Accessed 27 Apr. 2014].
[55] Meng, F. and Xu, Y. (2012). “Tourism shopping behavior: planned, impulsive, or experiential?”, International Journal of Culture, Tourism And Hospitality Research, vol. 6, no. 3, pp.250-265.
[56] Nicosia, F.M. and Mayer, R.W. (1976). “Consumer Behavior Toward Sociology of Consumption”, Journal of Consumer Research, vol. 3, pp. 435-447.
[57] Nunnally, J.C. (1967). “Psychometric Theory”, New York: McGraw-Hall.
[58] Oh, H., & Parks , S. (1997). “Customer satisfaction and service quality: A critical review of the literature and research implications for the hospitality industry”, Hospitality Research Journal, vol. 20, no. 3, pp. 35–62.
[59] Oh, J.Y.J., Cheng, C.K., Lehto, X.Y. and O’Leary, J.T. (2004). “Predictors of tourists’ shopping behaviour: Examination of socio-demographic characteristics and trip typologies”, Journal of vacation Marketing, vol. 10, pp. 308-319.
[60] Oknation, (2013). บินตรงสู่เซ็นได ญี่ปุ่น กับTG. [online] Available at: http://www.oknation.net/blog/print.php?id=896472 [Accessed 5 May 2014].
[61] Oliver, R. L. (1980). “A cognitive model of the antecedents and consequences of satisfaction decisions”, Journal of Marketing Research, vol. 17, pp. 460–469.
[62] Parasuraman, A., Zeithamal, V. A. and Berry, L. L. (1994). “Reassessment of expectations as a comparison standard in measuring service quality: Implications for further research”, Journal of Marketing, vol. 58, pp. 11–14.
[63] Park, K. and Reisinger, Y. (2009), "Cultural differences in shopping for luxury goods: Western, Asian, and Hispanic tourists", Journal of Travel and Tourism Marketing, vol. 26, pp. 762-777.
[64] Parker, C., Mathews, B.P. (2001). "Customer satisfaction: contrasting academic and consumers’ interpretations", Marketing Intelligence & Planning, vol. 19, no. 1, pp. 38-44.
[65] Post reporters, (2013). School term dates to stay unchanged. [online] Available at: http://www.bangkokpost.com/news/local/373954/school-term-dates-to-stay-unchanged [Accessed 27 Apr. 2014].
[66] Pysarchik, D.T. (1989). “Tourism retailing”. In Witt, S. and Moutinho, L. (Eds.) Tourism Marketing and Management Handbook, pp.553-556. New York: Prentice Hall.
[67] Roberts, J. (1987). “Buying leisure”, Leisure Studies, vol. 6, no. 1. pp. 87-91.
[68] Rogers, K. (2014). The country that sent the most foreign visitors to Japan in 2013 was [online] RocketNews24. Available at: http://en.rocketnews24.com/2014/05/18/the-country-that-sent-the-most-foreign-visitors-to-japan-in-2013-was/ [Accessed 27 May 2014].

[69] Rook, D. (1987), “The buying impulse”, Journal of Consumer Research, vol. 14, no. 2, pp. 189-199.
[70] Rook, D. and Gardner, P. (1993), “In the mood: impulse buying’s affective antecedents”, In Belk, R. and Costa, J. (Eds.), Research in Consumer Behavior, vol. 6, no.7, pp. 1-28. London: JAI Press.
[71] Sahney, S. “Module - 5 Consumer Behavior”, Vinod Gupta School of Management, Indian Institute of Technology, Kharagpur, India. pp. 1-21.
[72] Schiffman, L.G. and Kanuk, L.L. (1997). “Consumer behaviour (6th ed.)”. Upper Saddle River, NJ: Prentice-Hall.
[73] Seven & i Holdings. (2013). 2013 annual report of Seven & i Holdings. Retrieved from http://www.7andi.com/dbps_data/_template_/_user_/_SITE_/localhost/_res/en/ir/library/ar/pdf/2013_all.pdf.
[74] Solomon, M.R. (1996). “Consumer Behaviour (3rd ed)”: Prentice Hall.
[75] Spreng, R. A., MacKenzie, S.B. and Olshavsky R.W. (1996). “A reexamination of the determinants of consumer satisfaction” Journal of Marketing, vol. 60, no. 3, pp. 15-32.
[76] Swarbrooke, J. and Horne, S. (2007). “Consumer Behavior in Tourism (2nd ed.)”. Oxford, UK: Elsevier.
[77] Tan, C.S. (2010). “Understanding Consumer Purchase Behavior in the Japanese Personal Grooming Sector”, Journal of Yasar University, vol. 17, no. 5, pp. 2821-2831.
[78] Tauber, E.M. (1972). “Why do people shop?”, Journal of Marketing, vol. 36, pp. 46-59.
[79] Thaiairways.com, (2014). [online] Available at: http://www.thaiairways.com/ [Accessed 10 May 2014].
[80] Thailand.prd.go.th, (2013). ASEAN Corner -- Thailand’s Education to Experience a Significant Change toward the ASEAN Community. [online] Available at: http://thailand.prd.go.th/view_news.php?id=6802&a=3 [Accessed 27 Apr. 2014].
[81] Timothy, D.J. (2005). “Shopping Tourism, Retailing, and Leisure”. Toronto: Channel View Publications.
[82] Timothy, D.J. and Butler, R.W. (1995), “Cross-boarder shopping: A North American perspective”, Annals of Tourism Research, vol. 22, no. 1, pp. 16-34.
[83] Torres, I. (2014). Japan’s population continues to shrink for third year in a row. [online] Available at: http://japandailypress.com/japans-population-continues-to-shrink-for-third-year-in-a-row-1647329/ [Accessed 27 Apr. 2014].
[84] Tosun, C., Pinar, S., Dallen, T., Timothy, J. and Fyall, A. (2007). “Tourist Shopping Experiences and Satisfaction”, International Journal of Tourism Research, vol. 9, pp. 87-102.
[85] Turner, L.W. and Reisinger, Y. (2001). “Shopping satisfaction for domestic tourists”, Journal of Retailing and Consumer Services, vol. 8, pp. 15-27.
[86] Unigang.com, (2013). สรุปชัด !ทุกโรงเรียนเปิดเทอม พฤษภาคมตามเดิม เลื่อนเปิดเทอมเฉพาะมหาวิทยาลัย. [online] Available at: http://unigang.com/Article/16110 [Accessed 27 Apr. 2014].
[87] Variety.thaiza.com, (2011). คนไทยเที่ยวญี่ปุ่นมากเป็นอันดับ7 ของโลก. [online] Available at: http://variety.thaiza.com/ญี่ปุ่น-207082.html [Accessed 27 Apr. 2014].
[88] Vignali, C., Gomez, E., Vignali, M. and Vranesevic, T. (2001). “The influence of consumer behaviour within the Spanish food retail industry”, British Food Journal, vol. 103, no. 7, pp. 460-478.
[89] White Paper on Tourism in Japan: The Tourism Situation in FY2012. (2013). [ebook] Japan Tourism Agency. Available at: https://www.mlit.go.jp/common/001018364.pdf [Accessed 15 Apr. 2014].
[90] Wong, J. and Law, R. (2003). “Difference in shopping satisfaction levels: a study of tourists in Hong Kong”, Tourism Management, vol. 24, pp. 401–410.
[91] Yeung, S., Wong, J. and Ko, E. (2004). “Preferred Shopping Destination: Hong Kong versus Singapore”, International Journal of Tourism Research, vol. 6, pp. 85-89.
[92] Yi, Y. (1990). “A critical review of consumer satisfaction”, In Zeithaml,V.A. (Eds.), Review of Marketing, American Marketing Association, Chicago, IL, pp. 68-123.

[93] Yüksel, A. and Yüksel, F. (2008). “Chapter 4; Consumer Satisfaction Theories: A Critical Review”, In Yuksel, A. (Eds), Tourist Satisfaction and Complaining Behavior, pp. 65-88.

APPENDIX

SECTION 1 STATISTICAL ANALYSIS

Table 1: Crosstabulation analysis between Socio-Demographic Characteristics and Shopping Behavior

Row	Column	Pearson Chi-Square Value	Chi-Square Significant	Relationship
Gender	Main shopping reason	3.481	.837	No
Gender	Stores comparison	.003	.998	No
Gender	Shopping duration	14.839[a]	.002	**Yes**
Gender	Shopping city	8.523	.289	No
Gender	Shopping influencer	8.062	.089	No
Gender	Planned vs actual spending	.425	.809	No
Gender	Shopping satisfaction	3.211	.359	No
Gender	Repeat shopping	5.219	.156	No
Gender	Shopping recommendation	5.253	.154	No
Age	Main shopping reason	89.982[b]	.000	N/A
Age	Stores comparison	20.114[c]	.010	**Yes**
Age	Shopping duration	25.885[d]	.011	**Yes**
Age	Shopping city	11.881	.997	No
Age	Shopping influencer	49.377[e]	.000	N/A
Age	Planned vs actual spending	25.315[f]	.001	**Yes**
Age	Shopping satisfaction	19.445	.078	No
Age	Repeat shopping	40.981[g]	.000	N/A
Age	Shopping recommendation	15.426	.219	No

Relationship defined by Pearson Chi-Square $p < .05$ and not more than 20.0% of cells have expected count less than 5.

[a] 0 cells (0%) have expected count less than 5. The minimum expected count is 9.74

[b] 22 cells (55.0%) have expected count less than 5. The minimum expected count is .17

[c] 2 cells (13.3%) have expected count less than 5. The minimum expected count is 2.88

[d] 4 cells (20.0%) have expected count less than 5. The minimum expected count is 1.66

[e] 15 cells (60.00%) have expected count less than 5. The minimum expected count is .17

[f] 2 cells (13.3%) have expected count less than 5. The minimum expected count is 1.77

[g] 9 cells (45.0%) have expected count less than 5. The minimum expected count is .06

Table 1 (cont.)

Row	Column	Pearson Chi-Square Value	Chi-Square Significant	Relationship
Marital Status	Main shopping reason	9.299	.232	No
Marital Status	Stores comparison	9.378[a]	.009	**Yes**
Marital Status	Shopping duration	1.892	.595	No
Marital Status	Shopping city	1.281	.989	No
Marital Status	Shopping influencer	36.451[b]	.000	N/A
Marital Status	Planned vs actual spending	5.185	.075	No
Marital Status	Shopping satisfaction	1.102	.772	No
Marital Status	Repeat shopping	3.750	.290	No
Marital Status	Shopping recommendation	1.679	.642	No
Education	Main shopping reason	41.743[c]	.005	N/A
Education	Stores comparison	2.066	.914	No
Education	Shopping duration	6.969	.640	No
Education	Shopping city	9.788	.982	No
Education	Shopping influencer	6.324	.899	No
Education	Planned vs actual spending	10.831	.094	No
Education	Shopping satisfaction	1.568	.997	No
Education	Repeat shopping	6.531	.686	No
Education	Shopping recommendation	13.431	.144	No

Relationship defined by Pearson Chi-Square $p < .05$ and not more than 20.0% of cells have expected count less than 5.

[a] 0 cells (0%) have expected count less than 5. The minimum expected count is 18.23

[b] 4 cells (40.0%) have expected count less than 5. The minimum expected count is 1.05

[c] 20 cells (62.5%) have expected count less than 5. The minimum expected count is .13

Table 1 (cont.)

Row	Column	Pearson Chi-Square Value	Chi-Square Significant	Relationship
Occupation	Main shopping reason	76.168[a]	.001	N/A
Occupation	Stores comparison	12.237	.427	No
Occupation	Shopping duration	36.339[b]	.006	N/A
Occupation	Shopping city	40.158	.552	No
Occupation	Shopping influencer	28.800	.228	No
Occupation	Planned vs actual spending	13.670	.322	No
Occupation	Shopping satisfaction	26.464	.090	No
Occupation	Repeat shopping	34.046[c]	.012	N/A
Occupation	Shopping recommendation	16.477	.559	No
Monthly income	Main shopping reason	26.569	.542	No
Monthly income	Stores comparison	10.294	.245	No
Monthly income	Shopping duration	16.475	.170	No
Monthly income	Shopping city	34.368	.189	No
Monthly income	Shopping influencer	16.389	.426	No
Monthly income	Planned vs actual spending	4.928	.765	No
Monthly income	Shopping satisfaction	12.099	.438	No
Monthly income	Repeat shopping	10.331	.587	No
Monthly income	Shopping recommendation	5.274	.948	No

Relationship defined by Pearson Chi-Square $p < .05$ and not more than 20.0% of cells have expected count less than 5.

[a] 41 cells (73.2%) have expected count less than 5. The minimum expected count is .03

[b] 14 cells (50.0%) have expected count less than 5. The minimum expected count is .33

[c] 18 cells (64.3%) have expected count less than 5. The minimum expected count is .01

Table 2: Independent *t* test Analysis between Socio-Demographic Characteristic and Total Spending

Dependent	Factor	Levene Sig	*t*	Sig	Different
Total spending	Gender	.549	-.059	.953	No
Total spending	Status	.981	-.508	.612	No

Different defined by t value: $p < .05$

Table 3: One-way ANOVA Analysis between Socio-Demographic Characteristic and Total Spending

Dependent	Factor	Levene Sig	F	Sig	Different
Total spending	Age	.116	1.038	.388	No
Total spending	Education	.145	1.592	.192	No
Total spending	Occupation	.000	1.641	.059	No
Total spending	Monthly income	.115	2.028	.091	No

Different defined by t value: $p < .05$

Table 4: Crosstabulation analysis between Travel Experience and Shopping Behavior

Row	Column	Pearson Chi-Square Value	Chi-Square Significant	Relationship
Number of visits	Main shopping reason	38.749	.304	No
Number of visits	Stores comparison	12.352	.262	No
Number of visits	Shopping duration	13.048	.599	No
Number of visits	Shopping city	31.282	.648	No
Number of visits	Shopping influencer	30.211	.067	No
Number of visits	Planned vs actual spending	3.770	.957	No
Number of visits	Shopping satisfaction	11.367	.726	No
Number of visits	Repeat shopping	12.489	.642	No
Number of visits	Shopping recommendation	25.845[a]	.040	N/A
Duration of stay	Main shopping reason	22.559	.368	No
Duration of stay	Stores comparison	5.634	.465	No
Duration of stay	Shopping duration	45.330[b]	.000	**Yes**
Duration of stay	Shopping city	27.109	.167	No
Duration of stay	Shopping influencer	18.526	.101	No
Duration of stay	Planned vs actual spending	1.863	.932	No
Duration of stay	Shopping satisfaction	8.469	.488	No
Duration of stay	Repeat shopping	13.395	.146	No
Duration of stay	Shopping recommendation	6.545	.684	No

Relationship defined by Pearson Chi-Square $p < .05$ and not more than 20.0% of cells have expected count less than 5.

[a] 13 cells (54.2%) have expected count less than 5. The minimum expected count is .12

[b] 2 cells (12.5%) have expected count less than 5. The minimum expected count is 3.54

Table 4 (cont.)

Row	Column	Pearson Chi-Square Value	Chi-Square Significant	Relationship
Trip arrangement	Main shopping reason	20.444	.493	No
Trip arrangement	Stores comparison	16.853	.110	No
Trip arrangement	Shopping duration	13.126	.157	No
Trip arrangement	Shopping city	27.284	.162	No
Trip arrangement	Shopping influencer	16.719	.160	No
Trip arrangement	Planned vs actual spending	10.406	.109	No
Trip arrangement	Shopping satisfaction	4.809	.851	No
Trip arrangement	Repeat shopping	8.348	.500	No
Trip arrangement	Shopping recommendation	6.203	.719	No
Travel companion	Main shopping reason	56.070[a]	.013	N/A
Travel companion	Stores comparison	17.403	.066	No
Travel companion	Shopping duration	20.654	.148	No
Travel companion	Shopping city	62.898[b]	.003	N/A
Travel companion	Shopping influencer	42.244[c]	.003	N/A
Travel companion	Planned vs actual spending	10.946	.362	No
Travel companion	Shopping satisfaction	8.395	.907	No
Travel companion	Repeat shopping	8.335	.910	No
Travel companion	Shopping recommendation	11.189	.739	No

Relationship defined by Pearson Chi-Square $p < .05$ and not more than 20.0% of cells have expected count less than 5.

[a] 31 cells (64.6%) have expected count less than 5. The minimum expected count is .04

[b] 40 cells (83.3%) have expected count less than 5. The minimum expected count is .03

[c] 19 cells (63.3%) have expected count less than 5. The minimum expected count is .04

Table 4(cont.)

Row	Column	Pearson Chi-Square Value	Chi-Square Significant	Relationship
Purpose of visit	Main shopping reason	60.368[a]	.005	N/A
Purpose of visit	Stores comparison	13.032	.222	No
Purpose of visit	Shopping duration	22.086	.106	No
Purpose of visit	Shopping city	34.368	.496	No
Purpose of visit	Shopping influencer	17.302	.633	No
Purpose of visit	Planned vs actual spending	15.707	.108	No
Purpose of visit	Shopping satisfaction	101.525[b]	.000	N/A
Purpose of visit	Repeat shopping	19.016	.213	No
Purpose of visit	Shopping recommendation	48.246[c]	.000	N/A

Relationship defined by Pearson Chi-Square $p < .05$ and not more than 20.0% of cells have expected count less than 5.

[a] 38 cells (79.2%) have expected count less than 5. The minimum expected count is .02

[b] 19 cells (79.2%) have expected count less than 5. The minimum expected count is .01

[c] 18 cells (75.0%) have expected count less than 5. The minimum expected count is .03

Table 5: One-way ANOVA Analysis between Travel Experience and Total Spending

Dependent	Factor	Levene Sig	F	Sig	Different
Total spending	Number of visit	.000	1.623	.155	No
Total spending	Duration of stay	.014	1.822	.159	No
Total spending	Trip arrangement	.003	1.487	.218	No
Total spending	Travel companion	.001	1.599	.161	No
Total spending	Purpose of visit	.088	1.210	.305	No

Different defined by F value: $p < .05$ and Levene Sig > .05

Table 6: Factor Analysis Results of Expectation of Shopping Attribute Scale

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.843
Barlett's Test of Sphericity	Approx Chi-Square	2007.526
	df	171
	Sig	.000

	Factor Loading					
Shopping Attribute	**Factor 1**	**Factor 2**	**Factor 3**	**Factor 4**	**Factor 5**	**Communality**
Promotion for foreign visitors	.797					.722
Operation hour	.794					.666
Availability of shopping information	.773					.703
Availability of in-store information	.683					.636
Convenience of store location	.436					.545
Salesperson knowledge		.720				.589
Salesperson friendliness		.678				.553
Lighting and physical setting		.658				.608
Display of product		.645				.736
Neatness and cleanliness of store		.612				.660
Choice of payment methods		.455				.459
Design of product			.811			.723
Packaging of product			.750			.705
Quality of product			.700			.594
Variety of goods available				.672		.553
Availability of products				.670		.541
Salesperson communication ability				.626		.559
Price of product is reasonable					.847	.784
Value of money					.797	.772
Eigenvalue	5.840	2.405	1.450	1.246	1.168	
Variance (%)	30.737	12.658	7.631	6.557	6.146	
Cumulative variance (%)	30.737	43.396	51.026	57.583	63.730	
Cronbach' alpha	.83	.76	.71	.65	.84	
Number of items (total = 19)	5	6	3	3	2	

Table 7: Independent *t* test Analysis between Socio-Demographic Characteristic and Shopping Attribute Factor of Expectation

Dependent	Factor	Levene Sig	*t*	Sig	Different
Factor 1	Gender	.634	-1.693	.092	No
Factor 2	Gender	.793	-1.172	.242	No
Factor 3	Gender	.111	.682	.496	No
Factor 4	Gender	.603	-.503	.616	No
Factor 5	Gender	.696	-.050	.960	No
Factor 1	Marital status	.530	.782	.435	No
Factor 2	Marital status	.700	-.380	.704	No
Factor 3	Marital status	.077	-.878	.381	No
Factor 4	Marital status	.611	-1.224	.272	No
Factor 5	Marital status	.122	-1.882	.061	No

Different defined by *t* value: $p < .05$

Table 8: One-way ANOVA Analysis between Socio-Demographic Characteristic and Shopping Attribute Factor of Expectation

Dependent	Factor	Levene Sig	F	Sig	Different
Factor 1	Age	.999	.512	.727	No
Factor 2	Age	.377	1.608	.173	No
Factor 3	Age	.796	.910	.458	No
Factor 4	Age	.983	1.011	.402	No
Factor 5	Age	.398	1.521	.196	No
Factor 1	Education	.465	.851	.467	No
Factor 2	Education	.542	1.203	.309	No
Factor 3	Education	.317	2.637	.051	No
Factor 4	Education	.859	.305	.821	No
Factor 5	Education	.461	.631	.595	No
Factor 1	Occupation	.618	.662	.681	No
Factor 2	Occupation	.220	1.348	.234	No
Factor 3	Occupation	.587	.528	.787	No
Factor 4	Occupation	.273	1.739	.112	No
Factor 5	Occupation	.199	.732	.624	No
Factor 1	Monthly income	.113	1.477	.210	No
Factor 2	Monthly income	.172	.805	.523	No
Factor 3	Monthly income	.962	1.979	.098	No
Factor 4	Monthly income	.136	.393	.813	No
Factor 5	Monthly income	.731	.187	.945	No

Different defined by F value: $p < .05$ and Levene Sig >.05

Table 9: One-way ANOVA Analysis between Travel Experience and Shopping Attribute Factor of Expectation

Dependent	Factor	Levene Sig	F	Sig	Different
Factor 1	Number of visit	.177	2.911	.014	**Yes**
Factor 2	Number of visit	.174	1.165	.327	No
Factor 3	Number of visit	.529	.827	.532	No
Factor 4	Number of visit	.246	3.091	.010	**Yes**
Factor 5	Number of visit	.942	1.684	.144	No
Factor 1	Duration of stay	.477	.240	.868	No
Factor 2	Duration of stay	.276	1.385	.245	No
Factor 3	Duration of stay	.219	2.475	.062	No
Factor 4	Duration of stay	.314	.674	.569	No
Factor 5	Duration of stay	.705	.085	.968	No
Factor 1	Trip arrangement	.504	1.069	.363	No
Factor 2	Trip arrangement	.349	1.002	.392	No
Factor 3	Trip arrangement	.177	.582	.627	No
Factor 4	Trip arrangement	.352	.433	.729	No
Factor 5	Trip arrangement	.043	.595	.619	No
Factor 1	Travel companion	.783	1.229	.296	No
Factor 2	Travel companion	.898	.591	.707	No
Factor 3	Travel companion	.281	.558	.732	No
Factor 4	Travel companion	.248	.191	.966	No
Factor 5	Travel companion	.546	.698	.625	No
Factor 1	Purpose of visit	.450	1.840	.105	No
Factor 2	Purpose of visit	.435	.801	.550	No
Factor 3	Purpose of visit	.017	.749	.587	No
Factor 4	Purpose of visit	.445	.608	.694	No
Factor 5	Purpose of visit	.001	1.425	.215	No

Different defined by F value: $p < .05$ and Levene Sig >.05

Table 10: Post Hoc Test (LSD): Number of Times Visiting Japan vs. Factor 1 of Expectation

(I) times to japan	(J) times to japan	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval Lower Bound	95% Confidence Interval Upper Bound
1 time	2 times	.196	.112	.081	-.02	.42
	3 times	-.301*	.139	.031	-.58	-.03
	4-6 times	.187	.135	.167	-.08	.45
	7-10 times	.199	.264	.453	-.32	.72
	more than 10 times	.249	.212	.242	-.17	.67
2 times	1 time	-.196	.112	.081	-.42	.02
	3 times	-.497*	.149	.001	-.79	-.20
	4-6 times	-.009	.145	.953	-.29	.28
	7-10 times	.003	.270	.991	-.53	.53
	more than 10 times	.053	.218	.809	-.38	.48
3 times	1 time	.301*	.139	.031	.03	.58
	2 times	.497*	.149	.001	.20	.79
	4-6 times	.488*	.167	.004	.16	.82
	7-10 times	.500	.282	.077	-.06	1.06
	more than 10 times	.550*	.233	.019	.09	1.01
4-6 times	1 time	-.187	.135	.167	-.45	.08
	2 times	.009	.145	.953	-.28	.29
	3 times	-.488*	.167	.004	-.82	-.16
	7-10 times	.012	.280	.967	-.54	.56
	more than 10 times	.062	.231	.790	-.39	.52
7-10 times	1 time	-.199	.264	.453	-.72	.32
	2 times	-.003	.270	.991	-.53	.53
	3 times	-.500	.282	.077	-1.06	.06
	4-6 times	-.012	.280	.967	-.56	.54
	more than 10 times	.050	.324	.878	-.59	.69
more than 10 times	1 time	-.249	.212	.242	-.67	.17
	2 times	-.053	.218	.809	-.48	.38
	3 times	-.550*	.233	.019	-1.01	-.09
	4-6 times	-.062	.231	.790	-.52	.39
	7-10 times	-.050	.324	.878	-.69	.59

*. The mean difference is significant at $p < .05$

Table 11: Post Hoc Test (LSD): Number of Times Visiting Japan vs. Factor 4 of Expectation

(I) times to japan	(J) times to japan	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval Lower Bound	95% Confidence Interval Upper Bound
1 time	2 times	.246*	.110	.026	.03	.46
	3 times	-.308*	.137	.025	-.58	-.04
	4-6 times	.067	.133	.613	-.19	.33
	7-10 times	.202	.260	.438	-.31	.71
	more than 10 times	-.061	.208	.769	-.47	.35
2 times	1 time	-.246*	.110	.026	-.46	-.03
	3 times	-.553*	.146	.000	-.84	-.27
	4-6 times	-.179	.142	.210	-.46	.10
	7-10 times	-.044	.265	.868	-.57	.48
	more than 10 times	-.307	.214	.154	-.73	.12
3 times	1 time	.308*	.137	.025	.04	.58
	2 times	.553*	.146	.000	.27	.84
	4-6 times	.375*	.164	.023	.05	.70
	7-10 times	.509	.277	.067	-.04	1.05
	more than 10 times	.246	.229	.283	-.21	.70
4-6 times	1 time	-.067	.133	.613	-.33	.19
	2 times	.179	.142	.210	-.10	.46
	3 times	-.375*	.164	.023	-.70	-.05
	7-10 times	.135	.275	.625	-.41	.68
	more than 10 times	-.128	.227	.573	-.58	.32
7-10 times	1 time	-.202	.260	.438	-.71	.31
	2 times	.044	.265	.868	-.48	.57
	3 times	-.509	.277	.067	-1.05	.04
	4-6 times	-.135	.275	.625	-.68	.41
	more than 10 times	-.263	.318	.410	-.89	.36
more than 10 times	1 time	.061	.208	.769	-.35	.47
	2 times	.307	.214	.154	-.12	.73
	3 times	-.246	.229	.283	-.70	.21
	4-6 times	.128	.227	.573	-.32	.58
	7-10 times	.263	.318	.410	-.36	.89

*. The mean difference is significant at $p < .05$

Table 12: Factor Analysis Results of Perception of Shopping Attribute Scale

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.857
Barlett's Test of Sphericity	Approx Chi-Square	1754.176
	df	171
	Sig	.000

	Factor Loading					
Shopping Attribute	**Factor 1**	**Factor 2**	**Factor 3**	**Factor 4**	**Factor 5**	**Communality**
Promotion for foreign visitors	.798					.683
Availability of shopping information	.744					.653
Availability of in-store information	.736					.648
Operation hours	.657					.532
Salesperson communication ability	.568					.582
Availability of products	.501					.381
Lighting and physical setting		.759				.701
Convenience of store location		.705				.627
Neatness and cleanliness of store		.615				.602
Variety of goods available		.522				.407
Design of product			.815			.706
Packaging of product			.760			.636
Quality of product			.660			.583
Salesperson knowledge				.791		.714
Salesperson friendliness				.633		.519
Choice of payment method				.510		.458
Display of product				.463		.470
Price of product is reasonable					.857	.822
Value of money					.863	.804
Eigenvalue	5.808	2.076	1.444	1.156	1.044	
Variance (%)	30.566	10.929	7.599	6.085	5.492	
Cumulative variance (%)	30.566	41.495	49.094	55.179	60.671	
Cronbach' alpha	.80	.76	.72	.68	.81	
Number of items (total = 19)	6	4	3	4	2	

Table 13: Independent *t* test Analysis between Socio-Demographic Characteristic and Shopping Attribute Factor of Perception

Dependent	Factor	Levene Sig	*t*	Sig	Different
Factor 1	Gender	.153	.137	.891	No
Factor 2	Gender	.007	-1.805	.073	No
Factor 3	Gender	.484	-.170	.865	No
Factor 4	Gender	.064	.289	.773	No
Factor 5	Gender	.083	-.819	.413	No
Factor 1	Marital status	.699	-1.329	.185	No
Factor 2	Marital status	.777	1.079	.282	No
Factor 3	Marital status	.582	-.696	.487	No
Factor 4	Marital status	.557	-1.259	.209	No
Factor 5	Marital status	.609	-2.116	.035	**Yes**

Different defined by *t* value: $p < .05$

Table 14: One-way ANOVA Analysis between Socio-Demographic Characteristic and Shopping Attribute Factor of Perception

Dependent	Factor	Levene Sig	F	Sig	Different
Factor 1	Age	.692	1.096	.359	No
Factor 2	Age	.451	.943	.439	No
Factor 3	Age	.497	2.584	.038	**Yes**
Factor 4	Age	.715	.275	.849	No
Factor 5	Age	.602	.598	.664	No
Factor 1	Education	.562	.474	.701	No
Factor 2	Education	.916	.305	.882	No
Factor 3	Education	.885	1.767	.154	No
Factor 4	Education	.193	.502	.681	No
Factor 5	Education	.022	1.227	.300	No
Factor 1	Occupation	.861	2.451	.025	**Yes**
Factor 2	Occupation	.598	.989	.433	No
Factor 3	Occupation	.354	1.376	.224	No
Factor 4	Occupation	.914	1.679	.126	No
Factor 5	Occupation	.992	1.745	.111	No
Factor 1	Monthly income	.181	.869	.483	No
Factor 2	Monthly income	.900	.613	.653	No
Factor 3	Monthly income	.125	.374	.827	No
Factor 4	Monthly income	.776	1.609	.172	No
Factor 5	Monthly income	.332	.581	.677	No

Different defined by F value: $p < .05$ and Levene Sig >.05

Table 15: One-way ANOVA Analysis between Travel Experience and Shopping Attribute Factor of Perception

Dependent	Factor	Levene Sig	F	Sig	Different
Factor 1	Number of visit	.837	1.095	.364	No
Factor 2	Number of visit	.425	.985	.428	No
Factor 3	Number of visit	.753	.776	.568	No
Factor 4	Number of visit	.241	1.366	.237	No
Factor 5	Number of visit	.508	2.533	.029	**Yes**
Factor 1	Duration of stay	.717	.256	.857	No
Factor 2	Duration of stay	.407	1.277	.282	No
Factor 3	Duration of stay	.516	.406	.745	No
Factor 4	Duration of stay	.172	1.996	.115	No
Factor 5	Duration of stay	.988	1.275	.283	No
Factor 1	Trip arrangement	.982	.876	.454	No
Factor 2	Trip arrangement	.181	1.770	.153	No
Factor 3	Trip arrangement	.992	1.620	.185	No
Factor 4	Trip arrangement	.481	1.695	.168	No
Factor 5	Trip arrangement	.285	.052	.984	No
Factor 1	Travel companion	.625	.351	.881	No
Factor 2	Travel companion	.036	.415	.838	No
Factor 3	Travel companion	.445	.893	.486	No
Factor 4	Travel companion	.471	.490	.784	No
Factor 5	Travel companion	.379	.472	.797	No
Factor 1	Purpose of visit	.618	1.207	.306	No
Factor 2	Purpose of visit	.914	1.740	.126	No
Factor 3	Purpose of visit	.047	1.367	.237	No
Factor 4	Purpose of visit	.268	.468	.800	No
Factor 5	Purpose of visit	.001	.989	.425	No

Different defined by F value: $p < .05$ and Levene Sig >.05

Table 16: Post Hoc Test (LSD): Occupation vs. Factor 1 of Perception

(I) Occupation	(J) Occupation	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
student	government officer/state enterprise employee	-.048	.112	.669	-.27	.17
	company employer	.051	.115	.656	-.17	.28
	business owner	-.003	.148	.983	-.30	.29
	contractor	.414	.280	.141	-.14	.97
	housewife/retired	.381	.209	.070	-.03	.79
	others	-.886*	.353	.013	-1.58	-.19
government officer/state enterprise employee	student	.048	.112	.669	-.17	.27
	company employer	.099	.086	.252	-.07	.27
	business owner	.045	.127	.727	-.21	.30
	contractor	.462	.270	.088	-.07	.99
	housewife/retired	.428*	.195	.029	.04	.81
	others	-.838*	.345	.016	-1.52	-.16
company employer	student	-.051	.115	.656	-.28	.17
	government officer/state enterprise employee	-.099	.086	.252	-.27	.07
	business owner	-.055	.130	.675	-.31	.20
	contractor	.363	.271	.182	-.17	.90
	housewife/retired	.329	.197	.095	-.06	.72
	others	-.937*	.346	.007	-1.62	-.26
business owner	student	.003	.148	.983	-.29	.30
	government officer/state enterprise employee	-.045	.127	.727	-.30	.21
	company employer	.055	.130	.675	-.20	.31
	contractor	.417	.287	.147	-.15	.98
	housewife/retired	.384	.218	.079	-.05	.81
	others	-.883*	.358	.014	-1.59	-.18
contractor	student	-.414	.280	.141	-.97	.14
	government officer/state enterprise employee	-.462	.270	.088	-.99	.07
	company employer	-.363	.271	.182	-.90	.17
	business owner	-.417	.287	.147	-.98	.15
	housewife/retired	-.033	.322	.918	-.67	.60

	others	-1.300*	.430	.003	-2.15	-.45
housewife/retired	student	-.381	.209	.070	-.79	.03
	government officer/state enterprise employee	-.428*	.195	.029	-.81	-.04
	company employer	-.329	.197	.095	-.72	.06
	business owner	-.384	.218	.079	-.81	.05
	contractor	.033	.322	.918	-.60	.67
	others	-1.267*	.388	.001	-2.03	-.50
others	student	.886*	.353	.013	.19	1.58
	government officer/state enterprise employee	.838*	.345	.016	.16	1.52
	company employer	.937*	.346	.007	.26	1.62
	business owner	.883*	.358	.014	.18	1.59
	contractor	1.300*	.430	.003	.45	2.15
	housewife/retired	1.267*	.388	.001	.50	2.03

*. The mean difference is significant at $p < .05$

Table 17: Post Hoc Test (LSD): Age vs. Factor 3 of Perception

(I) age	(J) age	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval Lower Bound	95% Confidence Interval Upper Bound
21-30 years	31-40 years	.111	.078	.157	-.04	.27
	41-50 years	-.159*	.076	.037	-.31	.00
	51-60 years	.054	.086	.527	-.11	.22
	higher than 60 years	.071	.127	.574	-.18	.32
31-40 years	21-30 years	-.111	.078	.157	-.27	.04
	41-50 years	-.270*	.090	.003	-.45	-.09
	51-60 years	-.057	.099	.563	-.25	.14
	higher than 60 years	-.040	.136	.769	-.31	.23
41-50 years	21-30 years	.159*	.076	.037	.01	.31
	31-40 years	.270*	.090	.003	.09	.45
	51-60 years	.213*	.097	.028	.02	.40
	higher than 60 years	.230	.134	.088	-.03	.49
51-60 years	21-30 years	-.054	.086	.527	-.22	.11
	31-40 years	.057	.099	.563	-.14	.25
	41-50 years	-.213*	.097	.028	-.40	-.02
	higher than 60 years	.017	.140	.903	-.26	.29
higher than 60 years	21-30 years	-.071	.127	.574	-.32	.18
	31-40 years	.040	.136	.769	-.23	.31
	41-50 years	-.230	.134	.088	-.49	.03
	51-60 years	-.017	.140	.903	-.29	.26

*. The mean difference is significant at $p < .05$

Table 18: Post Hoc Test (LSD): Number of Times Visiting Japan vs. Factor 5 of Perception

(I) times to japan	(J) times to japan	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval Lower Bound	95% Confidence Interval Upper Bound
1 time	2 times	.290*	.099	.004	.10	.48
	3 times	.137	.122	.265	-.10	.38
	4-6 times	.020	.119	.863	-.21	.25
	7-10 times	.477*	.233	.042	.02	.94
	more than 10 times	-.018	.187	.923	-.39	.35
2 times	1 time	-.290*	.099	.004	-.48	-.10
	3 times	-.153	.131	.245	-.41	.11
	4-6 times	-.269*	.128	.036	-.52	-.02
	7-10 times	.188	.238	.431	-.28	.66
	more than 10 times	-.308	.192	.111	-.69	.07
3 times	1 time	-.137	.122	.265	-.38	.10
	2 times	.153	.131	.245	-.11	.41
	4-6 times	-.116	.147	.429	-.41	.17
	7-10 times	.340	.248	.172	-.15	.83
	more than 10 times	-.155	.206	.452	-.56	.25
4-6 times	1 time	-.020	.119	.863	-.25	.21
	2 times	.269*	.128	.036	.02	.52
	3 times	.116	.147	.429	-.17	.41
	7-10 times	.457	.247	.065	-.03	.94
	more than 10 times	-.038	.204	.850	-.44	.36
7-10 times	1 time	-.477*	.233	.042	-.94	-.02
	2 times	-.188	.238	.431	-.66	.28
	3 times	-.340	.248	.172	-.83	.15
	4-6 times	-.457	.247	.065	-.94	.03
	more than 10 times	-.495	.286	.084	-1.06	.07
more than 10 times	1 time	.018	.187	.923	-.35	.39
	2 times	.308	.192	.111	-.07	.69
	3 times	.155	.206	.452	-.25	.56
	4-6 times	.038	.204	.850	-.36	.44
	7-10 times	.495	.286	.084	-.07	1.06

*. The mean difference is significant at $p < .05$

Table 19: Regression Output Summary of Overall Satisfaction and Perception Factors

Regression Statistics	
Multiple R	0.342
R square	0.117
Adjusted R Square	0.100
Standard Error	0.552
Observations	271

ANOVA

	df	*SS*	*MS*	*F*	*Significant F*
Regression	5	10.716	2.143	7.024	0.000
Residual	265	80.863	0.305		
Total	270	91.579			

					95% confident Interval		*Collinearity Statistic*	
	Coefficients	*Standard Er.*	*t Stat*	*P-value*	*Lower 95%*	*Upper 95%*	*Tolerance*	*VIF*
(Constant)	2.320	0.366	6.346	0.000	1.600	3.040		
Factor 1	0.163	0.065	2.504	0.013	0.035	0.292	0.742	1.348
Factor 2	-0.026	0.087	-0.300	0.765	-0.197	0.145	0.581	1.722
Factor 3	0.251	0.085	2.943	0.004	0.083	0.419	0.713	1.403
Factor 4	0.031	0.083	0.369	0.712	-0.133	0.195	0.594	1.684
Factor 5	0.083	0.058	1.436	0.152	-0.031	0.196	0.819	1.221

Overall satisfaction = 2.320 + 0.251(Factor 3) + 0.163(Factor 1)

Table 20: Independent *t* test Analysis between Socio-Demographic Characteristic and Overall Satisfaction

Dependent	Factor	Levene Sig	*t*	Sig	Different
Satisfaction	Gender	.038	-.695	.488	No
Satisfaction	Status	.309	.021	.983	No

Different defined by *t* value: $p < .05$

Table 21: One-way ANOVA Analysis between Socio-Demographic Characteristic and Overall Satisfaction

Dependent	Factor	Levene Sig	F	Sig	Different
Satisfaction	Age	.143	2.971	.020	**Yes**
Satisfaction	Education	.993	.099	.960	No
Satisfaction	Occupation	.572	1.536	.167	No
Satisfaction	Monthly income	.461	.232	.920	No

Different defined by F value: $p < .05$ and Levene Sig > .05

Table 22: One-way ANOVA Analysis between Travel Experience and Overall Satisfaction

Dependent	Factor	Levene Sig	F	Sig	Different
Satisfaction	Number of visit	.172	1.271	.277	No
Satisfaction	Duration of stay	.406	1.011	.388	No
Satisfaction	Trip arrangement	.685	.702	.511	No
Satisfaction	Travel companion	.977	1.287	.270	No
Satisfaction	Purpose of visit	.000	2.229	.052	No

Different defined by F value: $p < .05$ and Levene Sig > .05

Table 23: Post Hoc Test (LSD): Age vs. Overall Satisfaction

(I) age	(J) age	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval Lower Bound	95% Confidence Interval Upper Bound
21-30 years	31-40 years	-.076	.098	.434	-.27	.12
	41-50 years	-.133	.095	.161	-.32	.05
	51-60 years	.124	.107	.246	-.09	.33
	higher than 60 years	.370*	.158	.020	.06	.68
31-40 years	21-30 years	.076	.098	.434	-.12	.27
	41-50 years	-.056	.112	.616	-.28	.16
	51-60 years	.201	.123	.103	-.04	.44
	higher than 60 years	.447*	.169	.009	.11	.78
41-50 years	21-30 years	.133	.095	.161	-.05	.32
	31-40 years	.056	.112	.616	-.16	.28
	51-60 years	.257*	.120	.033	.02	.49
	higher than 60 years	.503*	.167	.003	.17	.83
51-60 years	21-30 years	-.124	.107	.246	-.33	.09
	31-40 years	-.201	.123	.103	-.44	.04
	41-50 years	-.257*	.120	.033	-.49	-.02
	higher than 60 years	.246	.174	.159	-.10	.59
higher than 60 years	21-30 years	-.370*	.158	.020	-.68	-.06
	31-40 years	-.447*	.169	.009	-.78	-.11
	41-50 years	-.503*	.167	.003	-.83	-.17
	51-60 years	-.246	.174	.159	-.59	.10

*. The mean difference is significant at $p < .05$

Table 24: Regression Output Summary of Overall Satisfaction and Repeat Shopping

Regression Statistics	
Multiple R	0..544
R square	0.296
Adjusted R Square	0.293
Standard Error	0.515
Observations	271

ANOVA

	df	*SS*	*MS*	*F*	*Significant F*
Regression	1	29.900	29.900	112.851	0.000
Residual	269	71.273	0.265		
Total	270	101.173			

					95% confident Interval		*Collinearity Statistic*	
	Coefficients	*Standard Er.*	*t Stat*	*P-value*	*Lower 95%*	*Upper 95%*	*Tolerance*	*VIF*
(Constant)	1.993	0.234	8.528	0.000	1.533	2.453		
Overall satisfaction	0.571	0.054	10.623	0.000	0.466	0.677	1.000	1.000

Likelihood of Repeat Shopping = 1.993 + 0.571(Overall Satisfaction)

Table 25: Regression Output Summary of Overall Satisfaction and Recommend to Other

Regression Statistics	
Multiple R	0.507
R square	0.257
Adjusted R Square	0.255
Standard Error	0.588
Observations	271

ANOVA

	df	*SS*	*MS*	*F*	*Significant F*
Regression	1	32.291	32.291	93.289	0.000
Residual	269	93.111	0.346		
Total	270	125.402			

					95% confident Interval		*Collinearity Statistic*	
	Coefficients	*Standard Er.*	*t Stat*	*P-value*	*Lower 95%*	*Upper 95%*	*Tolerance*	*VIF*
(Constant)	1.631	0.267	6.106	0.000	1.105	2.157		
Overall satisfaction	0.594	0.061	9.659	0.000	0.473	0.715	1.000	1.000

Recommend to others = 1.631 + 0.594(overall satisfaction)

SECTION 2 QUESTIONNAIRE

Questionnaire on shopping behavior and satisfaction of Thai tourist visiting Japan

Part 1 Personal information and experience in visiting Japan

1.Gender ○ Male ○ Female

2. Age ○ 21-30 years old ○ 31-40 years old ○ 41-50 years old

○ 51-60 years old ○ Over 60 years old

3. Marital Status ○ Single ○ Married

4. Education ○ Below Bachelor Degree ○ Bachelor Degree

○ Master Degree ○ Doctoral Degree

5. Occupation ○ Student ○ Government Official/ State Enterprise Employee

○ Employee ○ Business Owner ○ Contractor

○ Housewife/Retired ○ Others Please specify _______________

6. Personal Monthly Income

○ Below 20,000 Baht ○ 20,001 – 40,000 Baht ○ 40,001 – 60,000 Baht

○ 60,001 – 100,000 Baht ○ Over 100,000 Baht

7. How many times have you been to Japan

○ 1 time ○ 2 times ○ 3 times ○ 4 -6 times ○ 7-10 times ○ Over10 times

8. For your last visit, how long have you stayed in Japan

○ 1-4 days ○ 5-7 days ○ 8-10 days ○ Over 10 days

9. For your last visit, how did you travel (Choose only one)

○ Self-arrange ○ With tour operator ○ With company

○ Others Please specify____________

10. For your last visit, with whom did you travel (Choose only one)

○ Alone ○ Couple ○ Family ○ Friends

○ Colleagues ○ Others Please specify________________

11. For your last visit, what is your main reason for travelling to Japan (Choose only one)

○ Sightseeing/Resting ○ Business ○ Shopping ○ Visit friends and family

○ Events/Festival Participation ○ Others Please specify___________________________

Part 2 Tourist's shopping behavior in Japan (If you visited Japan more than once, please provide your information of your last visit)

1. What is your main reason to shopping in Japan (Choose only one)

○ The price of product I want is cheaper than in Thailand

○ The product is not available in Thailand

○ To buy gift for others ○ To buy as a memory of visiting Japan

○ Attractive promotion ○ Family/friends took me to shop

○ A wide variety of shop attract me to shop

○ To show the products to friends/family back home

○ Family/friends ask me to buy (they pay) ○ Other Please specify ____________

2. What are your main sources of information regarding shopping in Japan (Maximum 3 answers)

○ Travel Guide Book ○ Travel Agency ○ Family/Friends

○ TV program ○ Brochure/Leaflet ○ At the Store

○ YouTube ○ Facebook/Twitter/Instagram

○ Official Website/Official Facebook Page of Japan National Tourism Organization (JNTO)

○ Official Website/Official Facebook Page of Japan Shopping Tourism Organization (JSTO) (Japan Shopping Festival)

○ Other Websites ○ Other Please specify _____________________

3. Before making shopping decision in Japan, how many stores did you compare with the store you bought products from

○ Never compare ○ 1-2 stores ○ 3 stores or more

4. For your last visit, you spent _________________ Baht in total on shopping in Japan

5. For your last visit, what kinds of products did you buy (Multiple answer is ok)

○ Confectionery ○ Other foods, drinks, alcohol, tobacco

○ Cameras, video cameras, watches ○ Consumer electronics (PC, audio etc.)

○ Cosmetics, medicine, toiletries ○ Japanese clothing (kimono), folk crafts

○ Western clothing, bags, shoes ○ Manga comics, DVDs, anime etc.

○ CD, DVD ○ Souvenir such as keychain

○ Other Please Specify _____________________

6. For your last visit, how long did you spend shopping

○ Not more than 1 day ○ 2days ○ 3 days ○ 4 days or more

7. Which city did you spend your time shopping the most (choose only 1)

○ Tokyo ○ Osaka ○ Kyoto ○ Kobe ○ Nagoya

○ Sapporo ○ Fukuoka ○ Other Please Specify _________________

8. For your last visit, where did you go shopping (Multiple answer is ok)

○ Airport ○ Railway station boutiques

○ Department stores/ Shopping center ○ Supermarkets

○ Discount Store ○ Consumer electronics stores (Akihabara etc.)

○ Convenience stores ○ 100 Yen Shops

○ Tourist souvenir shops ○ Outlets

○ Other Please Specify _____________________________

9. For your last visit, what were your payment methods (Multiple answer is ok)

○ Cash ○ Credit cards ○ Other Please Specify ______________

10. For your last visit, who had the most influence on your shopping decision

○ Myself ○ Family ○ Friends ○ Salespersons

○ Tour Guide ○ Celebrity

11. For your last visit, did you end up spending more than planned

○ Yes, a lot more than planned ○ Around planned ○No, a lot less than planned

12. For your last visit, did you satisfy with shopping in Japan

○ Very Dissatisfied ○ Dissatisfied ○ Neutral ○ Satisfied ○ Very Satisfied

13. Will you go to shop in Japan again

○ Definitely not going ○ I am not going ○ Cannot decide ○ I will ○ Definitely will

14. Will you recommend Japan as a place to shop to other people such as your family and friends

○ Definitely won't recommend ○ I won't ○ Cannot decide ○ I will ○ Definitely will

15. Do you have any product you would like to purchase again if you visit Japan next time? (If you will definitely not visit again please answer "No")

○ No, I do not have

○ Confectionery ○ Other foods, drinks, alcohol, tobacco

○ Cameras, video cameras, watches ○ Consumer electronics (PC, audio etc.)

○ Cosmetics, medicine, toiletries ○ Japanese clothing (kimono), folk crafts

○ Western clothing, bags, shoes ○ Manga comics, DVDs, anime etc.

○ CD, DVD ○ Souvenir such as keychain

○ Other Please Specify ______________________

Part 3 Expectation of shopping in Japan

Please rate your initial expectation you had towards the following shopping attributes **before** you did shopping in Japan for your last visit**.**

(1) Very low expectation (2) Low expectation (3) Neutral (4) High expectation (5) Very high expectation

1. Quality of the product	**(1)**	**(2)**	**(3)**	**(4)**	**(5)**
2. Design of the product	**(1)**	**(2)**	**(3)**	**(4)**	**(5)**
3. Packaging of the product	**(1)**	**(2)**	**(3)**	**(4)**	**(5)**
4. Display of product	**(1)**	**(2)**	**(3)**	**(4)**	**(5)**
5. Price of product is reasonable	**(1)**	**(2)**	**(3)**	**(4)**	**(5)**
6.Value for money	**(1)**	**(2)**	**(3)**	**(4)**	**(5)**
7. Choice of payment methods	**(1)**	**(2)**	**(3)**	**(4)**	**(5)**
8. Salespersons knowledge of the merchandise and efficiency	**(1)**	**(2)**	**(3)**	**(4)**	**(5)**
9. Salespersons friendliness, courteousness and attention	**(1)**	**(2)**	**(3)**	**(4)**	**(5)**
10. Salespersons communication ability	**(1)**	**(2)**	**(3)**	**(4)**	**(5)**
11. Availability of products in the store	**(1)**	**(2)**	**(3)**	**(4)**	**(5)**
12. Variety of goods available	**(1)**	**(2)**	**(3)**	**(4)**	**(5)**
13. Neatness and cleanliness of stores	**(1)**	**(2)**	**(3)**	**(4)**	**(5)**
14.Convenience of store location	**(1)**	**(2)**	**(3)**	**(4)**	**(5)**
15. Lighting and physical setting of store	**(1)**	**(2)**	**(3)**	**(4)**	**(5)**
16. Availability of in-store information such as promotion, price, product description	**(1)**	**(2)**	**(3)**	**(4)**	**(5)**
17. Operation hours of stores	**(1)**	**(2)**	**(3)**	**(4)**	**(5)**
18. Promotion such as discount and free gift for foreign visitors	**(1)**	**(2)**	**(3)**	**(4)**	**(5)**
19. Availability of Japan shopping information (such as product and price information, store information, promotion campaign information) before searching	**(1)**	**(2)**	**(3)**	**(4)**	**(5)**

Part 4 Perception towards shopping in Japan

Please rate your perception towards the following shopping attributes **after** you experienced shopping in Japan for your last visit

(1)Very Unfavorable (2) Unfavorable (3) Neutral (4) Favorable (5) Very Favorable

1. Quality of the product	**(1)**	**(2)**	**(3)**	**(4)**	**(5)**
2. Design of the product	**(1)**	**(2)**	**(3)**	**(4)**	**(5)**
3. Packaging of the product	**(1)**	**(2)**	**(3)**	**(4)**	**(5)**
4. Display of product	**(1)**	**(2)**	**(3)**	**(4)**	**(5)**
5. Price of product is reasonable	**(1)**	**(2)**	**(3)**	**(4)**	**(5)**
6.Value for money	**(1)**	**(2)**	**(3)**	**(4)**	**(5)**
7. Choice of payment methods	**(1)**	**(2)**	**(3)**	**(4)**	**(5)**
8. Salespersons knowledge of the merchandise and efficiency	**(1)**	**(2)**	**(3)**	**(4)**	**(5)**
9. Salespersons friendliness, courteousness and attention	**(1)**	**(2)**	**(3)**	**(4)**	**(5)**
10. Salespersons communication ability	**(1)**	**(2)**	**(3)**	**(4)**	**(5)**
11. Availability of products in the store	**(1)**	**(2)**	**(3)**	**(4)**	**(5)**
12. Variety of goods available	**(1)**	**(2)**	**(3)**	**(4)**	**(5)**
13. Neatness and cleanliness of stores	**(1)**	**(2)**	**(3)**	**(4)**	**(5)**
14.Convenience of store location	**(1)**	**(2)**	**(3)**	**(4)**	**(5)**
15. Lighting and physical setting of store	**(1)**	**(2)**	**(3)**	**(4)**	**(5)**
16. Availability of in-store information such as promotion, price, product description	**(1)**	**(2)**	**(3)**	**(4)**	**(5)**
17. Operation hours of stores	**(1)**	**(2)**	**(3)**	**(4)**	**(5)**
18. Promotion such as discount and free gift for foreign visitors	**(1)**	**(2)**	**(3)**	**(4)**	**(5)**
19. Availability of Japan shopping information (such as product and price information, store information, promotion campaign information) after searching	**(1)**	**(2)**	**(3)**	**(4)**	**(5)**

Part 5 Please give any recommendation on how Japan should improve to make your shopping experience more delightful (optional)

____

____

____

____

____

***************THANK YOU VERY MUCH FOR YOUR COORPERATION***************