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# **Examination of an Extended Theory of Planned Behavior Model on Overseas Tourism Shopping**

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## **Abstract**

*A survey research on 300 Chinese overseas travelers revealed that gift-giving value and hedonic shopping value directly and indirectly contribute to their overseas shopping intentions. This study refutes and extends Ajzen's Theory of Planned Behavior model by rejecting the impact of perceived behavioral control but incorporating personal shopping value and gift-giving value in Chinese consumers' overseas shopping intention model. The results show that in order to better attract Chinese tourist shoppers, destination marketers and retailers need to focus on the value of gift-giving, and emphasize reference groups such as family, friends and co-workers in product publicity and promotion. They also need to create an enjoyable shopping environment/atmosphere to attract Chinese overseas shoppers.*

**Keywords:** tourism shopping, Theory of Planned Behavior, gift-giving, hedonic value, China

## **Introduction**

Shopping activities as part of tourists' overall experience have drawn increasing attention in both the tourism industry and academia (i.e., Yuksel & Yuksel, 2007; Kemperman et al., 2009). In recent years, with the boom of China's outbound tourism, Chinese international tourism expenditure has increased almost tenfold in the 13 years since 2000 and ranked the first among all the countries in 2013 (UNWTO, 2014). Among the 10 most popular activities the Chinese tourists engaged in, shopping is ranked the first (OTTI, 2014), and counts 57.8% of the total tourism expenditure overall (WTCTF, 2014). However, very limited studies investigated outbound Chinese tourists' shopping behavior, especially in overseas destinations. The extant studies on Chinese tourists' shopping experience primarily focus on Hong Kong, and the majority focus on the descriptive analysis of motives, product/brand preference, and satisfaction (i.e., Choi et al., 2008; Heung & Cheng, 2000; Wong & Law, 2003). Scarce research has examined Chinese tourists' shopping decision-making process and important factors influencing their shopping intention.

Therefore, this study aims to fill in the research gap and examine Chinese outbound tourists' shopping behavior in the overseas destination context, particularly on the shopping decision-making and intentions. Theory of Planned Behavior (Ajzen, 1988; 1991), combined with additional factors such as gift-giving value (Wang et al., 2001; Beatty et al., 1985, 1991) and personal shopping value (Yu and

Littrell, 2005), forms the theoretical foundation in order to examine the factors influencing tourists' overseas shopping intentions.

Theory of Planned Behavior (TPB) postulates three key constructs that generate behavioral intention: attitude toward the behavior, subjective norm, and perceived behavioral control (Ajzen, 1988, 1991). This study applies TPB in the overseas tourism shopping behavior model. In addition, social and cultural values influence gift-giving/shopping behavior. Gift-giving activities are directly linked to the notion of propriety (Wang et al., 2007); particularly, giving gifts in the Chinese society is a typical symbol of courtesy, respect, appreciation and friendship (Mok & DeFranco, 2000). Furthermore, leisure and functional nature of tourism shopping can be explained by hedonic and utilitarian shopping values, which reflect the entertainment/emotional worth and purchase task fulfillment in shopping (Yuksel & Yuksel, 2007),

Based on this extended TPB model, the study attempts to identify the relationship between several factors and shopping intention of outbound tourists, using the Chinese consumers as the study sample. Furthermore, implications are provided for destination marketers and retailers in better understanding and targeting Chinese outbound tourist shoppers. Specifically, the primary research question for this study is proposed as: How do *attitude*, *subjective norms* and *perceived behavioral control*, together with *gift-giving value* and *personal shopping value*, influence Chinese tourists' shopping intentions during their overseas trips?

### **Method**

This study is part of a large project examining Chinese outbound tourist shopping behavior. The research team surveyed the target population defined as mainland Chinese adult citizens who have taken an outbound leisure trip outside Asia in the past three years, and had the shopping expenditure of over US \$1,000 during their overseas trip. Data collection occurred in May 2013 in Beijing, Shanghai, and Guangzhou, the largest three cities in China. The team adopted a systematic intercept sampling method with face-to-face interviews in major business districts and premium commercial shopping areas in each city. A total of 300 completed surveys were collected and utilized for the data analysis.

Previous TPB studies of Chinese tourists' travel intentions (Lam & Hsu, 2004, 2006) provided Scales of Attitude (6 items) and Subjective norms (3 statements). Perceived behavioral control (3 statements) is based on studies of Lam & Hsu (2004, 2006) and Hsu & Huang (2012). Measurements of behavioral intentions (3 items) are adopted from Lam & Hsu (2004, 2006) and Hsu & Huang (2012). Gift-giving (8 items) are based on Chinese gift-giving values (Wang et al., 2001) incorporating "List of Values" (LOV) (Beatty et al., 1986, 1991; Xu & McGehee, 2012). Personal shopping value scale (9 items) is adopted from Yu and Littrell's (2005) study in investigating tourist shopping orientations.

Data were analyzed using SPSS and SPSS Amos 22.0. Respondents' demographic profile and the general shopping and travel characteristics were examined. Confirmatory factor analysis (CFA) was utilized to test the fitness of the measurement model to confirm that the observed items are indeed measuring the latent constructs of interest. Structural Equation Modeling (SEM) was used to assess the fit of the proposed extended model and related hypotheses. The fit of both the original theoretical model and the proposed extended model was compared in order to test if the extended model demonstrates better explanatory power.

### **Results**

Confirmatory factor analysis (CFA) was employed to test the measurement model with all constructs allowed to be inter-correlated. After minor modification of correlating several error terms, the result showed overall good fit indices ( $\chi^2 = 340.937$ ,  $df = 227$ ;  $p < 0.001$ ;  $\chi^2/df = 1.502$ ; CFI = 0.903;

IFI = 0.907; RMSEA = 0.056). Estimates of reliability were calculated for each construct. Construct reliability (CR) measures were computed for each latent variable, and all CR were acceptable (> 0.60). Standardized factor loadings for each item were above 0.5 and statistically significant. Squared Multiple Correlation (SMC) of all the items ranged from 0.272 to 0.687, indicating each item is able to explain considerable amount of variance of the latent variable (A CFA table will be presented in the full paper).

SPSS Amos 22.0 was used to test the structural equation model for both the original and extended TPB models incorporating gift-giving value and hedonic shopping value. Model fit indices of two models were compared (Table 1). The results showed that the extended model exhibits better fitting of the data set and explains more variance (40% for the original model versus 63% for the extended one), indicating the proposed extended model performs better in explaining and predicting long-haul Chinese outbound tourists' shopping intentions.

Table 1. Model fit comparison

Model	$\chi^2$	<i>df</i>	<i>p-value</i>	$\chi^2/df$	GFI	CFI	IFI	RMSEA
Original	186.002	59	< 0.001	3.153	0.891	0.914	0.893	0.082
Extended	402.569	219	< 0.001	1.838	0.905	0.918	0.920	0.051

The overall model fit statistics showed that the structural model adequately fit the data set ( $\chi^2 = 402.569$ , *df* = 219;  $p < 0.001$ ;  $\chi^2/df = 1.838$ ; GFI = 0.905; CFI = 0.918; IFI = 0.920; RMSEA = 0.051). About 63% of the variance in future shopping intention was explained by the independent variables. Most of the parameter estimates were significant and several additional significant paths were detected according to the modification indices of regression weights.

### Discussion and Conclusion

The results show that attitude toward overseas shopping (Hypothesis 1) and subjective norm (Hypothesis 2) has a direct and positive effect on future overseas shopping intention. In other words, Chinese outbound tourists' attitudes toward overseas shopping, as well as the influences from their reference groups, would strongly impact their tourism shopping intention. Perceived behavioral control (Hypothesis 3) and hedonic shopping value (Hypothesis 4) did not show statistically significant effect on shopping intention. This indicates that contrary to traditional TPB model, Chinese overseas tourists' shopping intention is not affected by perceived behavioral control and the hedonic value of shopping activities. Shopping is the most favored activity during the outbound trip among Chinese tourists. Therefore, Chinese overseas tourists' shopping intention is not likely to be influenced by any perceived behavioral control (or lack of behavioral control, i.e., the perceived shopping constraints). Similarly, the hedonic value of shopping does not significantly determine their shopping intention, as shopping may be an activity of necessity during the trip. In addition, gift-giving value (Hypothesis 5) is a significant factor influencing Chinese tourists' overseas shopping intentions. Specifically, gift-giving value of building social relationship exerted positive and high beta coefficient on intention. Gift-giving as an important way in networking and building social relationships strongly influences their shopping intention. However, though significantly influencing shopping intention, gift-giving value of trip obligation had a negative effect on intention. Such finding may be attributed to the sample recruited for this study. Most of the respondents in this study have higher social-economic status to be able to afford overseas travel and shopping, therefore they may be less likely to feel giving gifts as an obligation. Furthermore, the model further indicates a series of statistically significant and positive effect of hedonic

shopping value on attitude, subjective norm, gift-giving value of trip obligation, and gift-giving value of building social relationship.

This study incorporated gift-giving values and shopping values to the original TPB model and tested the plausibility of the extended TPB framework in explaining and predicting tourist shopping intention. It contributes to the literature by revealing additional factors influencing tourists' behavioral intention on shopping, especially with two dimensions of gift-giving value. In order to better attract Chinese tourist shoppers, destination marketers and retailers need to focus on the value of gift giving, and emphasize reference groups such as family, friends and co-workers in product publicity and promotion. They also need to create an enjoyable shopping environment/atmosphere to attract Chinese overseas shoppers.

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