



***DETERMINANTS OF INTERNATIONAL TOURISTS' MALL
PATRONAGE IN THE KLANG VALLEY, MALAYSIA***

MOZHDEH ASADIFARD

FEP 2019 22



**DETERMINANTS OF INTERNATIONAL TOURISTS' MALL
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By

MOZHDEH ASADIFARD

**Thesis Submitted to the School of Graduate Studies, Universiti Putra Malaysia,
in Fulfilment of the Requirements for the Degree of Doctor of Philosophy**

August 2019

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Abstract of thesis presented to the Senate of Universiti Putra Malaysia in fulfilment of the requirement for the degree of Doctor of Philosophy

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By

MOZHDEH ASADIFARD

August 2019

Chairman : Professor Azmawani Abd Rahman, PhD
Faculty : Economics and Management

The objective of economic policy is economic growth and policymakers have a particular interest in those industries that improve economic growth. The tourism industry is one of those industries which have a long-term impact on economic growth. In Malaysia, tourism offers a primary influence on economic development, profiting from different categories, explicitly shopping. Moreover, shopping has considered as an essential part of each tourist trip. Therefore, investigating the avid research which examines the tourist shopping behaviour during the travel time is avoidable.

The premise of this research is that international tourist shopping differs from the usual daily shopping; the demands of international tourists are distinctive during the travel time. As such empirical studies to recognise the diverse types of international tourists' behaviours are significant for the theory and practice. Even though much has been done to examine the different aspects of shopping tourism, none has related planned and impulsive behaviour of international tourist to mall patronage. Especially in Malaysia, the study of global tourist mall patronage behaviour is in an early stage. Applying planned behaviour theory and supported by Stimulus-Organism-Response model, this research endeavours to investigate the antecedents' precursors and results of international tourist shopping planned and impulsive behaviour in well-recognised shopping malls in Klang Valley, Malaysia.

This study employed a self-administered questionnaire to conveniently gather data from 200 international tourists in four tourist-destination shopping centres located in Klang Valley, Malaysia. A structural equation modelling software was used to identify the direct and mediating effects hypotheses. Bootstrapping techniques were applied to examine the mediating effect.

Outcomes were not able to advocate relations between the two planned behaviour precursors (utilitarian attitude and subjective norm) and mall patronage behaviour. Only perceived behavioural control of planned behaviour was affirmed to have a meaningful positive connection with mall patronage behaviour. Besides, environmental factors antecedent of impulsive behaviour had also a significant positive relationship with mall patronage behaviour. Patronage intention was also revealed to completely mediate how perceived behavioural control and patronage behaviour were related. On the other hand, the full mediation of patronage intention in the association between perceived behavioural control and patronage behaviour identified that perceived behavioural control to tourism can only explain tourist patronage behaviour with the role of tourist patronage intention. Findings confirmed that tourist mall patronage behaviour is associated with both types of planned and impulsive reactions.

This study provides several theoretical contributions and additional perceptions into the antecedents' precursors and outcomes of mall patronage behaviour in Malaysia, a destination considered as highly promising for shopping tourism. As a final point, the findings support the study's research proposition and offer some exciting implications for academics and practitioners. The current study advances our knowledge in the area of shopping tourism by testing the prediction of the planned behaviour, impulsive behaviour and experiential consumption on international tourists' patronage intent to visit and shop in the mall.

Abstrak tesis yang dikemukakan kepada Senat Universiti Putra Malaysia sebagai memenuhi keperluan untuk ijazah Doktor Falsafah

**PENENTU PATRONAJ PELANCONG ANTARABANGSA
DI PUSAT MEMBELI-BELAH DI LEMBAH KLANG, MALAYSIA**

Oleh

MOZHDEH ASADIFARD

Ogos 2019

Pengerusi : Profesor Azmawani Abd Rahman, PhD
Fakulti : Ekonomi dan Pengurusan

Objektif dasar ekonomi adalah pertumbuhan ekonomi dan pembuat dasar mempunyai minat khusus dalam industri-industri yang meningkatkan pertumbuhan ekonomi. Industri pelancongan merupakan salah satu industri yang mempunyai impak jangka panjang terhadap pertumbuhan ekonomi. Di Malaysia, pelancongan mempunyai pengaruh utama ke atas pembangunan ekonomi, mendapat keuntungan dari pelbagai kategori, secara jelasnya melalui pembelian. Lebih-lebih lagi, membeli-belah dianggap sebagai bahagian penting dalam setiap perjalanan pelancong. Oleh itu, menyiasat penyelidikan avid yang meneliti tingkah laku perbelanjaan pelancong semasa percutian boleh dielakkan.

Premis penyelidikan ini adalah bahawa perbelanjaan pelancong antarabangsa berbeza dari perbelanjaan harian biasa; permintaan pelancong antarabangsa adalah tersendiri semasa masa percutian. Kerana ini, kajian empirikal untuk mengenali pelbagai jenis tingkah laku pelancong antarabangsa adalah penting untuk teori dan amalan. Walaupun banyak telah dilakukan untuk mengkaji aspek-aspek perbelanjaan pelancong yang berlainan, tidak ada lagi kajian yang berkaitan dengan tingkah laku yang terancang dan impulsif dari pelancong antarabangsa untuk patronaj mereka di pusat membeli-belah. Terutamanya di Malaysia, kajian terhadap tingkah laku pelancong global di pusat membeli-belah berada di peringkat awal. Mengaplikasikan teori tingkah laku yang terancang dan disokong oleh model Respons-Ransangan-Organisma, penyelidikan ini berusaha untuk menyiasat pelopor pendahuluan dan hasil perbelanjaan pelancong antarabangsa yang terancang dan impulsif di pusat membeli-belah yang terkenal di Lembah Klang, Malaysia.

Kajian ini menggunakan soal selidik swaguna untuk mengumpulkan data dari 200 pelancong antarabangsa di empat pusat membeli-belah yang merupakan destinasi pelancongan yang terletak di Lembah Klang, Malaysia. Perisian persamaan persamaan struktur digunakan untuk mengenal pasti hipotesis kesan langsung dan pengantara. Teknik pengikat but digunakan untuk memeriksa kesan mediasi.

Hasil tidak dapat menyokong hubungan antara kedua pelopor perilaku yang terancang (sikap utilitarian dan norma subjektif) dan tingkah laku pelanggan pusat membeli-belah. Hanya kawalan perilaku yang dicerap dari perilaku terancang telah dikukuhkan untuk mempunyai hubungan positif yang bermakna dengan perilaku pelanggan pusat membeli-belah. Selain itu, faktor persekitaran yang berkaitan dengan tingkah laku impulsif juga mempunyai hubungan positif yang signifikan dengan tingkah laku pelanggan. Niat pelanggan juga didapati untuk mengesahkan sepenuhnya bagaimana kawalan tingkah laku yang dicerap dan tingkah laku pelanggan dikaitkan. Sebaliknya, pengantaraan penuh niat pelanggan, dalam hubungan antara kawalan tingkah laku yang dicerap dan tingkah laku pelanggan, mengesan bahawa kawalan tingkah laku yang didapati dalam pelancongan hanya dapat menjelaskan tingkah laku patronaj pelancong dengan peranan niat mereka. Penemuan mengesahkan bahawa tingkah laku pelanggan pusat membeli-belah dikaitkan dengan kedua-dua jenis tindak balas yang terancang dan impulsif.

Kajian ini memberi beberapa sumbangan teori dan persepsi tambahan kepada pelopor anteseden dan hasil kajian tingkah laku di pusat beli-belah di Malaysia, destinasi yang dianggap mempunyai potensi untuk pelancongan membeli-belah. Sebagai titik terakhir, penemuan ini menyokong cadangan penyelidikan kajian ini dan menawarkan beberapa implikasi yang menarik untuk ahli akademik dan pengamal. Kajian semasa memajukan pengetahuan kami dalam bidang pelancongan membeli-belah dengan menguji ramalan tingkah laku yang terancang, tingkah laku impulsif dan penggunaan pengalaman ke atas niat pelanggan yang merupakan pelancong antarabangsa untuk melawat dan berbelanja di pusat membeli-belah.

ACKNOWLEDGEMENTS

“IF YOU’LL STAY IN FAITH AND KEEP HONOURING GOD, THEN WHAT HE STARTED IN YOUR LIFE, HE IS GOING TO BRING TO COMPLETION.”

-Joel Osteen

Life as a PhD student, living overseas with limited financial resources and learning another language, is never easy. However, the completion of this journey has been made possible because of the encouragement and support of many people. Mostly, I am thankful to my supervisors, Professor Dr Azmawani, Associate Professor Dr Yuhanis and Dr Haslinda, for their unceasing support throughout this study. I have been very impressed by their awareness and their enthusiasm to help me through this journey. Professor Azmawani has supported and helped me extensively over the years of my study. And I owe her more than I can ever repay.

I want to express my gratefulness to my beloved family, Mehrdad, Dr Marjan, Mozghan, Mehran, Tayebah and Asadollah Asadifard. My sincerest thanks go to Professor T. Ramayah for his invaluable (SEM) - AMOS workshop and his guidance about my thesis analysis.

Furthermore, I would like to thank my best friend, Dr Vahideh Abaeian, for her support and motivation, which helped enormously towards the completion of my PhD. Also, my appreciation for many individuals who helped me during the data collection. Most notably, my sincere admiration goes to my nieces, Elham and Nazanin Naderipour for all their support. To my love, Michael Röttgers, who has been my motivational force to get through this journey. Thank you, and God bless you all.

I certify that a Thesis Examination Committee has met on 2 August 2019 to conduct the final examination of Mozhdah Asadifard on her thesis entitled "Determinants of International Tourists' Mall Patronage in the Klang Valley, Malaysia" in accordance with the Universities and University Colleges Act 1971 and the Constitution of the Universiti Putra Malaysia [P.U.(A) 106] 15 March 1998. The Committee recommends that the student be awarded the Doctor of Philosophy.

Members of the Thesis Examination Committee were as follows:

Sridar a/l Ramachandran, PhD

Associate Professor
Faculty of Economics and Management
Universiti Putra Malaysia
(Chairman)

Raja Nerina binti Raja Yusof, PhD

Associate Professor
Faculty of Economics and Management
Universiti Putra Malaysia
(Internal Examiner)

Mazlan bin Hassan, PhD

Senior Lecturer
Faculty of Economics and Management
Universiti Putra Malaysia
(Internal Examiner)

Dogan Gursoy, PhD

Professor
School of Hospitality Business Management
Washington State University
United States
(External Examiner)



ROBIAH BINTI YUNUS, PhD

Professor and Dean
School of Graduate Studies
Universiti Putra Malaysia

Date: 10 October 2019

This thesis was submitted to the Senate of Universiti Putra Malaysia and has been accepted as fulfilment of the requirement for the degree of Doctor of Philosophy. The members of the Supervisory Committee were as follows:

Azmawani Abd Rahman, PhD

Professor
Faculty of Economics and Management
Universiti Putra Malaysia
(Chairman)

Yuhanis Ab. Aziz, PhD

Associate Professor
Faculty of Economics and Management
Universiti Putra Malaysia
(Member)

Haslinda Hashim, PhD

Associate Professor
Faculty of Economics and Management
Universiti Putra Malaysia
(Member)



ROBIAH BINTI YUNUS, PhD
Professor and Dean
School of Graduate Studies
Universiti Putra Malaysia

Date: 17 OCT 2019

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Name and Matric No: Mozhdeh Asadifard, GS34730

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Signature: _____
Name of Chairman
of Supervisory
Committee: Professor Dr. Azmawani Abd Rahman

Signature: _____
Name of Member
of Supervisory
Committee: Associate Professor Dr. Yuhanis Ab. Aziz

Signature: _____
Name of Member
of Supervisory
Committee: Associate Professor Dr. Haslinda Hashim

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LIST OF ABBREVIATIONS

AMOS	Analysis of Moment Structures
SEM	Structural Equation Modelling
SOR	Stimulus Organism Response
ML	Maximum Likelihood Estimation
CFA	Confirmatory Factor Analysis
TLGH	Tourism Led Growth Hypothesis
NKEAs	National Key Economic Areas
PPKM	Persatuan Pasaran Kewangan Malaysia
UNWTO	United Nations World Tourism Organization
TPB	Theory of Planned Behaviour
IRTS	International Recommendations for Tourism Statistics
GTERC	Global Tourism Economy Research Centre
CTHRC	Canadian Tourism Human Resource Council
PBC	Perceived Behavioural Control
WOM	Word Of Mouth
PR	Perceived Risk
PU	Perceived Uncertainty
TRA	Theory of Reasoned Action
LISREL	Linear Structural Relations
PLS	Partial Least Squares
EFA	Exploratory Factor Analyses
SPSS	Statistical Package for the Social Sciences
WLS	Weighted Least Square

GFI	Goodness of Fit
RMSEA	Root Mean Square Error Approximation
CFI	Comparative Fit Index
RMSEA	Root Mean Square Error Approximation
CFI	Comparative Fit Index
NFI	Normed Fit Index
DF	Degrees of Freedom
CR	Construct Reliability
AVE	Average Variance Extracted
HED	Hedonic
UTI	Utilitarian
PI	Patronage Intention
SN	Subjective Norm
EF	Environmental Factor
PB	Patronage Behaviour
KMO	Kaiser Meyer Olkin
NB	Normative Believe
MC	Motivation to Comply
AGFI	Adjusted Goodness of Fit Index
SP	Shopping Mall Patronage
GDP	Gross Domestic Product
PCA	Principal Components Analysis
PAF	Principal Axis Factoring
RAA	Reasoned Action Approach

CHAPTER 1

INTRODUCTION

1.1 Introduction

This section presents the study background, problem statement, research questions, and research objectives and also the significance and scope of the study. Additionally, the contributions in theory and practice are highlighted. Finally, the definitions of key terms are presented.

1.2 Background of the Study

The economic growth rate measures the productivity of economic policy; therefore, the most applicable objective of economic policy is economic growth. It is supposed that countries with high-income rates have notable economic policies, while countries with low-income rates are considered that their plans are incorrect or ineffective (Nissan, Galindo, & Méndez, 2011). Another consideration is the association between economic growth and welfare. Nissan et al. (2011) reported that when the economic growth is growing significantly, the availability of job increases and more goods and services are available to meet higher consumer demand. Accordingly, policymakers show particular interest in those industries that improve economic growth and typically found in the industrial segment.

Since the 1960s, several countries have focused on the tourism sector as it is a significant source of foreign exchange and one of the factors capable of that can contribute positively to the GDP (Nissan et al., 2011). Tourism is of particular importance to low-income countries as it is one positive avenue to acquire much-needed resources to address the instability in these countries (Nissan et al., 2011). Moreover, the tourism industry is considered to have a long-term impact on economic growth in various ways. Firstly, tourism brings in much needed foreign exchange, which would be useful to support the import of capital goods for the production of products and services. Secondly, tourism can attract investments in new infrastructure and create a healthy competitive market local both home-grown companies as well as other touristic countries. Thirdly, tourism can be a catalyst for the development of various related industries, either directly or indirectly. Fourthly, tourism is an active generator of employment and fifthly, tourism can lead to economies of scale and lastly it is a factor in the distribution of technical knowledge, and also inspires research and development, as well as the development of human capital (Balaguer & Cantavella-Jorda, 2002; Schubert, Brida, & Risso, 2011). Tourism role as a driver of long-term growth and development is duly acknowledged in the literature as the “Tourism-led Growth Hypothesis (TLGH)” (Schubert et al., 2011).

Based on the evidence of economic growth in several countries through tourism, it has been considered as a major driver of economic growth and an excellent source of foreign exchange. As such, the tourism industry has been targeted for development in several countries, among them Malaysia.

The Malaysian government has encouraged the development of tourism as an important economic sector to help fuel Malaysia's long term economic development goals. Explicitly, in the 10th Malaysia Plan (2011-2015), the tourism industry had been identified as one of the National Key Economic Areas (NKEAs) for transforming the country into a high-income nation by 2020 (Malaysia, 2012). In 2018, tourism Malaysia acknowledged a total of 25.8 million international tourists with the receipt of 84.1 billion ringgit. Additionally, Tourist arrivals to Malaysia recorded an increase of +2.7% in the first quarter of 2019 with a total of 6,696,230 tourists compared to 6,520,218 tourists in the same period of 2018 (Tourism Malaysia, 2019). Per capita expenditure also showed a hike of +13.8% from RM2, 813.1 in 2018 to RM3, 201.8 in 2019 (Tourism Malaysia, 2019). Moreover, Datuk Mohamaddin Ketapi (2019) stated that Malaysia looks forward to seeing the arrivals of 30 million tourists and the receipts of 100 billion ringgit by 2020.

Tourism has contributed to world economic development and mobilised nearly 700 million people around the globe. It is estimated that the tourism industry would continuously develop because people are travelling more comparing before (Kusni, Kadir, & Nayan, 2013). Moreover, tourism is benefiting more sectors in the economy; therefore, several countries around the world gave more consideration to the improvement of tourism activity (Kusni et al., 2013). Overall, tourism offers a primary influence on Malaysian economic development, profiting from different categories, specifically hospitality, transportation, shopping, entertaining, and recreation activities (Kusni et al., 2013).

Lately, shopping has been considered as an essential tourist activity (Westwood, 2006). Many scholars have specified that shopping is a repeatedly expected activity of a tourist during a vacation (Drew, Woodside, Rosenbaum, & Spears, 2009; Law & Au, 2000; Lehto, Cai, O'Leary, & Huan, 2004; Sundström, Lundberg, & Giannakis, 2011); hence, purchasing is an essential concern of tourist during the travel (Henderson, Chee, Mun, & Lee, 2011). Shopping has been specified as a vital source of profiting; mostly in places which are leading in price and higher-level of shopping (Kattiyapornpong & Miller, 2012).

According to many types of research, leisure shopping has always been excited (Kattiyapornpong & Miller, 2012). However, there are some elements for the tourism that have been considered as the vital elements in absorbing tourist such as uniqueness and experience which are the two main elements to make a shopping paradise (Jansen-Verbeke, 2012). Shopping paradise is the place where tourists are perceived to have many options for the products they are looking for, and also where they tend to bargain for better prices. Tourists who have allotted the major part of their stay in Malaysia to shopping are dedicated to the pursuit of this activity (Kattiyapornpong & Miller,

2012). In light of this, the tourist patronage behaviour is a critical issue that needed to be studied and understood, especially by retail managers as it facilitates them to determine and work towards attracting this target group of potential customers (Pan & Zinkhan, 2006).

According to Persatuan Pasaran Kewangan Malaysia (2016), Kuala Lumpur is the fourth pre-eminent shopping city in the globe. Globally, three of the ten leading shopping centres are placed in Kuala Lumpur; hence, preparing to absorb visitors from developing countries such as China, India and especially the Middle East could be a rewarding effort for Malaysia's economic development. The Malaysian Tourism Minister has stated that "shopping tourism is a growing sector of the tourism industry and Malaysia intends to tap into this potential." Therefore, shopping is an essential activity for tourists in Malaysia for the following reasons:

Firstly, shopping is the main activity of tourists after they have visited the city (Tourism Malaysia, 2013). Secondly, tourist expenditure was mainly for shopping (Tourism Malaysia, 2017). Hence, research that can develop a greater understanding of tourist's shopping behaviour and their patronage of shopping malls could lead to increased tourists spending more on their shopping while in Malaysia. Also, understanding the determinants of tourist's shopping behaviour is crucial, but the information in that area is still inadequate (Yüksel, 2007).

To conclude, the tourism industry is an excellent source of income in Malaysia. Therefore, information about shopping malls that tourists are attracted to, the goods and services they seek to purchase and other aspects of their shopping behaviour would go a long way in increasing tourists' shopping expenditure. If this can be done, the country's tourism sector would stand to benefit directly, and the Malaysian economy would be indirect beneficiaries (Cannon & Ford, 2002; Fredman, 2008; Regan & Damonte, 1999). Towards this end, comprehensive information and full understanding of tourists shopping behaviour would be of invaluable (Alegre & Cladera, 2012).

1.3 Problem Statement

Shopping Tourism is an essential aspect of the tourists' sector in Malaysia because of two main factors: First of all, it is the main tourist activity after the sightseeing is done (Tourism Malaysia, 2013). Tourist expenditure was mainly for shopping (32.7%), followed by accommodation (25.6%) and food & beverages (13.3%) (Tourism Malaysia, 2017). In 2016, RM26 billion was spent on shopping by tourists in Malaysia, which was an increase of 20.3% compared to RM 21.6 billion in 2015. Moreover, Shopping expenditure increased from 31.7% in 2016 to 32.7% in 2017, overtaking the accommodation expenditure which recorded an increase from 24.9% in 2016 to 25.6% in 2017 (Tourism Malaysia, 2017). Total receipts from tourist's expenditure make shopping an essential sector of Malaysia's tourism industry (Tourism Malaysia, 2017). The steady growth of the Malaysian economy over the last

decade has resulted in a retail boom in Malaysia. In the process, shopping malls have evolved from their primary economic role into informal community centres offering both social and recreational amenities for individuals as well as families (Ahmed, Ghingold, & Dahari, 2007).

Tourism Malaysia (2015) specified that the shopping industry is growing so fast in Malaysia recently and, Malaysia acquired the second top position in the Muslim Travel Shopping Index after Dubai. Besides, Global Shoppe Index (2012) ranked Kuala Lumpur, the second-best shopping location in the Asia Pacific before Singapore, Bangkok, Seoul, Tokyo, and Sydney. Despite the growing as mentioned above in the tourism industry, Malaysia ranking is deducted from a 3rd destination after China and Thailand in tourist arrival in the Asia Pacific (UNWTO, 2017) to a 4th place after China, Thailand and Hong Kong (UNWTO, 2017). Furthermore, Kuala Lumpur ranking as the fourth-best shopping destination in the world by CNN Travel (2014) decreases to fifth-best shopping destination in the world (Tourism Malaysia, 2016). On the other hand, shopping is not the first purpose of tourists while visiting Malaysia and it got the 3rd place in 2017. The overall statistics are presented in Table 1.1.

Table 1.1 : Main purpose of visit

Purpose	2017 (%)
Holiday	49.0
Visit friends/Relatives	24.8
Shopping	14.2
Business	3.1
Health treatment	2.2
Conference/Convention	1.3

Adapted from: Tourism Malaysia

Since Malaysia ranked three among the top 30 developing countries in AT Kearney's Global Retail Development Index 2016, there is certainly much room for growth to bring the sector to the highest levels of development. For that reason, providing the relevant infrastructure and opportunities that are attractive to shopping tourists needs to be investigated. Furthermore, Kung Suan Ai (2013) stated that seamless integration of transport and ease of accessibility to the shopping mall, safety and high comfort at the shopping mall, those experiences are benchmarks that we need for promoting the country as a top, world-class preferred shopping destination.

To identify the type of international tourist mall patronage behaviour, the fundamental awareness of various kinds of customer behaviours (planned behaviour, unplanned/impulsive shopping) need to be studied and the knowledge gained should be used to better understand tourists' behaviour in the tourism context (Meng & Xu, 2012). Tourists tend to be more attracted to malls that are well designed with a wide range of stores and goods to satisfy the particular needs of them.

Retail patronage has been comprehensively investigated and various factors (product, market and personal factor) examined (Raajpoot, Sharma, & Chebat, 2008; Seock, 2009). Besides, in the studies of Babin, Hardesty and Suter (2003), Grewal, Baker, Levy and Voss (2003), Fairhurst, and Lee (2009), Hassan (2010), Hsu, Chiu, and Lee (2013), the role of a market-relevant factor on retail patronage has been investigated. On the other hand, the personal factor has been examined in the studies of Luceri, Latus (2012), Teller, Gittenberger, Schnedlitz (2013) and Kan, Cliquet, Gallo, (2014).

Accordingly, there is a lack of evidence regarding shopping mall patronage, which focuses specifically on international tourists' mall patronage behaviour in a developing country like Malaysia. An in-depth study is needed to define the factors which affect international tourist mall patronage behaviour and propose a solution in making a Malaysia as the shopping paradise by providing the best relevant infrastructure and opportunities for attracting shopping tourists and growing tourist expenditure in this segment.

For identifying factors which influence international tourists' mall patronage intent and behaviour, the theory of planned behaviour is used as a highly integrated theoretical explanation of human social behaviour (Ajzen, 2005). Although the theory of planned behaviour has been used broadly in the United States of America and several western countries (Patney, 2010), but empirically there is little confirmation supporting its validity in shopping tourism, particularly in Malaysia. However, conventional wisdom involves customers to go through the stages of the decision-making process before having a buying decision; shoppers regularly disregard these steps and purchase impulsively (Meng & Xu, 2012). Impulsive shopping is a persistent sensation in the shopping centre and has been calculated to account for above \$4 billion of yearly sales in the United States of America (Mogelonsky, 1998). Still, empirically there is little confirmation on supporting impulsive behaviour validity in shopping tourism, particularly in Malaysia. Moreover, the desires that encourage consumers to go shopping and buying merchandise can be categorised as utilitarian or hedonic (Levy & Weitz, 2009). Tourists seek diverse values from the shopping experience: utilitarian shopping value versus hedonic shopping values (Meng & Xu, 2012). By nature, tourism is focused on a hedonic and pleasant experience. Shopping values can be seen as entertaining or fun by tourists, and the emotional character of the shopping experiences can be related to significant effects such as increased time spent in the shopping centre, increased expenditure, increased unexpected buying (Monique A Jones, 1999; C. Wu & Chen, 2009). However, few studies in the tourism literature have studied the role of hedonic values in determining travel-related attitudes and behaviour (Grewal, Motyka, & Levy, 2018; S. Kim & Littrell, 1999; Meng & Xu, 2012).

As a result, such a study can be beneficial for five reasons: First, this research will focus on tourist shopping behaviour, planned and impulsive behaviours at the shopping mall, which is scarce in the literature. The need for a specific study on a tourist is because of the unique context of tourism setting, which is not similar to the

day-to-day shopping. Second, there is a lack of studies on how the TPB and retail patronage are related in Malaysia. The connection is vital because positive attitudes and SN and the greater the perceived control, the higher the individuals intending to carry out the behaviour (Ajzen, 1991); therefore, TPB has been specified successfully in expecting consumer behaviours. Third, the applicability of the TPB and impulsive behaviour in one study and the context of international tourist mall patronage have not been examined before. Fourth, based on the theory of planned behaviour, perceived behavioural control could be applied directly without the mediating effect of behavioural intention, to predict behavioural achievement (Ajzen, 1991). Therefore, the mediation role of patronage intention in the relation of tourist perceived behavioural control and patronage behaviour should be examined. Fifth, this study will focus on shopping as experiential consumption of the tourist attitude. The needs that arouse tourist to go shopping and buying goods can be classified as a utilitarian or hedonic attribute.

1.4 Research Questions

According to the problem statements, few research questions are identified in order to discover the importance of factors which affect international tourist mall patronage. The research questions are as follows:

1. Are the tourist's planned behaviour and mall patronage intention significantly related?
2. Are the tourist's impulsive behaviour and mall patronage intention significantly related?
3. What is the relationship between mall patronage intention and mall patronage behaviour?
4. Does patronage intention mediate the relationship between perceived behavioural control and patronage behaviour?

1.5 Research Objectives

The main aim of this research is to examine the effect of international tourist shopping behaviour on mall patronage intention towards the behaviour. Besides, this research also has precise objectives in order to discover the relationships:

1. To investigate how tourist's planned behaviour and mall patronage intention are related.
2. To examine how tourist's impulsive behaviour and mall patronage intention are related.
3. To investigate how mall patronage intention and mall patronage behaviour are related.
4. To investigate the mediating effect of mall patronage intention on the relationship between tourist's perceived behavioural control and patronage behaviour.

1.6 Scope of Research

This scope will be limited to the following shopping malls in Klang Valley, Malaysia: Pavilion, Suria Klcc, Mid Valley Megamall, and Sunway Pyramid and international tourists who visited those malls. Referring to the International Council of Shopping Centers (2009), shopping malls can be categorised by specific attributes such as a super-regional centre and a theme/festival centre. A super-regional centre (e.g. Suria Klcc) is a multilevel shopping mall with 800,000 square feet, numerous anchors, an extensive range of goods, and a vast population base. A theme/festival centre (e.g. Sunway Pyramid) boasts of restaurants or entertainment settings as anchors and has a theme that unifies which is seen throughout the mall from the architectural design to the merchandise of every shop. Mostly situated in the city and frequently revised from older, sometimes historic buildings, these malls aim to attract tourists (Fowler, Yuan, Kinley, Forney, & Kim, 2012). Therefore, the above-mentioned shopping malls are selected according to the above categorisation as well as considering easily access within Klang Valley area (Azhari, Salam, & Hasbullah, 2012).

The merchandising scope is used because this industry is viewed as one of the oldest activities related to tourism (Geuens, Vantomme, & Brengman, 2004). Moreover, Klang Valley covers some areas of Selangor and Kuala Lumpur. In combination, these two regions are recognised as the most populated and developed areas with the most number of shopping centres in Malaysia (Ibiyeye, Mohd, Zalina, & Dahlan, 2013). These aspects were taken into concern when picking the scope of this study. Hence, the focus of this research will be concentrated on super-regional and theme/festival shopping malls to international tourists in Klang Valley, Malaysia.

1.7 Significance of the Research

This study is essential in the development of knowledge as well as practice. Whereby the outcomes of this research offer key insights for scholars and experts on tourist mall patronage; hereafter, aspects of theoretical and practical contributions will be explained in more details.

1.7.1 Theoretical Contribution

The integration of tourist shopping behaviour and mall patronage has rarely been investigated in earlier studies, and thus, this study will offer new knowledge on the possible impact of planned and impulsive shopping behaviour of tourists on mall patronage. The framework offers new visions to scholars on the probable diverse interpretations in clarifying the relationship of tourist planned and impulsive behaviours, intention to patronise, tourist's profiles, and patronage behaviour which has hardly been investigated in mall patronage studies.

This study investigates the influential factors which affect tourists shopping behaviour to visit Malaysian shopping malls, which has not been widely explored in previous research. Moreover, there is an attempt to discover the influential factors on the components of planned and, impulsive behaviour, and experiential consumption on tourists' patronage intent to visit and shop in the mall. The experiential consumptions, which are hedonic and utilitarian shopping values, will be examined under the tourist shopping attitude. The finding will help to understand the experiential consumption of tourist while patronising the shopping mall.

Currently, few pieces of research exist that explain the activity of shopping tourism, its causes, effects, and how it can be managed; the economics, and the cultural, the consumer behaviour, and the promotion and sales (Sundström et al., 2011). This research is widened to cover more consideration of shopping mall patronage in the tourism context, which paves the way for future research.

1.7.2 Practical Contribution

There is scant research on understanding the influencing factors that affect shopping mall patronage among tourists. Therefore, this research will provide the significant contribution of tourists shopping behaviour and mall patronage, which leads to improving planning, promotion, and sales, expenditure, and various business prospects in the tourism and retail sectors. Tourism and retail industries are two prominent sources of income in Malaysia; hence, the investigation of their relationships could also contribute to their advancement.

Alegre and Pou (2008) maintain that a vital policy of these shopping destinations is enhancing customer attraction by offering irresistible pricing and other promotional gimmicks. However, while this approach may draw an increased number of tourists, it may not necessarily increase the destination's overall tourism receipts. Urtasun and Gutierrez (2006) proposed maintaining sustainable tourism levels by growing tourism benefits rather than increasing the number of arrivals. Promoting shopping events for tourists could be a way of raising tourist expenses at the location (Alegre & Cladera, 2012). This can directly improve the local economy and in an indirectly via the connections with other players in the economy (Alegre & Cladera, 2012).

The study is relevant for addressing several business issues. If there are knowledge and understanding of consumer behaviour regarding various types of shopping malls, retail managers will be in a position to plan and strategies their promotional and sales activities are driven by revenue-earning objectives to satisfy customer demands and establish repetitive patronage and ultimately improve overall retail revenue (De Juan, 2004). Likewise, retail managers need to understand patronage behaviour as it will help them in identifying and targeting consumers with the highest likelihood to do shopping (Pan & Zinkhan, 2006).

In other words, the outcomes of this research are specified to offer a comprehensive framework for proactive decision making in mall patronage initiatives and policies for increasing shopping tourism, which results in tourists' expenditure growth. It is hoped to enhance knowledge and appreciation of tourist shopping behaviour to provide the relevant infrastructure and opportunities that are attractive to shopping tourists. The mall patronage framework is expected to be applicable in increasing the tourist eagerness to shop. Moreover, its real and potential contribution to regional and national economies has led to its adoption as both a tourism policy and promotional strategy with destination marketing material highlighting the many shopping attractions awaiting tourists (Henderson et al., 2011).

1.8 Definition of Key Terms

The operational definitions of the essential terms and concepts present in this study are presented in this section.

Theory of Planned Behaviour (TPB): “A view of behavioural intentions as a combination of attitude toward the behaviour, SN, and PBC (Ajzen, 1991).”

Attitude: “Learned tendencies that consistently project a positive or negative behaviour toward various objects of the world. Attitudes are a combination of consumer's beliefs, feelings, and behavioural intentions towards an object (Bagozzi, 1981).”

Hedonic attribute: “Hedonic attribute is those facets of activities that relate to the multisensory, fantasy, and emotive aspects of consumption (Hirschman & Holbrook, 1982). Hedonic tasks are concerned with hedonic fulfilments, such as experiencing fun and sensory stimulation (Babin, Darden, & Griffin, 1994).”

Utilitarian attribute: “utilitarian attribute of consumer behaviour is directed toward satisfying a functional or economics' needs (Babin et al., 1994), and shopping is compared to a task and its value-weighted on its success or completion (Hirschman & Holbrook, 1982).”

Subjective norms: “An individual's perceptions of social pressure in doing or not doing a particular behaviour (Ajzen, 1991).”

Perceived behavioural control: “A person's perceived ease or difficulty in carrying out an intended behaviour (Ajzen, 1991).”

Patronage intentions: “Is the intentions towards a service provider, and it is equal to the sum of a consumer's evaluations of individual service/product dimensions (Bitner, 1992).”

Patronage behaviour: “It is the repeat purchase behaviour at a particular store for either the same products or any other products (Seock, 2009).”

Tourist : “A temporary visitor staying for at least one night but not more than a year in a country visited and whose main purposes of visit could be classified as leisure, business, visiting friends/relatives or attending conference/convention and other than the exercise remunerated from within the country visited (UNWTO, 2017).”

Tourist Profile: “Are socio-demographic and travel behaviour variables which are generally used in tourism research in order to identify the characteristics of tourists (Ozdemir et al., 2012).”

Shopping Mall: “A shopping mall is a group of retail and other commercial establishments that are planned, developed, owned and managed as a single property, typically with on-site parking provided.”

1.9 Organization of the Thesis

This thesis is organised as follows: Chapter 1 provides the background to the study as an introduction to the research topic. The Statement of the Problem is then presented, followed by research questions, research objectives, as well as the scope of the study and also the significance of this study. Chapter 2 provides comprehensive information on the tourism industry, including the tourism sectors, shopping tourism, and shopping malls. Chapter 3 comprises a comprehensive literature review relating to planned behaviour, impulsive behaviour, mall patronage intention, tourist profile and mall patronage behaviour as well as the relevant theories, concepts, and review of previous studies. Chapter 4 delivers a research framework and hypothesis according to the theoretical and conceptual findings in chapter 3. Chapter 5 illuminates the research methodology employed in the research process, clarifies the research design, population, sample used, the survey instrument and the data analysis. Chapter 6 reports the data analysis and results. Chapter 7 comprises the discussion, implications, and conclusion of the study.

1.10 Chapter Summary

The outcome of this study emanated from the literature in one side and hinges upon the data collected from the international tourists on the other side seeks to investigate the relationship between two prominent industries, tourism, and retail. These are considered two significant money generated sources in Malaysia. Looking through the growing numbers of modern shopping malls in the Asia-Pacific region would clarify that there is stiff competition in this industry.

Hereafter, architects and developers of shopping malls need to realise that shopping malls have evolved beyond being just a place for shopping into an exciting environment that offers innovative retail stores with appealing merchandise, as well as entertainment and recreational amenities, all of which offer visitors a total, unique experience (Ahmed et al., 2007). Therefore, an in-depth study like this research could augment the economic stance of the whole country.



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