



A theoretical model of the impact of a bundle of determinants on tourists' visiting and shopping intentions: A case of mainland Chinese tourists

Ada Lo^{a,*}, Hailin Qu^{b,c,1}

^a School of Hotel & Tourism Management, The Hong Kong Polytechnic University, Hung Hom, Kowloon, Hong Kong

^b School of Hotel and Restaurant Administration, Oklahoma State University, Stillwater, OK 74078, USA

^c School of Business, Sun Yat-Sen University, Guangzhou, China



ARTICLE INFO

Available online 27 August 2014

Keywords:

Theory of reasoned action
Tourism shopping
Chinese

ABSTRACT

The theory of reasoned action (TRA) and its antecedents were adopted to explain the impact of a bundle of determinants on the visiting and shopping behavioral intentions of tourists. 778 questionnaires were collected from mainland Chinese tourists to Hong Kong. Product quality dimension was found to have a direct influence on behavioral intention and the staff dimension was found to have a direct influence on overall satisfaction. Hedonic value had a stronger influence than utilitarian value on overall satisfaction and subjective norm. Overall satisfaction had a positive influence on attitude and subjective norm. Finally, the subjective norm exerted a stronger impact on the behavioral intention than attitude. The results of this study will be valuable for the Hong Kong Tourism Board in developing sustainable strategies to enhance Hong Kong's image as a "shopping paradise."

© 2014 Elsevier Ltd. All rights reserved.

1. Introduction

Enhancing the shopping experience is not only important to attract and retain domestic shoppers, but also to appeal to tourists, who are now becoming an important market for retailers in tourist destinations. Tourism destinations create value for tourists by developing and enhancing their sustainable competitive advantage in their ability to deliver quality shopping experience. It is a long-term strategy to enable tourism destinations to distinguish themselves from their rivals (Barney, 1991; Coyne, 1986; Delmonte, 2003; Peteraf, 1993; Tasci and Denizci, 2010). For destinations with reputation of being "shopping paradise", strategies to enhance the shopping experience of tourists is of utmost importance in creating competitive advantages to compete more effectively with rival destinations. It is important to understand what aspects of the shopping experience will enhance the satisfaction of tourists and their perceptions of the quality of shopping, thus leading to positive word-of-mouth comments; the willingness to pay more for the quality of the products, services, and experiences that they receive; and continued returns to the destination.

Attitude theories have been used by many researchers to explain human behavior. The most commonly used of these is the Theory of

Reasoned Action (TRA), which was introduced in the mid-1960s (Fishbein and Ajzen, 1975). An individual's intention to behave is a function of the attitude toward the behavior (attitude toward behavior) and the social pressures to perform the behavior in question to which the person is subject (subjective norm). However, the TRA has been criticized that a person's behavior may also be caused by that person's attitude toward the entities to which the behavior is directed (Eagly and Chaiken, 1993, p. 192). Product attributes are judged by consumers based on their own evaluative criteria, which results in the formation of an attitude toward the attributes of a product that ultimately influences consumer intention and purchase behavior (Ajzen and Fishbein, 1980, p. 150).

Service quality (e.g. Brady and Cronin, 2001; Fullerton, 2004; Ha and Jang, 2010; Parasuraman et al., 1985), customer satisfaction (Bitner and Hubber, 1994; Johnson et al., 1995; McCollough et al., 2000; Oliver, 1980, 1981; Parasuraman et al., 1994), and perceived value (Babin et al., 1994; Babin and Babin, 2001; Babin et al., 1994; Carpenter et al., 2005; Fisher and Arnold, 1990; Holbrook and Hirschman, 1982; Michon and Chebat, 2004; Sherry, 1990) are frequently used by customers to evaluate service and products. A number of researchers have found that service quality contributes to customer satisfaction, and that customer satisfaction is highly related to and influences the behavioral intention and behavior of customers (Baggozzi et al., 1992; Bou-Lluisar et al., 2001; Gotlieb et al., 1994; Tian-Cole et al., 2002). Perceived value has been identified as an important indicator of repurchase intentions (Parasuraman and Grewal, 2000) in the services marketing context, and represents

* Corresponding author. Tel.: +852 3400 2237; fax: +852 2362 9362.

E-mail addresses: hmada@polyu.edu.hk (A. Lo), h.qu@okstate.edu (H. Qu).

¹ Tel.: +405 744 6711; fax: +405 744 6229.

the end goal or outcome that a customer desires after the purchase or experience of the service. Zeithaml (1988) proposed that service quality, product quality, and price are the elements that make up perceived value, and that ultimately influence purchase intention. This suggests that service quality enhances perceived value and in turn contributes to customer loyalty, which is an important form of consumer behavior. It is believed that an improvement in quality and satisfaction results in the retention of customers or tourists and an increase in their patronage or usage, which ultimately enhances profitability (Baker and Crompton, 2000).

Although researches on human behavior and behavioral intentions have been conducted in different contexts, attitudinal researchers who advocate the TRA are inclined to predict behavior and behavioral intention based on the attitude of the subject toward the predicted behavior (Ajzen and Fishbein, 1980; Fishbein and Ajzen, 1975; Young and Kent, 1985). Marketing researchers often use customer attitudes toward the product or brand (e.g., perceived service quality, satisfaction, and value) as independent variables to predict customer behavior or behavioral intention (Eagly and Chaiken, 1993; Ogle et al., 2004). It seems that there is no agreement between these two schools of researchers as to how attitude toward the target is related to the variables that are specified in the TRA, or how the two types of attitudes influence behavior and behavioral intentions. Hence, it is important to theoretically test the relationships within the bundle of constructs that is frequently used by attitudinal and marketing researchers.

A number of previous studies on tourism shopping have been conducted (Choi et al., 2008; Heung and Cheng, 2000; Heung and Qu, 1998; Hu and Yu, 2007; Ko, 1999; Law and Au, 2000; Lehto et al., 2004; Mak et al., 1999; Mok and Iverson, 2000; Moscardo, 2004; Murphy et al., 2011; Oh et al., 2004; Peng et al., 2010; Wong, 2013; Wong and Law, 2003; Wong and Wan, 2013; Xu and McGehee, 2012; Yu and Littrell, 2003; Yuksel, 2004). They mainly focus on the economic contributions of tourism shopping, tourist satisfaction with various aspects of shopping, including perceived quality, shopping preferences, shopping as a tourist activity and factor in destination choice, shopping expenditure, types of products purchased, and shopping motivation. However, these studies ignore the possible correspondence between attitude toward behavior and the behavior itself, and assume that any purchase intention or behavior with respect to a given brand, product, or service can be predicted by the attitude toward it. In the TRA, in contrast, brand, product, and service attitudes are external variables that may not have any systematic relationship with consumer intention or behavior (Fishbein and Ajzen, 1980). Fishbein and Ajzen (1980) suggested that attitude toward a brand, product, or service is related to purchase intention only when it is also related to attitude toward behavior or the subjective norm, and that its effects on intention and behavior are mediated by these two factors. This argument serves as the theoretical backbone for this study, in which the external variables of quality, value, and satisfaction are used together with attitude and subjective norm to predict the tourists' intention of visiting and shopping in a destination again.

As there is a lack of agreement as to how the relevant constructs predict behavioral intentions, this study intends to bridge this theoretical gap by using a model that is based on the TRA model and its antecedents to build a theoretical framework to explain the impact of a bundle of determinants on the visiting and shopping intentions of tourists. More specifically, the study is designed to determine the inter-relationships among the constructs of tourist perceptions of shopping quality, the shopping values that are attained, overall satisfaction, attitude toward shopping in a destination, the subjective norm, and the behavioral intention of visiting and shopping in the destination.

Tourism destinations across the world have seen exponential growth in the numbers of Chinese visitors in recent years. In 2010,

57.39 million Chinese traveled abroad, spending 48 billion US dollars overseas. The United Nations World Tourism Organization estimated that the number of outbound tourists from China would reach 100 million by 2020 (Huang, 2011). Mainland Chinese are not only making more overseas trips but are also spending a lot in foreign countries. Shopping is a crucial component of their trip (Cai et al., 1999; Li and Cai, 2008; Xu and McGehee, 2012) and constitutes the largest share of their travel expenditure (Huang, 2011). Shopping is one of the motivators for mainland Chinese tourists to visit Hong Kong (Huang and Hsu, 2005). They are attracted to Hong Kong as a "shopping paradise" where they can find products that are often scarce at home and of better quality (Zhang et al., 2003). The increase in the number of tourists from mainland China has altered the customer mix for many retailers. In recent years, the number of mainland tourists crossing the border to shop and see sights in Hong Kong has drastically increased to more than 40.7 million in 2013—more than five times of the city's population (Hong Kong Tourism Board (HKTb, 2014)). Retail shops may no longer be serving local Hong Kong residents only but with more and more mainland Chinese customers (Chen and Chow, 2012). Their satisfaction with the retail sector in Hong Kong is the most important factor in contributing to their overall satisfaction towards Hong Kong as a destination (Song et al., 2011). Therefore, the proposed model is tested on mainland Chinese tourists visiting Hong Kong. This study also aims to expand on the efforts of previous research into mainland Chinese tourists and add to the current body of knowledge on their shopping behavior.

2. Literature review

2.1. The theory of reasoned action (TRA)

The most commonly used attitudinal theory to explain human behavior is the Theory of Reasoned Action (TRA) (Fishbein and Ajzen, 1975). An individual's intention to behave is a function of the attitude toward the behavior (attitude) and the social pressures to perform the behavior in question (subjective norm). Attitude is an individual's mental processing of their actual and potential responses (Ajzen and Fishbein, 1980, p. 13). It also represents a summary evaluation of a psychological object captured in attribute dimensions of good-bad, harmful-beneficial, pleasant-unpleasant, and likable-dislikable (Ajzen, 2001). Subjective norm is assumed to be determined by the social influence that is exerted by relevant reference groups. The subjective norm reflects an individual's belief about whether people of significant importance or closeness to them or who they respect think that they should perform a particular act (Ajzen and Fishbein, 1980).

Crotts and Erdmann (2000) suggested that the national culture of tourists influences their evaluation of a travel service, their repurchase intentions, and their willingness to recommend to others. Hence, it makes sense to conduct this study among the mainland Chinese population, which has a non-Western culture, to verify these claims. Personal relationships are particularly important among Chinese (Yang, 1992). To show respect, express obedience, and maintain group harmony, Chinese are generally willing to comply with what the most important people in their lives, and the subjective norm is believed to be one of the main factors that influences behavioral intention in the TRA model in a Chinese context. The study of Lam and Hsu (2006) on Taiwanese residents and the work of Hsu et al. (2006) have demonstrated the importance of social influence for Taiwanese Chinese when making travel decisions.

However, the TRA has been criticized by other researchers, who have stated that a person's behavior may also be caused by that person's attitude toward the object to which the behavior is

Download English Version:

<https://daneshyari.com/en/article/1028904>

Download Persian Version:

<https://daneshyari.com/article/1028904>

[Daneshyari.com](https://daneshyari.com)