



# Shopping destinations and trust – Tourist attitudes: Scale development and validation



Miju Choi <sup>a, \*</sup>, Rob Law <sup>b</sup>, Cindy Yoonjoung Heo <sup>c</sup>

<sup>a</sup> School of Hotel and Tourism Management, Faculty of Business Administration, The Chinese University of Hong Kong, Shatin, NT, Hong Kong Special Administrative Region

<sup>b</sup> School of Hotel and Tourism Management, Hong Kong Polytechnic University, 17 Science Museum Road, TST East, Kowloon, Hong Kong Special Administrative Region

<sup>c</sup> Revenue Management, Ecole hôtelière de Lausanne HES-SO/University of Applied Sciences Western Switzerland, Route de Cojonnex 18, 1000 Lausanne 25, Switzerland

## H I G H L I G H T S

- The present study investigated shopping destinations and trust – tourist attitudes.
- This study developed and validated the measurement properties of a scale that measures shopping destination trust.
- Results reveal that shopping destination trust consists of nine dimensions.

## A R T I C L E I N F O

### Article history:

Received 7 August 2015

Received in revised form

7 January 2016

Accepted 8 January 2016

Available online xxx

### Keywords:

Destination marketing

Shopping tourism

Trust

Regulatory focus theory

## A B S T R A C T

Shopping is one of the oldest tourist activities and commonly accounts for the majority of travel budgets. However, tourists have expressed concerns regarding the risks they face in shopping destinations. Scholars have suggested that trust is a mechanism for reducing the complexity of human behavior in a situation that involves uncertainty. Therefore, the present study aims to investigate the trust of tourists toward shopping destinations. Specifically, the study attempts to develop and validate the measurement properties of a scale, which measures shopping destination trust. The target sample comprised shopping tourists. Via convenience sampling, 708 usable samples were collected in Hong Kong. Subsequently, purification of the measurement scale, assessment of the latent structure, and scale validation were conducted. Results reveal that shopping destination trust consists of nine dimensions. The present research is expected to shed light on potential research topics in the field of shopping tourism.

© 2016 Elsevier Ltd. All rights reserved.

## 1. Introduction

Shopping has become a determinant factor that affects destination choice (Choi, Heo, & Law, 2015b; Choi, Law, & Heo, 2015a). The emerging concept of shopping tourism is defined as “a contemporary form of tourism fostered by individuals for whom purchasing goods outside of their usual environment is a determining factor in their decision to travel” (United Nations World Tourism Organization, 2014, p.13). Shopping is one of the oldest tourist activities (Choi, Heo, & Law, 2015a; Choi et al., 2015a; Geuens, Vantomme, & Brengman, 2004) and commonly accounts for the majority of travel budgets (Murphy, Moscardo, Benckendorff, & Pearce, 2011). As an example, the Hong

Kong Tourism Board (HKTB) (2014) reported that shopping accounts for 61.2% (USD 16.457 billion) of overnight visitor spending patterns, and 90.8% (USD 61.76 billion) of that for same-day visitors. The spending patterns mainly include shopping, hotel bills, meals outside hotels, tours, and entertainment. Therefore, destination marketing organizations (DMOs) devote considerable efforts to develop shopping facilities and options for shopping tourists, because shopping not only increases tourist arrivals (Choi et al., 2015a, 2016b; Choi, Liu, Pang, & Chow, 2008; Rosenbaum & Spears, 2005), but also helps generate jobs and revitalize related industries (e.g., retail and hospitality and tourism industries) (Hsieh & Chang, 2006; Timothy, 2005). The importance of shopping has also elicited considerable research attention. Previous studies have explored various topics in shopping tourism, including shopping motivation (Chang, Yang, & Yu, 2006; Hsieh & Chang, 2006; Michalko & Varadi, 2004; Moscardo,

\* Corresponding author.

E-mail addresses: [mijuchoi@baf.cuhk.edu.hk](mailto:mijuchoi@baf.cuhk.edu.hk) (M. Choi), [rob.law@polyu.edu.hk](mailto:rob.law@polyu.edu.hk) (R. Law), [Cindy.HEO@ehl.ch](mailto:Cindy.HEO@ehl.ch) (C.Y. Heo).

2004), tourist shopping satisfaction (Doong, Wang, & Law, 2012; Lin & Chen, 2013; Murphy et al., 2011; Wong & Wan, 2013), and behavioral intentions (Choi et al., 2008; Luo & Lu, 2011; Michalko & Ratz, 2006). Considering that shopping tourism research remains at an early stage, most studies have leaned toward the superficial aspects of shopping. To date, researchers have focused on exploring the phenomenon of tourist shopping and examining the relationship among tourist shopping, its antecedents, and behavioral intentions. Deviating from the mainstream, Yüksel and Yüksel (2007) viewed tourist shopping from a different angle, paying attention to the negative tourist emotions that arise from shopping risks and exploring the antecedents of such risks.

The concept of perceived risk is crucial for obtaining a deeper understanding of the trust of tourists toward shopping destinations. Bauer (1960, p. 21) viewed that “consumer behavior involves risk in the sense that any action of a consumer will produce consequences which he cannot anticipate with anything approximating certainty, and some of which at least are likely to be unpleasant.” Similarly, Stone and Grønhaug (1993, p.40) regarded perceived risk as “a state in which the number of possible events exceeds the number of events that will actually occur, and some measure of probability can be attached to them.” Overall, perceived risk is regarded as the subjective perception or a concern of an individual toward uncertainty, which causes unfavorable potential purchase behavior (Cox, 1967; Cunningham, 1967; Horton, 1976).

Perceived risk is a multidimensional concept (Bettman, 1973; Cunningham, 1967; Moutinho, 1987; Pinhey & Iverson, 1994; Roehl & Fesenmaier, 1992; Yüksel & Yüksel, 2007). In the hospitality and tourism context, Moutinho (1987) suggested five dimensions as tourist-perceived risks, such as functional, physical, financial, social, and psychological risks; while Roehl and Fesenmaier (1992) divided tourist-perceived risk into seven dimensions, including equipment, financial, physical, psychological, satisfaction, social, and time risks. In the research on safety concerns of Japanese visitors to Guam conducted by Pinhey and Iverson (1994), safety concerns/uncertainty was categorized into seven aspects, including the perceptions on the described safety, sightseeing safety, water sports safety, nightlife safety, beach activity safety, in-car safety, and road safety.

Perceived risk is indeed powerful in explaining tourist behavior, because tourists are motivated to avoid negative experiences rather than to maximize utility (Lim, 2003; Mitchell, Davies, Moutinho, & Vassos, 1999; Roehl & Fesenmaier, 1992; Sonmez & Graefe, 1998; Tsaour, Tzeng, & Wang, 1997). It implies that the more shopping risk tourists perceive, the less likely tourists will purchase. Yüksel and Yüksel (2007) synthesized previous studies and conceptualized tourist-perceived risks by categorizing two general types: internal shopping risk and external shopping risk. Internal shopping risk relates to the emotional state of tourists toward a new shopping behavior or concern from customer–salespersons interaction (e.g., receiving inconvenient treatment/services from the salesperson), whereas external shopping risk relates to the perceived uncertainty on shopping destination and vendors. Yüksel and Yüksel (2007) further argued that the risk level varies depending on the amount of shopping budget and the product type (i.e., luxury goods or souvenirs). This variance implies that shopping risk is more fatal for shopping tourists, whose motive for travel is “shopping.” Meanwhile, Chebat and Michon (2003) emphasized the importance of managing shopping risks in a destination. George (2002) added that tourists tend to limit their shopping budget and reschedule their itinerary when they encounter shopping risks. Therefore, destination marketing organizations (DMOs) are required to manage potential shopping risks when promoting shopping venues. However, research on shopping risks and their alternatives is lacking.

Trust is regarded as a mechanism for reducing the complexity of

human behavior in a situation that involves risks and uncertainty (Awad & Ragowsky, 2008; McKnight & Chervany, 2002). Harridge-March (2006) emphasized that trust and being trustworthy in the service industry can, in a way, be a differentiator in a competitive market place. If customers have sufficient trust in a company or its products/services, then such trust may outweigh the level of risk they perceive (Grabner-Krauter & Kaluscha, 2003). From this perspective, it is therefore imperative to achieve the right balance between risk and trust. Trust plays a crucial role in purchasing behavior at the shopping destination by lowering the perceived shopping risk (e.g., internal shopping risk and external shopping risk). Tourists, in particular shopping tourists, may be willing to choose trustworthy shopping destinations to minimize potential shopping risk. Consequently, building trust toward shopping destinations may positively affect the shopping behaviors of tourists.

Such logic is linked to human nature in terms of decision-making. People are generally driven to participate in reasonable behavior without exception. Higgins (1997) explained this tendency using a new psychological perspective, regulatory focus theory (RFT). Higgins (1997) claimed that people have two distinct motivational systems, namely, promotion focus and prevention focus. Promotion focus is related to hopes and accomplishments, whereas prevention focus is concerned with safety and responsibility. These self-regulatory motivational systems are involved in the decision-making process and are focused toward their desired end-states. Applying RFT, shopping tourists are likely to choose trustworthy shopping destinations and adjust their promotion focus (i.e., hopes and accomplishments in shopping) and prevention focus (i.e., security and safety in shopping) accordingly to reach a reasonable decision. This idea reflects the natural human tendency to avoid or minimize risks (Chen & Dhillon, 2003).

Despite the importance of trust in promoting shopping destinations, no research has explored this topic comprehensively. Specifically, the underlying dimensions of shopping destination trust (SDT) and the most influential dimensions in forming trustworthy shopping destinations have not been identified. Therefore, the present study aims to investigate the trust of tourists toward shopping destination. In particular, this study attempts to develop and validate the measurement properties of a scale that measures SDT. The findings are expected to broaden research on shopping tourism and are significant because psychological theory is applied to develop a measurement scale. Furthermore, the findings present recommendations to establish effective sales and marketing strategies.

## 2. Literature review

### 2.1. Shopping tourism

Shopping tourism is a new form of tourism. Most researchers agree that shopping is one of the critical driving forces for tourists to visit destinations. Hsieh and Chang (2006) perceived shopping as the core leisure activity during a trip. Heung and Cheng (2000) also believed that travel is incomplete without shopping. Turner and Reisinger (2001) reinforced such an opinion by arguing that tourists tend to allocate a higher budget for shopping than for other expenses, such as dining, accommodation, or sightseeing. Furthermore, Tosun, Temizkan, Timothy, and Fyall (2007) suggested that a well-managed shopping experience forms a favorable tourist destination image. In addition, studies have attempted to develop a scale that measures tourist shopping satisfaction. Wong and Wan (2013) identified the sub-dimensions of tourist shopping satisfaction and evaluated the relationship among destination facilities (i.e., safety, transportation, location, and cleanliness), tourist shopping satisfaction (i.e., service product and environment satisfaction, merchandise value satisfaction, and service differentiation

Download English Version:

<https://daneshyari.com/en/article/7421805>

Download Persian Version:

<https://daneshyari.com/article/7421805>

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