CHAPTER FIVE
DISCUSSION, SUGGESTION AND CONCLUSION

Shopping Festivals are being promoted by the Destination Marketing Organizations (DMO) as tourism products as evidenced in the growing number of shopping festivals organised by various countries around the world. This study focuses on two main aspects – the travel motives of tourists to the shopping festival (objective one) and the shopping behaviour of tourists to the shopping festival (objective two). This chapter discusses the interpretation of the findings which have been presented in Chapter Four and is organised as follows: The first section dwells on the Travel Motives of tourists and their typology. The second section deals with the shopping behaviour of tourists- their shopping motives, shopping experience, shopping value and products purchased. The above two sections, in addition, deal with the demographic and tripographic characteristics and the travel motives and shopping behaviour of tourists. The third section deals with the relationship between the travel motives, shopping motives, shopping experience, promotions and shopping value. The fourth section deals with satisfaction with shopping. The fifth section deals with revisit intention. The sixth section deals with the research questions. The seventh section deals with the main findings of this study. The eighth section deals with implications of the study. The ninth section deals with limitations of the study. The last section suggests scope for future research before ending with the chapter conclusion.

5.1: Travel motives of tourists visiting the shopping festival

The push and pull model has been often used to understand the travel motives of tourists. The push and pull model postulates that an individual’s travel motive is divided into two factors, namely the push factor and the pull factor. The push factor is intangible and intrinsic to the individual and is responsible for initiating a desire to travel whereas the pull factor represents the destination’s attraction and helps in destination choice (Crompton, 1979).

Factor analysis revealed that tourists travelling to a shopping festival have multiple travel motives. A large expatriate population (and therefore visiting friends and relatives), a need to explore and develop knowledge about the place, experience different cultures (items under the factor On-site-self development) may be reasons to travel to the destination during the shopping
festival. An item “transit” under the factor “Popular place” has a negative loading indicating that transit/stopover was not a reason to visit the festival, but rather the tourists were driven by the motive to have fun, and visit a popular and trendy place. The attributes of the festival itself like cultural and sporting events besides shopping also are reasons why tourists undertake the travel. The items in the factor “Not for Intimacy and Romance” had negative loadings indicating that these items are not reasons why tourists travel during this period. Dubai is promoted as a MICE destination, thus attracting tourists and those on business trips also during the period.

The pull factor - Place safety emerged as the main reason for visiting the shopping festival, followed by Experience the difference, a push factor, followed by Popular place, a pull factor and On-site self development, a push factor. Specific destination attributes like accessibility, good weather, easy travelling formalities, which were generated after interviews with experts failed to emerge as salient features in factor analysis, implying a gap in the perception of the tourists and the experts. Interestingly, the pull factor Event features, the main theme of the festival was not the major influence in the tourists travel decision. The items “cultural events” and “sports” which are organised by the DMO as part of the Shopping Festival did not influence the tourists, as indicated by their mean score.

Findings from this study corroborate with studies which state that a tourist has multiple motives to travel (Crompton, 1979; Mansfeld, 1992; Uysal et al., 1993) and travel motivation is an interplay of both pull and push factors. It would be misleading to assume that all tourists visit a shopping festival with shopping as the leading motive. A tourist may initiate a travel as a consequence of multiple motives. A large proportion of tourists visited the Shopping Festival to relax and to experience different cultures and night life, highlighting the importance of mixed attractions which provide the aforementioned experience to the tourists.

Two notable pull factors emerged from the study- Place safety and Popular place. Yüksel and Yüksel (2007) stated that risk perception of tourists, while at the destination, influences their satisfaction with the shopping experience and destination loyalty. The factor Place safety emerged as a distinct factor in the study, influencing tourist’s decision in visiting a shopping festival. Event continuity plays an important role in destination branding, with the shopping
festival successfully positioning the destination as one for shopping (Buhalis, 2000; Jago, Chalip, Brown, Mules & Ali, 2003). By implication, the shopping festival has made the destination popular, appealing and a reason to visit.

Crompton (1979) proposed seven motivational domains based on pleasure vacations - “novelty” (Lee & Crompton, 1992), “socialization, prestige/status”, “rest and relaxation”, “educational value / intellectual enrichment”, “enhancing kinship” and “relations/family togetherness”. Uysal et al. (1993) and Mohr et al. (1993) identified “escape, excitement/thrills, event novelty, socialization, and family togetherness” as motivation of visitors to a festival. Crompton and McKay (1997) identified “cultural exploration, novelty/regression, recover equilibrium, known-group socialization, external interaction/socialization, gregariousness” as motives of festival visitors. The findings of this study conform to the findings of the previous studies in a number of ways. The motive Experience the difference is in line with the findings of Crompton (1979), Yuan and MacDonald (1990), Crompton and McKay (1997), who have labelled this dimension as “relaxation” and with Uysal and Jurowski (1994), Turnbull and Uysal (1995), Nicholson and Pearce (2001), Yoon and Uysal (2005) who have labelled it as “escape”. The dimension of kinship emerged as an item in the factor On-site self development. It is a common motive in studies conducted by Crompton (1979), Uysal et al. (1993), Mohr et al. (1993) and Crompton and McKay (1997).

Another motive which emerged as common to previous studies is “cultural exploration” (Turnbull & Uysal, 1995; Crompton & McKay, 1997; Nicholson & Pearce, 2001). However, cultural exploration emerged as an item in the factor On-site Self Development and did not delineate as a separate factor. In contrast, the cultural events (item under Event features) organised by the DMO, as part of the Shopping Festival, did not find resonance with the tourists. A possible explanation to this could be that the central theme of the Dubai Shopping Festival (DSF) is shopping and culture constitutes only a sub-theme, with cultural events packaged as stage shows in the festival. “Prestige” and “Status” did not emerge as a motive for festival visitors, and this is consistent with the findings of Crompton (1979), Mohr et al. (1993), Uysal et al. (1993) and Crompton and McKay (1997). Researchers have suggested that event attraction/event novelty are specific to events and constitute an important motivator (Mohr et al.,
1993; Scott, 1996; Formica & Uysal, 1996; Schneider & Backman, 1996; Formica & Uysal, 1998; Lee, 2000; Nicholson & Pearce, 2001). Event features, which is an event specific motive, emerged as a salient feature in this study; further corroborating Getz (1993) view that though event motivation can be explained with reference to broader theories of tourist motivation, the innate characteristics of events should be emphasized as they play a role in attracting tourists.

5.2: Typologising tourists

Cluster analysis revealed three segments of tourists namely the Relaxers, Multimotivated Seekers and Shoppers. It may be noted that not all tourists travelled to the destination during the shopping festival with the intention of shopping. The Relaxers and Multimotivated Seekers did not indicate shopping to be the motive to travel. What needs to be noted is the fact that data was collected in the malls, where the tourists would have already been exposed to promotions (offered by the retailers and mall owners). Yet, shopping received a neutral response from them. The Shoppers, though, indicated shopping to be a motive to undertake the travel along with other factors like Experience the difference and Place safety. The destination was perceived to be safe and popular by all segments of tourists surveyed for the study.

The Relaxers are akin to tourist types “escape and relaxation seekers” (Jang, Morrison & O’Leary, 2002) and “escape seekers” (Lee et al., 2004; Andreu et al., 2005). The Multimotivated Seekers are similar to tourist types “compulsory travel group” (Bieger & Laesser, 2002), “fuzzy tourists” (Andreu et al., 2005), “balanced group” (McCleary et al., 2005), “multipurpose seekers” (Lee et al., 2006) and “multimotivated golfers” (Kim & Ritchie, 2012). Shoppers however emerged as a separate tourist type which is a significant finding and has theoretical and marketing implications. An important implication of this finding is that shopping does pull the tourists to a destination seeking to promote shopping festival tourism.

5.3: Travel motives and Demographic and Tripographic characteristics

The tourists’ from different nationalities differed on their motive to travel on all seven factors. On the travel motive, On-site self development, tourists from France, Japan and UK had lower means indicating that motives such as experiencing different cultures, exploring the unknown, developing knowledge of the place, contacting family and friends and experiencing nightlife did
not motivate them to travel to the shopping festival. Tourists from Oman, Jordan, Kuwait and Saudi Arabia tended to be neutral on this travel motive. Tourists from South Africa, Russia, Kenya, Egypt, Azerbaijan, Kazakhstan and Uzbekistan tended to be motivated by the factor, On-site self development. Tourists from Australia, China, New Zealand, Philippines, South Korea, USA, India, Canada and Pakistan were most motivated by the travel motive – On-site self development when compared to the other nationalities. In terms of age, tourists in the age group 20-29 years had marginally lower mean than other tourists. Tourists categorized as others had marginally lower means than other tourists indicating that they are less motivated by On-site self development. In terms of employment, all tourists were positively motivated by the travel motive-On-site self development. Tourists with incomes < US$ 20,000 were motivated to travel for on-site self development. In terms of travel companion, all tourists were positively motivated; however tourists travelling alone and those with spouse/partner, friends and relatives had higher scores than other tourists. Female tourists were more strongly motivated by male tourists to visit the shopping festival for on-site self development. The first time visitors had marginally higher mean scores than repeat visitors on the factor on-site self development.

On the travel motive, Event features, tourists from Japan strongly disagreed that event features was a motive to travel to the shopping festival. Tourists from China, Australia, New Zealand, Uzbekistan, Canada, Azerbaijan, USA, UK, France, Saudi Arabia, Kuwait, Philippines, Russia, South Korea, Oman, Kazakhstan and Pakistan tended to be neutral on the motives event features. Tourists from Jordan, India, South Africa, Kenya and Egypt tended to agree on the travel motive-event features. In terms of age, tourists in the age group 20-29 years were more motivated than other tourists by event features. Tourists with high school education tended to agree on being motivated by event features when compared with other tourists. In terms of employment, all tourists tended towards being neutral; however, tourists who were students and were self employed/business had marginally higher scores than other tourists. Tourists with low incomes tended to be motivated by event features. In terms of travel companion, tourists travelling with relatives were more positive than other tourists, although all tourists tended to be neutral on being motivated by event features. There was no difference between male and female tourists and first time and repeat visitors on the travel motive- event features.
On the travel motive, *Experience the difference*, tourists from UK and France tended to be neutral. Tourists from all other nationalities agreed to being motivated by the factor-Experience the difference, with tourists from USA and Canada tending to strongly agree, that the factor was a motive to travel to the shopping festival. Tourists from all age groups agreed to be motivated by the travel motive- experience the difference and there was no significant difference between them. In terms of educational qualification, all tourists tended to agree that giving their mind a rest, feeling the excitement and the special atmosphere were reasons to visit the shopping festival. There were however marginal differences in their scores with tourists categorized as others having the highest scores when compared to others. In terms of employment and income, all tourists agreed to be motivated by the travel motive- experience the difference and there was no significant difference between them. In terms of travel companion all tourists tended to agree on the travel motive with only marginal differences in their scores. There was no difference between male and female tourists on the factor Experience the difference. Repeat visitors tended to agree more than first time visitors on the travel motive- experience the difference.

On the travel motive, *Popular place*, all tourists agreed that visiting a popular place and having fun, were motives to visit the shopping festival. Tourists from Oman, UK, France, USA and Canada however had higher mean value than other tourists. In terms of age, all tourists stated it to be a travel motive. There was a marginal difference between the age groups, with tourists in the age group 50-59 years tending to be more motivated than other tourists. In terms of educational qualification and employment all tourists tended to agree on the travel motive factor, with only a marginal difference between them. In terms of income, all tourists agreed on the travel motive- popular place, while tourists with income > US$ 80,000, had marginally higher means than other tourists. Tourists who were travelling with travel companions such as spouse/partner, relatives, co-workers/business partner, friends and with family with kids had higher mean values than those travelling alone, although all tourists stated that the factor constituted a travel motive. There was no difference between male and female tourists on the factor Popular place. First time visitors had marginally higher mean values than repeat visitors, with both the groups agreeing that “popular place” constituted a travel motive.
On the travel motive, *Business*, all tourists disagreed that business meeting and conferences were motives to visit the shopping festival. Tourists from Oman, UK, France, USA and Canada however had higher mean value than other tourists. Tourists from Japan, South Africa, Kenya and Egypt however tended towards being neutral. In terms of age, all tourists stated that they were not motivated to travel for business meetings and conferences. In terms of educational qualification, employment, travel companion, visit status all tourists tended to disagree that business was a travel motive, with those categorized as others tending to be neutral. Both male and female tourists disagreed to being motivated by the factor “business”, with male tourists having marginally higher values than female tourists.

On the travel motive, *Not for intimacy and romance*, all tourists disagreed that business meeting and conferences were motives to visit the shopping festival. In terms of age, educational qualification, income, travel companion, gender, first time and repeat visitors all tourists stated that they were not motivated by the factor - Not for intimacy and romance.

On the travel motive, *Place safety*, all tourists agreed that fear of not being mugged and Dubai, being a safe place to visit, constituted reasons to visit the shopping festival. While tourists from UK, France and Kuwait agreed on this factor, tourists from Australia, New Zealand, USA, South Africa, Kenya, Canada and Egypt tended to strongly agree with the travel motive. Tourists of all ages, educational qualification, income, gender, first time and repeat visitors agreed that place safety constituted a travel motive. Tourists travelling with co-workers/business partners, family with kids and friends had marginally higher scores than other tourists, with all tourists stating Place safety to being an important travel motive.

The findings of this study suggest that tourists from different nationalities vary in their travel motives. British tourists are motivated to explore the unknown, develop knowledge about the place (items under the factor On-site self development), as illustrated by Jang and Cai (2002) and by the factor *Experience the difference*. Exploring different cultures does not find resonance with them. This finding is consistent with Kozak (2002) and Andreu et al. (2005). The Japanese are less likely motivated by cultural exploration (an item under the factor *On-site self development*), contrary to the Chinese and Australians. This finding is similar to that of Kim and Prideaux (2005). The factor *Event features* is a unique destination attribute and the Chinese are motivated
to travel by specific destination attributes. This finding is in tune with the findings of Kim and Prideaux (2005). Indians are motivated by the factor *On-site self development* and specific destination attribute, *Event features* (in this study), and South Africans are motivated by Business and specific destination attribute (Event features). The finding on Indians and South Africans align with the findings of Prayag and Ryan (2011). Studies have thus far focused on pleasure travel and cultural events and are limited to tourists from UK, USA, Germany, France, Korea, Japan, China, and India only. There are no studies comparing tourists on their travel motives to a shopping festival, thus making the comparison of findings of the present study difficult. However, comparisons have been drawn with studies which focused on pleasure travel, cultural events, as they can provide clues in understanding the characteristics of the sample population. In the present study, tourists of all ages were motivated to travel by the delineated travel motives, with older tourists being more motivated to travel to develop knowledge, contact family and friends, experience different cultures, a finding consistent with that of Jönsson & Devonish (2008). The younger tourists were more motivated by event features. Andreu et al. (2005) suggested that age however had no significant influence on travel motives. The findings of this study suggest that female tourists have stronger motivations to travel for knowledge, contact family and friends, experience different cultures than males. There was however no difference between male and female tourists on *Experience the difference*, a factor akin to escape-based motives. Andreu et al. (2005) suggest that male and female tourists differ in their travel motives, with males preferring recreation in a destination and females being strongly motivated by escape motive. However, Jönsson & Devonish (2008) study suggests that gender has no influence on travel motives.

5.4: Shopping behaviour of tourists visiting the shopping festival

5.5: Shopping motives of tourists

Tourists were positively influenced by all three shopping motive factors- *Value and role*, *Adventure, socialising and recreation* and *Novelty*. Tourists are motivated by personal reasons such as role playing, whereby they derive enjoyment from shopping for others like friends and families (Tauber, 1972). Buying gifts for others while on a holiday constitutes an important
reason for tourist shopping. Gift-giving comprises an important aspect of cultures such as those of the Japanese and the Koreans (Keown, 1989; Hobson & Christensen, 2001). Value shopping reflects a tourist shopping for discounts, bargains and sales. A good price on merchandise may impel a tourist to purchase the product. Shopping provides a sense of accomplishment (Pooler, 2003). Being able to buy merchandise at discounts, gives tourists a sense of thrill, pride, about which they can boast off to their friends. This indicates that the shopping motive - Value entails both utilitarian and hedonic aspects of shopping. Adventure shopping motive reflects the excitement and adventure of the shopping trip, indicating the sensory stimulation derived from shopping (Arnold & Reynolds, 2003). Tauber (1972) suggested that the retail atmospherics and the shopping environment can provide sensory benefits to the shopper. The adventurous nature of shopping also impacts the hedonic shopping value (Babin et al., 1994). The shopping motive - Socialising refers to the enjoyment of shopping with friends and relatives. Shopping includes both pre-shopping warm-up and post shopping analysis. Excitement about planning the shopping trip and the anticipation of shopping among the tourists, and reviewing the shopping trip and mentally revisiting the merchandise together with family and friends adds to the social experience of shopping (Pooler, 2003). The social aspect of shopping emphasizes the acceptance seeking and affection in interpersonal relationship (Westbrook & Black, 1985). The shopping motive - Recreation, refers to shopping as a way to relax and as a way to treat oneself. The gratification nature of shopping has been emphasized as an escapist and a therapeutic activity (Tauber, 1972; Babin et al., 1994). Tourism is considered as a form of leisure consumption. Leisure has been defined in various ways: As activity; as a time that is devoid of work obligations; a temporary physiological state or an experience which results in satisfaction, excitement, fun and belonging. These elements may exist singly or in combination in leisure situations. Tourism is a leisure activity and tourists view shopping as an indulgence and a self-rewarding behaviour. The shopping motive - Novelty reflects shopping as a way to keep up with new products and innovations. Being able to experience a new product first or being able to buy it before it is available at the home country, helps the tourists in defining the self and innovativeness. Tourists may come from places where the products may not be available or may not have been launched. Shopping for such products during the shopping festival may depict the
tourists’ ability to afford the latest products among the peers and hence may constitute a motive to shop.

McGuire’s Psychological motives (1974) can be used to explain the shopping motives, as it is applicable to various consumption situations. Utilitarian theories and assertion theories explain the “value” shopping motive. Utilitarian theories explain how shopping is viewed as an opportunity to acquire products. Assertion theories state that people are competitive achievers seeking admiration and success. Identification theories emphasize the perceived roles adopted by people and explain the “role” shopping motive. “Adventure” shopping motive, can be explained by stimulation theories, which states that variety seeking is a result of stimulation and expressive theory, which emphasizes self-expression through use of products. “Socialization” shopping motive can be explained by affiliation theories, which explains the need to develop satisfying relationships. The shopping motive, “Recreation”, can be explained by tension reduction theory, which states the use of recreational activities to reduce stress. The shopping motive, “novelty”, can be explained using categorization theories, objectification theories and need for expression. Categorization theories explain the need for structure and knowledge. Objectification theories reflect the need for observable clues which would portray the desired image and lifestyle. The need for expression motive, explains the need to express oneself through purchase of goods.

The findings of this study conform to those of previous studies in a number of ways. The shopping motive factor, Novelty, is akin to the shopping motive, learning about new trends (Tauber, 1972) and idea shopping (Arnold & Reynolds, 2003; Cardoso & Pinto, 2010; Kang & Park-Poaps, 2010; Yang & Kim, 2012). Tauber (1972) stated it to be a personal shopping motive, Arnold and Reynolds (2003) delineated it as a hedonic shopping motivation, Cardoso and Pinto (2010) delineated it in the context of young Portuguese shoppers, Kang & Park-Poaps (2010) delineated it in the context of fashion shopping and Yang and Kim (2012) in the context of mobile shopping. The factor, Novelty, also conforms to the novelty-seeking motive, in tourist shopping behaviour studies. Novelty, as a shopping motive of tourists in previous studies, conducted in the context of shopping as a tourist activity, has taken various meanings such as uniqueness of products, authenticity of handicrafts, and aesthetics quality of crafts (Anderson &

5.6: Shopping motives and Demographic and Tripographic characteristics

On the shopping motive- Value and role, tourists from France and UK had lower means, indicating that they disagree that they are motivated by discounts, sales, gift buying. Tourists from other nationalities agree that discounts, sales, gift buying motivate them to shop. Tourists from Uzbekistan are strongly motivated by this factor. In terms of age, all tourists are positively motivated by the shopping motive - Value and role. Tourists with University degree had marginally lower means than other tourists indicating that they are motivated less by Value shopping and role shopping. Tourists who had no formal education were strongly motivated by Value and role shopping. In terms of employment, students were strongly motivated by value and role when compared to other tourists. Tourists with high incomes had marginally lower means when compared to other tourists, indicating that though they agreed to being motivated by discounts, sales and gift buying, it was not a strong motivator for them. Tourists travelling with family and kids had marginally lower means than other tourists on the shopping motive factor- Value and role. Tourists, both male and female did not differ and were motivated by the factor Value and role. Likewise, tourists who were repeat visitors did not differ from the first time visitors on the shopping motive- Value and role.

On the shopping motive- Adventure, socialising and recreation, tourists from France and UK had lower means, indicating that they disagree that they are motivated by shopping as a means of bonding, as a means of relieving stress. Tourists from India, South Korea, USA, Canada and Philippines are however strongly motivated by this factor. In terms of age, all tourists are positively motivated by the motive - Adventure, socialising and recreation. Tourists with University degree had marginally lower means than other tourists indicating that they are motivated less by the shopping motive - Adventure, socialising and recreation. Tourists who had no formal education were strongly motivated by Adventure, socialising and recreation. In terms
of employment, all tourists were motivated by the shopping motive - Adventure, socialising and recreation. Tourists with high incomes had marginally lower means when compared to other tourists. Tourists travelling with family and kids had marginally lower means than other tourists. Tourists, both male and female, did not differ and were motivated by the factor Adventure, socialising and recreation. Likewise, tourists who were repeat visitors did not differ from the first time visitors on the shopping motive - Adventure, socialising and recreation.

On the shopping motive - Novelty, tourists from France and UK had lower means, indicating that they disagree that they are motivated by product uniqueness and product unavailability. Tourists from other countries agreed to being motivated by product uniqueness and product unavailability. The Russians were neutral indicating that they neither agreed nor disagreed on being motivated by the shopping motive Novelty. In terms of age, tourists aged 20-29 years had marginally lower mean values than other tourists. Tourists with University degree had marginally lower means than other tourists and those with post graduate degrees had higher means, indicating that they are motivated by product uniqueness and product unavailability. Students had higher mean values than other tourists indicating product uniqueness and product unavailability motivate them to shop. Tourists with high incomes had marginally lower means when compared to other tourists. Tourists travelling with relatives, travelling alone and with co workers and business workers had marginally higher means than other tourists. Tourists, both male and female, did not differ and were motivated by the factor - Novelty. Likewise, tourists who were repeat visitors did not differ from the first time visitors on the shopping motive - Novelty.

Research on shopping in general (consumer behaviour) has shown differences in the shopping behaviour between genders. In the context of shopping being a tourist activity, research indicates that female tourists differ from the male tourists in terms of products purchased and money spent (Lehto et al., 2004). Littrell et al. (1993) indicated that there were no differences between male and female tourists on reasons to purchase souvenir. Anderson and Littrell (1995) suggested that when husbands accompanied their wives as travel companions, they tended to purchase special souvenirs for the wives during the trip. Findings of this study however indicate that shopping motives do not differ between genders. Tourist shopping is a leisure activity and is not perceived
as being utilitarian in nature. This could be a possible reason why no significant difference was found between male and female tourists on their shopping motives.

5.7: Shopping experience of tourists

The factors which positively influenced the shopping experience of tourists were (in the order based on factor mean) – Store attribute, Mall atmospherics, Safety, Mall amenities, Product attribute and Staff service. Tourists desire attractive window displays and variety of stores. Window displays help in store entry decision, product information and in increasing sales (Edwards & Shackley, 1992; Sen, Block & Chandran, 2002). Tourists are faced with paucity of time and information and may not be aware of the products and retailers at the destination. In this regard, attractive window displays can attract tourists and influence their store entry decision. Aesthetic ambience (interior design, decorations) of tourist-oriented shopping malls attracts tourists (Kim, 2002). Atmospheric stimuli like lighting, cleanliness, temperature, décor and spaciousness create a pleasant atmosphere for shopping, influencing the customers multiple senses thereby influencing them to stay longer. They also influence customer behaviour-avoidance/approach, time spent at the venue and sales, impact the shopping experience and hence the shopping value (Donovan et al., 1994; Babin & Attaway, 2000; Kim, 2002; Jang & Namkung, 2009). Security is an important attribute of a shopping centre, as consumers may be unwilling to shop in a shopping centre which seems to be unsafe (Sit et al., 2003; Singh & Prashar, 2014). Safety has been delineated as a separate factor in this study as influencing shopping experience, as distinct from previous studies. Researchers have emphasized safety as a risk perception during shopping (Yüksel & Yüksel, 2007). Perceived/actual risk arising out of fear of being mugged or conned will negatively impact the shopping experience of tourists. Tourists tend to prefer a risk-free and safe shopping environment. In this study, safety has emerged as a factor impacting the shopping experience. It is important for destination managers, mall owners and retailers to consider safety, for a perception of shopping in an unsafe environment can add stress and delimit the activities and experience of the tourists. Physical facilities impact assessment of the shopping environment (Ahmed, Ghingold & Dahari, 2007). Mall amenities like lifts and signage add to the ease of navigation, while extended shopping hours adds convenience to the tourists, who evaluate their shopping experience in terms of the
mall amenities. *Product attribute* was found to be another factor impacting the shopping experience. Price differential between the home country and the destination is an often stated reason for tourist shopping (Timothy, 2006). Availability of the latest variety of products is also a reason which encourages tourist shopping and constitutes an important part of their experience. Hence retailers should have a wide assortment of products and ensure that they are competitively priced. *Staff service* quality impacts tourists’ satisfaction with shopping (Heung & Cheng, 2000). Tourists have high expectation from staff in terms of their language skills and their attitude. Given that tourism and retailing are service industries, retail stores should emphasize on staff service, especially when they are interacting with tourists from different countries and cultural background. Retail employees’ behaviour and attitude towards tourists are critical as they can be used to communicate the retailer’s ideals to the customer and forge a customer relationship with the tourist. Cleanliness and spaciousness impacts the image of a mall and mall preferences of tourists, influencing their shopping behaviour (Littrell et al., 2004; Lee, Ibrahim & Hsueh-Shan, 2005). The factor *Cleanliness and spaciousness* was not a major influence in the tourists shopping experience as indicated by the mean score. They tended towards neutral on this factor.

Tourists’ shopping experience involves more than the acquisition of goods which is based on a logical evaluation of product attributes. The findings of this study can be further understood based on the Stimulus-Organism-Response framework (Mehrabian & Russell, 1974). Tourist shopping experience includes consumer process (for example, product evaluation, attitude formation) and responses (for example, shopping satisfaction, purchase behaviour) affected by the shopping environment (shopping mall), situation (shopping festival) and tourist characteristics. Cues in the shopping environment such as physical elements (mall atmospherics, mall amenities), social factors (staff friendliness, overcrowding) and design factors (spaciousness, store layouts) provide an impetus to the tourists which affect their response (for example, shopping satisfaction, purchase behaviour). The characteristics of the tourists such as shopping motivation, demographics and/or situational variables such as the shopping festival, influence the relationship between the stimulus and response. “The organism includes cognitive and affective intermediary states and processes that mediate the relationship between the stimulus and the individuals’ response” (Chang & Chen, 2008). Cognition comprises of beliefs, thoughts or perceptions (Fiore & Kim, 2007) and Affect is a “favourable response towards a
stimulus that leads to relative preference for the stimulus from a group of options” (Batra, 1986). These two, that is, cognition and affect, are formed as a result of interaction with merchandise, sales encounters, environment cues and perceived safety in shopping festival. “Response is the result of the internal processes of the organism” (Fiore & Kim, 2007) expressed in a shopping festival as purchasing products, shopping satisfaction and re-patronage intention.

The items such as window displays, variety of products, language ability and attitude of the staff delineated under various factors in this study conform to the findings of Heung and Cheng (2000) implying that in tourist shopping, these attributes play an important role in influencing the shopping experience of tourists. The items- variety of stores, attractive décor, pleasant atmosphere, safety of the shopping centre align with the findings of Josiam et al. (2005). Items such as overcrowding and entertainment in the malls were not delineated in the study as items influencing the shopping experience of tourists. The continuity of the shopping festival for 18 years has made it a popular event. The tourists may expect crowding owing to its popularity, thus explaining why the item overcrowding did not influence their shopping experience. Interviews with mall managers and retailers during DSF 2012 revealed that they perceive entertainment options in the malls increase footfalls and provide entertainment to the tourists. The findings of this study however suggest that tourists do not seek mall entertainment, a finding similar to that of Kinley et al. (2003). Tourist shopping is considered a leisure activity and tourists consider malls as shopping venue options rather than as a place to watch movies or indulge in entertainment activities. Research suggests that shopping malls are tourist destinations (Butler, 1991). Each of the malls under consideration in the study is unique in terms of architecture. Architecture of the mall constitutes an important aspect of the atmospheric stimuli, impacts customers assessment, satisfies sensory stimulation and is an important element of customer patronage (Turley & Milliman, 2000; Ahmed et al., 2007). However findings of this study suggest that architecture of the malls do not contribute to the shopping experience of tourists. This may be because the marketing messages during the shopping festival focus on sales promotions and events organised during the festival.
5.8: Shopping experience and Demographic and Tripographic characteristics

On the shopping experience- *Mall amenities*, tourists from France and UK were neutral, indicating that they neither disagreed not agreed, implying that mall amenities did not influence their shopping experience. Tourists from Kenya, Egypt, Russia, China, Uzbekistan, Pakistan, South Africa, Kuwait, South Korea, Oman, India, Australia, New Zealand, Philippines, Saudi Arabia, Japan, Canada, USA, Kazakhstan and Jordan agreeing that mall amenities influence their shopping experience. Tourists of all ages with those aged 40-49 years agreed more. Tourists who were categorized as others were most influenced by mall amenities when compared to those with higher educational qualifications. Those tourists who were travelling alone were more influenced by mall amenities than those accompanied by other people. Tourists from all income groups, visit status and gender agreed that mall amenities influence their shopping experience.

On the shopping experience factor, *Staff service*, tourists from Russia, France and UK were not influenced by staff service, while tourists from Kuwait, Oman, Uzbekistan, Jordan, Azerbaijan and Saudi Arabia, Kazakhstan and Japan were moderately influenced by staff service. Tourists from Egypt, South Africa, New Zealand, USA, China, Korea, Australia, Canada, Pakistan, India, South Korea and Philippines agreed that staff service does influence their shopping experience. Younger tourists aged 20-29 years were neutral whereas older tourists agreed that staff service influenced their shopping experience. Tourists from varying educational qualifications, employability and income levels expressed differences on being influenced by staff service. Tourists who had completed post graduate degree were more influenced by staff service than other tourists. Those with high school qualification were neutral on staff service. Tourists who were self employed/business agreed whereas students, those categorized as others and those who were employed tended to be neutral. In terms of income, those who earned < US$ 20,000 were more influenced than those from higher income groups. Travel companion, gender and visit status did not have any influence on the shopping experience factor- staff service.

On the shopping experience factor- *Product attribute*, tourists from China disagreed that product attribute influenced their shopping experience. All other tourists from Australia, Kenya, Jordan, France, UK, Uzbekistan, Azerbaijan, Kuwait, USA, Japan, Philippines, Russia, South Africa,
Canada, New Zealand, Kazakhstan, Egypt, South Korea, Pakistan, India and Oman agreed that product attributes influenced their shopping experience. Tourists varied in the shopping experience factor- product attribute according to their education level, employment, income, travel companion. Tourists with post graduate degree tended to agree more than tourists with other educational qualification. Students tended to agree more than other tourists. Tourists with lower income were influenced more by product attribute than other tourists. Those who were accompanied by relatives, families and spouse/partner tended to be influenced more. First time visitors were more influenced than repeat visitors by product attributes.

Tourists from different nationalities, age groups, education, employment, income were influenced by *Cleanliness and spaciousness*. Tourists from all nationalities agreed that cleanliness and spaciousness influenced their shopping experience, with only marginal differences in their mean scores. Tourists aged 50-59 years were more influenced than other age groups. Those who were categorized as others and with university degree had higher mean scores than other tourists indicating that they agreed that cleanliness and spaciousness influenced their shopping experience. Tourists who were categorized as others and were students were also influenced by cleanliness and spaciousness. Tourists with income US$50,000-US$79,000 were more influenced than others. Those who were accompanied by relatives, friends and family with kids tended to be more influenced by cleanliness and spaciousness. Female tourists were more influenced by cleanliness and spaciousness than male tourists, while there was no difference between the tourists in terms of visit status.

Tourists from different nationalities, age groups, education, employment, income were influenced by *Store attributes*. Tourists from all nationalities agreed that store attributes influenced their shopping experience, with only marginal differences in their mean scores. Tourists aged 50-59 years were more influenced than other age groups. Those who were categorized as others and with post graduate degrees had higher mean scores than other tourists indicating that they agreed that store attributes influenced their shopping experience. Tourists who were employed, self employed/business had higher mean scores than other tourist. Tourists with income US$50,000-US$79,000 were more influenced than others. Those who were
accompanied by friends, relatives and family with kids tended to be more influenced by store attributes. Male tourists were more influenced by safety than female tourists, while the first time visitors had marginally higher scores than repeat visitors.

Tourists from different nationalities, education and income groups were influenced by Safety. Tourists from all nationalities agreed that safety influenced their shopping experience, with only marginal differences in their mean scores. Tourists aged 50-59 years were more influenced than other age groups. Those who were categorized as others had lower mean scores than other tourists indicating that they agreed that safety influenced their shopping experience, although their mean score was marginally lower. Tourists with income <US$20,000 were influenced more than other tourists. Those who were accompanied by relatives, co-workers and friends tended to be more influenced by safety. Female tourists were more influenced by cleanliness and spaciousness than male tourists, while there was no difference between the tourists in terms of visit status.

5.9: Effect of promotions on the shopping motives and shopping experience

Tourists were positively influenced by the promotion factor- Discount/sales, and tended towards being neutral on promotion factors such as Raffles and Mall events (based on factor mean). The retailers and malls face increasing competition, with about 6000 retailers and 70 malls, participating in the shopping festival. People are motivated to shop both for hedonic and utilitarian reasons, thereby creating an environment wherein promotional activities help in differentiation, increase in footfalls and merchandise purchase (Babin et al., 1994; Roy, 1994; LeHew & Fairhurst, 2000). The DMO, retailers and malls offer various promotions. Price-based promotions appeal both to utilitarian and non-utilitarian shoppers (Parsons, 2003). Raffles are organised by the DMO, individual brands and mall groups and are generally big ticket items. The mega raffle sponsored by the DMO is lottery-based and is a non-price promotion (Peattie, 1998). Raffles organised by individual brands and malls are associated with purchase value which are perceived to add-value to the purchases made by the customers (Parsons, 2003). Findings however suggest that that tourists tend be neutral towards Raffles. Reasons such as probability of winning, utility, packaging and transportation of the prize back home may be reasons why
tourists tended to be neutral towards them. Mall events are entertainment-based promotions which include stage shows and performances, held in a celebratory atmosphere adding to the shopping experience with the aim of increasing footfall to the malls (Wakefield & Baker, 1998). The tourists however tended to be neutral towards them. Various events and entertainment organised in the malls are held at scheduled intervals and are not promoted aggressively like the raffles. Paucity of time coupled with a lack of knowledge about the events may be a reason for tourists being neutral towards them. Price-based promotions such as discounts with minimum sale of products and sales/discounts positively influenced the tourists.

When promotions were controlled for using partial correlation, the correlations between shopping motive and shopping experience became weaker indicating that promotions have a mediating effect on shopping motives and shopping experience of tourists. That is, the use of promotions such as Discounts/Sales impacts the shopping motives and shopping experience of tourists.

Since there are no studies in tourism literature on promotions, comparisons have been drawn with retail literature. The findings of this study attest to those of Parsons (2003) who stated that price-based promotions increase sales. While, the sales of the retailer during DSF have not been taken into account, the findings indicate that price-based promotions positively influence tourists. The findings also suggest that non-price based promotions and entertainment-based promotions do not influence the tourists.

5.10: Shopping value

The factors which positively influenced the shopping value of tourists were in the order (based on factor mean) – \textit{Enjoyable}, \textit{Contented} and \textit{Excitement}. The factor \textit{Enjoyable} reflects the hedonic value of the shopping trip wherein the time spent shopping was perceived as being enjoyable and deriving value from the shopping experience itself. Perceived enjoyment is an important hedonic benefit derived from shopping (Bloch et al., 1986). The factor \textit{Excitement} also reflects the hedonic value of the shopping experience. This factor emphasizes various dimensions such as adventure, escapism and ideas about new products. Adventure shopping provides excitement, and the feeling of being in another world (Arnold & Reynolds, 2003).
Tourist shopping is considered a leisure activity and this sense of excitement and adventure may be derived from shopping in a different environment, characterized by the shopping centre attributes and ambient cues providing sensory stimulation. Shopping to keep up with the latest trends, products may indicate a tourist’s need to browse, obtain information as having fun and recreation. The two factors, Enjoyable and Excitement indicate that purchasing a product may not be an end goal of the shopping trip. The factor Contented reflects the utilitarian aspect of shopping, which is realized from product acquisition. Both hedonic and utilitarian values were delineated, indicating these values coexist in the shopping experience during the shopping festival (Babin et al., 1994).

The findings reinforce previous research which states that tourists may seek recreation or entertainment from their shopping experience (Jones, 1999). Tourists, apart from purchasing a product, may also indulge in shopping as a means of escaping. Being able to purchase products that a tourist is looking for will also lead to enjoying the shopping trip, signifying that shopping experiences can produce both utilitarian and hedonic shopping value (Yüksel, 2007).

5.11: Shopping value and Demographic and Tripographic characteristics

On the shopping value- Excitement, tourists from France and UK disagreed on being excited by the shopping festival. Tourists from all other nationalities agreed on deriving excitement form the shopping festival. Age, education, employment, income and travel companion affected the shopping value- Excitement. Tourists from all age groups agreed that they derived excitement, those aged 20-29 years agreed more than the others. Tourists who had completed high school derived greater excitement than other tourists. Students agreed more than other tourists that the shopping festival accorded excitement. Tourists in the income group <US$20,000 had higher scores on excitement and those accompanied by relatives agreed most on the shopping value- Excitement. Gender and visit status did not have any bearing on the shopping value- Excitement.

On the shopping value- Enjoyable, tourists from France and UK disagreed on this factor. Tourists from all other nationalities agreed on the shopping value- Enjoyable. Education, income and travel companion affected the shopping value- Enjoyable. Tourists who had completed high
school derived greater enjoyment than other tourists. Tourists in the income group <US$20,000 had higher scores on the factor enjoyable and those who travelled alone agreed most on the shopping value- Enjoyable. Age, employment, gender and visit status did not have any bearing on the shopping value- Enjoyable.

On the shopping value- Contented, tourists from all nationalities agreed that they were contented with their shopping experience. Education, employment, income and gender affected the shopping value- Contented. Tourists who had post graduate degree were most contented with their shopping experience. Those who were self employed/business and students also agreed to be more contented than other tourists. Tourists in the income group <US$20,000 had higher scores on the factor contented and those who travelled alone agreed most on the shopping value- Enjoyable. In terms of gender, female tourists were most contented with their shopping experience. Age, travel companion and visit status did not have any bearing on the shopping value-Contented.

5.12: Products purchased

Europeans purchased handbags, watch/jewellery, electronics, souvenirs, postcards, books and cigarettes. Tourists from CIS countries and Russia purchased handbags, watch/jewellery, electronics and fur. The Uzbeks in addition purchased designer clothes. Tourists from South Africa and Kenya tended to purchase more of handbags, designer clothes, watch/jewellery, perfume, shoes, gold, sportswear, electronics, chocolates, souvenir, and postcard. Japanese and South Koreans tended to purchase handbags, designer clothes, watch/jewellery, cosmetics, perfumes, chocolates, fur, souvenirs, postcards and cigarettes. The South Koreans additionally purchased shoes, sportswear, and electronics, while the Chinese purchased designer clothes watch/jewellery, gold. Tourists from Australia, New Zealand, tended to purchase similar product categories namely- handbag, designer clothes, watch/jewellery, perfume, shoes, gold, souvenir, postcard and books. The Filipino’s purchased all categories of products except designer clothes, watch/jewellery, gold, fur and books. Tourists from India and Pakistan purchased all products except fur, books. Tourists from the Middle East (Saudi Arabia, Jordan, Oman, Kuwait, and Egypt) purchased similar products, purchasing all products except cosmetics, sportswear, fur, books and cigarettes. The Egyptians additionally purchased Souvenirs and postcards. Tourists
from USA and Canada were also similar in their product purchase pattern. They tended to buy handbags, watch/jewellery, shoes, gold, electronics, souvenirs, postcards and books.

The type of product purchased during the shopping festival differed across the nationalities, with tourists from the same region showing similarity in the products purchased. Findings also suggest that tourists purchase mass produced products and general items as opposed to previous findings which suggest that tourists’ preferred purchasing local specialty products (Wilkins, 2011). This may be because, in the context of a shopping festival, retailers’ offerings include mass produced products. The findings of this study conforms with that of Rosenbaum and Spears (2005) which postulates that there exists a difference in the pattern of products purchased among the nationalities. The purchase pattern of Japanese confirms with previous studies (Keown, 1989; Timothy, 2006) wherein they purchased products such as handbags, clothes, perfumes, cosmetics, chocolates, souvenir and cigarettes. Although they had lower mean difference scores on Shopping Festival when compared to other nationalities, the Japanese nevertheless purchased products. The Japanese are considered to be the best shoppers, with shopping being driven by their cultural and social practices (Hobson & Christensen, 2001). The purchase pattern of Koreans is analogous to that stated by Hobson (1996). Study by Rosenbaum indicates that tourists (Chinese, South Koreans, Australians, New Zealanders) purchased vitamins. The Chinese and Japanese purchased furniture and home furnishing on their travel trips. The results of this study indicate that products such as nutritional supplements, home appliances, home furnishing, furniture and crystals were not patronised by tourists visiting a shopping festival.

5.13: Products Purchased- Planned or Unplanned

The type of products tourists preplan and buy differs with the nature of the products. Product categories such as Handbag/Wallet, Shoes, Sportswear, Fur, Books, and Cigarettes did not constitute the planned items on the tourists shopping list to be purchased during the shopping festival. However they purchased the same indicating that they were unplanned purchases. Tourists planned to purchase products such as Clothes, Watch/Jewellery, Perfumes, Cosmetics, Gold, Electronics, Chocolates, Souvenirs and Post cards. Furthermore, the percentage of purchases were higher for these products except for Cosmetics and Souvenirs, indicating that few
tourists initially did not plan to buy these products, but purchased them during their shopping trip. A probable reason for this could be the promotions offered by the retailers, shopping experience factors such as Store attributes, Staff service and Product attributes coupled with tourists shopping motives impel them to buy the products.

5.14: Relationship between travel motives, shopping motives, shopping experience, promotions and shopping value

The present study indicates travel motives such as Experience the difference and Place safety; Shopping experience factor Safety positively influences the tourists’ shopping value. The special atmosphere and excitement of the shopping festival may appeal to the hedonic shopping value. The perception of being in a safe place and shopping in a safe environment reduces the risk perception of tourists, thus positively influencing the shopping value. Shopping motive such as Value and role, Shopping experience factor- Staff service and promotion factor- Discount/sales positively influence tourists’ utilitarian shopping value. Shopping experience factors- Mall atmospherics and Promotion factor- Mall events negatively influenced the shopping value.

5.15: Satisfaction with shopping

Shopping satisfaction during a shopping festival is a function of Shopping motives- Adventure, socialization and recreation, Value and role, Shopping experience- Store attributes, Staff service and Product attribute, Promotions- Discounts/sales, Shopping value- Contented and Enjoyable and Travel motive- Experience the difference.

The travel motive- Experience the difference, not only motivated the tourists to undertake the trip, but also added to their shopping satisfaction. The excitement and special atmosphere may add to the hedonic shopping value thereby leading to satisfaction with shopping. Large scale discounts/sales available on products influence both hedonic and utilitarian shopping motives like Value and role and Adventure, socialization and recreation. Staff service affected the tourists shopping satisfaction indicating that service oriented behaviour will help in encouraging purchases by the tourists. Product attributes such as availability of variety of products and low
prices also affect tourists’ satisfaction. Store attributes like attractive window display and variety of stores are augmented products which impact store entry decisions and contribute to shopping satisfaction. Other tangibles like Mall amenities and Mall atmospherics and Cleanliness and spaciousness and promotions like Raffles negatively influenced the shopping satisfaction.

Wong and Law (2003) stated that satisfaction is impacted by four attributes namely “service quality”, “quality of goods”, “variety of goods” and “price of goods”. Reisinger and Turner (2002) suggested that the satisfaction derived by tourists from shopping vary from destination to destination. Attributes like cleanliness, opening hours of shops, staff appearance, variety, price and packaging of products impact shopping satisfaction. The $R^2$ (.361) value of this study (section 4.21.1) is similar to that of $R^2$ of .315 based shopping satisfaction study of Heung and Cheng (2000). Predictors of shopping satisfaction in the present study such as staff service, variety of products and price of products conform to previous studies of Heung and Cheng (2000), Reisinger and Turner (2002), Wong and Law (2003), Yüksel (2004) and Chang et al. (2006). Tangibles such as mall amenities, mall atmospherics and cleanliness and spaciousness negatively affected shopping satisfaction. The tangible factors did not contribute significantly towards shopping satisfaction, in a study by Heung and Cheng (2000). The findings of this study suggest that shopping motives, shopping value and travel motives also impact shopping satisfaction.

5.16: Revisit intention

Intention to revisit a destination is described as customer loyalty, a major driving force in competitive markets. The findings suggest that motives internal to tourists such as Travel Motive- Experience the difference and Shopping Motive- Value and Role and Shopping Value- Contented, positively impact revisit intention. Shopping festival attributes such as Event features and Shopping Experience factors such as Staff service and Product attributes negatively impact a tourist’s revisit intention. While internal motives push tourists to initiate a travel decision, external factors help in choosing a destination. Shopping festival attributes and shopping
experiences can easily be replicated by other destinations, and tourists may seek the same shopping experience in other shopping festivals.

5.17: Research questions answered

5.17.1: Why do tourists travel during a shopping festival?
Tourists have multiple travel motives. The findings of this study indicate that tourists are motivated by both push factors and pull factors. Push factors are intrinsic to a tourist and helps in initiating a desire to travel. Pull factors are extrinsic to a tourists and help in deciding which destination to visit. Findings suggest that tourists to the shopping festival are motivated (in the order) by Place safety, Experience the difference, Popular place and On-site self development. Place safety, delineated as an important pull factor indicates that a destination which is perceived as being safe tends to attract tourists and safety at a destination is an important aspect considered by tourists when taking a decision of visiting a destination. The push factor- Experience the difference, indicates that tourists undertook the travel to give their mind a rest, feel the excitement and special atmosphere. This indicates the “leisure aspect” of tourism and suggests that suggesting escape from their daily life is an initiating factor in the travel decision. The continuity of the shopping festival for 18 years made the destination a popular place. This popularity- a pull factor, attracted tourists to the destination. Push factors such as experience different cultures, develop knowledge about a place, explore an unknown place and contact family and friends also motivated tourists to undertake the travel. However the findings of this study indicate that shopping was not a motive for 77 percent of the respondents surveyed. Only 23 percent of the respondents stated that shopping was a motive to undertake the travel to the shopping festival.

5.17.2: Why do tourists shop during a shopping festival?
Tourists have multiple shopping motives- Adventure, socialization and recreation, Value and role and Novelty. Findings indicate that personal motives such as shopping for gifts for friends and families, socialising with friends and relatives during shopping, discounts and sales motivate
tourists to shop. This indicates that shopping during the shopping festival is a leisure activity providing utilitarian and hedonic benefits to the tourist.

5.17.3: What is the effect of demography and tripography on the tourists travel motives and shopping behaviour?

Tourists from different nationalities differed on their travel motives with different travel motives being considered important by tourists from different countries. The older tourists were strongly motivated by push factor- On-site self development, whereas younger tourists were more motivated by the pull factor- Event features. Female tourists were strongly motivated by On-site self development. In terms of other demographic characteristics such as income, education and employment and tripographic characteristics, all tourists were motivated by the delineated travel motives.

Tourists from different nationalities differed on the shopping motives. In terms of other demographic and tripographic characteristics, only marginal differences were observed in the shopping motives with all tourists agreeing to being motivated by personal reasons such as shopping for friends and relatives, buying gifts and being motivated to shop by discounts and sales.

Tourists from different nationalities differed on the perception of the shopping environment and shopping value. In terms of other demographic and tripographic characteristics, only marginal differences were observed, with all tourists having a positive perception on the shopping experience and shopping value. The type of product purchased also varied across nationalities.

5.17.4: What is the effect of promotions on the shopping behaviour?

Promotions have a mediating role on the shopping motives and shopping experience suggesting that promotions such as discounts/sales positively impact the shopping behaviour of tourist. Product categories such as Handbag/Wallet, Shoes, Sportswear, Fur, Books, and Cigarettes did not constitute as planned items, the tourists however purchased them. Furthermore an increase in sales of certain planned products such as Clothes, Watch/Jewellery, Perfumes, Cosmetics, Gold,
Electronics, Chocolates, Souvenirs and Post cards were observed, indicating that use of promotions such as discounts/sales has a positive impact on the tourists. Findings also suggest that promotions such as Discounts/sales positively impact satisfaction, whereas Raffles negatively influence the satisfaction with shopping.

5.18: Main findings of the study

5.18.1: Travel motives - main findings

Tourists have multiple motives to undertake a travel and the same holds good too in the case of shopping festivals. Seven travel motives were delineated out of which “Place safety” and “Popular place” delineated as separate factors in this study. Tourists’ perception about safety of a destination and its popularity are important pull factors. A destination which is perceived to be safe and popular tends to attract tourists. Findings also suggest that “Event features”, the key element of the shopping festival, was not a major pull factor influencing tourists’ travel decision. Findings also suggest that the motives that cause tourists from one country to undertake a travel to a shopping festival differ from those of other countries. Similarly the tourists from different countries also differ on how they are influenced by the destination attributes (pull factors). It would be a fallacious assumption that shopping is the core motive of travel to a shopping festival. An understanding of the motives is imperative as it helps in determining what drives a tourist towards a travel or activity, as tourists are likely to choose a destination which aligns with their motives. A typology of tourists, based on an understanding of the travel motives was developed as this helps in better market segmentation and better understanding of the tourist behaviour. Three typologies of tourists visiting the shopping festival were delineated. Of the three typologies, “Shoppers” evolved as a separate segment of tourists visiting the shopping festival. This suggests that the shopping festival attracts both shopper tourist (those whose primary motive is shopping) and tourist shopper (shopping does not constitute their primary motive). In terms of revisit intention, the factor- “Event features”, a pull factor, negatively impacted the tourists revisit intention and the factor - “Experience the difference”, a push factor, positively impacted the revisit intention and satisfaction with shopping.
5.18.2: Shopping behaviour - main findings

Tourists have multiple shopping motives. The three shopping motives delineated suggest that the shopping motives are both utilitarian and hedonic. The shopping motive - Value and role positively impacts revisit intention. Findings also suggest that male and female tourists do not differ on their shopping motives. Seven factors were delineated in the study which comprised of both shopping attributes and shopping environment. This study points out that tourists do not shop independent of the environment and both shopping attributes and shopping environment contribute to overall shopping experience. “Safety” delineated as a separate factor in this study, suggests that tourists seek a safe shopping environment. Shopping experience factors - Store attribute, product attribute and staff service positively impact satisfaction with shopping. In terms of shopping value, three factors were delineated which suggest that tourists seek both utilitarian and hedonic value from their shopping trip. The experiential value of shopping may be derived from shopping itself, the overall environment in which the tourist shops or engaging with new retailers and products. The shopping value factor - Contented positively impacts both revisit intention and satisfaction with shopping while the factor, Enjoyable, positively affects shopping satisfaction. Three promotion factors were delineated in the study, of which price-based promotions such as discount/sales appeal to both the hedonic and utilitarian shoppers. They play a mediating role between the shopping motives and shopping experience and positively impact satisfaction with shopping. Results also suggest that unplanned purchases were high among most of the product categories. Findings suggest that tourists from different countries varied in their shopping motives, shopping experience, products purchased and their perception of the value derived from shopping during the festival.

5.19: Implications of the study

5.19.1: Theoretical implications of the study

This study on the travel motives and shopping behaviour of tourists to an international shopping festival adds to the academic literature in the following ways. It examines the most popular shopping festival, where there has been no study thus far on travel motive of tourists. Studies on
travel motives are limited to pleasure travel and those on festival motivation have studied events/festivals which are community-based, entertainment-based, cultural and celebratory in nature and in specific areas like business and convention and sports events. Tourists from different nationalities differ on the push and pull motives; thereby confirming that Dann’s Push and Pull theory (1977) is culture-sensitive. The findings indicate that tourists shopping motives comprise of both hedonic and utilitarian elements. The study also confirms that the hedonic shopping motives delineated in various retail formats are also applicable to tourists. Prior research on tourists shopping motives have focused on price differentials, gift buying and product availability. This study indicates that hedonic motives drive tourists shopping motives. The study emphasizes the role of mall amenities, atmospherics, cleanliness and spaciousness and safety on tourists’ shopping experience. Previous studies have focused in isolation on the role of staff service, product attributes, shopping centre in the shopping experience of tourists. Place safety - a pull factor (travel motive), Popular place - a pull factor (travel motive) and Safety (shopping experience) have been delineated as separate factors. Shoppers, as a separate segment of tourists visiting the shopping festival have also been delineated. These are worthy contributions to the body of literature. This study focuses on promotions used by various stakeholders, since “shopping” is the central theme of the festival and emphasises the role of price-based promotions. Previous studies pertaining to tourist shopping have not focused on promotions, partly because the studies were conducted in the context of tourist shopping. This study however differentiates itself from previous studies as one focusing on shopping festivals.

5.19.2: Managerial implications of the study

5.19.2.1: Implication for the DMO

The results of this study would be of practical implication to the DMO in product development, promotion and destination positioning. This study indicates that tourists have multiple travel motives and they are likely to choose a destination which aligns with their motives. The findings suggest that they travel to explore different cultures. Hence the shopping festival can be designed to integrate cultural elements and identity of the destination. With tourists from different nationalities differing on the travel motives, it is imperative to treat them as heterogeneous segments and design different promotional campaigns for each segment. The destination
attribute- “Event features” should be promoted more aggressively to the Japanese, while “Place safety” should be promoted more among the Europeans. The shopping festival in question is organised in a destination which has a large number of expatriates and attracts tourists from different countries. Apart from emphasizing on the destination’s culture, events can also be designed to showcase cultures from different countries, thus impacting the hedonic aspect of shopping and making the shopping festival a one-stop event to shop and experience different cultures. Furthermore, events need to be staged at regular intervals for tourists to participate in the same. There is an increase in the number of destinations promoting shopping festivals as tourism products. This knowledge about the travel motives of tourists from different cultural background can help in predicting future travel pattern, developing products and formulating marketing strategies. Results of this study seem to indicate that tourists agreed on the delineated shopping motives and differed only marginally on them based on the demographic and tripographic variables. Shopping Festivals which aim to attract international tourists may focus on nationalities and develop marketing messages suited to each nationality. In the wake of the growing number of shopping festivals, given that shopping contributes to the local economy, the DMO should emphasize on the experiential aspects of shopping, which would help them in differentiating the festival. In promoting the shopping festival as a tourism product, the aim of the DMO is to attract tourists to shop. Though Raffles may help in influencing the resident in their shopping experience, this study shows that tourist think otherwise. Literature suggests that raffles are perceived to be fun and a source of pride by consumers (Lee, 2002) which do not reflect in the findings of this study. Hence the DMO should treat the tourists as a separate segment and emphasize on non-price promotions, which should be instantly redeemable or can be easily taken back home by the tourists.

5.19.2.2: Implication for the mall managers and retailers

The study has a number of implications for the retailers. Knowledge about the hedonic shopping motives of the tourists will enable the retailers in designing specific marketing messages. Experiential aspects of shopping at the shopping festival can be built into the advertisements. For instance, focusing on the shopping experience during the shopping festival may appeal to the
adventure shopping motive of the tourist. Value shopping represents a significant motive for tourists shopping during the shopping festival. The enthusiasm of finding merchandise at low prices should be understood by the retailers, who should focus on more exciting sales and bargains than what a tourist would get back home. Tourists shop with families and friends. The shopping group or companion may influence the tourists shopping decision. Hence the sales person, in order to make effective sales, should treat the group as a single decision making unit, thereby enhancing the shopping experience of the tourists. The mall managers should also focus on the uniqueness of the malls participating in the shopping festival. Dennis, Murphy, Marsland, Cockett and Patel (2002) suggest that brand image of a mall helps in ensuring customer satisfaction and success of shopping malls. The shopping experience can be used in creating a brand experience by focusing on safety, creating exciting atmospherics, store attributes and consistently improving product attributes. Brand experience is one of the drivers of customer patronage (Knowledge@Wharton, 2009). With malls and stores running similar promotions and discounts, one which can be easily replicated in other shopping festivals, the mall managers and retailers should aim at creating an exciting and engaging shopping experience for tourists, thereby, differentiating themselves from other shopping festivals. The potential for shopping festivals to be developed and promoted as a tourism product depends on what tourists derive from their shopping trip, rather than merely the sale of merchandise. Price-based promotions can be easily replicated by other destinations. Stakeholders should emphasize on entertainment-based promotions, which would help in differentiating the shopping festival. Sales promotions can be used as a communicative tool, and help in meeting the short term and long term objectives of the brand (Lee, 2002). By inference, the same is applicable to shopping festivals. While price-based promotions help in meeting short term objectives like increase in sales and market share for the retailer, non-price promotions would help the DMO and mall managers in achieving long term objectives like enhancing the brand image, increasing loyalty and long term profits. The marketing messages currently focus on price-based promotions and raffles. Advertisements in addition, need to focus on other aspects such as entertainment-based promotions in the malls.
5.20: Limitations of the study

The study is limited to the Dubai Shopping Festival. Sampling bias could have occurred in the following ways. Firstly, only English speaking respondents were considered for the survey. Second, as shown in the demographic characteristics, all nationalities were not adequately represented in the sample. Another limitation has been the focus on shopping experience in the malls only. Third, data was collected at selected malls and the perception of these tourists would have been different from those present in other locations. The survey was conducted through personal interviews, using pre-printed questionnaire. Incentives were not used to encourage tourists to participate in the survey and difficulties were encountered as many tourists were unwilling to participate in the survey.

5.21: Suggestions for future research

This research has brought to the fore several areas for potential future research. The proposed conceptual framework may be applied to other shopping festivals for developing new products and specific marketing strategies for tourists from different countries. This study indicates differences in the perception of tourists from different nationalities on travel motives, shopping motives, shopping experience, shopping value and products purchased. Future research can focus on why these differences exist between tourists of different nationalities. Although the proposed models (shopping value, revisit intention and shopping satisfaction) account for reasonable percentage of variance, there may be factors which have not been included which would explain the variance and can be identified in future research. This research can be built upon by specifically assessing what type of promotion is associated with increase in sales and footfalls. Comparison may be drawn between tourists and residents on their perception of promotions. This research can be extended by comparing the shopping experience of tourists and residents during the shopping festival and including traditional shopping venues like the high street and souks. The effect of individual atmospheric cues on the shopping experience of tourists may also be investigated. Finally, there exists no scale to measure the shopping behaviour of tourists. Future research may consider developing a scale which would be beneficial to the academicians, DMO, mall managers and retailers.
5:22: Chapter conclusion

This study has pioneered research on shopping festivals. Recent years have seen the growth of shopping festivals and shopping gaining greater significance in tourism, given its contribution to the retail and tourism sector of a destination. Various stakeholders like the DMO, mall managers and retailers seek to benefit from this synergistic relationship between retailing and tourism by encouraging more sales, revisits and positive word of mouth for the destination.

When designing the shopping festival, the DMO should consider the travel motives of tourists as tourists are heterogeneous in their travel motives and they tend to choose those destinations which closely align with their motives. Tourists are also varied in their shopping motives which encompasses both hedonic and utilitarian motives. These motives play a key role in bringing shoppers to the stores, where their shopping behaviour is affected by emotion. Shoppers motivated by hedonic elements, will pay greater attention to the elements in the shopping environment such as atmospherics and window displays and those motivated by utilitarian motives will be motivated by price-based promotions. The potential for shopping to be developed, promoted and sustained as a tourism product would depend upon what the tourists derive from their shopping trip, rather than merely the sale of merchandise. Understanding the sources of satisfaction or dissatisfaction with shopping is important to the stakeholders so as to be able to develop and improve the shopping experience of the tourist. In order to be competitive, they should focus on non-product related aspects of shopping, such as hedonic aspects, as this study points out that tourists seek both utilitarian and hedonic value from their shopping trip.