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The shopping values of Chinese tourists:
An investigation of shopping attributes and satisfaction

The purpose of this study is to investigate the differences between pre- and post-shopping values, and examine the relationships between shopping values, shopping attributes, and shopping tourists' satisfaction. The results of this study indicated that pre-shopping value was significantly higher than post-shopping value. Shopping attributes significantly impact on shoppers' post-shopping values, except for two factors of shopping attributes (i.e., shopping risks and shopping convenience). Findings of the study showed a positive and a significant effect of post-shopping value on tourists' satisfaction. Theoretical and practical implications are discussed.

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Introduction

With the rapid growth of shopping in international markets, South Korea has become one of the best tourism and shopping destinations in the world. Extensive recent research has identified shopping as a primary and major tourism motive and a pleasurable leisure activity (Timothy, 2005; Wong & Wan, 2013). Shopping can also help to promote and create new job opportunities in the retail industry. Despite this acknowledgement of the importance of the shopping industry, although some research has focused on exploring shopping values, attributes, and shopping satisfaction (Holbrook & Hirschman, 1982; Yuksel, 2007), no comprehensive measure of the antecedents of shopping tourists' perceptions on shopping satisfaction has been developed (Wong & Wan, 2013).

Gaining an understanding of shopping value necessitates consideration of the interaction between the consumers' shopping experience and the shopping environments (Davis & Hodges, 2012). Shopping values are essential components in eliciting positive experiences and behaviors. Prior studies have shown that an individual's values in the shopping context are strongly related to shopping experiences and satisfaction (Babin, Darden, & Griffin, 1994; Jones, Reynolds, & Arnold, 2006). Most researchers agree in their findings that consumers may experience both utilitarian and hedonic values from their shopping experience (Babin et al., 1994; Yu & Bastin, 2010). The utilitarian shopping value is determined by the goal or sense of achievement in buying desirable merchandize during the shopping trip (Olsen & Skallerud, 2011). According to Yu and Bastin (2010), hedonic value is described as subjective, personal, and experiential compared to utilitarian value in the shopping setting.

Some studies have reported that consumers' values in shopping are influenced by shopping attributes, including the surrounding environment, atmosphere, convenience of the store, and consumer-related practices (Stoel, Wickliffle, & Lee, 2003; Terblanche & Boshoff, 2004). For example, Terblanche and Boshoff (2004) argued that shopping experience, which

is central to creating consumers' value perceptions in shopping, consists of the following four dimensions: internal store environment, product variety, personal interaction, and complaint handling.

In much of the published research, attention has been directed to the shopping tourists' perceptions of environment, experiences, and satisfaction. In particular, attributes in shopping settings are closely linked to shopping tourists' satisfaction. Looking more specifically at various attributes of shopping contexts and their influence on consumer behaviors, empirical findings support a positive relationship between shopping attributes (e.g., service quality, shopping convenience, and store environment) and consumer satisfaction (Caruana, Money, & Berthon, 2000). Recent work bridging the gap between store environment and satisfaction focused on Wong, NG, Wong, and Wong's (2012) study, which identified that shopping mall attributes contributed to increased Chinese tourists' satisfaction.

However, less evidence has been presented supporting any particular need to focus on exploring the differences between pre- and post-shopping values, and their relationships with shopping attributes. Drawing on the previous literature on shopping tourist behavior, this study focuses on the importance of shopping values and attributes in providing essential insights into accounting for shopping tourists' satisfaction. Thus, the purpose of this study is to investigate the differences between pre- and post-shopping values, and examine the relationships between shopping values, shopping attributes, and shopping tourists' satisfaction. To the best of our knowledge, this study is the first of its kind to explore the differences between pre- and post-shopping values. This examination may enable shopping managers to identify the strengths and opportunities of performances, experiences, and resources in relation to the shopping destination.

Literature Review

Shopping value and consumer behavior

As the foundation of consumer behavior, the concept of value was perceived to be associated with quality and price, the investment of time, effort, and money spent on shopping (Holbrook, 2006). Perceived shopping value in this study is defined as a consumer's overall evaluation of the utility of a product in relation to his or her perceptions. Some studies have focused on the relationship between shopping value and consumer behaviors, including satisfaction and loyalty (Jones et al., 2006). As one of the important subjects in assessing the products and services in the context of shopping, satisfaction has been defined as "a judgment that a product or service feature provides an enjoyable level of consumption-related fulfillment" (Oliver, 1997). Babin, Lee, Kim, and Griffin (2005) examined the extent to which consumer value mediates the effect of the service environment on consumer satisfaction and future intentions.

Experiences in the context of shopping produce two types of dimensions such as utilitarian values and hedonic values. According to Babin et al. (1994), utilitarian shopping values result from a situationally involved consumer collecting information and reflect a task-oriented, cognitive, and non-emotional value of a shopping experience (Babin & Attaway, 2000). Utilitarian values reflect the task-related and rational side of shopping behavior and include convenience-seeking, variety-seeking, reasonable price rate, and merchandise quality (Bhatnagar & Ghosh, 2004). Compared to utilitarian aspects, hedonic value describes potential entertainment, fantasy fulfillment, enjoyment, and the emotional and psychological worth of shopping experience. Generally, hedonic value is more subjective and personal than utilitarian aspects of consumer experiences (Holbrook, 2006).

While the importance of consumers' values in the shopping setting is acknowledged, little research has been conducted to examine the differences between consumers' pre- and post-shopping values and their relationships with shoppers' behavior. This study investigates

the differences between pre- and post-shopping values and their relationships with tourists'
post-shopping values.

Shopping attributes and consumer behavior

Considerable research efforts have been directed at identifying the shopping
attributes that may be important to explain shopping tourists' behaviors and decision-making
processes. According to Stoel, Wickliffle, and Lee (2003), an effective shopping environment
can increase shopping value and influence consumers' positive shopping behavior. Prior
research (Bissell, 2008; Healy, 2014) suggested that shopping atmosphere can subdue the
attention of consumers, making them vulnerable to designed to encourage shopping. Turner
and Reisinger (2001) reported that overall satisfaction is well explained by shopping
attributes, including price, quality, comfort, color, packaging, and display.

The prior literature suggests that the overall shopping store environment has
produced a significant body of information shaping consumers' thinking, feeling, and acting
(Turley & Milliman, 2000). Chebat and Michon's (2003) research indicated that favorable
perceptions of the shopping environment were found to increase shoppers' spending. The
shopping environment, including shopping center layout, image, refurbishing, and product
availability has an impact on the utilitarian shopping value (Olsen & Skallerud, 2011; Yusof,
Musa, & Rahman, 2012). Shopping convenience plays an important role in consumers'
behavioral responses. Effective signage, easier access to the shopping center, reduced
searching time, and reasonable costs facilitate the utilitarian and hedonic shopping values that
affect shoppers' loyalty (Chebat et al., 2014; Dennis et al., 2010). Additionally, consumers'
perceived risk is an important factor that affects shoppers' purchasing behavior (Zheng,
Favier, Huang, & Coat, 2012). Sarkar (2011) suggested that perceived risk in shopping is
primarily utilitarian in nature. On the other hand, people having a high hedonic shopping
motive tend to prefer more direct interaction with the store shopping environment (Holbrook

& Hirschman, 1982). While little is known about the importance of shopping values and attributes in the field of tourism, this study examines the differences between pre- and post-shopping values, and the relationships between shopping attributes, shopping values, and tourists' satisfaction. The following relationships are hypothesized based on the literature review.

H1: Significant differences exist between pre- and post-overall shopping values.

H2: Significant differences exist between pre- and post-utilitarian shopping values.

H3: Significant differences exist between pre- and post-hedonic shopping values.

H4: Shopping attributes (risks) are significantly and negatively related to post-shopping values.

H5: Shopping attributes (products and service quality) are significantly and positively related to post-shopping values.

H6: Shopping attributes (social and physical environments) are significantly and positively related to post-shopping values.

H7: Shopping attributes (convenience) are significantly and positively related to post-shopping values.

H8: Post-shopping values are significantly and positively related to tourists' satisfaction

Methods

The data were collected from Chinese tourists who visited the Dongdaemoon shopping center of South Korea during the first two weekends of July, 2013. The shopping center is located in downtown Seoul and is famous as the most popular shopping center in South Korea. The respondents were selected through convenience sampling procedure from the shopping center. The research team distributed the questionnaire along with information about the study to Chinese tourists, and they rated each item on a five-point Likert-type scale

ranging from "strongly disagree" (1) to "strongly agree" (5). The team collected the

questionnaire at the end of shopping trips. A total of 305 questionnaires were collected to

utilize in the analyses for this study. The overall response rate for the survey was 95.3%.

Shopping values (i.e., pre- and post-shopping values) were measured employing an

eight-item measure selected from previous research (Babin et al., 1994; Jones et al., 2006),

which included a five-point Likert scale. Perceived shopping attributes were adapted from

sixteen items developed by Jackson, Stoel, and Brantley (2011) and Wong, Osman,

Jamaluddin, and Yin-Fah (2012) using a five-point Likert scale (see Appendix). Satisfaction

was measured using Oliver (1997) and Lee, Arcodia, and Lee's (2012) evaluative set of

cumulative satisfaction measures, including a 5-point Likert scale.

Results

The descriptive statistics show that respondents in this study included 43.4% female

(N=132) and 56.7% male (N=173) tourists at the shopping center. Forty nine percent (49.0%)

of the respondents were between the ages of 20-29, 27.6% were between the ages of 30-39,

13.5% were between the ages of 40-49, and 9.9% were over the ages of 50. Eighty-one

percent (81.3%) of the respondents had visited at the shopping center for the first time, and

18.7% had visited the center before.

The factor analysis results indicate that two factors (i.e., utilitarian and hedonic

values) in shopping values accounted for 71.00% of the total variance. All items in these two

factors had loads greater than 0.70. The KMO value for the shopping value factor analysis

was acceptable (KMO=0.847). The overall seven items' relation to shopping value in this

study demonstrated satisfactory reliability with a coefficient alpha score of 0.875 for the

scale. Cronbach's alpha for the three items of utilitarian shopping values in this study was

0.937. Cronbach's alpha for the four items of hedonic shopping values was 0.836, indicating

a high degree of internal consistency.

Another factor analysis revealed that four factors of perceived shopping attributes (i.e., shopping risks, shopping products and service quality, social and physical environments, and shopping convenience) accounted for 63.11% of the total variance. All items in these four factors had loads greater than 0.450. The KMO value of perceived shopping attributes (0.895) was an acceptable level of overall measure of sampling adequacy. The twenty items consisting of perceived shopping attributes had a high alpha reliability of 0.847, which falls within the acceptable level. Cronbach's alpha for the shopping risks in this study was 0.901. Cronbach's alpha for the shopping products and service quality was 0.843, indicating a high degree of internal consistency. The items related to shopping convenience showed satisfactory reliability with a coefficient alpha score of 0.817 for the scale. Cronbach's alpha for the social and physical environments was 0.791.

The paired t-test in Table 1 revealed a significant difference between pre- and post-overall shopping values [$t(303) = 8.756$, $p<0.01$]. Pre-overall shopping values (m=3.76) were significantly higher than post-overall shopping values (m=3.36). Thus, H1 was accepted. The paired t-test also revealed a significant difference in both utilitarian [$t(303) = 6.117$, $p<0.01$] and hedonic [$t(303) = 9.667$, $p<0.01$] shopping values. Tourists' pre-utilitarian and pre-hedonic shopping values (m=3.67 and 3.82) were significantly higher than their post-utilitarian and post-hedonic shopping values (m=3.35 and 3.36). These results support both H2 and H3. Additionally, the results of this study reported significant differences between each item of pre- and post- shopping values. All items of pre-shopping values were significantly higher than all items of post-shopping values, which indicates that the experience negatively influenced value perceptions.

Table 1

Differences between pre- and post-shopping values

Items	Pre-mean (post-mean)	Pre-SD (post-SD)	t
Overall shopping values	3.76(3.36)	0.69(0.69)	8.756[**]
Utilitarian shopping values	3.67(3.35)	0.79(0.77)	6.117[**]
I accomplish just what I want to on this shopping trip.	3.61(3.28)	0.90(0.88)	5.484[**]
I want to buy what I really needed.	3.71(3.38)	0.90(0.80)	5.356[**]
While shopping, I want to find just the item I am looking for	3.68(3.36)	0.90(0.88)	4.913[**]
I will enjoy the shopping trip for its own sake, not just for the items I may purchase.	3.74(3.21)	0.95(0.85)	8.327[**]
Hedonic shopping values	3.82(3.36)	0.75(0.70)	9.667[**]
The shopping trip will be truly a joy.	3.55(3.41)	0.92(0.79)	7.118[**]
During the shopping trip, I want to feel the excitement of the hunt	3.97(3.51)	0.89(0.79)	8.500[**]
Compared to other things I can do, I want to spend truly enjoyable the shopping time.	3.73(3.29)	0.96(0.82)	6.765[**]

Note: [**]$p<0.01$

Table 2 shows that shopping attributes overall were statistically significant predictors of overall post-shopping values ($R^2{}_{Change}$ =0.339, $p<0.01$). This indicates that 33.9% of the variance in predicting overall post-shopping value was explained by shopping attributes. The findings from Table 2 support predictive validity of the measures. Regression analyses revealed that two factors of shopping attributes significantly predicted greater post-shopping values. Among these two significant dimensions of shopping attributes, the shopping products and service quality factor was the strongest predictor of post-shopping values (β=0.385, $p<0.01$).

Table 2

Multiple regression analysis in predicting post-shopping values

Variables	B	SE	β
Constant	0.857	0.257	-
Shopping risks	-0.030	0.042	-0.035
Shopping products & service quality	0.400	0.061	0.385**
Social & Physical environments	0.221	0.068	0.204**
Shopping convenience	0.098	0.065	0.095
R^2_{Change}	0.339**		
N	305		

Note: **$p<0.01$

The results also showed that the social and physical environments were statistically significant predictors of tourists' post-values in shopping settings. Thus, H5 and H6 were accepted. However, there were no significant relationships between the shopping attributes risks and convenience and tourists' post-shopping values; hence, both H4 and H7 were rejected.

Table 3

Multiple regression analysis in predicting tourists' satisfaction

Variables	B	SE	β
Constant	0.942	0.200	-
Post-shopping value	0.642	0.058	0.540**
R^2_{Change}	0.289**		
N	300		

Note: **$p<0.01$

Table 3 shows that overall post-shopping value was a statistically significant predictor of tourists' satisfaction (R2 Change =0.289, p<0.01), with the mean of tourist satisfaction being 3.63 and the standard deviation 0.62. Thus, H8 was accepted. These findings support the predictive validity of the measures.

Discussion and Conclusion

Since insight into the shopping behavior of Chinese tourists has become increasingly important for the commercial success of the tourism industry in South Korea, it is necessary to understand the effect of consumers' value on their behavior through a variety of attributes in shopping settings. Despite numerous studies examining the impact of shopping attributes and values on shopping behavior, very few of them have investigated the differences between consumers' pre- and post- shopping values during shopping trips. This study focuses on the differences between pre- and post-shopping values and the impact of shopping attributes on shoppers' perception of values and satisfaction. As identified in the literature, shopping attributes are closely linked to the experiences of shopping tourists. Thus, this study has established the significance of shopping values and attributes to satisfaction levels of shoppers.

Theoretical implications

Regarding the complex nature of shopping value, this study has argued for the existence of significant differences between pre- and post-shopping values, including utilitarian and hedonic values. The results of this study reveal that pre-shopping value was significantly higher than post-shopping value, showing that the experience can impact these values. This study contributes to the shopping tourists' perceived value literature by identifying differences between pre- and post-shopping values, and thus extending the work of Babin et al. (1994) and Jones et al. (2006).

The research findings demonstrate that attributes (e.g., both shopping product and service quality, and social and physical environments) in the shopping setting significantly impact shoppers' post-shopping values. This is convergent with the finding of Chebat et al. (2014) that the shopping environment had a significant impact on both utilitarian and hedonic shopping values. Chinese shopping tourists are likely to be attracted to social and environmental components of a shopping center where their risks are minimized.

The study has also focused on the effect of shopping product and service quality on post-shopping value. Shopping product and service quality in the shopping setting contributes more to shoppers' post-shopping values. This result is consistent with previous studies (Bagozzi, 1992; Ennew & Binks, 1999), which suggested that more cognitively oriented service quality and value appraisals lead to consumer satisfaction.

Although findings from prior research suggest that safe destination facilities that are easily accessible can lead to an enjoyable shopping experience and satisfaction (Wong & Wan, 2013), there are no apparent linkages between shopping attributes (e.g., shopping risks and convenience) and post-shopping values of shoppers. This lack of association was contrary to what the author had anticipated. This finding may show differences between shopping tourists and normal shoppers which have been investigated in previous studies. Data analysis also revealed a positive and a significant effect of post-shopping value on tourists' satisfaction. This result corresponds to Cronin, Brady, and Hult (2000) claim that consumer value can be directly related to satisfaction and consumer behaviors.

Practical implications

The role of value and attributes in the shopping setting has become an important concern to shopping tourists and marketers (Davis & Hodges, 2012). Because shopping product and service quality are the most important factors in post-shopping value, practitioners and marketers have to strive to work together in order to develop high quality shopping products and services. Policymakers in tourism should invest in educational training programs for hospitality employees to motivate them to help maintain good service qualities and products. Differentiated services and products may be able to compete with the popular shopping places, which offer tourists excellent commodity value and employees' service quality. Differentiating between pre- and post-shopping values will provide retailers with better insight into shopping tourists' behavior. To accomplish and fulfill tourists' values with shopping, managers should strive to investigate shopping tourists' value from a holistic view,

by considering how both pre- and post-shopping values are related to the shopping experiences pursued by tourists.

Our research findings further suggest that social and physical environments have positive and significant effects on tourists' post-shopping values. Hence, shopping center managers should place increased emphasis on the social and physical environments as they play an important role in creating positive tourists' outcomes and establishing strong consumer relationships. The results of this study present evidence that post-shopping value has a positive impact on tourists' satisfaction. This evidence can help justify why shopping managers should capture the full picture of shopping activity that combines shopping, entertainment, and foods offerings in a specific destination. Thus, the identified value is close to the dimensions of shopping experience construct and can lead to shopping tourists' satisfaction (Terblanche & Boshoff, 2004).

As part of an initial attempt to examine the differences between pre- and post-shopping values, and to explore the impact of shopping attributes on shoppers' perception of values and satisfaction, this study demonstrated adequate reliability and predictive validity of the measurement variables by examining the internal consistency and conducting multiple regression analysis. The results extend earlier work establishing the link between shopping attributes, values, and tourist satisfaction. Understanding the study findings will help shopping center planners promote consumer satisfaction and repeat visits, and consider types of attribute that motivate tourists to the shopping destination. In addition, the results of this study can offer valuable insights for shopping center managers on center operation effectively targeted at taking full advantage of the emotional relationships to satisfy shopping tourists.

Limitations and future research

Several limitations must be considered when interpreting the study results. First, the data were obtained from a shopping center, and thus the generalizability of the findings to other regions needs to be explored in future studies. Findings from this study might vary

across different hospitality areas, including hotels, resorts, or casinos. Additionally, research across other shopping centers or locations may validate a more stable shopping value construct and its relationship with other measurement variables. Future research is needed to investigate other important antecedents of visitors' satisfaction in the shopping setting, and to identify the complex nature of shoppers' value systems and their relationships with satisfaction. Finally, a true pre-/post-measurement approach will make it possible to better elucidate the relationships between the measurement variables and their antecedents.

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Appendix A. Shopping attributes items

Shopping risks

  1. Safety of shopping center

  2. Safety of parking

  3. Crime exposure

  4. Personal space and privacy

Shopping products and service quality

  1. Courtesy of shopping center personnel

  2. Cleanliness of shopping center

  3. Quality of products

  4. Appropriate price of products

Social and physical environments

  1. Atmosphere of the center

  2. Attractive design of the center

  3. Images of the center

  4. Promotions and events

Shopping convenience

  1. Convenient location to my place

  2. Available parking space

  3. Accessibility of the center

  4. Entertainment for visitors