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**TOURISTS' PERCEIVED VALUE OF
SHOPPING TOURISM: AN INVESTIGATION
ON THE DIMENSIONS OF TRUST ON THE
SHOPPING DESTINATION**

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Ph.D

The Hong Kong Polytechnic University

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THE HONG KONG POLYTECHNIC UNIVERSITY
SCHOOL OF HOTEL AND TOURISM MANAGEMENT

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SHOPPING TOURISM: AN INVESTIGATION
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MI JU CHOI

A THESIS SUBMITTED IN PARTIAL FULFILLMENT
OF THE REQUIREMENTS FOR THE DEGREE OF
DOCTOR OF PHILOSOPHY

NOVEMBER, 2014

CERTIFICATE OF ORIGINALITY

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Mi Ju Choi

ABSTRACT

Shopping has become a basic element of tourism. Tourists recognize the distinct features and culture of a region through shopping, and the effect of shopping tourism can generate a positive image for the culture of a region to create and contribute to the intention of tourists to revisit a destination. Destination marketing organizations (DMOs) promote locations by highlighting the facilities that promote convenient shopping, as well as various benefits for shopping in that location. Such a strategy is prompted by the positive economic and socio-cultural effects of tourism shopping attraction. In other words, DMOs attempt to encourage tourist shopping activities and attract shopping tourists to their destinations.

Perceived value has garnered the attention of marketing managers and researchers as the most influential factor in the measurement of tourist satisfaction and revisiting intention. However, few studies have considered tourists' perceived value in relation to shopping tourism, and those that did focus on shopping tourism had limited scope. Therefore, investigating tourists' perceived value of shopping tourism can help researchers gain better insights for the literature on tourism and provide practical implications to DMOs.

The current study is based on regulatory focus theory (RFT). RFT identifies the methods individuals employ to approach pleasure and avoid pain. Similarly, tourists are likely to visit more trusted shopping destinations to maximize pleasure (by shopping) and minimize risk. Trust is the most important factor ensuring the success of business transactions, because arguably, this mechanism reduces the complexity of human behavior in situations of uncertainty. Trust reduces the risk perceived during a transaction and reflects the human characteristic of avoiding or minimizing risk. From this perspective,

trust in a shopping destination functions significantly by being convincingly trustworthy for shopping tourists. Hence, the current study examines the role of trust for shopping destinations on improving tourists' perceived value arising from shopping tourism. Influential aspects of trust may vary between genders. Therefore, gender can moderate the relationship between trust for a shopping destination and tourists' perceived value of shopping tourism.

To recapitulate, the purposes of this study are as follows: (1) to investigate tourists' perceived value of shopping tourism, (2) to identify dimensions of shopping destination trust, (3) to examine how shopping destination trust affects tourists' perceived value of shopping tourism, (4) to explore whether or not gender moderates the relationship between shopping destination trust and tourists' perceived value of shopping tourism, and (5) to provide academic contributions and practical implications for DMOs to attract shopping tourists to meet the needs of shopping tourists. This study develops hypotheses regarding the relationships among shopping destination trust, tourists' emotional and social values of shopping tourism, tourists' functional values in relation to cost/value for money and quality/performance. Gender was used as a moderating variable. After the data collection and data screening, 708 samples were considered for data analysis. This sample comprised shopping tourists who visited Hong Kong.

Research findings reveal that five out of eight hypotheses are supported. Specifically, the relationship between shopping destination trust and each of the tourists' perceived values of shopping tourism are statistically significant. However, only gender moderates the relationship between shopping destination trust and tourists' functional value (quality/performance) of shopping tourism. The most important implication of this

study is its expansion of the range of studies on shopping tourism by examining tourists' perceived value of shopping tourism. Although there are many studies on shopping related to tourism, few studies on shopping tourism consider shopping as the primary motivation for travel. The current study contributes to the establishment of a new construct, namely, shopping destination trust. The finding reveals that shopping destination trust consists of ten dimensions, namely, benevolence, integrity, competence, predictability, ability, transaction security, reputation, product, liking, and risk avoidance. This study also confirms that the dimensions contribute to shopping destination trust. Given that no research has attempted to investigate the dimensions of shopping destination trust, this study is expected to shed light on further research topics in the field of shopping tourism. Furthermore, the findings from the current study not only fill the gaps from previous studies on shopping tourism, but also provide recommendations for DMOs.

Keywords: shopping tourism, perceived value, shopping destination trust, Hong Kong

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So do not fear, for I am with you; do not be dismayed, for I am your God. I will strengthen you and help you; I will uphold you with my righteous right hand. Amen. [Isaiah 41:10]

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CHAPTER 1. INTRODUCTION

1.1. Chapter Introduction

The main purpose of this research is to examine the factors related to tourists' perceived value of shopping tourism. The first chapter highlights the background of this study and identifies the importance of shopping tourism for both academics and practitioners. In addition, the discussion includes the importance of building trust for a shopping destination and the foundation of regulatory focus theory (RFT), which is applicable to the study. Gaps in previous studies suggest the research questions for the current investigation, leading to the proposal of a specific research objective. Finally, this chapter identifies the contributions of this work and provides an outline for subsequent studies.

1.2. Shopping Tourism

The tourism industry is expanding its scope and goals, leading to significant changes in patterns of tourism consumption and an increase in tourists' expenditures. Among the tourists' activities at a destination, shopping has undergone a reappraisal as the basic element of tourism, equivalent to accommodations, dining, transportation, and sightseeing. Thus, in recent years, shopping has gained importance on its own rather than being simply an accompanying activity (MacCannell, 2002; McIntosh & Goeldner, 1990). Shopping has an affirmative effect on tourists by affording opportunities to buy high-quality goods at tourist destinations (Wong & Wan, 2013). In fact, for many tourists, shopping has become the main motive for travel (Snepenger, Murphy, O'Connell & Gregg,

2003). Loker and Perdue (1992) asserted that shopping is inseparable from other activities at tourist destinations and may be one of the main purposes of travel.

An important role of shopping tourism is to revitalize the economy of a location or country. Shopping is the principal activity of tourists and an important component of expenditures during their visit (Kinley, Josiam, & Kim, 2003). The Hong Kong retail industry is a major benefactor of tourist shopping (Choi, Liu, Pang, & Chow, 2008). Most tourist shopping expenditures in Hong Kong originate from the growing influx of visitors from mainland China. In the process, tourists become familiar with the distinct features and culture of a region through shopping, and in turn, the cultural effect of shopping generates a positive image for a region as a tourist destination, thus increasing the likelihood of revisits (Svab, 2002).

The aspects of economic and socio-cultural effects shopping tourism have attracted destination marketing organization (DMOs). Timothy (2005) asserted that DMOs have devoted considerable effort to developing the shopping infrastructure by providing convenient shopping facilities. This finding implies that DMOs realize the positive impact of shopping tourism. Shopping increases tourist arrivals, generates jobs, and revitalizes related industries. These efforts are reflected in the advertising of shopping festivals in tourist destinations. Hong Kong, Korea, Japan, and Thailand promote themselves as pleasant shopping venues. This trend is not limited to Asian countries and cities. Dubai and Istanbul have also promoted their shopping festivals since 2006.

Meanwhile, shopping during travel is entirely different from an ordinary daily shopping activity. Holiday travel is a break from normal routines (Gallarza & Saura, 2006). Tourists engage in shopping because they are motivated by utilitarian and hedonic values.

Hence, tourists' perceived value of shopping tourism should be identified (Ryu, Han, & Kim, 2008). According to previous research, shopping tourists' length of stay and their shopping expenditures are greater than those of general tourists (Liu & Wang, 2010; Michalko & Ratz, 2006). Therefore, identifying shopping tourists' perceived value is meaningful. The subsequent section explains the importance of tourists' perceived value of shopping tourism.

1.3. Perceived Value

Perceived value has garnered the attention of researchers as the most major factor in the measurement of tourist satisfaction and revisiting intention (Chen & Chen, 2010) consequently, the interest of DMOs in the concept of "perceived value" has increased in recent years. Research on tourists' perceived value of shopping tourism can help DMOs identify the needs of shopping tourists and attract those specific travelers. Furthermore, previous studies on perceived value of tourism have applied a uni-dimensional approach that focused on the economic aspects (Pizam, Neumann, & Reichel, 1978; Lehtinen & Lehtinen, 1991). These studies also did not reflect the complexity of consumers' perceived value, and failed to properly account for numerous intangible and intrinsic factors of such perceptions (Rabbiosi, 2011). Evaluating shopping tourism is not exclusively based on the merits of the acquired goods or services (Holbrook, 1986).

Although there have been many attempts to measure the consumers' perceived value of products or services in greater detail using a multi-dimensional approach (Boksberger & Melsen, 2011; Chen & Chen, 2010), few studies applied a multi-dimensional approach in examining the perceived value of shopping tourism. Thus, the current study aims to identify tourists' perceived value of shopping tourism using the multi-

dimensional approach. Furthermore, this study investigates the factors affecting tourists' perceived value of shopping tourism based on regulatory focus theory (RFT), as proposed by Higgins (1997). The next section discusses RFT as a foundation theory for this study.

1.4. Regulatory Focus Theory (RFT)

Using motivation theory of self-regulatory focus, Higgins (1997) presented the two types of self-regulating behavior to achieve personal goals based on the motivational system of an individual; in this theory, promotional focus and preventive focus serve as motivations that affect the processes of achieving goals. Promotional focus refers to the motive of promoting the status quo to realize a positive goal and a desirable outcome, whereas the prevention focus refers to the motive of avoiding an unsatisfactory or unwanted outcome in the process of attaining a goal (Brockner, Higgins, & Low, 2004). The regulatory focus of an individual concentrates on the desired end-state.

People with promotional motivation not only have desires, such as achievement, improvement, enhancement and aspiration for a goal, but also strong sense of overcoming challenging situations because they prefer adventure. Those with this tendency frequently focus on the gain-non-gain of positive outcomes; thus, they willingly accept the risk to reach their goals (Brockner & Higgins, 2001). By contrast, those inclined toward a preventative motivation are essentially passive toward new situations that deviate from the status quo because of strong desires for safety, protection, duty, defense, and responsibility. The main focus of preventative motivation is to avoid risk and loss (Higgins, 1997).

People adjust their promotion/prevention focuses to maximize their goals and minimize risk/uncertainty. Based on RFT, tourists are likely to visit more trusted shopping

destinations to maximize gains of pleasure (achievement of shopping) and minimize risks (disappointment). From this perspective, trust for a shopping destination has an important function for tourists. Trust, an integral factor of successful business transactions, contains the mechanism by which to reduce complexity in situations of uncertainty. Trust reduces the perception of risk during a transaction and supports the desire to minimize a negative outcome. RFT thus explains the relation between the external situation and the individual tendency of self-regulatory focus. This can be seen as a focus of increasing the prevention effect by choosing a highly trusted tourist destination in the process of tourist selection of tourist shopping destinations, which can also be applied in this study.

1.5. Shopping Destination Trust

Shopping tourists expect to satisfy their desires through various tourism activities (Kim, Chung, & Lee, 2011). However, an inherent burden of risk exists in most cases of product purchase (Kim et al., 2011). Consumer risks include financial loss, deterioration of functionality and performance, and erroneous selection of a brand (Kim et al., 2011). Trust in transactional relationships helps manage uncertainties and enhances opportunities through which coordination and cooperation among trading partners can be improved. Therefore, trust for a shopping destination may be a core element employed by a tourist to evaluate a shopping tourism destination. Tourism literature shows that little research has considered this aspect of trust (Kim et al., 2011; Wu & Chang, 2006). Therefore, the current study investigates the role of trust in the formulation of tourists' perceived value of shopping tourism. In particular, this study identifies the key dimensions of trust at a shopping destination, and examines the relationship between shopping destination trust and tourists' perceived value of shopping tourism.

1.6. Moderator: Gender

The influences of trust on shopping behavior may differ according to gender (Gefen, Karahanna, & Straub, 2006). During shopping, men tend to consider a couple of aspect of products and their companies, such as “integrity” and “competence”. These aspects of trust contribute to building of trust among men. In contrast, women are inclined to focus on specific information on products and are more influenced by reputation as expressed by others. A commonly accepted notion is that while women perceive consumption as a positive experience and a component of relaxation, men tend to perceive shopping as negative experience and a chore (Gefen, 2000). Accordingly, men focus on the result of obtaining something and performing the task with minimum time and effort, whereas women focus on the process of purchasing itself. Such ideas are consistent with RFT, and can be synthesized using the theory. Based on RFT, male tourists are more likely to plan visits in more trusted destinations than female tourists, thereby suggesting that male tourists are prevention-focused, whereas female tourists are promotion-focused. Therefore, gender can moderate the relationship between shopping destination trust and tourists’ perceived value of shopping tourism.

1.7. Problem Statement

Shopping is a favorite activity that is enjoyed by a significant number of tourists (Roserson, 2011). Despite the importance of shopping in tourist activity, the topic of shopping tourism has been largely ignored. Thus, there is a need to investigate shopping tourism from tourists' perspectives. Consequently, various issues arise.

First, studies on shopping tourism are lacking. (Timothy, 2005; Saayman & Saayman, 2012), while some only considered shopping as an important element that helps a tourist select a destination. Shopping is no longer an incidental behavior, but a major activity for tourists, equal to lodging or attractions. When selecting destinations, tourists show greater interest in the possibility of purchasing quality items (Moscardo, 2004). Although shopping is a tourist activity, in which they spend much time and money, only few studies have focused on shopping tourism (Henderson, Chee, Mun, & Lee, 2011), and many of them only considered shopping as an incidental activity. Studies that focus on shopping tourism (Timothy, 2005; Michalko & Varadi, 2004) are necessary to gain detailed insights into the needs of shopping tourists.

Second, few studies have considered the value of the hospitality and tourism industry as perceived by tourists, and none of them have focused on shopping tourism. Previous studies have found that tourists' perceived value from a travel experience directly influences their satisfaction; furthermore, there are also other mediating variables (i.e., shopping emotion: pleasure and arousal) that are indirectly influential (Yuksel, 2004, 2007). Given the importance of identifying tourists' perceived value of tourism, various studies examined heritage tourism, experiences at theme parks, golf tourism, adventure tourism, and conventioning. Few studies investigated shopping tourism.

Finally, no attempt has been made to identify the dimensions of shopping destination trust. Shopping tourists may want to buy reliable items, especially luxury goods, at a trustworthy destination. In line with this, the issues of trust in relation to shopping destination selection have been discussed in the literature. Therefore, studies that identify the key dimensions of shopping destination trust are important in discovering tourists'

concerns when they plan a trip for the purpose of shopping. Furthermore, the avenues by which trust for a shopping destination affects tourists' perceived value derived from shopping tourism require in-depth investigation to maximize the positivity of tourists' perceived value of shopping tourism.

1.8. Research Questions and Objectives

Owing to the scarcity of empirical studies on tourists' perceived value of shopping tourism, the current research aims to address the following issues:

- What is the tourists' perceived value from shopping tourism?
- What are the components of shopping destination trust?
- Does a positive relationship exist between shopping destination trust and tourists' perceived value?
- Is there any difference in terms of perceived value between genders?

Based on the previous discussion, the current study has five research objectives:

- to investigate each of tourists' perceived values (i.e., emotional value, social value, functional value in terms of cost/value for money, and functional value in terms of quality/performance) of shopping tourism;
- to identify dimensions of shopping destination trust;
- to examine the effect of shopping destination trust on each of the tourists' perceived values of shopping tourism; and
- to explore the moderating effect of gender on the relationship between shopping destination trust and each of the tourists' perceived values; and

- to provide academic contributions and practical implications for marketing destination organisations to help them attract shopping tourists.

1.9. Significance of the Research

The most important implication of this study is its expansion of the range of studies on shopping tourism by examining tourists' perceived value of shopping tourism. Although there are many studies on shopping related to tourism, few studies on shopping tourism consider shopping as the primary motivation for travel. The findings from the current study not only fill the gaps from previous studies on shopping tourism, but also provide recommendations for DMOs.

1.9.1. Academic Contributions

First, this study expands the range of studies on shopping tourism. Timothy (2005) and other scholars (Michalkó & Ratz, 2006; Tosun, Temizkan, Timothy, & Fyall, 2007) defined shopping tourism as travels with the aim of purchasing goods, and thereby indicating a clear difference between other reasons in terms of motive and shopping as an incidental tourism activity. The current study examines shopping tourism, formerly regarded as an incidental activity of tourists, as an independent form of tourism.

Second, this study explores the tourists' perceived value of shopping tourism using a multi-dimensional approach. In studies that associate shopping with tourism, perceived value is linked to the tourists' overall assessment of the usefulness of shopping tourism compared with their overall incurred costs. Previous studies verified that a positive perceived value leads to tourist satisfaction and intention to recommend the destination (Gallarza & Saura, 2006). However, Chen and Hu (2010) identified the difficulty of

examining perceived value using only a uni-dimensional approach. Accordingly, the current study applies the PERVAL (perceived value scale), which was developed by Sweeney and Souter (2001), to measure the tourists' perceived value of shopping tourism. The scale consists of four dimensions, namely, emotional, social, functional (cost/value for money), and functional values (quality/performance). Through this process, this study expects to contribute to the better understanding of tourists' perceived value of shopping tourism.

Third, an investigation of trust for a shopping destination determines this factor's degree of significance in terms of influencing tourists' perceived value of shopping tourism. Given that shopping destination trust has not been discussed in previous research, the current study defines trust for a destination based on existing literature. In addition, a review of previous literature on trust resulted in the identification of 11 dimensions of trust for a shopping destination. This study verifies those dimensions.

Fourth, this study applies RFT in the context of shopping tourism. RFT is more widely used in investigating people's perceptions when deciding on an advertising context than in hospitality and tourism research. The resulting motivational theory of self-regulatory focus suggests that promotion and prevention focuses, which act as motives, affect how individuals achieve goals. In this case, promotion focus refers to the motive of promoting a status quo to realize positive goals and desirable outcomes, whereas prevention focus refers to the motive of avoiding unsatisfactory or unwanted outcomes related to achieving goals (Higgins, 1997). This theory confirms that tourists are likely to visit trusted shopping destinations to maximize pleasure (shopping achievement) and minimize risk (disappointment). This study helps explain the relation between the external

situation and the individual tendency to self-regulate, and increases the prevention effect by choosing highly trusted shopping destinations.

1.9.2. Practical Implications

This study's findings would allow DMOs to develop a more effective marketing strategy for shopping tourism. The Hong Kong Tourism Board (HKTB) currently has several ongoing marketing promotions to increase the number of international tourist arrivals (Hong Kong Tourism Board, 2014). HKTB and Visa, for example, forged a partnership in 2010 and have continued to collaborate in promotions to attract travelers from around the region and to increase sales for different business sectors. They are rolling out a series of attractive promotions to stimulate the summer spending of shopping tourists.

According to a survey on credit card use (Roberts & Jones, 2001), tourists are worried that as the economy worsens, the risks for identity fraud, particularly credit card data theft, would increase. Credit and debit card frauds are the top security concerns for tourists, with 66% indicating that they are seriously concerned with unauthorized access or exploitation of their personal information. However, no long-term marketing promotion and strategies exist to make shopping tourists feel trustworthy. This study can help DMOs by identifying the key dimensions of shopping destination trust. Based on the research findings, DMOs can promote a destination as a safe and reliable one.

Second, this study presents a direction through which competitive advantage can be gained, namely, attracting shopping tourists by developing trust for a shopping destination. Many countries are expending efforts to attract shopping tourists because of the potential economic effect (Santos & Vieira, 2012). For instance, since 1996, Dubai has

hosted the Dubai Shopping Festival (Anwar & Sohail, 2004); Istanbul in Turkey and Macau have also encouraged shopping through the Istanbul Shopping Festival and the Macau Shopping Festival of 2011, respectively (Wong, 2013). Thus, competition among shopping destinations has become more intense. Given that tourists seek reliable items at trustworthy destinations, trust in a shopping destination is an important issue for shopping tourism. In this study, the assumption is that shopping destination trust is an important factor that can influence tourists' perceived value of shopping tourism.

1.10. Thesis Outline

This thesis consists of six chapters, namely, Introduction, Literature Review, Methodology, Results, Discussion and Implications, and Conclusions. Chapter 1 presents the issue and purpose of this study based on the research questions, objectives, and contributions. Chapter 2 is the literature review, which introduces the theoretical approach to investigate shopping tourism, tourists' perceived value, and shopping destination trust. This chapter presents the theoretical framework for the study through a review of existing studies. Chapter 3 is the methodology chapter and provides a detailed account of how the study is conducted. Particularly, study design, sampling technique used to select the study respondents, measurement of variables, questionnaire design, data collection procedures, and data analysis are discussed.

Chapter 4 presents the findings of the study following the aforementioned objectives, using descriptive statistics, analysis of variance, exploratory factor analysis (EFA), and confirmatory factor analysis (CFA). Chapter 5 provides the detailed discussions on the findings and answers to research questions and discusses how the results obtained are consistent or different from the previous studies identified in the literature review section. This Chapter also

highlights the academic contributions and practical implications of the findings. Finally, Chapter 6 concludes the study and provides recommendations for future research. The appendix and references comprise the last part of this thesis.

1.11. Chapter Summary

This chapter explains the necessity of examining the factors related to tourists' perceived value of shopping tourism. However, existing studies on shopping in relation to tourism mostly adopted the context of incidental activities of tourists without making distinctions among studies on “tourist shopping” and “shopping tourism.” Such studies also identified the often mistaken meaning and interchangeability of both terms. Considering the importance of shopping in tourism, investigating this topic and focusing on tourism with shopping as the main motivation are essential areas for consideration. The primary objective of this study is to examine the factors related to tourists' perceived value of shopping tourism. Accordingly, the chapter summarizes the presentation of the issue, the developed research questions and objectives, and major contributions to the field.

CHAPTER 2. LITERATURE REVIEW

2.1. Chapter Introduction

This chapter details the review of literature related to the research context and the main constructs, namely, tourists' perceived value of shopping tourism and shopping destination trust. Moreover, the literature on regulatory focus theory, which supports the conceptual frame work, is included. A critical literature review identifies gaps in current research and enriches the literature by filling those deficits, leading to a proposed conceptual framework.

2.2. Shopping Tourism

2.2.1. Shopping Tourism: Concept and Definition

Tourism was previously defined in terms of sightseeing and experiencing other cultures. However, the term “tourism” refers to more special interest tourism activities (Wong & Wan, 2013). This evolution signifies that travelling is an activity designed to fulfill one’s pursuits. Travel agencies are also creating new travel packages to satisfy the expectations and preferences of tourists. These packages include shopping tourism with the major purpose of shopping, which is one of the most prevalent forms of tourism (Tomori, 2010). Existing studies have cited shopping as a major area of tourism activities. Yuksel (2007) indicates that shopping is one of the favorite activities of tourists. Tourists engage in shopping fulfill their desire to own products or achieve a memorable experience (Way & Roberson, 2013). Shopping has motivated tourists to visit certain destinations to engage in shopping and sightseeing, which induce a desire to rest and deviate from the routine (Rabbiosi, 2011; Kim, Timothy, & Hwang, 2011). Tourists persue pleasurable and

utilitarian shopping values. Scholars emphasize that tourists could still feel satisfied and pleased despite their non-involvement in an actual shopping behavior.

The effects of shopping tourism primarily include socio-cultural and economic aspects. From the socio-cultural aspect, tourists can generate a memorable destination image through shopping travel (Dimanche, 2003; Josiam, Kinley, & Kim, 2004). Dimanche (2003) assert that tourists become more interactive with local cultures through shopping, which subsequently creates an ideal opportunity for tourists who are unfamiliar with the destination to understand local culture through a direct shopping experience.

With regard to the economic effect, the development of new tourism package products (i.e., shopping package tour) can induce important economic effects spurred by increased profits from foreign exchange (Wu, Li, & Song, 2011). Given the contribution of foreign exchange and its role in overcoming difficulties, the ultimate contribution of tourism to national economic growth is significant. In addition, tourism can diversify the structure of the local economy, correct imbalances, and fill in gaps by increasing tourist arrivals, generating jobs, and eventually revitalizing the related industries. However, the interest of academics in the specific notion of “shopping tourism” has been scarce (Saayman & Saayman, 2012; Rabbiosi, 2011; Tomori, 2010).

Accordingly, the definitions of shopping tourism are somewhat ambiguous. Timothy and Butler (1995), and Michalko and Varadi (2004) define shopping tourism as a form of travel with the major purpose of shopping. Michalko (2004) defines shopping tourism as touring in which the tourist spends more than 50% of travel expenses on shopping, excluding accommodation and transportation costs; this meaningful finding provides specific figures. Timothy (2005) adds that shopping tourism represents the major

objective of tourists as shopping. The definition has gained the widespread acceptance of other scholars (e.g., Michalko and Ratz, 2006; Liu and Wang, 2010; Tomori, 2010; Rabbiosi, 2011; Saayman and Saayman, 2012), who investigated the shopping tourism phenomenon. By contrast, Kent, Shock, and Snow (1983) provide a relatively broad view on shopping tourism. They state that shopping tourism is an outcome of every activity (e.g., eating, sightseeing, and shopping) during a trip to satisfy a desire. Similarly, Yu and Littrell (2003) regard shopping tourism as a tourist activity at a destination, in addition to sightseeing, listening, and feeling purchased products with or without the purpose of shopping. Views continue to vary considering that the investigation of shopping tourism remains at its infancy. Following Timothy's (2005) definition, which is the most generally accepted in tourism literature, we define shopping tourism as travel with shopping as the major purpose.

2.2.2. Difference in Activity: Shopping Tourist and General Tourist

Aside from the act of purchasing goods, shopping includes moving and observing goods for purchase (Liu, Choi, & Lee, 2008). Considering that nearly every tourist enjoys shopping at a destination, shopping in tourism can encompass every act that incidentally occurs during a travel (Anderson, 2010). Shopping tourism occurs when tourists visit a destination with the main objective of shopping. Stated differently, the standard for classifying the two concepts is how much time during the travel is devoted for shopping. The respective motivations for these two concepts are also clearly different, as shown in Table 2.1.

Table 2.1. Comparison of Shopping Activities of Shopping Tourists and General Tourists

	Shopping Tourist	General Tourist
Purpose	Shopping is the primary purpose for travel	Shopping is an incidental activity during travel
Motivation	Price difference	Pursuit of newness
	Attractive destination	Pursuit of product functionality
Intention to revisit	Wider merchandise selection	Spending leisure time
	Relatively high	Souvenir consumption
		Impulsive shopping
		Relatively low

Note: Reorganized by the author based on the literature review

According to Timothy (2005), the reasons for shopping tourism are mainly divided into three types. First of these is bargain hunting, in which major price differences exist between tourists' homeland and destination (Liu & Wang, 2010; Michalko & Ratz, 2006; Michalko & Varadi, 2004; Rabbiosi, 2011; Saayman & Saayman, 2012; Svab, 2002; Timothy, 2005; Tomori, 2010). For example, duty free areas in Hong Kong have different prices compared with those in tourists' homelands. Shopping promotions provide opportunities for tourists to purchase products at even lower prices. These factors create significant motivations for shopping tourists. The second reason for shopping tourism arises when destinations with certain themes (Timothy, 2005) become famous. Hence, regions that are famous for particular products or a particular shopping mall are more attractive for tourists seeking to purchase products in the region. The second reason also relates to famous shopping malls with promotional events. Unique merchandise, souvenirs, crafts, and duty-free products are highly appealing to tourists.

Finally, tourist motivation for shopping during a tour may represent pursuit of newness, pursuit of product functionality, spending leisure time, purchasing souvenirs, and impulsive acts (Bojanic, 2011). Pursuit of newness refers to deviations from daily routine to experience new places and events. As products become standardized and globalized, tourists seek novel and rare shopping opportunities because they do not achieve satisfaction from products that are easily available; thus, their consumption consciousness is elevated to a higher level. Tourists prefer to purchase practical and commemorative products (Cave, Joliffie, & Coteau, 2012), such as coffee cups, key chains, clothes, or stationery. Tourists who seek practicality purchase products according to value and equivalence, while those seeking pragmatism purchase products that are easily carried and protected. Consequently, product size, weight, and material are important factors determining tourist purchasing intention. Tourists also purchase products as a leisurely activity, which frequently occurs at airports while waiting to board. Such shopping is unintentional and impulsive.

In this cases, tourist shopping includes purchasing gifts and souvenirs for family and friends (Kong & Chang, 2012; Rosenbaum & Spears, 2005). In a comparative study of tourist activities, Timothy (2005) found that intention to revisit is higher for shopping tourists. However, as previously mentioned, the concepts of “tourist shopping” and “shopping tourism” have been interchangeably used in academic circles, while their differences have been ignored. The next section summarizes tourism studies related to shopping; these are introduced according to their topics.

2.2.3. Overview of Issues in Contemporary Shopping Tourism

Review of related tourist shopping studies

Shopping as a concept has enjoyed extensive attention from researchers as a tourist leisure activity, with a diverse range of topics from shopping motivation to shopping value. Common topics are souvenir purchase, activity satisfaction, shopping motivation, and shopping space. Table 2.2 (see, refer to Appendix I) summarizes previous studies on tourist shopping. In a study conducted with female tourists in Mexico, Anderson and Littrell (1995) asserted that souvenirs reflecting local culture, have reasonable prices, consist of unique materials, have pleasing overall designs, and are portable are the most important aspects motivating souvenir purchase. These reasons focus on product functionality, an assertion reconfirmed by Kim and Littrell (2001) who also claimed that characteristics, such as packing convenience, portability, price, color and design, practicality and functionality, affect purchase intentions. However, studies that only emphasized practical and functional aspects can only gain a limited understanding of the overall behavior of tourism shopping; hence, these studies have difficulties deducing satisfying results amidst a recent circumstance, which emphasizes the element of tourists' experiences (Wilkins, 2011).

The main motivation for purchasing souvenirs is not just functional, it is also meant for tourists to achieve pleasure, have mementos of an experience, and buy gifts for close friends (Swanson & Timothy, 2005). Kong and Chang (2012) confirmed that tourists who visited Macao purchased souvenirs to remember their experiences and to better appreciate local culture. Swanson and Horridge (2004) examined the effects of tour activities and tourist demographics on souvenir purchase, and found that while demographics did not have meaningful effects, tour activities have positive effects on souvenir purchase, product

attributes, and store attributes. Other studies covered souvenir authenticity (Littrell, Anderson, & Brown, 1993), tourist perceptions of souvenirs (Swanson, 2004), and souvenir and tour styles (Littrell et al., 1994), among others.

Meanwhile, other studies considered tourist shopping satisfaction. Heung and Cheng (2000) evaluated the attributes of shopping malls, which affect the satisfaction of shopping tourists, given that foreign tourists in Hong Kong often spend 50% of travel expenses on shopping. The survey, conducted with 200 foreign tourists, identified five attributes of shopping malls that affect satisfaction, namely, store lighting, physical background, window display, store hours, and product reliability. Using factor analysis, Heung and Cheng (2000) categorized the attributes to four dimensions, including staff quality, service quality, product quality, and product reliability. Multiple regression analysis showed that the dimensions affected shopping tourist satisfaction in the previous order.

Meanwhile, Wong and Law (2003) compared shopping satisfaction with expectations by dividing Hong Kong visitors into Asian and Western tourists. They found that Western tourists gained greater satisfaction from service quality, item quality, item diversity, and product price. In studying tourist satisfaction in Hong Kong, Liu et al. (2008) narrowed their targeted participants to Chinese tourists, after which they specifically examined their expectations of fashion retailers and actual shopping satisfaction.

Indeed, many studies focused on Hong Kong because it is a well-known shopping destination. One example is the study of Qu and Li (1997), which featured a shopping experience survey based on 16 shopping attributes among tourists in Hong Kong. The survey requested tourists to compare their overall shopping experiences in Hong Kong and

in their home countries. Qu and Li (1997) found that Hong Kong retailers offered greater variety, faster and more efficient service, and better value for money. However, the tourists complained that most retailers did not implement marked price systems for their products. The authors also studied the comparison between tourists' shopping experiences in Hong Kong and those in their respective home countries, and found that Japanese tourists have a tendency to highly rate the shopping experience for cleanliness, favorable sales staff attitude, honesty, and innovativeness. Although Western European and Southeast Asian tourists responded that their experiences have improved, they negatively evaluated the sales staff and the lack of marked price systems (Qu & Li, 1997).

Wong, Lu, and Yuan (2001) developed a tool for evaluating the level of appeal of shopping malls to tourists; the tool consists of 21 attributes within six dimensions: location, product quality, product assortment, popularity, facilities, and sales incentives. The order of importance is as follows: product quality > product assortment > sales incentives > location. Kinley et al. (2003) deduced shopping mall enticement factors by measuring items used by Jenkins (1999) and Thatch and Axinn (1994) to examine the level of importance of enticement factors (i.e., product/atmosphere, entertainment, basic facilities, and convenience) among shopping tourists and shopping center staff.

A popular consumer behavior study is that of Yuksel's (2007) examination of the effects of environmental awareness, utilitarian (pleasure and ventilation) values, and hedonic values on approach behavior by combining the shopping value concept of tourist with the model proposed by Mehrabian and Russell (1974). The author's analysis of tourists in the shopping area in a city in Southwestern Turkey revealed that every hypothesis has meaningful effects on approach behavior, except for utilitarian value. The

results prove that environmental awareness related to shopping location is an important factor for forming tourist awareness, emotion, and behavior. In addition, positive consumptive behavior can occur among tourists when the shopping environment is appropriate. Other studies covered a variety of topics, as shown in Table 2.3 (see, Appendix I). However, most of these regarded shopping as an incidental tourist activity, although some displayed improvement by accurately differentiating between the objectives and motivations of shopping tourism and tourist shopping. The next section reviews existing studies on shopping tourism, which consider travel as the main shopping objective.

Review of related shopping tourism studies

Only recently have studies examined shopping as a main tourism purpose of tourism. Limited in range and number, these were conducted in the early 1990s. Such works used satisfaction as the motivation and treated shopping behavior as an incidental activity. Table 2.3 summarizes existing studies on shopping tourism. Svab (2002) was one of the first researchers to study shopping tourism, highlighting it in a socialist system. Svab (2002) explained the motives of Slovenians for shopping. While acknowledging that shopping tourism can motivate tourists based on economic benefit (i.e., product price difference), Svab (2002) highlighted the possibility of shopping tourism as a consequence of complex socio-cultural phenomena, national policy, and economic status. The author also regarded shopping tourism as a component of a family event rather than as a tourism event (Svab, 2002).

Table 2.3. Previous Studies on Shopping Tourism

Year	Author	Specific Target	Study Site	Related topics
2002	Svab	Tourists, Residents	Slovenia	Motivation, Socialism
2004	Michalko & Varadi	Tourist	Hungary	Motivation
2005	Timothy	Tourist	U.S.A	Retailing and leisure
2006	Michalko & Ratz	Tourist	Europe	Motivation, Gender difference
2010	Liu & Wang	Tourist	U.S.A	Marketing
2010	Tomori	Tourist	Hungary	Cross-border shopping
2011	Rabbiosi	Case study	Italy	Local planning
2012	Saayman & Saayman	Tourist	S. Africa	Motivation

Note: Reorganized by the author based on the literature review

Contrarily, Michalko and Varadi (2004) emphasized price difference as the main motive of shopping tourism. Other identified shopping tourism motives include low price, possibility of purchasing high-quality products, favorable shopping environment, and wider selection. More specifically, Michalko and Varadi (2004) divided shopping tourism into “business and services shopping” and “leisure and spontaneous shopping.” They also reported that profit generation is the motivation for the first type, with which single day tours occur frequently, whereas for the latter, fun and entertainment directly relate to longer itineraries and shopping. Saayman and Saayman (2012), meanwhile, examined shopping tourism motives in South Africa and found that, aside from obtaining products absent in other regions, financial profit also serves as the most significant motivation for shopping tourism. Michalko and Ratz (2006) examined outbound tourist behavior and travel motives for Hungarian shopping tourists. Particularly, they investigated the participation levels of

shopping tourists according to various factors, such as gender, reason for shopping tourism, source of information that influences product selection, factors that influence product purchase, shopping location, and so on. They concluded that women more actively participate in shopping tourism than men, because the role of shopping is mainly assigned to women in ordinary family life. Additionally, Hungarian shopping tourists are sensitive to product price, and a reasonably acceptable price range has the most direct influence on their shopping activities.

Meanwhile, Tomori (2010) focused on shopping tourism at the Hungarian border using a theoretical perspective. The author then associated the popularity of shopping tourism in Hungary with two important factors, namely, its geographical distance with neighboring states, and the unique socialist system of Eastern Europe. Liu and Wang (2010) emphasized the need to establish shopping tourism destinations with certain themes as well as the need to associate these with the theme of “luxury.” The authors proposed that managers of shopping tourism destinations should also develop a shopping route that harmonizes various shopping spots to revitalize destinations that have lost their appeal. Similarly, Rabbiosi (2011) examined changes in the images of existing retail venues in shopping destinations that opened major shopping outlets and the effects of changing promotions of a location. Clearly, the scope of shopping tourism studies is somewhat limited, with scholars primarily focused on motivation. Thus, further studies are required.

One interesting fact emerged while analyzing the existing studies: empirical studies on shopping tourism have been conducted mostly in Eastern European countries, whereas typical shopping destinations that ordinary people without academic backgrounds can recall are Hong Kong, Singapore, London, Paris, or Dubai. Eastern European studies,

particularly those conducted in Hungary, used approaches that somewhat different from ours. They mainly explain cases whereon shopping tourism arises from tourists who shop as a form of ancillary activity and those who do cross-border shopping as a necessary activity. Sikos and Kovács (2008) conducted a study on the economic, geographic, and retail aspects of cross-border business occurring in the southwestern border region of Slovakia. They proposed that analysis must include the cross-border trade process between Hungary and Slovakia, because border trade according to the EU and Schengen agreement does not follow the market, geographic, and infrastructural conditions. Sikos and Kovács (2008) concluded that improving retail business within their study area affected both the local population and cross-border shopping. Further, they found significant differences among the shopping frequencies and motivations of Hungarian and Slovak shoppers. This phenomenon indicates an asymmetrical relationship wherein more Slovaks cross the border to Hungary because Hungarian cities along the border (Győr, Tatabánya, and Budapest) provide retail services that are not available in Slovakia.

Wessely (2002) raised a similar issue in analyzing shopping tourism in Romania, Yugoslavia, Croatia, Slovenia, and Hungary in the early 1990s. Two types of issues have emerged. First, the legal classification of “tourism” among foreign visitors refers to economic activities limited to visitor consumption. However, tourists from socialist states often conduct certain trading activities to pay for expenses of staying abroad. Second, every citizen of a socialist state seeking to do business abroad—regardless of scale—must pretend to be tourists because trade with other countries is a state-run monopoly. Wessely (2002) focused on the fact that most citizens from these countries hardly ever traveled and frequently purchased cheap products. These products are then sold in unregulated or

loosely regulated markets via black market channels or through shopping tourists from border regions possessing special cross-border passes.

Arguably, shopping tourism began as cross-border shopping borne of political and economic situations, yet no issue has emerged from this origin even based on the current definition. With shopping as the main purpose, aside from other activities, no issue would arise if shopping tourism included purchasing daily necessities or other products. Given that the main reason for shopping tourism is to benefit from more reasonable prices abroad than those at home (Timothy, 2005), this is not significantly different from the motives previously considered.

By contrast, the motivation is clearly different for visiting Hong Kong and Dubai, which are considered centers for shopping tourism. Shopping is an important industry in Hong Kong and shopping centers, including well-organized duty-free shops and conventional markets with unique characteristics, provide unusual fun and satisfaction for tourists (Heung & Cheng, 2000). For a long time, Hong Kong has been known as the premier destination for shopping tourism in Asia. Although the years it had spent as a British colony influenced some of the original traditions and culture, Hong Kong remained a global tourist destination because of its geographical location. Numerous foreigners in Asia traveled by way of Hong Kong; hence, lodging, entertainment, and commerce advanced naturally (Huang & Hsu, 2005).

Aside from such factors as mild climate, convenient transportation and excellent facilities, factors that induce shopping (e.g., affordable products, duty-free purchases, and opportunities to purchase products from different countries) play a major role in making

Hong Kong a successful tourist destination. Duty-free shopping corresponds with significant shopping tourism for purchases with reasonable price differentials (Ibrahim & Ng, 2002). The development of Hong Kong is clearly different from the growth of Eastern European regions. While cross-border shopping in Eastern Europe represents a case wherein tourism and travel are done in addition to retail shopping, Hong Kong is a destination for shopping tourism with tourism as an incidental activity. The annual Hong Kong Shopping Festival is a wildly successful and attractive shopping opportunity that has attracted tourists through the variety of shopping venues and high-quality services it offers. Its commercial promotion has four themes (i.e., fashion/beauty, watch/jewelry, electronic products, and Chinese traditional products), which are all suitable for shoppers who follow the trends (Huang & Hsu, 2005).

Overall, the primary motivations for shopping tourism are price differences and geographic accessibility. However, considering that shopping tourism is not retail shopping, other elements can also affect the complex dynamics of shopping tourism experiences. Experience is important in examining factors related to tourists' perceived value of shopping tourism, and an examination is needed to classify these factors into emotional and social values. The next section addresses this need.

2.3. Regulatory Focus Theory (RFT)

The hedonic principle that has become a prerequisite supposition for explaining human motive is a theory based on the proposition that people commonly pursue pleasure while avoiding pain. Higgins (1997) proposed a method of regulating one's behavior to achieve a goal based on a motivational system. The resulting motivational theory of self-

regulatory focus posits that the promotion focus and the prevention focus, acting as motives, affect how individuals achieve their goals. The promotion focus in this case refers to the motive of promoting the status quo to realize positive goals and desirable outcomes, whereas the prevention focus refers to the motive of avoiding unsatisfactory or unwanted outcomes related to goal achievement (Brockner et al., 2004).

In general, promotion focus refers to the state of wanting to promote the status quo, whereas prevention focus refers to the state of wanting to maintain the status quo. Accordingly, there have been many efforts to search for more opportunities in promotion focus, which can respond sensitively to gain, whereas efforts related to prevention focus aim to prevent a potential mistake and respond more sensitively to loss. Hence, people with promotion motive have desires (e.g., achievement, improvement, enhancement, and aspiration towards their goals) and a strong sense of overcoming challenging situations because of their adventurous tendency; people with such tendency mostly focus on gain-non-gain of positive outcomes, thereby having the risk-taking tendency for their desired outcomes (Brockner & Higgins, 2001).

Conversely, people with prevention motive tend to be basically passive toward new situations that deviate from the status quo, because of their strong desires of safety, protection, duty, defense, and responsibility. Hence, the main focus of people with prevention motive is avoiding risk and loss (Higgins, 1997). Humans possess the two abovementioned types of chronic regulatory motives as their focus or approach of regulating or controlling their behavior to achieve their internal goals. Individuals with a promotion focus respond sensitively to positive outcomes, such as a nurturance-related regulation that is ideal, hopeful and inspiring, whereas those with a protection focus have

the characteristic of being sensitive to negative outcomes, such as a security-related regulation with an obligation, duty, and a sense of responsibility. In addition, the differences in characteristics of these two types of regulatory focus have significant effects on various aspects, such as the type of emotion felt by the consumer, decision based on subjective value, creativity, and persuasion effect. To summarize the concepts reviewed thus far, regulatory focus refers to the two types of motivational structure (prevention motive vs. promotion motive), which affect the process of achieving goals. Promotion motive is more suitable for improving the status quo and realizing positive goals and desired end states, whereas prevention motive is more suitable for maintaining the status quo as much as possible. This is because someone with a prevention motive has the tendency to avoid unsatisfactory or unwanted outcomes.

Trust is the most important factor in every business transaction, whether a commercial transaction is performed using the traditional method or online (Bohnet & Zeckhauser, 2004). Economists and sociologists have focused on how systems are created to reduce concerns and uncertainties often related to transactions (Zhou & Tian, 2010). This behavior reflects the human nature of trying to avoid and minimize risk (Malhotra & Murnighan, 2002). From this perspective, trust performs an important function by lowering the complexity of information and reducing the risk perceived during transactions. Trust can be conceptualized at different levels according to the arrangement of an item, individual, group, network, system, company, and alliance between companies, all of which can affect the processes related to it (Bohnet & Zeckhauser, 2004). This means that trust is not needed if an action can occur with complete certainty and with no risk, and that the motivation for trust only exists in uncertain and risky environments. These ideas are

consistent with and can be synthesized under RFT. Basically, people approach pleasure and avoid pain through regulatory focus (Higgins, 1997). According to Higgins (1997), the regulatory focus of an individual (i.e., promotion and prevention focuses) operates in line with the desired end-state. In other words, the motivation of an individual mainly influences the transition from the current state to the desired end-state. Hence, based on RFT, tourists are more likely to visit more trusted destinations when they plan a shopping trip.

Although studies on shopping tourism that feature regulatory focus have not been conducted, there are some studies on decision-making that feature RFT. In Pham and Chang's (2010) study, a difference in the attributes is emphasized when individuals select restaurants from the perspective of customers who favor a restaurant. Looking at such difference from the perspective of the two types of regulatory focus, the results can be interpreted from the two aspects (achievement result and achievement risk) of each attribute felt by the customers who prefer the restaurant. Such regulatory motive can be distinguished in consumer tendency but also in various situations. For example, a situation in which value is accumulated (e.g., giving a donation) is highly related to the improvement motive, whereas a situation in which value is consumed (e.g., product purchase) is highly related to the prevention motive.

Wang and Lee (2006) studied the effects of regulatory focus motive on selecting methods used in aid of decision making, and found that the consumption situation of the user postscript by consumers who are about to make a purchase is used in the context of consumer decision making. Based on the two studies (i.e., measuring or manipulating regulatory focus), the way by which participants select user postscripts has been studied.

In addition, Arnold and Reynolds (2009) applied RFT to a medical service situation to evaluate the expandability of the theory. They examined the effect of self-regulatory focus—a motivational system of consumers—on the process of selecting and evaluating medical service quality. In addition, they analyzed the relevance of emotion towards medical service on customers' perceived value within the actual situation of the medical service. Accordingly, studies on regulatory focus, which applied motivational theory to understand the goal achievement or the orientation of an individual, have advanced into further studies. This theory, which explains the relationship between the outside situation and the individual tendency of self-regulatory focus, can be seen as a focus of increasing the prevention effect. Hence, it can be used in this study wherein tourists are allowed to choose tourist shopping destinations that are highly trusted.

2.4. Perceived Value

2.4.1. Perceived Value: Concept and Definition

Various studies on perceived value have been conducted to explain customer behavior in the areas of psychology, sociology, and anthropology (Zeithmal, 1988; Dodds & Monroe, 1985; Nilson, 1992). Value, an abstract concept with different meanings depending on the context, is often interpreted from the perspective of trade-off between quality and price as a motive for consumption behavior, and has been given functional, situational, social, emotional, and effective attributions (Mathwick, Malhotra, & Rigdon, 2001) based on its marketing definition from the customer perspective (Patterson & Spreng, 1997). Researchers have become interested in perceived value because it is considered to be directly related to individual behavior; hence, understanding it is essential in deducing strategies for gaining competitive advantage (Woodruff, 1997; Parasuraman & Grewal,

2001). The present study approaches perceived value from the customer perspective while emphasizing customer perception. Value is subjectively perceived by customers as they make positive/negative evaluations on the environment, product, or services. The degree of perception refers to the trade-off between sacrifice and price paid to obtain the product and the desired quality, benefit, and efficiency after using it.

Zeithaml (1988) proposed that in marketing research, value has four aspects, namely, price, compensation on provision, trade-off between perceived product quality and price, and overall assessment on the object of subjective value while considering every assessment criterion. Hence, the author defined perceived value as the exchange between total benefit gained compared to total sacrifice made. Zeithaml's (1988) definition is the most widely accepted in international tourism literature.

Woodruff (1997) stated that perceived value indicates an opposite relation between what customers obtain (quality, benefit, utility, etc.) and what they give up upon receiving products or services (price and sacrifice). Kotler (2003) defined perceived value as the difference between the benefit gained by customers upon using certain goods or services and the costs they paid to use them. Anderson and Narus (1998), meanwhile, defines perceived value as the degree of customers' perception when converting into a monetary unit the degree of economic, technical, service, and social benefits they obtained during the exchange process between consumer and company. Monroe (1990) stated that the value perceived by purchase customers indicates the degree of trade-off between utility and quality obtained compared to paid cost. Based on Monroe's (1990) theory, Kashyap and Bojanic (2000) considered perceived value as the accumulative service value assessed through the price paid for overall service quality, which can change as a result of time cost,

customer preferences and characteristics, situation and background, symbolism, and perceived quality. Perceived value is thus expressed as the assessment of products and services (along with their attributes) that meet customer needs and purposes according to the situation, as well as the perceived preferences of customers on these.

Day (1990) defined perceived value as the difference between the value and cost perceived by the customer. While stating that quality, price and value are relative to quality, which also includes non-price attributes (product, customer service), Gale (1994) stated that value refers to quality compared with price. The author then argued that customers make purchases because they perceive and recognize the product value that a company produces. Meanwhile, Bolton and Drew (1991) defined perceived value as finding balance between the costs paid by the customer and his/her assessment of the received benefit. Dodds, Monroe, and Grewal (1991) defined it as the trade-off between perceived quality and sacrifice, regardless if it is monetary or non-monetary. They also used the means-purpose model to show the relation between perceived value and other concepts, including additional intrinsic attributes, extrinsic attributes, perceived quality, and other related abstract concepts. Lee and Ulgado (1997) found that perceived value can also be estimated using cost and time; they also found differences in perceptions (service quality) between service performance (service quality) and expectation. The various definitions provided by scholars are summarized in Table 2.4.

Table 2.4. Definition of Perceived Value

Scholar	Definition
Kotler (2003)	The difference between the benefit gained by customers upon using certain goods or services and the cost they paid
Buzzell & Gale (1987)	Perceived value is defined as quality compared with price.
Lee & Ulgado (1997)	A concept that can be estimated using cost and time, along with difference in perceptions (service quality), service performance (service quality) and expectation
Zeithaml (1988)	Consumers' overall assessment based on the benefit of providing value and cost paid
Dodds et al. (1991)	The trade-off relation between perceived quality and perceived sacrifice
Woodruff & Gardial (1996)	An opposite relation between what customers obtain (quality, benefit, utility, etc.) and what they have to give up upon receiving product or services (price and sacrifice)
Kashyap & Bojanic (2000)	Accumulative service value assessed through the price paid for overall service quality

Note: Reorganized by the author based on the literature review

Although perceived value is a subjective concept defined differently by individual customers, its benefit concept includes every intrinsic and extrinsic attribute, such as perceived quality or monetary and social benefits, whereas sacrifice refers to the overall assessment of every cost (whether monetary or non-monetary), such as time, effort, convenience, and price paid (Lee & Overby, 2004).

Tourists appreciate value after experiencing shopping tourism. Considering that service characteristics are revealed through complex service composition, it is necessary for perceived value to consider overall cost in obtaining benefits from shopping. Benefit is the belief and expectation of receiving good service. Monetary as well as non-monetary

costs comprise the overall payment that a customer has to make to participate in shopping tourism. Accordingly, the present study defines perceived value as the assessment of cost and benefit obtained from shopping tourism; it also includes sacrifices that tourists bear compared with the service benefit provided through activities that tourists choose and experience.

Importance of perceived value

Value may be defined as the overall assessment of the usefulness of a certain product or service based on the understanding that “(it is) what I obtain rather than what I give” (Zeithaml, 1988, p. 14). Thus, value is the trade-off between given and received elements. While classified as the typical benefit that can be obtained by customers in tourism, what is obtained and given is explained through the concept of sacrifice (Lee & Overby, 2004).

Existing literature on perceived value provides three reasons that explain its importance. First, the concept of value advanced from the establishment of two principal axes of consumer behavior (Yuksel & Yuksel, 2001), namely, economic level (price associated with the perceived price through transaction value) and psychological level (emotional aspect that actually affects product selection rather than more cognitive and rational aspects). Additionally, value has advanced from these two levels through studies that employed this approach to describe the concept. The value function study conducted by Thaler (1985), which is based on cognitive psychology and economic theory, helped spread the concept of value throughout marketing theory and consumer behavior research. Some examples include the ontological proposal of Hunt (1988), which focuses on value

transaction, and Kotler's (2003) view of marketing as the transaction process between two parties exchanging valuable objects.

Second, in terms of methodology, value as a concept can help explain different areas of consumer behavior, namely, product selection, purchase intention, and repurchase. Consequently, value is significantly associated with scientific study and marketing management.

Third, major consumer behavior concepts, such as quality and satisfaction, seem to be inseparable from value. Continuous efforts to improve our understanding of the difference between satisfaction and quality have been made in service marketing literature through studies on value concept. These studies defined value concept both externally (Bolton & Drew, 1991; Oliver, 1996; Cronin, Brady, & Hult, 2000) and internally (Yuksel & Yuksel, 2001; Baker & Crompton, 2000). Several scholars who paid attention to service quality in the early 1990s recognized the fact that perceived value lies at the core of consumers' service assessment (Bolton & Drew, 1991).

Since then, three concepts (service quality, customer satisfaction, and perceived value) on the concept study in service marketing literature have been recognized (Cronin et al., 2000). The discussion of the significance of these three concepts, however, is more important in this continuum of conceptual methodology. In fact, a majority of theoretical proposals discuss value on a higher level, which has become a higher concept where value includes quality (Oliver, 1999). Although certain scholars tend to present the superiority of value instead of satisfaction (Woodruff, 1997; Sweeney, Soutar, & Johnson, 1999), potential redundancy between these two concepts is still a subject of further discussion.

2.4.2. Measure of Perceived Value

2.4.2.1. Uni-dimensional Approach to Perceived Value

Marketing researchers are continuously conducting studies on measuring value while considering the purchase experience for a product or service (Petrick & Backman, 2002). Based on the perspective of measuring service to predict perceived value, studies have been conducted, and many differences have been found in conditions of high perceived risk and uncertainty of points of contact where the customers can receive service (Baker & Crompton, 2000). Meanwhile, in the discussions on measuring perceived value, various dimensions have been presented according to the type of service provided and the perspective of researcher. Perceived value not only refers to perceived quality or to perceived psychological state, but also to the exchange of monetary sacrifices; the concept of sacrifice can explain the quality of service that is classified into the benefits a customer can obtain, and the products (or services) being consumed to obtain said benefits (Teas & Agarwal, 2000).

Zeithaml (1988) asserted that perceived value can accurately assess the utility of a product based on the perception of the things received and consumed by customers, and she measures perceived value from four perspectives. First, perceived value was measured as the lowest cost in the perspective of considering value through an affordable price. Second, the value that customers want to obtain was measured by classifying it as the utility aspects of obtaining and problem solving and the aspect of the pleasure in seeking. Third, value was also considered as the quality obtained for the price paid, where the relation of exchange is examined between the paid amount and the obtained service quality. Lastly,

value is considered as receiving according to the amount that the consumer has given while assessing sacrifice, gain compared to cost effort, benefit, and utility.

Buzzell and Gale (1987) found that perceived value influences the behavior of customers to buy every product and service and win in a competition. On the contrary, Monroe (1990) measured perceived value as the percentage of perceived benefit on perceived sacrifice. The author argued that perceived sacrifice includes purchase price, obtained cost price, exchange value, installation cost, order management cost, repair and maintenance cost, and risk burden cost on the worst situations or during failures. In addition, Monroe (1990) stated that perceived benefit, which is the overall manifestation of various psychological attributes of the consumer, indicates useful attributes associated with special purpose, purchase price and perceived quality, or technical support in various aspects. Kashyap and Bojanic (2000), who specifically conceptualized Monroe's (1990) perceived value theory, stated that perceived value can be measured as follows: "value = perceived quality/perceived price, and perceived value = log (service value on overall service quality/paid price)." They also stated that consumers' perceived value can also change when interrelated perceived value, which can vary according to paid price and product quality, changes the pricing according to quality.

In recent studies, perceived value has been measured by replacing perceived sacrifice with cost. Bieger, Wittmer, and Laesser (2007) stated that cost includes material and immaterial costs in the interrelation between cost and benefit. They then measured benefit through the concurrence/discordance on prior expectations on quality. Consequently, their results showed that perceived value is closely related to the concept of expectation discordance and to the comprehensive assessment of overall utility value. In

addition, Oh (2000) measured perceived value with price comparison on product and service to measure value, monetary value, something better than price and expectation value on something equivalent to price. Meanwhile, Oh (2000) used the following items to measure value: (1) an assessment of the overall value provided by the hotel; (2) whether the hotel provides better value for money; and (3) whether the expectation is met after selecting the hotel. According to Zeithmal (1988), no significant difference exists in improving quality and value in the perceived monetary value and utility. Accordingly, measuring perceived value with a single item has been viewed to be valid (Woodruff & Gardial, 1996). However, measuring perceived value using just a single dimension suffers from a lack of validity; thus, multi-dimensional value scales have been developed, such as social, emotional, functional, epistemic, and conditional values (Sheth, Newan, & Gross, 1991) as well as quality/performance, cost/monetary, emotional, and sociological values (Sweeney & Soutar, 2001).

2.4.2.2. Multi-dimensional Approach to Perceived Value

Generally, studies on tourist behavior have been conducted from a rational perspective; however, there has been increasing research interest in its emotional aspect as well. The emotional aspect of a leisure activity, such as tourism, must be examined to explain the purchase activity of tourists, because the majority of products purchased by tourists have symbolic meanings transcending their perceived utilitarian value (Bourdeau, Chebat, & Counturier, 2002). Accordingly, the approach based on defining perceived value with a multi-dimensional concept has received greater attention in recent years. To a certain degree, such approach can help overcome the issue of using a uni-dimensional approach

on perceived value that focuses solely on economic utility (Lee & Overby, 2004). The overall perspective of consumer behavior becomes the basis of the multi-dimensional approach on perceived value. In fact, the cognitive and rational approaches comprise the majority of approaches that have become the bases of comparing benefit and cost, whereas the multi-dimensional approach explaining perceived value has been hardly investigated (Wang, Lo, Chi, & Yang, 2004). Table 2.5 shows studies that presented dimensions on perceived value using the multi-dimensional approach.

The theoretical structure of the multi-dimensional approach in studying perceived value started from the five elements (functional, social, emotional, epistemic, and conditional values) initially presented by Sheth et al. (1991). First of all, functional value is defined as the utility obtained from the attribute or performance of a selected alternative, while social value is defined as the utility obtained from the relationship with people within a certain group that is experienced through an alternative. Emotional value is regarded as the utility obtained from the affective state or the feeling provided by the choice of consumption, while epistemic value indicates the utility obtained from the capability of an alternative to cause interest and satisfy intellectual need. Finally, conditional value is defined as the utility obtained through the alternative selected in a particular condition or period. As specific classifications of perceived value, these five values are difficult to consider because they have been presented as factors that influence consumer choice and not as components of the overall value.

Based on the view of dividing perceived value into perceived utility value and perceived or unperceived psychological value, Groth (1995) once again divided this distinction into two areas (conscious and unconscious) to obtain their detailed classification.

A study that further specified the multi-dimensional aspect of perceived value focused on the classification of acquisition and acquisition values (Groth, 1995). In early studies, however, these values were not clearly explained because the studies only considered these two concepts from the perspective of the seller rather than the consumer. Grewal, Monroe, and Krishnan (1998) viewed these concepts from the perspective of the consumer. They referred to acquisition and acquisition values as the mental comparison between the promoted sales price and the price perceived by consumer and the customer's assessment of the provided price, respectively. Grewal et al. (1998), however, asserted that these two elements are not independent of each other and that the acquisition value mainly explains acquisition value, which is a dependent factor. Parasuramna and Grewal (2001) proposed their quality, value, and loyalty model comprising the following components of perceived value: acquisition, acquisition, in-use, and redemption values. Apart from studying acquisition and acquisition values from the functional and emotional aspects, respectively, they also indicated that the in-use value is obtained using product/service, while the redemption value is the remaining value at the time when the service expires or when the product can no longer be used (Parasuramna & Grewal, 2001).

Sweeney and Soutar (2001) developed the concept of customer value by classifying them into four dimensions based on Sheth et al. (1991). In addition, they provided the best foundation in expanding the concept of value by including economic, social, and psychological factors (Sweeney & Soutar, 2001). PERVAL, initially developed according to the model, consists of four specific items, namely, emotional and social values as well as two kinds of functional values in terms of price/value for money and quality/performance, respectively. In recent years, attempts have been made to introduce

new elements as more studies elaborated on the specific dimensions of perceived value. For example, Wang et al. (2004) presented four specific dimensions by adding perceived sacrifices (which indicate the sacrifices of cost) to the existing elements (functional, social, and emotional values). Their study also presented three dimensions in measuring the perceived value of brand: affective, symbolic, and trade-off values. This study was based on economic utility, socio-cultural symbol, and emotional marketing; when measuring scale alone is considered, these concepts become similar with functional, social and emotional values, respectively. The following section compares the uni-dimensional and multi-dimensional approaches on perceived value and will discuss an approach that is suitable for this study.

Table 2.5. Multi-dimensional Approaches to Perceived Value

Scholar	Dimension
Sheth et al. (1991)	<ul style="list-style-type: none"> • Social value • Emotional value • Functional value • Epistemic value • Conditional value
Groth (1995)	<ul style="list-style-type: none"> • Cognitive value • Psychological value • Internal value • External value
Grewal et al. (1998)	<ul style="list-style-type: none"> • Acquisition value • Acquation value
Parasuraman & Grewal (2001)	<ul style="list-style-type: none"> • Acquisition value • Acquation value • In-use value • Redemption value
Sweeney & Soutar (2001)	<ul style="list-style-type: none"> • Emotional value • Social value • Functional value (cost/value for money) • Functional value (quality/performance)
Wang et al. (2004)	<ul style="list-style-type: none"> • Functional value • Social value • Emotional value • Perceived sacrifices

Note: Reorganized by the author based on the literature review

2.4.2.3. Comparison between the Uni-dimensional and Multi-dimensional Approaches

Zeithmal (1988) is the representative scholar who examined perceived value in a uni-dimensional view, based on the concept of perceived value as something similar with the perceived product value. Perceived value is accompanied by the transaction between the utility obtained from using a service and customer assessment on the cost invested to

obtain the utility (Zeithmal, 1988), suggesting that perceived value is based on an economic concept. Nevertheless, the concept of value includes various meanings in relative terms. In other words, the perceived value of a consumer is a multi-dimensional concept that reflects not only on the economic aspect of consumption but also on its experiential aspect (Mathwick et al., 2001; Babin, Darden & Griffin, 1994; Zeithaml, 1988). Bolton and Drew (1991) pointed out that conceptualizing value through the trade-off between quality and price is too simplistic, while Park (2004) asserted that various value propositional elements, such as product quality, distinct product features and after-sales service, should be considered to provide excellent value to the purchaser. Hence, a more accurate measurement method is required to understand how consumers assess products and services (Sweeney & Soutar, 2001).

In the 1990s, studies were conducted on the consideration of utilitarian and hedonic values. In such studies, the hedonic value of shopping for the customer was emphasized apart from its utilitarian aspect. The analysis of customers' shopping experiences shows that they generally seek utilitarian value as they accomplish their actual goal, such as purchasing a product that they want and need. Hedonic value (e.g., pleasure) is also sought by customers as they carry out such behavior. Additionally, customers feel a social value by sharing their shopping experiences with friends or colleagues. Through their shopping experience, customers can confirm their current social status or feel a sense of pride (Sheth et al., 1991; Rintamaki, Kanto, Kuusela, & Spence, 2006). Based on the abovementioned discussion, the current study uses the more appropriate multi-dimensional approach to examine the perceived value of tourists. More specifically, the study uses PERVAL, the scale developed by Sweeney and Soutar (2001). The following section introduces PERVAL

and explains its suitability as a scale to be used in this study.

2.4.2.4. PERVAL

Sweeney and Soutar (2001) developed a specific and measurable scale in response to the difficulty met by previous researchers while measuring perceived value. They began by clearly identifying the concepts as perceived value or satisfaction, asserting that perceived value is a multi-dimensional concept, whereas satisfaction is a uni-dimensional one. In particular, they included cost and quality, often used as separate variables in existing studies, as a sub-concept of functional value. They then proposed four types of values as sub-components, namely, emotional, social and functional values in terms of cost/value for money, and quality/performance. The scholars presented PERVAL, which consists of 19 items, to complete the three steps of a scale-refinement process. Although their initial empirical study focused only on tangible goods, it ended up having significant influences on various studies that followed, by providing the starting point for the development of a scale that measures perceived value. Specific dimensions of PERVAL are discussed below.

Emotional value: As a product or service induces an emotional response from the purchaser, emotional value can be defined as the assessment of the utility obtained from the affective state or the feeling of purchasing and using the product or service (Sweeney & Soutar, 2001). Consumers build internal emotions, such as a sense of pleasure and happiness through consumption, and they comparatively assess them vis-à-vis costs. Different extents of emotional values can be formed depending on an individual's past experience and personality or the type of product being purchased. For example, a sense of psychological stability can be expected from purchasers of such products as travel

packages, whereas pleasure and novelty can be expected in experiential tours such as festivals. In addition, interest in terror and fear can be expected in adventure tours. However, in general, joy, comfort, and favorable feelings are measured as emotional values in the tourism industry. Accordingly, the current study indicates emotional value as the sense of joy, leisure, and stress relief that tourists end up feeling after experiencing shopping tourism.

Functional value (cost/value for money) and Functional value (quality/performance):

With the functional value, the object of assessment based on cost is the utility obtained from the perceived performance and quality of products and services; many attributes such as quality and price are included in the functional value (Sweeney & Soutar, 2001). Accordingly, these attributes have been segmented into price and performance aspects in many studies. In the price aspect, the utility of a product obtained from the reduced cost in long-term/short-term is considered as the object of its cost and assessment, whereas the utility obtained from perceived quality is considered as the object of its performance. Although some argue that non-monetary areas (e.g., effort) should be included in the scope of cost in the perceived value, only monetary cost is considered in measuring the functional value by separating the concepts of performance and price. In this study, the functional value indicates the value for money and the quality of shopping tourism experienced by tourists.

Social value: Social value has been conceptualized as the assessment of the utility obtained from the capability of a product/service to enhance the customer's social self-awareness or sense of existence (Sweeney & Soutar, 2001). For example, when purchasing high-priced clothes or accessories, social value refers to the value obtained on their own or through others. In the area of tourism, however, social value is also being applied in the relational

aspect of tourist guides and companions who experience the same tour. In studies on planned travel packages, the sense of belonging or awareness of the companion, who is accompanying the tourists, has also been used as the scale for measuring social value (Sweeney & Soutar, 2001). In the current study, social value refers to the social self-awareness or self-worth that tourists feel after experiencing shopping tourism. The four dimensions of PERVAL (Sweeney & Soutar, 2001) are summarized in Table 2.6.

Table 2.6. Four Dimensions of PERVAL and their Definitions

Dimension	Definition
Emotional value	The perceived usefulness resulting from the feeling or emotional state aroused by a certain product or service.
Social value	The perceived usefulness resulting from the capability of a product that enhances the social self-concept of an individual.
Functional value (cost/ value for money)	The perceived usefulness resulting from the reduction of the short- and long- term costs of a product.
Functional value (quality/ performance)	The perceived usefulness resulting from the perceived quality of a product and its expected performance.

Note: Sweeney and Soutar (2001)

Review of related perceived value studies

The perceived value of consumers of general products and services is also fully reflected in tourists' assessment of their experiences and the services they encountered. If perceived value is defined as the value felt by a customer through the integration of paid cost and obtained benefit from deciding to purchase a product or service and actually using it, then perceived value in the tourism service industry can also be defined as the outcome

of a comprehensive assessment of the tourists' perceived benefit and perceived sacrifice values after completing a consumption process or a tour. Although PERVAL has been initially developed for retail shopping, it is also widely used in the area of tourism to examine the perceived value of tourists. Table 2.7 summarizes the existing studies on perceived value.

Moliner, Sanchez, Rodriguez, and Callarisa (2007) conducted an empirical analysis on citizens older than 18 years and residents of three cities in Spain (Madrid, Barcelona, and La Courna). They studied the effects of perceived value on products (e.g., travel packages) on tourist satisfaction, trust formation, and repurchase intention. Their results revealed that the functional value of a package tour enhances the tourists' satisfaction with the travel agency they have chosen. In addition, Moliner et al. (2007) found that emotional value and the functional value of cost have similar effects on tourists' satisfaction with the tour product itself. They asserted that functional value affects the tourists' satisfaction with the travel agency and the product, which in turn, significantly enhances overall product satisfaction. The results also revealed that the favorable and positive relationship between travel agency and tourists, which has been formed through the abovementioned process, has positive influences on tour satisfaction and intention to repurchase the product.

In addition, Sanchez, Callrisa, Rodriguez, and Moliner (2006) examined the components of perceived value of tour products. They stated that the perceived value of tourism service can be classified into the functional, emotional, and social dimensions. They also argued that price, physical element, service quality, and employee-related elements are included in the functional value; mental satisfaction and pleasure are included in the emotional value; and exchange and social factors are included in social value.

In addition, PERVAL has been widely used in examining the perceived value of tourists with particular purposes (i.e., to play golf, go on a cruise, or to participate in a convention). Petrick and Backman (2002) conducted a study on tourists who went on a golfing tour to examine the effects of perceived value and perceived image on repeat use intention. They found that the public image of a golf course is formed mainly through the level of social contribution, and that the economic factor perceived by a tourist has the largest influence on his/her perceived value. Their results also revealed that the perceived image and the perceived value have meaningful effects on repeat use intention. The degree of the perceived value's influence on this variable is as follows: feasibility > convenience > superiority. In addition, they found that an active image in terms of the public image of a golf course has the largest influence on repeat use intention (Petrick & Backman, 2002).

Meng, Liang, and Yang (2011) conducted a study on tourists who went on a Caribbean cruise, and found that the level of overall service quality perceived by tourists regarding the services provided by cruise tourism forms their perceived value of service, which in turn, has positive effects on repeat use intention and word-of-mouth promotion. Meng et al. (2011) also stated that the perceived value formed from this process can be classified into three dimensions, namely, cost compared to quality, individual sensibility, and reputation (social relation). They found that tourists showed particularly sensitive responses on the quality of the provided service compared with the cost invested.

Kim, Lee, and Kim (2012) comparatively analyzed perceived service quality, perceived value, and behavioral intention of people participating in a convention for the first time and those who have participated repeatedly. The results showed that the relationship between the perceived values formed by people who participate repeatedly has

a more significant influence on behavioral intention than those formed by first-time attendees. In addition, the emotional, functional, and social values of multi-dimensional items influence behavioral intention in that order. This result has been reconfirmed by Lee and Min (2012), who examined the relationship between the perceived value and satisfaction of convention participants. First, emotional, functional and social values, which are sub-items of perceived value, all have meaningful effects on overall satisfaction. Second, emotional, functional, and social values influence behavioral intention in that order, as is the case in earlier studies.

Finally, Deng and Pierskalla (2011) conducted an empirical analysis on the correlation between the perceived value influence factor of festival participants and result factors. The results confirmed that the perceived value of festival participants is closely related to satisfaction and future behavioral intention. In other words, tourists tend to share positive stories about the festival they participated in as perceived value improves. The results also indicate an increased willingness to participate in future festivals when the perceived value is high, thus indicating that emotional value particularly has the most significant influence on the result. This finding has also been demonstrated in the festival evaluation of Lee, Lee and Choi (2011), based on the perceived value of festival participants.

Table 2.7. Previous Studies on Perceived Value

Scholars	Topic	Value construct	Consequence of value
Petrick & Backman (2002)	Golf tourism	Perceived value	Revisit
Moliner, Sanchez, Rodriguez, & Callarisa (2007)	Package travel	Perceived value	Post purchase
Soutar, Lee, & Jenkins (2008)	Tourism destination	Perceived value	Revisiting behavioral intention
Williams & Soutar (2009)	Adventure tourism	Perceived value	Satisfaction, Behavioral intention
Chen (2008)	Tourist behavior	Perceived value	Satisfaction, Intention to revisit
Chen & Chen (2010)	Heritage tourism	Perceived value	Behavioral intention, Satisfaction
Chen (2011)	Tourist behavior	Perceived value	Satisfaction
Meng et al. (2011)	Cruise tour	Perceived value	Post-purchase behavioral intention
Deng & Pierskalla (2011)	Festival attendance	Perceived value	Satisfaction, Destination loyalty
Lee et al. (2011)	Festival evaluation	Perceived value	Satisfaction, Behavioral intention
Forgas-Coll, Palau-Saumell, Sanchez-Garcia, & Callarisa-Fiol (2012)	Destination loyalty	Perceived value	Satisfaction, Destination loyalty
Cheng & Lu (2012)	Tourist behavior	Perceived value	Revisiting behavioral intention
Kim et al. (2012)	Convention evaluation	Perceived value	Behavioral intention
Lee & Min (2012)	Tourist behavior	Perceived value	Behavioral intention

Note: Reorganized by the author based on the literature review

In a study that used the structural equation model to examine the effects of perceived value on festival service and the effects of tourist satisfaction on switch intention and loyalty, perceived value has been found to influence tourist satisfaction. In the same study, the meaningful effects on loyalty have been measured through the intentions of

phone calls, repeat visits, and recommendations. Accordingly, PERVAL has been used in tourism studies in general, as well as in analyses of tourists' perceived value after going on tour, in particular. This scale is considered suitable for this study, which aims to examine the complex topic of tourists' perceived value of tourism shopping.

2.5. Shopping Destination Trust

2.5.1. Concept and Definition of Trust

Trust is the belief in the fulfillment of one's need. Trust is defined as the dimension of emotion and expectation as a result of experience, trust, and intention of concerned parties (Ganesan & Hess, 1997). On the basis of this definition, the principal subjects of trust are people and object. Trust is the positive and affirmative attitudes toward a certain relational situation between persons or between person and object that are the objects of trust. Although many scholars sought to measure trust in their studies, their operational definitions from the abstract concept have many differences. Trust is defined from different perspectives according to the areas of studies because of the characteristic of trust. In other words, economists limit trust to calculation, whereas institutional perspective and psychologists assess the level of trust according to the personal disposition of trustor and trustee by focusing on the inherent cognitive disposition of individuals.

Sociologists focus on the characteristic of the relationship between persons or the relationship socially germinated between systems. Studies on trust in the area of business administration focus on trust as an alternative mechanism to price and hierarchy mechanisms in the literature on organizations. Meanwhile, the marketing literature focuses on trust to maintain a long-term business relationship during distribution path (Bhattacharya, Devinney, & Pillutla, 1998).

Whitener, Brodt, Korsgaard, and Werner (1998) defined trust by comprehensively explaining its three components. First, trust reflects the expectation or belief that the other party will act in good faith. Second, concerned parties cannot force or control such belief. Third, expectation contains the dependency on the other party because the reaction of a person is influenced by the action of the other person. Swan, Trawick, and Silva (1985) defined trust as an act that satisfies the following four conditions. First, the welfare of ego could be influenced by the action of the alter. Second, ego should not control the action of the alter that becomes the object of trust. Third, the interest relationship of ego can receive a serious blow if the alter has a bad intention or lacks capability. Fourth, trust is defined as the act of entrusting the welfare of ego to the alter without using a separate defense mechanism against the possibility of bad behavior or incapacity of the alter, although all three conditions exist.

Lewis and Weigert (1985) viewed trust as a social phenomenon that occurs amid various relationships among people. Trust should be understood as a social attribute that occurs in a continuous bilateral exchange relationship or group support relationship instead of the internal mental state isolated from the social situation. Trust refers to the faith that the word or promise of the other person is trustworthy, and that person will faithfully participate in the business relationship (Schurr and Ozanne, 1985). Dwyer and Oh (1987) defined trust as perceiving the importance of the faithful fulfillment of the mediation preferred by the other party. Moorman, Zaltman, and Deshpande (1982) regarded trust as the will to depend on the other business party that is trustworthy. Moreover, trust is the expectation that the other business party desires cooperation and will fulfill his/her obligation and responsibility in the relationship of exchange given that the word or promise

of the other party is trustworthy (Morgan & Hunt, 1994). Hosmer (1995) defined trust as the behavior of one party of business based on the best interest in the other party.

Mayer, Davis, and Schoorman (1995) stated that trust is a will to not deceive the other party based on the expectation that the other party will act as important and special to the trustee regardless of the availability of surveillance and control of oneself. Doney and Cannon (1997) defined trust as the goodwill of depending on the confidence and perceived credit of the other party. Ganesan and Hess (1997) defined trust as the willingness of the seller to bear short-term sacrifice by considering the interest of the consumers. Bhattacharya et al. (1998) defined trust as the honesty of a person or object, consistency of words and action, fulfillment of promise, and the expectation that is not falsehood or hypocrisy, as well as the expectation of properly performing a certain task.

Jarvenpaa, Tractinsky, and Vitale (1999) defined trust as the will of consumers to rely on the seller in an environment vulnerable to the seller. Gefen (2000) defined trust as the confidence of a person based on the past interaction amid the favorable expectation of the action of the other person. Friedman, Kakn, and Howe (2000) defined trust as the process of obtaining loyalty between each other through mutual confidence, acknowledgment of the third party, guarantee of privacy and safety, and so on, because trust is established through mutually cooperative behaviors. In sum, trust refers to the honesty of a person or object, consistency of words and action, fulfillment of promise and the expectation that is not falsehood or hypocrisy, as well as the expectation of properly performing a certain task. Table 2.8 summarizes the definitions of trust by various scholars.

Table 2.8. Definitions of Trust

Scholar	Definition
Lewis and Weiger (1985)	A social phenomenon that occurs amid various relationships among people
Schurr and Ozanne (1985)	The faith that the word or promise of the other person is trustworthy, and that person will faithfully participate in business relationship
Dwyer and Oh (1987)	Perceiving that the faithful fulfillment of the mediation preferred by the other party is important
Moorman et al. (1982)	The will to depend on the other business party that is trustworthy
Morgan and Hunt (1994)	The expectation that the other business party intends cooperation and will fulfill his/her obligation and responsibility
Mayer et al. (1995)	The will to not deceive the other party based on the expectation that the other party act as important and special to the trustee regardless of the availability of surveillance and control of oneself
Doney and Cannon (1997)	The goodwill of depending on the confidence and perceived credit of the other party
Ganesan and Hess (1997)	The willingness of the seller to bear short-term sacrifice by considering the interest of consumers
Bhattacharya et al. (1998)	The honesty of a person or object, consistency of words and action, fulfillment of promise, and the expectation is not falsehood or hypocrisy, as well as the expectation of properly performing a certain task
Jarvenpaa et al. (1999)	The will of consumers to rely on the seller in an environment vulnerable to the seller
Gefen (2000)	The confidence of a person based on the past interaction amid a favorable expectation of the action of the other person
Friedman, Kakn, & Howe (2000)	The process of obtaining loyalty between each other through mutual confidence, acknowledgment of the third party, guarantee of privacy and safety, and so on, because trust is established through mutually cooperative behavior

Note: The author reorganized the table based on the literature review.

2.5.2. Shopping Destination Trust

Shopping destination trust is defined in this study as the expectation and belief that the shopping destination will provide a suitable shopping environment to tourists to allow them to achieve their shopping objectives. If shopping used to be a part of tourism activities in the past, the current trend is that shopping gradually becomes the purpose of tourism (Saayman & Saayman, 2012). Accordingly, tourists select shopping as the purpose of tour based on their need and satisfaction of their values, and such change in the purpose affects their selection of shopping tourism destination. When tourists select a shopping destination, they emphasize the need to have information on shopping destination and surrounding tourist destination, as well as the business hours of shopping malls and local markets at the shopping destination, accessibility, price and reliability of products, selection of various products, and so on (Rabbiosi, 2011). Moreover, shopping tourists emphasize entertainment programs and the availability of rest space included in the shopping space (Tomori, 2010). Shopping tourists select their shopping destination by considering not only shopping-related matters, but also other various matters associated with the environment and products of the shopping destination.

Existing studies have examined the attributes of shopping destination selection. Burns and Warren (1995) asserted that shopping location, as a component of store image, is a store evaluation criterion that includes various dimensions, such as product and service dimensions, and those attributes emphasized by consumers influence their selection of shopping location. Moreover, Timothy (2005) stated that shopping location attributes are divided into practical shopping location attributes (product assortment, price, and position) and symbolic shopping location attributes (service, level of politeness, store atmosphere).

Getz (1993) conducted case studies on three traditional shopping locations. From the aspect of cultural assets, all three regions have extremely old buildings and a building reconstructed through shopping development. A building with a new design that does not blend into the surroundings and a remodeled old building were pointed out as issues. From the aspect of investment, local investments for all three regions were based on the local control and economic effect on local communities, although they were at the cooperation level. Moreover, the incorporation of the opinions of the local community, long-term and continuous plans, enticement of local investment, balance between the needs of residents and visitors, development of scale and characteristic appropriate services, effective responses to negative effects such as traffic congestion, and prevention of conflict between tradition and environmental protection and development activity are prioritized in the TSV marketing plan.

Johnson, Zabriskie, and Hill (2006) provided basic information on the target market of marketing strategy by classifying leisure and shopping model into three types. Heritage destination leisure type is evident in the cathedral cities in Europe where retailers target a niche market, and these destinations are visited by shoppers and tourists. New-generation mall type is evident in mega-multi-malls such as West Edmonton Mall (WEM), and the mall attracts shoppers by adding entertaining and appealing elements, as well as entices visitors who purely seek entertainment. Ambient leisure is the type of shopping while obtaining satisfaction from the surrounding environment of the shopping destination, and this type of special shopping has a unique architecture style and an exterior shopping center design.

Jansen-Verbeke (1991) emphasized shopping environment and design to increase the appeal of a shopping area. First, various stores, suppliers, leisure activities, and attractions are required. Second, the shopping area should be easily accessible with complete parking facilities. Third, the shopping area should have an efficient transportation system and pedestrian-friendly facilities. Fourth, the shopping area has to establish a positive image. Fifth, the use of leisure time should be convenience on Sundays. Sixth, courteous services through visitor orientation, provision of information, symbolism and identification card are necessary. Seventh, emotional values should be provided to society. Eighth, creating events through live performance or animation is necessary.

Heung and Cheng (2000) revealed that shopping tourists in Hong Kong were satisfied with the lighting and physical display of the store, show window display, store hours, payment method, accessibility, store arrangement, variety of product selections, product usability, sales capability of staff, and so on. Shopping tourist satisfaction with the price, linguistic ability of staff, attitude of staff, and satisfaction on currency value were determined to be average, whereas tourists were dissatisfied with product reliability. Shopping tourists are visitors who went on tour with the main purpose of shopping. Expecting tourists to revisit if the products are unreliable would be difficult.

Given that tourists spend more money on shopping than on tourist destinations of other purposes, related risks could occur, and the trend of tour-related risk factors is increasing (Lehto, O'Leary, & Morrison, 2004). Recent studies on tourist destinations have examined the risk of tourist destinations, and risk factors such as terrorist incidents, kidnapping, plane crash, AIDS, and SARS are regarded as important factors in selecting a tourist destination. Shopping tourists prefer safe and trusted shopping destinations to avoid

these risk factors. For this reason, we need to consider shopping destination trust. Existing studies have not directly explored the area of shopping destination trust; nevertheless, numerous researchers have emphasized the importance of trust in the selection attribute of tourist destination.

Tapachai and Waryszak (2000) divided the attributes of tourist destination selection into physical attribute, service quality, accessibility, and perceived risk. Physical attribute includes the pleasantness of the tourist destination, scenery of the tourist destination, harmony of the tourist destination with the surrounding environment, cleanliness of the tourist destination, and availability of various tourist attractions. Service quality includes the reliable and consistent service of staff, timely service of staff, competency of staff, goodwill of residents toward tourists, and courteousness of residents toward tourists. Accessibility includes the convenience of transportation to the tourist destination, convenience of guide information within the tourist destination, accessibility within the tourist destination, and convenience of parking within the tourist destination. Finally, the perceived risk includes the risk of being the victim of a crime during travel, fear of disease and infectious disease, victim of an accident, fear of running into a natural disaster, risk of being the victim of fraud, and risk of receiving unfair treatment from local residents. In this regard, the safety and reliability of the tourist destination were emphasized, as well as the need for future study on trust, which is a relatively new concept.

Similarly, Chen and Phou (2013) and Roodurmun and Juwaheer (2010) studied the effects of trust on destination loyalty. Trust in destination involves cognitive and subjective knowledge on destination. Assessment on destination may vary depending on the person. Moreover, trust in destination is formed through the individual tour experiences. Successful

destination branding aims to create mutual trust between tourists and destinations by fulfilling emotional desires, such as confidence and trust. Moreover, satisfying tourists' social values, such as affiliation, is another key to success. One of the important determining factors of branding is brand trust. Brand trust provides confidence to tourists when they select a particular destination (not crowded, safe, trustworthy, and transparent place). Creating a brand for a destination that tourists trust is likewise easy. For the same reason, brand trust increases the trust in destination.

Considering these existing studies, trust is essential for shopping destination. This study will examine the dimensions that constitute the trust in shopping destination, as well as the effects of shopping destination trust on the perceived value of shopping tourists. To identify the dimensions that comprise shopping destination trust, the subsequent section will discuss the dimensions through similar existing studies on trust in online/offline shopping.

2.5.3. Dimensions of Shopping Destination Trust

Existing studies on trust in shopping will be examined to identify the dimensions that comprise shopping destination trust. Given that the main purpose of shopping tourism is shopping, shopping entails large amounts of other incidental costs, and the burden of risk tends to be high (Timothy, 2005). This condition is very similar to the type of shopping done by viewing and purchasing products online. Dimensions that comprise trust in offline shopping as well as online shopping will be reviewed to apply them to shopping destination trust.

Trust is a very important element in online shopping because e-commerce occurs not through face-to-face interaction between individuals based on trust, but through limited personal and material information obtained through a computer (George, 2002). Given that the transaction occurs in a virtual space in which the true nature of each participant cannot be directly confirmed, trust in promise and fulfillment is more important and inevitable (Yoon, 2002). When shopping online, establishing a mutual relationship of trust between consumers and the online shopping portal is an essential element to reduce uncertainty and maintain long-term relationships (Park & Kim, 2003). Gafen (2000) cited trust as the most effective method among various methods to reduce complexity from unpredictable environment because people need to continuously interact with one another in an unpredictable environment. In the online purchase environment, consumer perception of risk is determined through economic risk, social risk, risk on performance, personal risk, and risk on privacy of consumers, and trust plays the role of offsetting such risk factors and produces the effect of inducing cooperation and reducing transaction cost by alleviating uncertainty in transactions. Trust is a matter of relationship, and the success or failure of an organization is determined through the quality of relationship.

In the case of e-commerce, the issue of whether the product or service quality will be satisfactory or the product is actually received because of the difference of e-commerce from the existing transaction through physical channel is uncertain. Moreover, the issue of personal information leakage or privacy is critically important from the consumer standpoint. Trust is an extremely important and essential element in e-commerce (Wang & Emurian, 2005). Grabner-Kraeuter (2002) stated that trust in online transactions is a concept that includes system stability from the technical aspect and the capability and

motive of the seller from the transactional aspect that the product that meets the expectations of the buyer can be safely delivered and after-sales service will be provided as promised. Trust reduces the fear of buyer regarding the selfish behavior of the other party, and thereby decreases the transaction cost on the electronic exchange.

The importance of trust in the online environment is considerably more significant than in the physical environment, and trust is a critically important element that enables consumers to conduct their transactions with a sense of security. Lee and Lin (2005) emphasized that trust is more important in the online environment because of the difficulty in evaluating human characteristics and product quality prior to purchase. Warrington, Abgrab, and Caldwell (2000) stated that trust becomes more important when using an online shopping mall compared with a traditional business transaction because of the issues of separation between purchaser and seller and between purchaser and product, unstable environment, lack of sales staff, and instant changes in product, price, and distribution information. Trust plays a crucial role in the offline shopping environment. Gefen and Straub (2004) verified that “integrity” is a core dimension of trust in the retailing context. It directly and positively affects consumer shopping behavior in offline shopping centers. Moreover, “ability” is positively related to an intention to inquire about a product without actually purchasing it.

To understand how trust operates and identify the dimensions of shopping destination trust, the dimensionality of trust used in the existing literature should be examined as well. Trust in a shopping environment stems from the belief in the credibility and trustworthiness of retailers and other relevant trustees. Trust in the shopping environment involves three apparent aspects, namely, integrity, ability, and benevolence.

Table 2.9 summarizes the dimensions that have been frequently used based on trust in shopping-related studies. Given the existing studies on trust in shopping, 11 dimensions (i.e., benevolence, integrity, competence, predictability, ability, transaction security, information content, reputation, product, liking, and risk avoidance) were selected as the dimensions of shopping destination trust. The subsequent section will discuss each dimension based on existing studies on trust in shopping.

Table 2.9. Dimensions of Trust in Shopping

Author	Benevolence	Integrity	Competence	Predictability	Ability	Transaction security	Information content	Reputation	Product	Liking	Risk avoidance
Webster (1968)										O	
Schurr & Ozanne (1985)				O							
Dwyer & LaGace (1986)		O	O								
Dwyer & Oh (1987)					O						
Swan, Bowers, & Richardson (1999)	O	O	O								
Hill (1990)							O		O		
Hawes, Rao, & Baker (1993)	O	O	O								
Ganesan (1994)	O				O						
Kumar, Scheer, & Steenkamp (1995)	O	O									
Bhimani (1996)	O	O	O	O				O			
Beatty, Mayer, Coleman, & Lee (1996)										O	
Jarvenpaa (1996)											O
Doney & Cannon (1997)	O	O									
Janal (1997)							O				
Peterson & Balasubramanian (1997)							O		O		

Alba et al (1997)						0	0
Chow & Holden (1997)						0	0
Su & Manchala (1997)	0	0	0	0			
Elofson & Robinson (1998)						0	0
Ambrose & Johnson (1998)	0	0			0		
Fung & Lee (1999)						0	0
Jarvenpaa et al. (1999)	0	0					
Swan et al. (1999)	0	0	0				0
Ba, Whinston, & Zhang (1999)							0
Benassi (1999)	0	0	0	0			0
Park (2004)						0	
Josang (1999)	0	0	0	0			
Lau & Lee (1999)		0	0	0			0 0
Hoffman, Novac, & Peralta (1999)						0	
Murphy (1999)							0
Lohse & Spiller (1999)							0
George (2002)							0
Miyazaki & Fernandez (2000)							0
Palmer, Bailey & Faraj (2000)							0
Salam, Rao, & Pegels (1998)							0
Pugliese & Halse(2000)						0	
Friedman et al. (2000)	0	0	0	0			
Jones, Wilikens, Morris, & Masera (2000)	0	0	0	0			
Ang, Dubelaar, & Lee (2001)						0	

Kim, Song, Braynov, & Rao (2005)						0	0	0	0
Roy, Dewit, & Aubert (2001)	0	0				0			
Ridings, Gefen, & Arinze (2002)	0	0				0			
Cheung & Lee (2006)	0	0	0						
Lee & Turban (2001)	0	0	0						
Tan & Theon (2001)	0	0	0	0					
Khazanachi & Sutton (2001)									0
Railsback (2001)	0	0	0	0					
Camp (2001)									0
Ba (2001)						0			
Gefen (2000)	0	0				0			
Shankar, Urban, & Sultan (2002)	0			0					
McKnight & Chervany (2002)	0	0	0						
McKnight, Kacmar, & Choudhury (2004)	0	0	0	0					
McKnight, Choudhury, & Kacmar (2002)	0	0	0	0					
Ba & Pavlou (2002)									0
Travica (2002)									0
Shankar, Sultan, & Urban (2002)									0
Chen & Dhillon (2003)	0	0	0						
Gefen, Karahanna, & Straub (2006)	0	0				0			
Noteberg, Christiaanse, & Wallage (2003)				0					
Kim, Williams, & Lee (2004)							0	0	
Garbarino & Lee (2003)	0			0					

Chong, Yang, & Wong (2003)	O	O	O	
Kim, Xu & Koh (2004)	O	O	O	
Gefen & Straub (2004)	O	O		O O
Flavian, Guinali, & Gurrea (2006)	O	O	O	
Pavlou & Dimoka (2006)	O	O		O
Grabner-Krauter, Kaluscha, & Fladnitzer (2006)	O	O	O	O
Dinev & Hart (2004)	O	O	O	
Kim & Benbasat (2006)	O	O	O	
Pavlou & Fygenson (2006)	O	O	O	
Hwang & Kim (2007)	O	O		O
Atchariyachanvanich & Sonehara (2008)				O
Lu, Zhao, & Wang (2010)	O	O		O
Zhou & Tian (2010)	O	O		O

Note. Based on the literature review, it was reorganized by the author.

2.5.3.1. Benevolence

Mayer et al. (1995) defined benevolence as the degree of trust that the object of trust will act beneficially for the one who trusts regardless of his/her selfish benefit, and explained benevolence as special attachment between interest parties of trust, such as the attachment of a boss to subordinate. Doney and Cannon (1997) described benevolence as the degree of having genuine interest in the benefit of other party and the motivation for common benefit. As a similar concept, Friedman et al. (2000) explained motive to lie. When a relationship has a high level of benevolence, the motive to lie will decrease.

Moreover, Friedman et al. (2000) used intention or motive as a similar concept, whereas Garbarino and Lee (2003) used altruism as a similar concept. Meanwhile, Lau and Lee (1999) used the concept of benevolence by focusing on its specific relationship with the subject of trust, and considered the intention or motive of the other party as an important element of trust. Although these researchers reflect the belief that the attitude of the object of trust toward the subject of trust is important, a more comprehensive and wider meaning than specific attitude toward a particular subject of trust can be included in the concept of intention and motive. Nevertheless, benevolence is a concept that refers to individual attitude.

Various researchers included similar characteristics, including benevolence, in the foundation of trust. Butler (1991) identified the five dimensions of trust, namely, benevolence, ability, honesty, consistency, and openness, and indicated that the importance of trust varies depending on the relationship with the other party. In the area of marketing, scholars have examined trust in salesperson, product, and company as an element that has significant effects on outcomes, such as the establishment of a long-term relationship with customers, customer loyalty, repurchase intention, and word-of-mouth. George (2002) viewed trust as the belief that participants will act most beneficially for the other party. Camp (2001) stated that benevolence and positive emotion between seller and purchaser in a corporate relationship decrease uncertainty and psychological distance, thereby quickly developing into trust. Morgan and Hunt (1994) argued that trust exists when the other party has faith and conviction on benevolence during transaction, and that trust decreases the uncertainty of transactions and strengthens cooperative activities, which affect activities in a future relationship.

Grabner-Krauter et al. (2006) used benevolence as a singular item to measure the degree of trust in a salesperson. Dwyer and Oh (1987) proposed a framework for advancing the relationship between purchaser and seller, and asserted that trust plays a core role in the advancement of a relationship, which implicitly includes trust in the benevolence of the other party toward transaction, expertise, related authority, and cooperation. Doney and Canon (1997) similarly used various items, such as benevolence, openness, and honesty, to measure trust in the salesperson in conducting an in-depth analysis on trust in the relationship between purchaser and seller.

The preceding studies revealed that trust in the salesperson, especially benevolence, has the most important role in forming a relationship between company and consumer. The salesperson not only provides information on products through face-to-face interaction with customers at the frontline of company, but also provides products and services that focus on the desire of a particular customer to create customer satisfaction and form an emotional relationship with the customer. The continuation of such a relationship not only enhances customer trust in the salesperson, but also increases the trust in and value of the company. The most important source of trust in the company experienced by a customer is the salesperson, and customer trust in and satisfaction with the relationship with the salesperson positive affect the relationship with the company. Based on these existing studies, benevolence is viewed as a dimension for forming shopping destination trust.

2.5.3.2. Integrity

Trust increases even without prior information on trustee because the tendency of trust is high for the trustor (Hosmer, 1995). Integrity has an important position that explains the willingness of the trustee to adhere to the principles that are acceptable to the trustor

(Kim, Ferrin, Cooper, & Dirks, 2004). Among the characteristics of trustee, integrity is prominently revealed initially and advances into goodwill through a continuous relationship, and ultimately, a functional relationship emerges between trust and tendency of trust, goodwill, and integrity. McKnight et al. (2002) argued that the point at which the relationship is established is the most crucial instance of advancing trust, and that personal trust tendency and integrity significantly affect initial trust among constituents.

Jarvenpaa et al. (1999) stated that sales staff, especially the cited expertise, as well as familiarity and similarity with customers, constitutes the most important element in forming trust in the traditional marketing system. Moreover, sales staff is replaced with website when the Internet was introduced because the website intermediates between consumers and the sales organization that seeks to endure short-term sacrifice and consider the interest of consumers. Trust enhances the purchase intention of consumers online, but trust, as the success factor of online shopping, increases the purchase intention of customers by reducing the risk and bringing positive effects to online shopping attitude (Jarvenpaa et al., 1999). Integrity is a major element for forming trust amid such changes. Based on these existing studies, integrity is viewed as a dimension for forming shopping destination trust.

2.5.2.3. Competence

Competence is the ability to solve the issues of consumers and satisfy their needs. Deutschi (1960) considered competence an essential element that affects trust. Pavolu and Gefen (2004) presented a theoretical model on the formation of consumer trust and its role in online purchase decision making in e-commerce and evaluated the effectiveness of the model through simulation and survey research. To verify the model, transaction safety, competence of website, search function, and personal variable were established as

precedence factors for establishing trust. The correlation and causal relationship between website recognition level and purchase intention was established, with the former as the moderating variable and the latter as the result variable. The analysis indicated that in the case of transaction safety, three variables (i.e., transaction safety guarantee, clarity of refund policy, and riskless transaction) significantly affected trust. In the case of website competence, recognition level and reputation of the site development company affected trust, whereas the swiftness of text and image conversion affected search function. In the personal variable, familiarity and satisfaction with e-commerce affected.

Gefen and Straub (2004) examined the attributes of trust in the B2C e-commerce context and concluded that the characteristic, personal characteristic, and website competence of the online vendor affected trust formation. The analysis of these factors revealed that perceived scale, perceived reputation, perceived competence, familiarity, and third-party certification were the factors for forming trust. Moreover, the level of the effect of trust on purchase intention was high. Based on these existing studies, competence is viewed as a dimension for forming shopping destination trust.

2.5.3.4. Predictability

Predictability refers to the trustee's consistency that can be expected by the trustor. Oppermann (1999) defined destination predictability as the ability of tourists to predict their tour activity in their destination with reasonable confidence. Swift (2001) asserted that such predictability is a result of consistency questions about the destination, that is, repeated interaction, such as the person making a promise and fulfilling it. Rousseau, Sitkin, Burt, and Camerer (1998) identified three types of trust in business relationships as deterrence-, knowledge-, and confirmation-based trust. In particular, knowledge-based

trust is predictable when a person has sufficient information on the other person. Gefen and Straub (2004) demonstrated the importance of social presence, benevolence, integrity, predictability, and ability as distinct dimensions of trust. Rainsback (2001) argued that benevolence, integrity, competence, and predictability were the best predictors of online purchase intention. Based on these existing studies, predictability is viewed as a dimension for forming shopping destination trust.

2.5.3.5. Ability

Ability pertains to the faith of a recipient in the ability of a source to sufficiently fulfill one's need (Roy et al., 2001). Mayer et al. (1995) defined ability as the skill or competitiveness for displaying influence in a particular area based on the premise of faith that the expert capability of the object of trust will deduce satisfactory results in related work. Zhou and Tian (2010) used the term "expertise" to explain the importance of ability. Hwang and Kim (2007) argued that expertise affects cognition structure (i.e., trust in product attributes) and cognitive information processing process (i.e., decision-making process based on belief) in the task of processing product-related information. This causal relationship induces consumers to form trust belief based on the perception of the capability and skill level of the information source. In the present study, the perception of shopping destination capability was established as the first concept of developing trust.

Several researchers have included similar characteristics, including ability, in the foundation of trust. Pavlou and Dimoka (2006) pointed out that the trustworthiness of an online merchant, ability to implement the Internet as a shopping intermediary, infrastructure elements, such as stability and third-party certification, and other elements, such as company size and demographical factors, as the variables that affect customer trust

in an online shopping mall. They added that these variables are moderated by the degree of the trust tendency of customers, which reflects individual disposition, culture, and experience. Moreover, they asserted that the ability of an online merchant is the strongest factor in determining the trust of customers in an online shopping website and that its effect is moderated by the trust tendency of customers.

In an empirical study on the consumers of online bookstores recognized by website users, Roy et al. (2001) presented ease of Internet search, ease of learning, guide or support system for consumer, and consideration of the limitation of perception as variables that affect trust. McKnight et al. (2002) cited the perceived reputation, quality, and ability of a seller as the antecedents of website trust and affect the will and faith of consumers in the online seller. Chen and Dhillon (2003) interviewed consumers and revealed that fulfillment of promise, information sharing and accessibility, sincerity and consistency, reputation and public image, safety, convenience, familiarity, technology and ability significantly affect the formation of consumer trust in online shopping malls. Gefen (2000) asserted that trust should be formed to revitalize e-commerce through ability, reputation, trust in user, including the interaction between users, trust in process, including safety of information, integrity of information and legal protection, and trust in technical infrastructure, which supports the protection of system and network, security device, and information confidentiality. In an empirical analysis, Ridings et al. (2002) established Internet vendor characteristic, individual characteristic, and environmental characteristic as the major factors of customer trust, and revealed that perceived sincerity and perceived security control among Internet vendor characteristic factors significantly affect trust. Moreover, trust tendency and the level of technology innovation acceptance among individual

characteristics significantly affect trust, whereas legal system and word-of-mouth among environmental factors significantly affect trust. Based on these existing studies, ability is viewed as a dimension for forming shopping destination trust.

2.5.3.6. Transaction Security

The transaction dimension induces the trustworthiness of online or offline deals (Pugliese & Halse, 2000). Travica (2002) asserted that “transaction” includes the safe delivery and after-sales service of products. Travica (2002) specified the dimension of transaction, which includes three distinct aspects. First, transaction is a factor related to pricing and payment options. Second, it is a factor related to the safe delivery of products. Lastly, it is a factor related to sales-related services, including refund policy and after-sales. Travica (2002) argued that transaction forms a linear process that customers must undergo to finalize a transaction. Kim et al. (2004) investigated attitude toward online shopping and reported that transaction and information are distinct dimensions. Kim et al. (2005) cited transaction, information content, reputation, and product as the best predictors of online purchase intention. Camp (2001) asserted that transaction contributes to user satisfaction. Atchariyachanvanich and Sonehara (2008) pointed out that transaction and the presence of a privacy policy are key dimensions for enhancing consumer trust. Based on these existing studies, transaction security is viewed as a dimension for forming shopping destination trust.

2.5.3.7. Information Content

The website or information dimension is concerned with the information content of a specific website (Fung & Lee, 1999). Elofson and Robinson (1998) argued that customers are particularly concerned with website properties, such as accuracy and credibility;

consumer trust is built when the information provided in a website is reliable. Therefore, a positive relationship exists between website information and consumers' perception of trust. Fung and Lee (1999) argued that trust in e-commerce, information content, and product are the key dimensions for enhancing user trust. Peterson and Balasubramanian (1997) presented information content and product as the best predictors of online purchase intention. Janal (1997) indicated that information content contributes to the customer purchase intention. In particular, information content is a key dimension for promoting, advertising, and selling products or services on the Internet. Based on these existing studies, information content is viewed as a dimension for forming shopping destination trust.

2.5.3.8. Reputation

Reputation refers to the comprehensive reflection of the business capability, public image, and financial state of a company. The reputation of a certain company shows the level of the trust of customers in the fairness and consideration for customers of the company (Swift, 2001). A company can effectively manage its reputation within the industry through sacrifice and interest in customers. Positive reputation is a valuable intangible asset that provides company activities with a differentiated advantage. Particularly, the reputation of a company or shopping mall is important in the online environment, which is lacking in face-to-face transactions. Customers who use the Internet easily share information, especially about the reputation of a company (Sabater & Sierra, 2005). Customers become interested in the reputation of company as they conduct business, and they prefer companies with a good reputation. Companies with a good reputation more easily form a business relationship with customers than those with a bad reputation (Zacharia & Maes, 2000). In other words, external reputation conveyed to customers acts

as the factor for establishing an effective relationship with the company. Positive reputation decreases the cost involved in business-related decision making by reducing the cost of information search and monitoring. Internet users particularly tend to trust a company based on product evaluation on purchase experience.

This case similarly holds in the shopping destination. If a tourist has a positive opinion on the shopping destination of another tourist, he/she enjoys shopping activities by fully trusting the destination. When the shopping destination satisfies the expectation of the tourist after the shopping tourism experience, good reputation reinforces his/her trust. By contrast, if a particular shopping destination has a bad reputation, the tourist is likely to be suspicious. Subsequently, the tourist becomes sensitive to certain defects of the shopping destination, which ultimately lowers the trust in the destination. Based on these existing studies, reputation is viewed as a dimension for forming shopping destination trust.

2.5.3.9. Product

Kim et al. (2011) used product dimension. This dimension pertains to the specific product or service that a customer intends to purchase. Fung and Lee (1999) asserted that customers are concerned about the product itself portrayed in a website or that from offline stores. Fung and Lee (1999) pointed out that the specific aspects related to trust in a product are durability, reliability, brand equity, transience, competitiveness, and availability. According to Fung and Lee (1999), the dimension “product” contributes to trust formation in shopping. Elofson and Robinson (1998) demonstrated that transaction and information are distinct dimensions, whereas Kim et al. (2011) regarded product, transaction, information content, and reputation dimensions as the best predictors of online purchase

intention. Based on these existing studies, product is viewed as a dimension for forming shopping destination trust.

2.5.3.10. Liking

Liking indicates the special affection of a person toward another person because of the pleasant and cheerful personality of the latter. Nicholson, Compeau, and Sethi (2001) proposed that a person must like the other person to start a relationship. That is, the consumer must like the product for him/her to form a relationship with it. When a consumer likes a product, he/she feels the need to seek more information about it while building the foundation of trusting the product. Moreover, the characteristics that create a good feeling emphasize integrity, dependency, trust, thoughtfulness, and consideration, and all of these characteristics are related to trust. In industrial marketing, Swan et al. (1985) reported that sales staff perceived by consumers as recipients of their favorable feelings gains considerable trust. Jevons and Gabbott (2000) argued that liking forms a strong foundation for a sales relationship, as well as performance evaluation and satisfaction. Consumers with favorable feelings toward sales staff have a positive sales-related evaluation. In consumer marketing, consumers tend to trust a brand that they like (Kim & Benbasat, 2006). The same aspect applies to liking and trusting a shopping destination. Destination formed with a well-constructed shopping environment encourages tourists to form trust. Based on these existing studies, liking is viewed as a dimension for forming shopping destination trust.

2.5.3.11. Risk Avoidance

George (2002) asserted that risk avoidance, leakage of personal information, and relationship with a person involved in a transaction affect trust formation. Solving the security issue of ensuring the anonymity of e-commerce is essential because consumers do

not trust most online sellers to the extent that they will share financial or personal information. Moreover, forming trust by maintaining the balance of power through cooperative interaction is important, and such consumer-oriented information protection policy allows long-term relationships (Miyazaki & Fernandez, 2000).

Fung and Lee (1999) introduced the lifecycle of trust development and initial trust of e-commerce and asserted that users hesitate to purchase online because they cannot trust the online medium or company. Friedman et al. (2000) explained that learning trust in online interface is similar to obtaining social clues through mutual awareness, such as ordinary conversation, and added that design should be created to sense reliability in the interaction between the computer and user. Gefen and Straub (2004) explained purchase intention by introducing familiarity and risk avoidance variables along with the trust concept, and indicated that familiarity and trust reduce uncertainty and simplify the relationship with another party. Li, Kuo, and Rusell (1999) asserted that the company must protect the personal information of its customers to establish trust online and thus reduce risk, and highlighted the significant role of industry association or government. Jarvenpaa et al. (1999) presented transaction stability, website substantiality, search feasibility, and individual variable as dimensions for establishing trust in online shopping malls. The study model was verified using website recognition level as the moderating variable and purchase intention as the result variable. E-commerce familiarity and satisfactory experience are significantly correlated with trust in websites. Based on these existing studies, risk avoidance is viewed as a dimension for forming shopping destination trust.

2.6. Gender as Moderator

Trust may have different effects across genders (Gefen et al., 2006). In consumption, men tend to use only a few considerations among clues that can be used, as well as only one or a few usable clues, especially trust. By contrast, women tend to pay close attention to specific information and consider various clues. Women have a positive perception of shopping and regard it as part of their rest, whereas men have a negative perception of shopping and view it as a task (Gefen, 2000). Accordingly, men perform this task with minimal time and effort. Women focus on the purchase process itself, whereas men focus on the result of obtaining actual things with minimal effort. During that process, men naturally consider trust important while making decision. In other words, men are motivated by the functional factor, whereas women are motivated by emotional and social factors (Gefen, 2000).

Gender has been used as a moderating variable in studies on the relationship between trust and purchase intention and behavior. Gefen and Straubs (2004) conducted a survey research on online coupon users in their 20s and 30s to examine the effects of e-coupon attribute factor and perceived risk on the intention to continue the use of coupons with user satisfaction level as medium. Economic feasibility, plasticity, trust, and usefulness were the e-coupon attribute factors, whereas coupon type and gender were the moderating variables. Gefen and Straubs (2004) revealed that plasticity, usefulness, and perceived risk significantly affect the satisfaction level of online coupon users, and that the level of online coupon user satisfaction affects the intention to continue the use of online coupons. Coupon type has a moderating effect on trust and usefulness, whereas gender has a moderating effect only on reliability.

Award and Ragowsky (2008) indicated that men and women are affected by trust differently. They identified the differences in the relationship between e-commerce trust and purchase behavior according to gender. Information processing and decision making are different among men and women in the context of shopping. Men and women likewise differ in terms of trust awareness of online shopping and actual purchase behavior. Women are more passive than men in the actual purchase because the latter's emotional satisfaction with online purchase is low after realizing the intrinsic uncertainty and risk factor of online shopping (Jackson, Ervin, Gardner, & Schmitt, 2001; Rodgers & Harris, 2003; Garbarino & Strahilevitz, 2004).

In the case of recommendation by a friend or acquaintance, women actively shop online, which is a result of their interdependence and personal relationship. However, men are more active than women in online shopping upon considering reliability regardless of recommendation by others. These findings were reconfirmed by Meyers-Levy (1989). In other words, men consider trust as an important factor because they emphasize clues for achieving a purpose during the shipping process. Women appear to have a hedonic or experiential motive for searching online and gaining a sense of closeness because they are relationship oriented. Self-centered men use only related and necessary information when evaluating products, but relationship-centered women use information that can continuously provide benefits while forming and maintaining relationship later. Future research on the relationship between trust and consumer behavior in the context of shopping tourism can reconsider gender as a moderating variable. Literature shows that gender is one of the key factors that differentiate consumer behavior, tourist behavior, and trust in shopping.

2.7. Hypothesis Development

Studies on shopping destination trust have been rare. Thus, the hypotheses of the present study are based on trust in online shopping. Wang and Emurian (2005) identified the factors that affect trust in online shopping based on existing studies, and empirically verified that trust reduces the perceived risk of customers in online shopping. They stated that the risk felt while purchasing a product at a shopping mall reduces as the trust in the marketers who run the online shopping mall increases. They emphasized that the process likewise affects customer satisfaction by allowing consumers to form positive perceived value. Gefen (2000) asserted that trust plays an important role in socioeconomic interaction in which uncertain and dependency exist. Trust in online space is specifically regarded as more important than that in offline context because of the characteristics of cyberspace. Consumers have to search, select, and purchase products displayed on a website without directly seeing or touching them. Thus, consumers are placed in a more vulnerable situation than when they shop offline. The most important factor for attracting existing customers in e-commerce is the trust of customers in an e-vendor (Reichheld & Schefer, 2000). Trust is at the core of the relationship between parties involved in the business transaction (Chen & Barnes, 2007). This case similarly holds in offline shopping, especially in shopping tourism. Tourists who intend to spend time and money for shopping choose to enjoy shopping activities in a reliable shopping destination. If tourists are dissatisfied with the quality of the products they purchased, returning or exchanging these products would become burdensome. Hence, they carefully select the shopping destination or country.

Trust is the most important factor in every business transaction, whether a commercial transaction is performed using the traditional method or online (Bohnet &

Zeckhauser, 2004). Economists and sociologists have focused on how systems are created to reduce concerns and uncertainties often related to transactions (Zhou & Tian, 2010). This behavior reflects the human nature of trying to avoid and minimize risk (Malhotra & Murnighan, 2002). From this perspective, trust performs an important function by lowering the complexity of information and reducing the risk perceived during transactions. Trust can be conceptualized at different levels according to the arrangement of an item, individual, group, network, system, company, and alliance between companies, all of which can affect the processes related to it (Bohnet & Zeckhauser, 2004). This means that trust is not needed if an action can occur with complete certainty and with no risk. These ideas are consistent with and can be synthesized under RFT. Basically, people approach pleasure and avoid pain through regulatory focus (Higgins, 1997).

Based on RFT, tourists are more likely to visit more trusted destinations when they plan a shopping trip. In other words, tourists are likely to visit more trusted shopping destinations to maximize pleasure (by shopping) and minimize risk (Brockner et al., 2004). Trust is the most important factor that ensures the success of business transactions because, arguably, this mechanism reduces the complexity of human behavior in situations of uncertainty (Bohnet & Zeckhauser, 2004). Trust reduces the risks perceived during a transaction and reflects the human tendency to avoid or minimize risk (Zhou & Tian, 2010). From this perspective, trust functions significantly in a shopping destination. Hence, the current study examines the effect of trust in a shopping destination on improving tourists' perceived value arising from shopping tourism.

In addition to the theory, which supports the conceptual model, a number of empirical research has been conducted in marketing literature. For example, Sirdeshmukh

et al. (2002) contend that consumer trust positively affects perceived value and loyalty. They further suggest that consumer trust creates value by, first, providing relational benefits from an interaction between a competent and benevolent service provider and its customers, and second, by reducing exchange uncertainty and helping consumers form consistent and reliable expectations from service providers.

The mediating role of perceived value in the relationship between trust and purchase intention has often been explored in the literature. Consumer perception in online auction has been used in the case study, and their findings show that seller trust and intermediary trust positively affect consumers' online purchase intention mediated by perceived value (Chong et al. 2003). Kim et al. (2011) examine the relationship between perceived trust and electronic commerce, specifically investigating which factors influence trust, satisfaction, and loyalty in the context of shopping online for tourism products and services. They verified that trust positively affects loyalty and that the perceived value is mediated to suggest the relationship. Meanwhile, some scholars attempt to explore the relationship between trust and customers' behavioral intention. Kim and Kim (2009) identify a positive relationship between consumer trust in an offline store and behavioral intention toward the online store; they also find that such relationship is mediated by perceived value. Similarly, Ranaweera and Prabhu (2003) investigate whether satisfaction, trust, and switching barriers affect customer retention. They find that trust influences customer retention mediated by perceived value. Hence, empirical studies verify that trust is an antecedent of perceived value.

Gefen and Straub (2004) investigated customer trust in B2C e-commerce, indicating that trust is a principal antecedent toward online purchase behavior. In particular,

the perceived value has a mediating role between trust and purchasing behavior. Studies that demonstrated a direct relationship among shopping destinations, trust, and tourist perceived value are lacking; however, several studies have been conducted on trust and future intention behavior. Moreover, multi-dimensional perceived value has been employed as a mediator, and hypotheses were formulated from the RFT and empirical research.

H1: Shopping destination trust positively influences tourists' emotional value of shopping tourism.

H2: Shopping destination trust positively influences tourists' social value of shopping tourism.

H3: Shopping destination trust positively influences tourists' functional value (quality/performance) of shopping tourism.

H4: Shopping destination trust positively influences tourists' functional value (cost/value for money) of shopping tourism.

As stated from the previous section, the influences of trust may differ according to gender (Gefen et al., 2006). During consumption, men tend to consider only a small number of considerations to identify only one or few useful clues (e.g., trust). By contrast, women are inclined to focus on specific information and consider various clues. A commonly accepted notion is that while women perceive consumption as a positive experience and a component of relaxation, men tend to perceive shopping as negative experience and a chore (Gefen, 2000). Accordingly, men focus on the result of obtaining something and performing the task with minimum time and effort, whereas women focus on the process of purchasing itself. Such ideas are consistent with RFT, and can be synthesized using the theory. The concern of regulatory focus represents the methods people use to embrace

pleasure and avoid pain (Higgins, 1997). The regulatory focus of the individual concentrates on the desired end-state, and the motivation to transition from the current to the desired end-state. Based on RFT, male tourists are more likely to plan visits in more trusted destinations than female tourists, thereby suggesting that male tourists are prevention-focused, whereas female tourists are promotion-focused. Therefore, gender can moderate the relationship between shopping destination trust and tourists' perceived value of shopping tourism. Therefore, additional hypotheses were developed as follows.

H5: Gender moderates the relationship between shopping destination trust and tourists' emotional value of shopping tourism.

H6: Gender moderates the relationship between shopping destination trust and tourists' social value of shopping tourism.

H7: Gender moderates the relationship between shopping destination trust and tourists' functional value (quality/performance) of shopping tourism.

H8: Gender moderates the relationship between shopping destination trust and tourists' functional value (cost/value for money) of shopping tourism.

2.8. Conceptual Model and Definitions of Constructs and Dimensions

The conceptual model consists of two constructs, namely, shopping destination trust and the value of shopping tourism as perceived by tourists, and a moderating variable, gender. The construct of shopping destination trust comprises 11 dimensions, namely, benevolence, integrity, competence, predictability, ability, transaction security, information content, reputation, product, liking, and risk avoidance. The construct of the value of shopping tourism as perceived by tourists comprises four aspects, namely, emotional value, social value, functional value (cost/value for money), and functional value

(quality/performance). For model operationalization, the constructs and dimensions used in this study are defined as follows:

- **Shopping destination trust:** Trust refers to the honesty of a certain person or object, consistency between words and action, fulfillment of a promise, and expectation that such promise will not turn out to be a lie or an act of hypocrisy, and expectation of the proper performance of a certain task or role. In this study, shopping destination trust denotes the expectation and belief that a shopping destination will provide a suitable shopping environment to tourists, allowing them to achieve their shopping objectives.
- **Benevolence:** Benevolence pertains to the belief that the other party intends to do something good for the customer and is not solely aiming to make a profit. In this study, benevolence refers to the belief that shops in a destination intend to do something good for tourists and do not solely aim to make a profit.
- **Integrity:** The integrity of the company behind a product or service is the perception of a consumer that such company adheres to a set of acceptable principles, such as being ethical and honest (Lau & Lee, 1999). In the current study, integrity denotes the perception of shopping tourists that the shops in a shopping destination are ethical and honest, allowing them to enjoy their shopping activity.
- **Competence:** Competence pertains to the specific skill of a party (Becerra & Korgaonkar, 2011). In the current study, competence refers to the ability to meet the needs of shopping tourists.
- **Predictability:** Predictability is the ability of a party to forecast the behavior of another party (Doney & Cannon, 1997). In the current study, predictability allows

shopping tourists to anticipate the type of shopping experience that a shopping destination will provide.

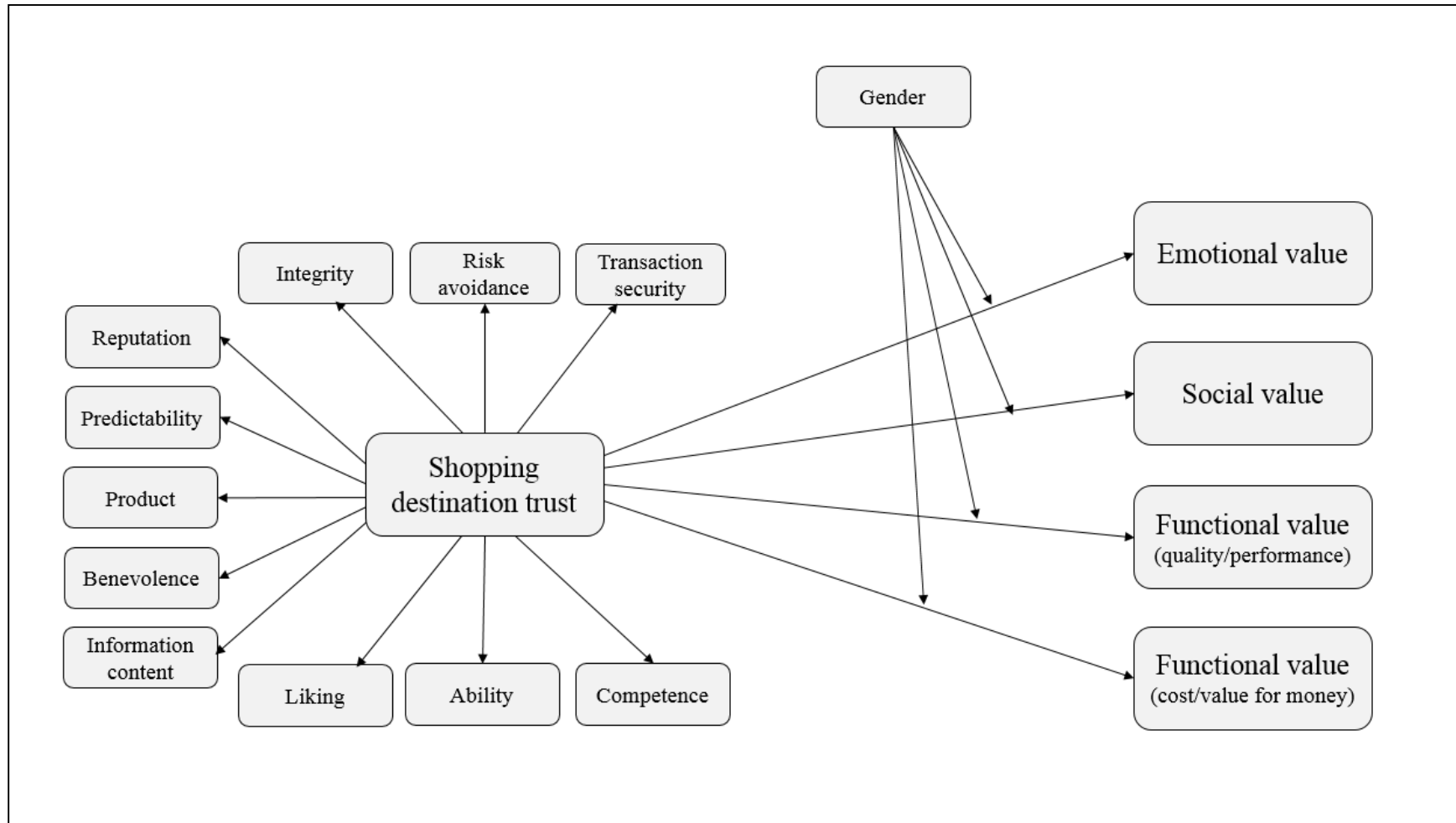
- **Ability:** Ability pertains to the “group of skills, competencies, and characteristics that enable a party to have influence within some specific domain” (Mayer et al., 1995, p. 717). In the current study, ability refers to a set of skills, competencies, and characteristics that enable shopping tourists to influence their shopping activities.
- **Transaction security:** In this study, transaction security pertains to how the delivery will be fulfilled and how the sales-related services (e.g., refund policy and after-sales) will be provided.
- **Information content:** In this study, information content denotes the information content of a specific website or booklet related to a shopping destination in Hong Kong.
- **Reputation:** Reputation refers to the overall quality or characteristic as viewed or judged by people in general (Malaga, 2001). In the current study, reputation denotes the opinion of others regarding the desirability or reliability of a destination.
- **Product:** In this study, product refers to the specific product or service that shopping tourists intend to purchase in a shopping destination.
- **Liking:** Liking denotes a certain fondness one party has toward another party because the latter is pleasant and agreeable (Lau & Lee, 1999). In the current study, liking refers to a certain fondness that shopping tourists have toward shopping destinations.

- **Risk avoidance:** Risk avoidance refers to a mindset toward avoiding a risk when deciding how to proceed in situations with uncertain outcomes. In this study, risk avoidance pertains to the attitude of tourists toward avoiding risks when deciding where to shop.
- **Tourists' perceived value of shopping tourism:** Perceived value refers to “the customer’s overall assessment of the utility of a product based on perceptions of what is received and what is given. (Zeithmal, 1988, p.14)” In this study, the perceived value of shopping tourism denotes the tourists’ overall assessment of the usefulness of the shopping tourism in a city or country based on their perception of the overall costs and their experiences.
- **Emotional value of shopping tourism:** Emotional value refers to the usefulness resulting from the feeling or emotional state aroused by a certain product. In this study, emotional value denotes the assessment of the usefulness resulting from the feeling or emotional state aroused by a certain product or service in a shopping tourism experience.
- **Social value of shopping tourism:** Social value denotes the usefulness resulting from the capability of a product that enhances the social self-concept of an individual. In this study, social value refers to the usefulness resulting from the capability of a product or service during the shopping tourism experience of a tourist, which enhances his/her social self-concept.
- **Functional value (cost/value for money):** Functional value (cost/value for money) refers to the perceived usefulness resulting from the reduction of the short- and long-term costs of a product. In this study, functional value (cost/value for money)

pertains to the perceived usefulness resulting from the reduction of the short- and long-term costs of a product or service.

- **Functional value (quality/performance):** Functional value (quality/performance) denotes the usefulness resulting from the perceived quality of a product and its expected performance. In this study, functional value (quality/performance) refers to the usefulness resulting from tourist perceptions of the quality of a shopping product or service and its expected performance.
- **Gender (Moderator):** In this study, shopping tourists are either female or male.

Figure 2.1. Conceptual Framework



2.9. Chapter Summary

This chapter closely examined the definition of shopping tourism, its background, and related existing studies. The concept of perceived value and its importance in tourism were summarized by using existing studies to examine the factors related to the main construct of this study. Existing studies on an independent variable affecting the perceived value of shopping tourists, namely, their trust in shopping destination, were analyzed and summarized to fill the research gap revealed in Chapter 1. The study model and definition of each construct were also summarized on the basis of existing studies. The following chapter discusses the measurement method of the proposed study model.

CHAPTER 3. METHODOLOGY

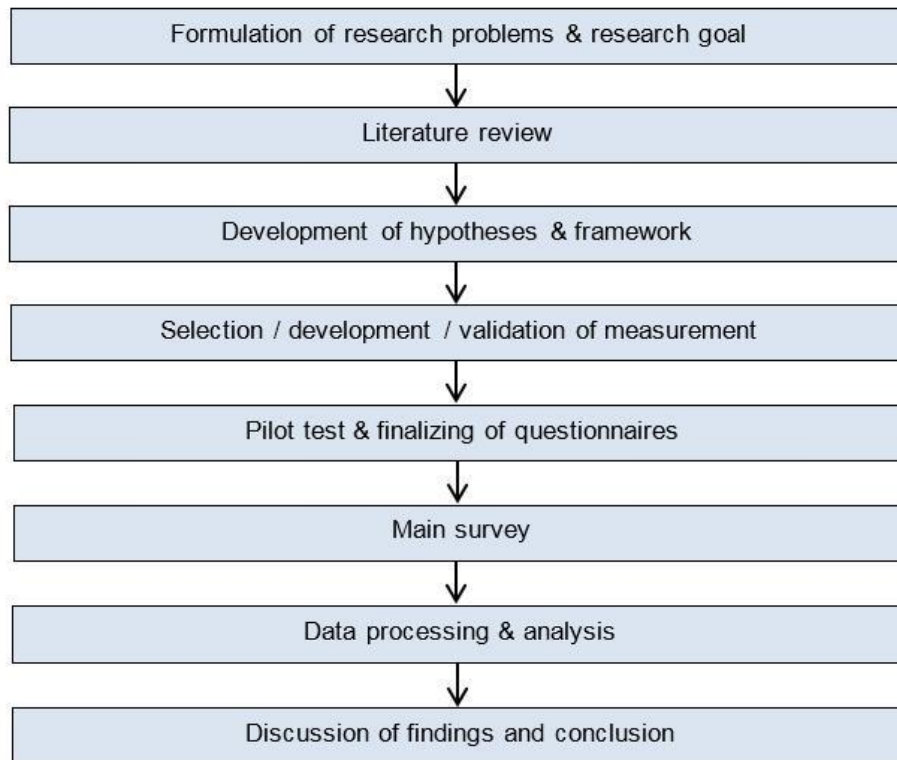
3.1. Chapter Introduction

This chapter explains the methodology employed in this study. The first discussion is concerned with the research design. The second is an explanation of the measurement selection and development adopted in this study. This chapter also presents the conduct of the pilot study to validate the measurement items, followed by the revision of the initial questionnaire and the conduct of the main study. The last section provides a discussion of the analytical methods leading to the proposed model.

3.2. Research Design

The ultimate research goal is to suggest a framework for explaining the factors related to the perceived value of shopping tourism for tourists. The main constructs are shopping destination trust and the emotional value of shopping tourism for tourists, the social value of shopping tourism for tourists, the functional value (quality/performance) of shopping tourism for tourists, and the functional value of (cost/value for money) shopping tourism for tourists. The literature review identifies a set of developmental measurement items for all constructs. A pilot study ($n = 200$) tests the reliability and validity of the results and confirms the feasibility of this study. The main survey uses the final questionnaire for data collection, the results of which serve as the basis for the descriptive analysis, exploratory factor analysis, confirmatory factor analysis, and structural equation modeling. As shown in Figure 3.1, the research design follows the most classical steps suggested for tourism research by Pizam (1978).

Figure 3.1. Research Design (adapted from Pizam, 1978)



3.3. Study Setting and Population

3.3.1. Study Settings

Shopping represents one of the important industries of Hong Kong. Modern shopping centers, as well as traditional markets, provide unique enjoyment and satisfaction for tourists (Heung & Cheng, 2000). Hong Kong has long been enjoying the reputation of being the premier shopping destination in Asia. Hong Kong, which is known as the ‘city of life’ and a ‘shopping paradise,’ has a distinctive mixed culture that combines Western lifestyle with Chinese traditions. Since 1997, when sovereignty was reverted to mainland China, Hong Kong has maintained its uniqueness from cities in the mainland in terms of economic and political systems, distinctive culture, and lifestyle, which stimulated

Mainland Chinese tourists to visit Hong Kong. According to Leung, Law, and Lee (2011), Mainland Chinese perceive Hong Kong mainly as a shopping destination. The main motivation of shopping trips to Hong Kong includes 'value for money' and 'high-quality service.' By contrast, Huang and Hsu (2005) pointed out that the main inhibiting factors for Mainland Chinese to engage in shopping trips to Hong Kong are 'time and money.' In general however, Mainland Chinese are motivated to visit Hong Kong as they are driven by 'curiosity, sightseeing, experiencing different culture and lifestyle,' As discussed above, Hong Kong will continue to sustain its high reputation as a top shopping destination for Mainland Chinese because of its geographical proximity and close political relationship (Leung et al., 2011).

Many goods imported to Hong Kong have low tax duties that fall below international standards, making most items in this city affordable to the general public. Unlike in Mainland China, Hong Kong has no import duties or VAT. According to the recent statistics of the Hong Kong Tourism Board (2014), Mainland Chinese arrivals in Hong Kong in 2013 exceeded 40 million, which is 16.7% higher than that in 2012. Mainland Chinese visitors play an important role in the Hong Kong tourism industry, especially for retail markets. Hong Kong has undoubtedly become the immediate choice and center for shopping among Mainlanders. Research on brand and purchase decisions (Sin & Kwon, 2012) targeting Chinese tourists who visit Hong Kong has confirmed the position of the city as a premier shopping destination. According to this research, the primary reasons of the participating tourists for travelling to Hong Kong were shopping (47%), sightseeing (30%), and others (23%). Shopping was the main motivation of the Chinese tourists to visit Hong Kong. The average expenditure of the Chinese tourists

during their visit to Hong Kong was approximately HK\$12,000, 60% of which was spent for shopping, 25% for dining, and the remainder for sightseeing. Trust in product quality is the key factor that attracts Mainland visitors to Hong Kong; however, the price differential is not the only factor that appeals to tourists.

The Hong Kong Shopping Festival is a popular event among tourists. Aside from shopping and dining, other activities during the shopping festival contribute to the festive atmosphere of the entire city. Through activities such as the Summer Pop Concert and the Hong Kong Dragon Boat Carnival, Hong Kong provides tourists with other opportunities to see, feel, and experience the culture of the city.

Table 3.1 shows the spending patterns (in percentage) of tourists (Hong Kong Tourism Board, 2014). In 2013, while Chinese tourists allocated 71.6% of tourist-related spending to shopping, tourists from short-haul markets, excluding China, spent 40.5% for shopping. In the case of tourists from long-haul markets, 46.2% of their spending was allocated for accommodations, which represented a majority of their spending, followed by shopping (22.8%). Although the percentage for shopping was relatively lower for this group than for the tourists from Mainland China and short-haul markets, excluding the Mainland, shopping remains important for tourists from long-haul markets. Considering the aforementioned data, Hong Kong is clearly a suitable location for examining the factors related to the perceived value of shopping tourism for tourists, which is the focus of the current study.

Table 3.1. Overnight Visitor Spending 2013

Spending Pattern (%)	All Countries		Mainland China		Short-haul Markets Excl. Mainland		Long-haul Markets	
	2012	2013	2012	2013	2012	2013	2012	2013
Shopping	59.5	61.2	70.8	71.6	42.0	40.5	23.8	22.8
Hotel Bills	20.3	18.7	12.5	11.7	30.7	31.1	47.5	46.2
Meals Outside Hotels	11.2	11.1	9.5	9.4	14.5	15.1	15.8	16.9
Entertainment	3.1	3.4	2.4	2.7	4.4	5.2	4.8	5.6
Tours	0.4	0.3	0.4	0.3	0.5	0.5	0.6	0.5
Others	5.4	5.2	4.4	4.3	7.9	7.7	7.5	7.7

Source. Hong Kong Tourism Board (2014)

3.3.2. Study Population

The objective of the current study is to examine the factors related to the perceived value of shopping tourism for tourists; therefore, identifying the target population of shopping tourists is crucial. As described in existing studies, shopping tourists are tourists visiting other countries with the primary purpose of shopping (Timothy, 2005). Although Michalko (2004) specifically defined shopping tourists as those who spend 50% of their total budget on shopping, excluding transportation and lodging costs, the definition by Timothy (2005) is the one generally accepted in tourism studies. In the study by Saayman and Saayman (2012) regarding shopping tourism in Africa, they defined shopping tourism as travel with the primary motivation of shopping. Rabbiosi (2011) also accepted the same definition by Timothy in a study of the initiation of shopping tourism in Italy. Recent studies investigating shopping tourism along the borders of Hungary (Tomori, 2010), shopping tourism destination (Liu & Wang, 2010), and Croatian shopping tourism and Hungary (Michalko & Varadi, 2004) adopted the definition of shopping tourism by Timothy (2005). The current study accepts the same definition.

The survey employs two screening questions to identify shopping tourists accurately. As shown in Figure 3.2, respondents to the survey must state what motivated their travel to the region. The respondents must reply to one query and must either “yes” or “no.” The statement is “I travel to Hong Kong with the major purpose of shopping.” Those who answer in the affirmative represent shopping tourists, given the adopted definition (Timothy, 2005). Moreover, the respondents who answer “yes” receive an invitation to complete the second screening question, which requires them to state their top three reasons for traveling to Hong Kong. Finally the targeted population consists of the respondents who answer “yes” in the first screening question and state “shopping” as the first reason for traveling to Hong Kong.

Figure 3.2. Initial Screening Questions

Q1. Please read the following statement and tick in the appropriate box.

I travel to Hong Kong with the major purpose of “Shopping”

Yes (Please continue on the second question below)

No (End of survey. Thank you)

Q2. Please **state the top three** major reasons to travel to Hong Kong.

The first reason _____

The second reason _____

The third reason _____

In addition to limiting the target sample to shopping tourists, scope is equally important. This study seeks to separate strictly the retail shopping of Hong Kong locals; thus, the targeted population is limited to foreign shopping tourists only. Foreign shopping tourists do include Mainland Chinese and Macanese for the aforementioned reasons. First,

this study aims to reflect the special characteristics of Hong Kong. The official name of Hong Kong is Hong Kong Special Administrative Region of the People’s Republic of China. The sovereignty of Hong Kong was returned by the UK to China on July 1, 1997. With the “One Country, Two Systems” political system of China, the status of Hong Kong changed to a special administrative region of the former and now shares administrative, legislative, and judicial powers except in the national defense and diplomacy areas. Strictly speaking, considering Chinese tourists as foreign is difficult because Hong Kong and China are one country (The Government of Hong Kong, 2012). However, the inclusion of Chinese tourists in this study uses the same conditions as those used for other foreigners because Chinese citizens, similar to other foreigners, need a travel visa to visit Hong Kong.

Second, the contributions of Chinese tourists to Hong Kong tourism need consideration. Table 3.2 shows that the percentage of Chinese visitors to Hong Kong’s top five markets is highest at 75.0%. Overnight Chinese spending is also the highest at 73.3%, as shown in Table 3.3. Accordingly, excluding Chinese tourists from the major market of Hong Kong is inappropriate.

Table 3.2. Top Five Markets of Visitor Arrivals in Hong Kong in 2013

Rank	Markets	No. of Arrivals	Total Share (%)
1	Mainland China	40,745,277	75.0
2	Taiwan	2,100,098	3.9
3	USA	1,109,841	2.0
4	South Korea	1,083,543	2.0
5	Japan	1,057,033	1.9

Source. Hong Kong Tourism Board (2014)

Table 3.3. Top Five Markets of Hong Kong Ranked by Overnight Visitor Spending in 2013

Rank	Markets	Overnight Visitor Spending (HK\$billion)	Total Share (%)
1	Mainland China	152.73	73.3
2	USA	5.55	2.7
3	Taiwan	4.50	2.2
4	Singapore	3.97	1.9
5	Australia	3.90	1.9

Source. Hong Kong Tourism Board (2014)

3.4. Measurement Selection and Development

This study employs structured questionnaires for data collection. The current study uses a seven-point Likert scale, which is deemed more precise and informative than a five-point scale, for the questionnaire. (Alwin, 1997). The choice of measurement items arises from the previous literature review and the pilot test for the scales. Several items do not appear in the literature or are inappropriate for the current study.

3.4.1. Measurement Items

Table 3.4 displays the measurement items for this study. First, the main construct measures the emotional value of shopping tourism for tourists, social value of shopping tourism for tourists, functional value (quality/performance) of shopping tourism for tourists, functional value (cost/value for money) of shopping tourism for tourists, and shopping destination trust. The investigation into the shopping activities of tourists includes shopping items, shopping expenditures, accompanying parties, length of stay, and frequency of visits. Finally, demographical information (gender, age, nationality, etc.) is also collected.

Table 3.4. Measurement Items

Main Construct	<ul style="list-style-type: none"> - Tourists' emotional value of shopping tourism - Tourists' social value of shopping tourism - Tourists' functional value (quality/performance) of shopping tourism - Tourists' functional value (cost/value for money) of shopping tourism - Shopping destination trust 	
Shopping Activity	<ul style="list-style-type: none"> - Shopping item - Shopping expenditure - Length of stay 	<ul style="list-style-type: none"> - Frequency of visit - Accompanying party, etc.
Demographic Information	<ul style="list-style-type: none"> - Gender - Age - Nationality 	<ul style="list-style-type: none"> - Education level - Income - Occupation

3.4.2. Measurement of Tourists' Perceived Value of Shopping Tourism

One of the most important research objectives is to examine the factors related to the perceived value of shopping tourism for tourists. This study uses the perceived value (PERVAL) scale developed by Sweeney and Soutar (2001). PERVAL has been widely applied in examining the perceptions of value of tourists for particular purposes, such as golf tourism, heritage tourism, cruise tourism, and conventioning. PERVAL consists of four aspects, namely, emotional value, social value, functional value in terms of cost/value for money, and functional value in terms of quality/performance. However, this scale was initially intended to examine the perceptions of value for durable goods; thus, using this scale to directly examine the perceived value of shopping tourism for tourists is somewhat inappropriate. Accordingly, modifications render items in each dimension appropriate for shopping tourism. Table 3.5 shows the modified items. Respondents indicate their level of agreement with the items related to their perceived value of shopping tourism on a 7-point

Likert scale, where 1 = strongly disagree, 2 = disagree, 3 = somewhat disagree, 4 = neutral, 5 = somewhat agree, 6 = agree, and 7 = strongly agree.

Table 3.5. Measurement Items of Tourists' Perceived Value of Shopping Tourism

Constructs	Items
Emotional value	<p>Shopping tourism is one that I enjoy.</p> <p>Shopping tourism makes me want to experience it.</p> <p>Shopping tourism is one that I would feel relaxed about using.</p> <p>Shopping tourism makes me feel good.</p> <p>Shopping tourism gives me pleasure.</p>
Social value	<p>Shopping tourism helps me to feel acceptable.</p> <p>Shopping tourism improves the way I am perceived.</p> <p>Shopping tourism makes a good impression on other people.</p> <p>Shopping tourism gives its owner social approval.</p>
Functional value (cost/value for money)	<p>Shopping tourism is reasonably priced.</p> <p>Shopping tourism offers value for money.</p> <p>Shopping tourism is a good product for the price.</p> <p>Shopping tourism is economical.</p>
Functional value (quality/performance)	<p>Products purchased during shopping tourism have consistent quality.</p> <p>Products purchased during shopping tourism are well made.</p> <p>Products purchased during shopping tourism have acceptable quality standards.</p> <p>Products purchased during shopping tourism have poor workmanship.</p> <p>Products purchased during shopping tourism do not last a long time.</p> <p>Products purchased during shopping tourism have consistent performance.</p>

Note. Modified from Sweeney and Soutar (2001)

3.4.3. Measurement of Shopping Destination Trust

Trust is the most important factor in a business transaction whether commercially performed in a traditional method, through a store, or via the Internet (Doney & Cannon, 1997). Economists and sociologists have studied systems and motives that reduce concerns and uncertain transactions (Zhou & Tian, 2010). This idea reflects the characteristic of human nature—avoiding or minimizing risks (Chen & Dhillon, 2003). McKnight et al. (2002) viewed trust as a mechanism for reducing the complexity of human behavior in a situation involving uncertainty. From this perspective, trust performs an important function for consumers, that is, it reduces the complexity of information and the perceptions of risk in a transaction.

One research objective is to investigate the dimensions of shopping destination trust. Existing studies on trust in shopping have identified 11 dimensions of trust for a shopping destination, namely, benevolence, integrity, competence, predictability, ability, transactional security, informational content, reputation, product, liking, and risk avoidance. The measurement scales used in the current study are derived from the existing literature. However, these scales were initially developed to measure trust for online shopping and e-commerce; thus, their use in directly examining shopping destination trust is somewhat inappropriate. Accordingly, modifications to the items in each dimension are made in the context of shopping tourism. Table 3.6 shows the modified items. Respondents indicate their levels of agreement with Hong Kong being a shopping destination on a 7-point Likert scale, where 1 = strongly disagree, 2 = disagree, 3 = somewhat disagree, 4 = neutral, 5 = somewhat agree, 6 = agree, and 7 = strongly agree.

Table 3.6. Initial Measurement Items of Shopping Destination Trust

Dimensions	Items	Source
Benevolence	<p>I believe that Hong Kong would act in my best interest.</p> <p>If I require help, Hong Kong retailers do their best to help me.</p> <p>Hong Kong retailers are concerned about my well-being.</p>	Modified from Park, Gunn, & Han (2012)
Integrity	<p>Hong Kong provides shopping environment that is consist with that being advertised.</p> <p>Hong Kong advertises shopping products that it does not offer.</p> <p>Retail shops in Hong Kong are honest in their dealing with tourists.</p> <p>Retail shops in Hong Kong are ethical.</p>	Modified from Lau & Lee (2009)
Competence	<p>Hong Kong is the best destination for shopping tourism.</p> <p>Other shopping destinations are better than Hong Kong.</p> <p>Hong Kong offers a better shopping environment than other destinations.</p> <p>Hong Kong is more effective than other destinations.</p> <p>Hong Kong meets my shopping needs better than other shopping destinations.</p> <p>I accomplish my shopping task in Hong Kong more easily than in other destinations.</p>	Modified from Lau & Lee (1999)
Predictability	<p>When I visit Hong Kong for shopping, I know exactly what to do.</p> <p>I can always correctly anticipate how Hong Kong will be as a shopping destination.</p> <p>Hong Kong does not offer consistent shopping quality for tourists.</p> <p>Hong Kong provides a consistent shopping environment.</p> <p>I cannot always be sure of the shopping environment in Hong Kong the next time I visit.</p> <p>I know how Hong Kong is going to provide its shopping environment for me.</p>	Modified from Lau & Lee (1999)
Ability	<p>Hong Kong is competent.</p> <p>Hong Kong as a shopping destination understands my shopping needs.</p> <p>Hong Kong as a shopping destination knows my shopping needs.</p> <p>Hong Kong as a shopping destination knows how to provide excellent service.</p>	Modified from Gefen & Straub (2004)
Transaction Security	<p>Retail shops in Hong Kong have mechanisms that ensure the safe transmission of the personal information of shoppers.</p>	Ranganathan & Ganapathy (2002);

	<p>Retail shops in Hong Kong show great concern for the security of any transactions.</p> <p>Retail shops in Hong Kong have sufficient technical capacity.</p> <p>I am sure of the identity of retail shops in Hong Kong when I shop.</p>	O'Cass & Fenech (2003)
Information Content	<p>Shopping information in Hong Kong adequately meets my information needs.</p> <p>Shopping information in Hong Kong is adequate.</p>	Kim et al. (2004)
Reputation	<p>Hong Kong has a good reputation as a shopping destination.</p> <p>Hong Kong has an unreliable reputation as a shopping destination.</p> <p>Other people have told me that Hong Kong is not a good place for shopping tourism.</p> <p>Other people have told me that Hong Kong is a reliable place for shopping tourism.</p> <p>Hong Kong has a reputation for being a convenient shopping destination.</p> <p>I have heard negative comments about Hong Kong as a shopping destination.</p>	Modified from Lau & Lee (1999)
Product	<p>Products purchased in Hong Kong are highly reliable.</p> <p>Products purchased in Hong Kong appear to have exquisite workmanship.</p> <p>Products purchased in Hong Kong appear to be of very good quality.</p> <p>I consider products purchased in Hong Kong very functional.</p> <p>Products purchased in Hong Kong are extremely likely to be dependable.</p> <p>Products purchased in Hong Kong seem to be durable.</p>	Kennedy, Ferrell, & LeClair (2001)
Liking	<p>I like Hong Kong.</p> <p>I prefer other shopping destinations over Hong Kong.</p> <p>Hong Kong is my favorite shopping destination.</p>	Modified from Lau & Lee (1999)
Risk avoidance	<p>I have concerns when shopping at a new destination.</p> <p>I feel uncertain about shopping at an untrustworthy destination.</p> <p>I become uncomfortable in new situations.</p> <p>Shopping in a new environment is risky.</p>	Yoon (2009)

3.5. Expert Panel Review

The initial list of measurement items generated in the previous stage was submitted to a panel of experts for review. A review of experts was done to ensure the content validity of the instrument. Three professors in the hospitality and tourism research domain were invited to participate and review the measurement items. These qualified experts were requested to evaluate the representativeness and applicability of each item toward the associated construct. Each item was rated on a 5-point Likert scale ranging from 1 (“totally inapplicable”) to 5 (“totally applicable”) (Appendix A). The experts were also asked to provide comments. Although no major revisions were made to the statements, avoiding the use of an academic term such as shopping tourism was recommended because such term not only sounds too academic but also makes for an awkward statement. Hence, the necessary revisions were applied to ensure that potential respondents understand the statements. Table 3.7 and Table 3.8 show the revised items and the final measurement items, respectively.

Table 3.7. Items Revised according to Expert Panel Review

Initial measurement items	Revised measurement items
Shopping tourism is one that I enjoy.	I enjoy a shopping trip.
Shopping tourism makes me want to experience it.	The thought of a shopping trip makes me want to experience it.
Shopping tourism is one that I would feel relaxed about using.	I feel relaxed during a shopping trip.
Shopping tourism makes me feel good.	A shopping trip makes me feel good.
Shopping tourism gives me pleasure.	A shopping trip gives me pleasure.
Shopping tourism helps me to feel acceptable.	Joining a shopping trip helps me feel accepted by the peer group that I engage with.
Shopping tourism improves the way I am perceived.	Joining a shopping trip improves the way others perceive me.
Shopping tourism makes a good impression on other people.	Joining a shopping trip makes a good impression on other people.
Shopping tourism gives its owner social approval.	Joining a shopping trip provides me with social approval.
Shopping tourism is reasonably priced.	The costs of a shopping trip are reasonable.
Shopping tourism offers value for money.	A shopping trip offers value for money than other trips.
Shopping tourism is a good product for the price.	A shopping trip has a good value for money.
Shopping tourism is economical.	A shopping trip is economical.
Products purchased during shopping tourism have consistent quality.	Products purchased during a shopping trip have consistent quality.

Products purchased during shopping tourism are well made.

Products purchased during shopping tourism have acceptable quality standards.

Products purchased during shopping tourism have poor workmanship.

Products purchased during shopping tourism do not last a long time.

Products purchased during shopping tourism have consistent performance.

I believe that Hong Kong would act in my best interest.

Hong Kong is the best destination for shopping tourism.

Hong Kong is more effective than other destinations.

Hong Kong is competent.

Other people have told me that Hong Kong is not a good place for shopping tourism.

Other people have told me that Hong Kong is a reliable place for shopping tourism.

I like Hong Kong.

Products purchased during a shopping trip are well made.

Products purchased during a shopping trip have acceptable quality standards.

Products purchased during a shopping trip have poor workmanship.

Products purchased during a shopping trip do not last a long time.

Products purchased during a shopping trip have consistent performance.

Hong Kong retailers act in my best interest.

Hong Kong is the best destination for a shopping trip.

I can do my shopping more effectively in Hong Kong than in other destinations.

Hong Kong is a competent shopping destination.

Other people have told me that Hong Kong is not a good place for a shopping trip.

Other people have told me that Hong Kong is a reliable place for a shopping trip.

I like Hong Kong as a shopping destination.

Table 3.8. Final Measurement Items

Constructs/Dimensions	Items
Emotional value	<p>I enjoy a shopping trip.</p> <p>The thought of a shopping trip makes me want to experience it.</p> <p>I feel relaxed during a shopping trip.</p> <p>A shopping trip makes me feel good.</p> <p>A shopping trip gives me pleasure.</p>
Social value	<p>Joining a shopping trip helps me feel accepted by the peer group that I engage with.</p> <p>Joining a shopping trip improves the way others perceive me.</p> <p>Joining a shopping trip makes a good impression on other people.</p> <p>Joining a shopping trip provides me with social approval.</p>
Functional value (cost/value for money)	<p>The costs of a shopping trip are reasonable.</p> <p>A shopping trip offers value for money than other trips.</p> <p>A shopping trip has a good value for money.</p> <p>A shopping trip is economical.</p>
Functional value (quality/performance)	<p>Products purchased during a shopping trip have consistent quality.</p> <p>Products purchased during a shopping trip are well made.</p> <p>Products purchased during a shopping trip have acceptable quality standards.</p> <p>Products purchased during a shopping trip have poor workmanship.</p> <p>Products purchased during a shopping trip do not last a long time.</p> <p>Products purchased during a shopping trip have consistent performance.</p>
Benevolence	<p>Hong Kong retailers act in my best interest.</p> <p>If I require help, Hong Kong retailers do their best to help me.</p> <p>Hong Kong retailers are concerned about my well-being.</p>

Integrity	<p>Hong Kong provides shopping environment that is consist with that being advertised.</p> <p>Hong Kong advertises shopping products that it does not offer.</p> <p>Retail shops in Hong Kong are honest in their dealing with tourists.</p> <p>Retail shops in Hong Kong are ethical.</p>
Competence	<p>Hong Kong is the best destination for a shopping trip.</p> <p>Other shopping destinations are better than Hong Kong.</p> <p>Hong Kong offers a better shopping environment than other destinations.</p> <p>I can do my shopping more effectively in Hong Kong than in other destinations.</p> <p>Hong Kong meets my shopping needs better than other shopping destinations.</p> <p>I accomplish my shopping task in Hong Kong more easily than in other destinations.</p>
Predictability	<p>When I visit Hong Kong for shopping, I know exactly what to do.</p> <p>I can always correctly anticipate how Hong Kong will be as a shopping destination.</p> <p>Hong Kong does not offer consistent shopping quality for tourists.</p> <p>Hong Kong provides a consistent shopping environment.</p> <p>I cannot always be sure of the shopping environment in Hong Kong the next time I visit.</p> <p>I know how Hong Kong is going to provide its shopping environment for me.</p>
Ability	<p>Hong Kong is a competent shopping destination.</p> <p>Hong Kong as a shopping destination understands my shopping needs.</p> <p>Hong Kong as a shopping destination knows my shopping needs.</p> <p>Hong Kong as a shopping destination knows how to provide excellent service.</p>
Transaction Security	<p>Retail shops in Hong Kong have mechanisms that ensure the safe transmission of the personal information of shoppers.</p>

	<p>Retail shops in Hong Kong show great concern for the security of any transactions.</p> <p>Retail shops in Hong Kong have sufficient technical capacity.</p> <p>I am sure of the identity of retail shops in Hong Kong when I shop.</p>
Information content	<p>Shopping information in Hong Kong adequately meets my information needs.</p> <p>Shopping information in Hong Kong is adequate.</p>
Reputation	<p>Hong Kong has a good reputation as a shopping destination.</p> <p>Hong Kong has an unreliable reputation as a shopping destination.</p> <p>Other people have told me that Hong Kong is not a good place for a shopping trip.</p> <p>Other people have told me that Hong Kong is a reliable place for a shopping trip.</p> <p>Hong Kong has a reputation for being a convenient shopping destination.</p> <p>I have heard negative comments about Hong Kong as a shopping destination.</p>
Product	<p>Products purchased in Hong Kong are highly reliable.</p> <p>Products purchased in Hong Kong appear to have exquisite workmanship.</p> <p>Products purchased in Hong Kong appear to be of very good quality.</p> <p>I consider products purchased in Hong Kong very functional.</p> <p>Products purchased in Hong Kong are extremely likely to be dependable.</p> <p>Products purchased in Hong Kong seem to be durable.</p>
Liking	<p>I like Hong Kong as a shopping destination.</p> <p>I prefer other shopping destinations over Hong Kong.</p> <p>Hong Kong is my favorite shopping destination.</p>
Risk avoidance	<p>I have concerns when shopping at a new destination.</p> <p>I feel uncertain about shopping at an untrustworthy destination.</p> <p>I become uncomfortable in new situations.</p> <p>Shopping in a new environment is risky.</p>

3.6. Pilot Study

3.6.1. Questionnaire Design

A questionnaire is the most widely used tool for effectively collecting useful data that suit the objectives of an investigation (Ghauri & Grønhaug, 2002). In the course of collecting data by using questionnaires, each question should be prepared with a simple and clear basis to minimize errors that may occur when the respondents answer the questionnaire; thus, biased and vague expressions should be avoided (Ghauri & Grønhaug, 2002). In this study, a preliminary questionnaire was developed based on the measurement items of the four constructs generated from the literature review. The questionnaire starts with two screening questions, which determine the proper target respondents for the survey that is, shopping tourists.

The main part of the questionnaire is divided into four sections. Section one includes questions on the statements describing the shopping trip of the respondents. This section also includes the measurement items for the four constructs, namely, emotional value, social value, functional value (quality/performance), and functional value (cost/value for money). The respondents were asked to indicate their levels of agreement with the statements pertaining to their perceived value of shopping tourism in Hong Kong on a 7-point Likert scale, where 1 = strongly disagree, 2 = disagree, 3 = somewhat disagree, 4 = neutral, 5 = somewhat agree, 6 = agree, and 7 = strongly agree. Section two provides questions on the statements describing Hong Kong as a trustworthy shopping destination. This section also includes the measurement items for the 11 dimensions, namely, benevolence, integrity, competence, predictability, ability, transaction security, information content, reputation, product, liking, and risk avoidance. The respondents were

asked to indicate their levels of agreement with the statements pertaining to their shopping destination trust on a 7-point Likert scale, where 1 = strongly disagree, 2 = disagree, 3 = somewhat disagree, 4 = neutral, 5 = somewhat agree, 6 = agree, and 7 = strongly agree. The data collected from Sections one and two of the questionnaire were used to achieve the major research objectives, especially the testing of the proposed conceptual framework and the relationships among the constructs. Section three provides questions on travel activities in Hong Kong. Specifically presented were the length of stay, mainly purchased shopping items, shopping expenditure, and travel mode, among others. The respondents were asked to write their answers on the lines provided. Section four contains the basic demographic information of the respondents. Conventional questions, such as those on gender, education level, occupation, and household income, were presented.

This questionnaire was designed in English. Clear and simple language was used, and vague words and academic terms were avoided. In addition to the English version of the questionnaire, a Mandarin Chinese version was also prepared. As shown in Table 3.2, Mainland China is the top source market for tourist arrivals in Hong Kong, making up 75.0% of the total inbound market in 2013. The Chinese version of the questionnaire was expected to facilitate the survey process with Mainland Chinese tourists and to provide accurate information. The possibility of using other languages for the questionnaires was also considered during the pilot test. A native Chinese doctoral student majoring in tourism management in a country with English as the first language was invited to translate the questionnaire from English to Mandarin Chinese. The Mandarin version of the questionnaire was then reviewed and commented for revision by two other bilingual professors (English and Chinese) who are both hospitality and tourism management majors.

Regarding the questionnaire design, Heberlein and Baumgartner (1978) claimed that the response rate decreases by 0.5% with the addition of one question and further decreases by 5.0% with an additional page of questions. Hence, the researcher paid close attention to the questionnaire format. As the current questionnaire consisted of 79 questions, including those on demographic information, organizing the format of the questions was necessary to minimize the number of questionnaires. After formatting, a questionnaire with six pages was ready for use in the survey. Kalantar and Talley (1999) explained that the response rate may be increased through a favorable method, such as the provision of an incentive or gift to respondents, in the event that numerous questions are inevitably provided. Hence, giving an incentive or gift to the respondents was also considered in this work.

3.6.2. Data Collection

The pilot study was conducted with a small number of respondents prior to the main survey. The target sample size was 200. The purpose of this pilot survey was to validate the content of the measurement items as a stage of instrument development. This objective was achieved by testing the data collected with the computation of a Cronbach's alpha coefficient, item-to-total correlation, and exploratory factor analysis (EFA) (refer to Table 3.12). The pilot survey also aimed to ensure that the questionnaire was unambiguous and answerable. The pilot test was also used to assess the feasibility of the full-scale survey, especially in terms of logistics.

3.6.3. Survey Administration

A self-administrated on-site survey was conducted. A total of 13 students from the School of Hotel and Tourism Management of the Hong Kong Polytechnic University were hired as interviewers. All interviewers have a good command of English and Mandarin Chinese and adequate experience in on-site data collection. Many students were intentionally hired because the data collection was conducted during the academic semester. Given their class schedules, including assignment submissions and mid-term and final tests schedules, approximately eight students were generally available to join the data collection each time. Both the interviewers and the researcher encountered three major difficulties, namely, “too rigorous screening question,” “improper data collection site—no seat was available for the respondents,” and “unattractive incentives.” Many respondents were confused with the screening questions (refer to Figure 3.2). The first screening question asked the respondents about the major purpose of their visit. The second screening question also asked the same question with a different format. Many respondents hesitated to include “shopping” in the second screening answer. The current screening question clearly needed revision. Moreover, the data collection sites were not appropriate for the survey. The target of the current study is shopping tourists; thus, the intention was to collect data near the entrance/exit of popular shopping centers (e.g., Harbour City, IFC, and Landmark Shopping Mall). However, those sites were almost impossible to consider because of overcrowding, lack of seats where the respondents could fill out the survey form, and so on. Moreover, tourists were preoccupied with their activities, and most held shopping bags; thus, they did not pay attention to the interviewers. Accordingly, the response rate was significantly low. The interviewers were later dispatched near shopping malls, such as

Kowloon Park (five minutes walking distance from Harbour City, spacious, and has several benches) and Stanley Plaza (one of the popular tourist destinations in Hong Kong, spacious, and has several benches). The new suggested sites for the pilot test (later sites) were satisfactory. The pilot study was conducted for seven weeks, from the middle of January 2014 to early March 2014. A total of 250 questionnaires were collected. Among the 250, 11 questionnaires contained missing data in screening questions and were removed from the data set. In detail, 11 respondents answered only one of the two screening questions, so they were treated as missing data and were deleted from the data set. A total of 239 questionnaires were included for the final data analysis. Table 3.9 shows the number of questionnaires obtained in each site. Incentives or small gifts contributed to a high response rate. Sweets and lollipops were given to the respondents as incentive. Female respondents and family members with children particularly showed significant interest in these goods, which made them willing to participate in the survey.

Table 3.9. Questionnaire Distribution of the Pilot Study

Districts	Specific Sites	No. of Questionnaire	Percentage
Kowloon	Harbour City	28	11.2
	Hung Hom Station	45	18
	Kowloon Park	49	19.6
	Others	16	6.4
Hong Kong Island	IFC	21	8.4
	Landmark Shopping Mall	34	13.6
	Time Square	30	12
	Stanley Market	27	10.8
Total		250	100

3.6.4. Results of the Pilot Test

3.6.4.1. Data Screening

To guarantee that the data set was suitable for the investigation, the data were initially screened and cleaned. A total of 250 reactions were collected on site. Of this number, 11 were screened out because the respondents were not tourists who visit Hong Kong with the major purpose of shopping. After the screening, 239 responses were ready for the next stage, which included checking missing data and outliers and conducting a normality test.

Missing data and outliers: Missing data are generally caused by mistakes in the data collection stage or data entry. Hair, Black, Babin, Anderson, and Tatham (2010) argued that missing data affect the results of data analysis. Thus, the researcher of the current study attempted to minimize the missing data, which were not observed in the pilot test. Regarding outlier detection, a graphical examination of box plots and a descriptive analysis were conducted. A total of 35 cases were regarded as outliers and eventually deleted. The remaining 204 cases were subjected to a normality test.

3.6.4.2. Normality

The most essential assumption in multivariate investigation is normality. Table 3.10 demonstrates that most of the variables were contrarily skewed. The univariate institutionalized skewness facts went from -2.262 to -0.258 . Nevertheless, the univariate institutionalized kurtosis uncovered mostly positive kurtosis, extending from -0.071 to 11.349 , which suggests a normal distribution. In the present study, the data could be considered normally distributed because all variables were univariate and normally dispersed and the sample size of 204 was large enough.

Table 3.10. Univariate Normality Test Results (N = 204)

Variables		Mean	S.D.	Skewness		Kurtosis	
		Statistic	Statistic	Statistic	S.E.	Statistic	S.E.
<i>Emotional value</i>							
EV1	I enjoy a shopping trip.	6.23	0.805	-2.262	0.170	11.189	0.339
EV2	The thought of a shopping trip makes me want to experience it.	6.09	0.822	-1.571	0.170	5.274	0.339
EV3	I feel relaxed during a shopping trip.	6.25	0.807	-1.678	0.170	5.228	0.339
EV4	A shopping trip makes me feel good.	6.12	0.792	-2.260	0.170	11.349	0.339
EV5	A shopping trip gives me pleasure.	6.23	0.860	-2.059	0.170	8.482	0.339
<i>Social value</i>							
SV1	Joining a shopping trip helps me feel accepted by the peer group that I engage with.	5.12	1.416	-1.271	0.170	1.780	0.339
SV2	Joining a shopping trip improves the way others perceive me.	4.94	1.254	-0.993	0.170	0.583	0.339
SV3	Joining a shopping trip makes a good impression on other people.	4.97	1.443	-1.131	0.170	1.015	0.339
SV4	Joining a shopping trip provides me with social approval.	4.67	1.417	-0.632	0.170	0.386	0.339
<i>Functional value (cost/value for money)</i>							
COST1	The costs of a shopping trip are reasonable.	5.93	1.243	-1.163	0.170	1.294	0.339
COST2	A shopping trip offers better value for money than other trips.	6.00	1.273	-1.495	0.170	2.574	0.339
COST3	A shopping trip has a good value for money.	5.53	0.994	-1.841	0.170	4.199	0.339
COST4	A shopping trip is economical.	6.00	1.337	-1.639	0.170	2.915	0.339
<i>Functional value (quality/performance)</i>							
QUA1	Products purchased during a shopping trip have consistent quality.	5.57	1.298	-1.679	0.170	3.245	0.339
QUA2	Products purchased during a shopping trip are well made.	5.67	1.190	-1.599	0.170	2.958	0.339
QUA3	Products purchased during a shopping trip have acceptable quality standards.	5.73	1.176	-1.747	0.170	3.798	0.339
QUA4	Products purchased during a shopping trip have poor workmanship.	5.54	1.311	-1.538	0.170	2.609	0.339
QUA5	Products purchased during a shopping trip do not last a long time.	5.70	1.238	-1.795	0.170	3.684	0.339

QUA6	Products purchased during a shopping trip have consistent performance.	5.67	1.238	-1.889	0.170	4.416	0.339
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Benevolence

BN1	Hong Kong retailers act in my best interest.	5.19	2.069	-1.159	0.170	-0.071	0.339
BN2	If I require help, Hong Kong retailers do their best to help me.	5.02	1.965	-1.082	0.170	-0.154	0.339
BN3	Hong Kong retailers are concerned about my well-being.	5.35	1.879	-1.044	0.170	-0.276	0.339

Integrity

INT1	Hong Kong provides shopping environment consistent with that being advertised.	4.81	1.771	-1.095	0.170	0.256	0.339
INT2	Hong Kong advertises shopping products that it does not offer.	4.65	1.728	-0.994	0.170	0.115	0.339
INT3	Retail shops in Hong Kong are honest in their dealings with tourists.	4.78	1.516	-0.674	0.170	-0.337	0.339
INT4	Retail shops in Hong Kong are ethical.	4.50	1.665	-0.857	0.170	0.014	0.339

Competence

COM1	Hong Kong is the best destination for a shopping trip.	5.04	1.793	-1.040	0.170	0.086	0.339
COM2	Other shopping destinations are better than Hong Kong.	4.87	1.924	-0.971	0.170	-0.352	0.339
COM3	Hong Kong offers a better shopping environment than other destinations.	5.00	1.750	-1.269	0.170	0.508	0.339
COM4	I can do my shopping more effectively in Hong Kong than in other destinations.	5.17	1.861	-1.267	0.170	0.446	0.339
COM5	Hong Kong meets my shopping needs better than other shopping destinations.	4.88	1.866	-0.938	0.170	-0.315	0.339
COM6	I accomplish my shopping task in Hong Kong more easily than in other destinations.	5.07	1.599	-1.303	0.170	1.068	0.339

Predictability

PRE1	When I visit Hong Kong for shopping, I know exactly what to do.	4.46	1.889	-0.596	0.170	-0.721	0.339
PRE2	I can always correctly anticipate how Hong Kong will be as a shopping destination.	4.59	1.645	-0.508	0.170	-0.675	0.339
PRE3	Hong Kong does not offer consistent shopping quality for tourists.	4.70	1.908	-0.816	0.170	-0.593	0.339
PRE4	Hong Kong provides a consistent shopping environment.	4.83	1.791	-0.638	0.170	-0.783	0.339

PRE5	I cannot always be sure of the shopping environment in Hong Kong the next time I visit.	4.62	1.894	-0.698	0.170	-0.513	0.339
PRE6	I know how Hong Kong is going to provide its shopping environment for me.	4.44	1.754	-0.258	0.170	-0.881	0.339

Ability

AB1	Hong Kong is a competent shopping destination.	5.52	2.148	-1.453	0.170	0.483	0.339
AB2	Hong Kong as a shopping destination understands my shopping needs.	5.48	1.608	-1.337	0.170	0.603	0.339
AB3	Hong Kong as a shopping destination knows my shopping needs.	4.78	2.500	-0.736	0.170	-1.258	0.339
AB4	Hong Kong as a shopping destination knows how to provide excellent service.	5.52	1.662	-1.353	0.170	0.523	0.339

Transaction Security

TS1	Retail shops in Hong Kong have mechanisms that ensure the safe transmission of the personal information of shoppers.	4.83	1.905	-0.968	0.170	-0.199	0.339
TS2	Retail shops in Hong Kong show great concern for the security of any transaction.	4.76	1.959	-0.870	0.170	-0.528	0.339
TS3	Retail shops in Hong Kong have sufficient technical capacity.	5.11	1.822	-1.016	0.170	-0.326	0.339
TS4	I am sure of the identity of retail shops in Hong Kong when I shop.	5.01	2.046	-0.957	0.170	-0.401	0.339

Information Content

IC1	Shopping information in Hong Kong adequately meets my informational needs.	5.01	1.990	-0.756	0.170	-0.759	0.339
IC2	Shopping information in Hong Kong is adequate.	5.31	1.859	-0.938	0.170	-0.342	0.339

Reputation

REP1	Hong Kong has a good reputation as a shopping destination.	4.77	1.819	-0.826	0.170	-0.288	0.339
REP2	Hong Kong has an unreliable reputation as a shopping destination.	4.86	1.689	-0.902	0.170	-0.130	0.339
REP3	Other people have told me that Hong Kong is not a good place for a shopping trip.	4.82	1.639	-0.966	0.170	-0.044	0.339

REP4	Other people have told me that Hong Kong is a reliable place for a shopping trip.	4.90	1.732	-0.765	0.170	-0.193	0.339
REP5	Hong Kong has a reputation for being a convenient shopping destination.	4.92	1.693	-0.853	0.170	-0.141	0.339
REP6	I have heard negative comments about Hong Kong as a shopping destination.	4.97	1.606	-0.938	0.170	0.236	0.339

Product

PRO1	Products purchased in Hong Kong are highly likely to be reliable.	4.71	1.917	-0.760	0.170	-0.587	0.339
PRO2	Products purchased in Hong Kong appear to have exquisite workmanship.	5.03	1.779	-0.895	0.170	-0.337	0.339
PRO3	Products purchased in Hong Kong appear to be of very good quality.	4.81	1.898	-0.843	0.170	-0.481	0.339
PRO4	I consider products purchased in Hong Kong very functional.	4.87	1.863	-0.675	0.170	-0.736	0.339
PRO5	Products purchased in Hong Kong are extremely likely to be dependable.	4.73	1.930	-0.770	0.170	-0.686	0.339
PRO6	Products purchased in Hong Kong seem to be durable.	4.72	1.851	-0.781	0.170	-0.614	0.339

Liking

LK1	I like Hong Kong as a shopping destination.	4.64	1.928	-0.656	0.170	-0.792	0.339
LK2	I prefer other shopping destinations over Hong Kong.	4.77	1.840	-0.760	0.170	-0.497	0.339
LK3	Hong Kong is my favorite shopping destination.	4.64	1.885	-0.726	0.170	-0.607	0.339

Risk Avoidance

RA1	I have concerns when shopping at a new destination.	4.52	2.076	-0.365	0.170	-1.177	0.339
RA2	I feel uncertain about shopping at an untrustworthy destination.	4.76	1.853	-0.586	0.170	-0.713	0.339
RA3	I become uncomfortable in new situations.	4.57	2.087	-0.471	0.170	-1.111	0.339
RA4	Shopping in a new environment is risky.	4.75	1.683	-0.607	0.170	-0.456	0.339

3.6.4.3. Profile of the Pilot Survey Respondents

Table 3.11 shows the profile of the respondents. The sociodemographic characteristics of the respondents for this study had six components: gender, age, education level, occupation, nationality, and household income. Gender distribution was generally equal. The number of female respondents was slightly higher (50.5%) than that of the males (49.5%). The 36–45 age group had the highest number of respondents (36.8%), followed by the 46–55 and above age group (21.1%) and the 26–35 age group (14.2%). The education level of the respondents was also scrutinized; the majority of the respondents completed a bachelor's degree (44.6%), followed by high school graduates (23.0%). The majority of the respondents were employed (68.6%); the rest of them were housewives (12.7%) and retirees (12.7%). Nationality distribution was exactly equal. Mainland Chinese constituted half of the total number of respondents (50%). The remaining respondents (50%) were from Asia (except China), North America, South America, Europe, Africa, and Oceania. Regarding the household income, nearly one fifth of the respondents (19.1%) reported earnings of approximately US\$ 9,001–10,000.

Table 3.11 Profile of the Pilot Test Respondents (N = 204)

Profile category		Frequency	Percent
<i>Gender</i>	Male	101	49.5
	Female	103	50.5
<i>Age</i>	25 or below	21	10.3
	26-35	29	14.2
	36-45	75	36.8
	46-55	43	21.1
	56-65	19	9.3
	66 or above	17	8.3
<i>Education level</i>	Middle school	31	15.2
	High school	47	23.0
	Bachelor degree	91	44.6
	Graduate/Postgraduate degree	35	17.2
<i>Occupation</i>	Working	140	68.6
	Housewife	26	12.7
	Student	12	5.9
	Retired	26	12.7
<i>Nationality</i>	Chinese	102	50.0
	Asian except Chinese	5	2.5
	North American	31	15.2
	South American	11	5.4
	European	44	21.6
	African	2	1.0
	Oceanian	9	4.4
<i>Household income</i>	Less than US\$1,000	1	0.5
	US\$1,001-2,000	9	4.4
	US\$2,001-3,000	9	4.4

US\$3,001-4,000	14	6.9
US\$4,001-5,000	13	6.4
US\$5,001-6,000	6	2.9
US\$6,001-7,000	29	14.2
US\$7,001-8,000	23	11.3
US\$8,001-9,000	14	6.9
US\$9,001-10,000	39	19.1
US\$10,001-11,000	3	1.5
US\$11,001-12,000	7	3.4
US\$12,001-13,000	22	10.8
US\$13,001-14,000	5	2.5
US\$14,001-15,000	2	1.0
US\$15,001-16,000	5	2.5
US\$16,001-17,000	1	0.5
US\$17,001-18,000	1	0.5
US\$18,001-19,000	1	0.5

3.6.4.4. Exploratory Factor Analysis (EFA)

The data set (N = 204) was prepared for EFA. EFA was employed for the whole measurement model. Table 3.12 shows the EFA results of the measurement model. The Kaiser–Meyer–Olkin (KMO) measure of sampling adequacy of 0.916 was significantly higher than the 0.6 cutoff suggested by Hair et al. (2010). Bartlett’s test of sphericity was significant with $p < .000$ and χ^2 (df = 2211) = 17210.138 (N = 204).

As shown in Table 3.12, 15 factors were generated; these factors explained 82.759% of the total variance. Factor 1 “predictability” exhibited a 4.819% variance with a reliability

coefficient of 0.967. This factor incorporated six items related to shopping predictability (i.e., when I visit Hong Kong for shopping, I know exactly what to do.). Factor 2 “competence” exhibited the highest variance of 33.470% with a reliability coefficient of 0.948. This factor incorporated six items related to competence (i.e., Hong Kong is the best destination for a shopping trip). Factor 3 “reputation” exhibited a 10.199% variance with a reliability coefficient of 0.965. This factor incorporated six items related to reputation (i.e., Hong Kong has a good reputation as a shopping destination). Factor 4 “product” exhibited a 4.249% variance with a reliability coefficient of 0.972. This factor incorporated six items related to product (i.e., Products purchased in Hong Kong are highly likely to be reliable.).

Factor 5 “functional value” (quality/performance) exhibited a 3.773% variance with a reliability coefficient of 0.952. This factor incorporated six items related to quality (i.e., Products purchased during a shopping trip are well made.). Factor 6 “social value” exhibited a 4.214% variance with a reliability coefficient of 0.950. This factor incorporated four items related to social value (i.e., Joining a shopping trip helps me feel accepted by the peer group that I engage with.). Factor 7 “functional value” (cost/value for money) exhibited a 2.835% variance with a reliability coefficient of 0.951. This factor incorporated four items related to cost (i.e., A shopping trip offers better value for money than other trips.). Factor 8 “emotional value” exhibited a 3.538% variance with a reliability coefficient of 0.888. This factor incorporated five items related to emotional value (i.e., A shopping trip makes me feel good.). Factor 9 “ability” exhibited a 2.542% variance with a reliability coefficient of 0.902. This factor incorporated four items related to ability (i.e., Hong Kong is a competent shopping destination.). Factor 10 “risk avoidance” exhibited a 2.627% variance with a reliability coefficient of 0.940. This factor incorporated four items related

to risk avoidance (i.e., I have concerns when shopping at a new destination). Factor 11 “integrity” exhibited a 2.412% variance with a reliability coefficient of 0.959. This factor incorporated four items related to integrity (i.e., Hong Kong provides a shopping environment consistent with that being advertised). Factor 12 “transaction security” exhibited a 2.016% variance with a reliability coefficient of 0.962. This factor incorporated four items related to transaction security (i.e., Retail shops in Hong Kong have mechanisms that ensure the safe transmission of the personal information of shoppers). Factor 13 “benevolence” exhibited a 2.173% variance with a reliability coefficient of 0.978. This factor incorporated three items related to benevolence (i.e., Hong Kong retailers act in my best interest.). Factor 14 “liking” exhibited a 1.542% variance with a reliability coefficient of 0.953. This factor incorporated three items related to liking (i.e., I like Hong Kong as a shopping destination.). Finally, factor 15 “liking” exhibited a 2.350% variance with a reliability coefficient of 0.895. This factor incorporated three items related to liking (i.e., I like Hong Kong as a shopping destination.). 15 factors with 69 items were retained.

Table 3.12. EFA of Measurement Model (Pilot Test)

Measurement Model (N=204)	Factor loading	Eigen value	% of Variance	Cumulative	α
Factor 1: Predictability		3.229	4.819	4.819	0.967
PRE1	0.832				
PRE2	0.822				
PRE5	0.809				
PRE3	0.800				
PRE4	0.773				
PRE6	0.733				
Factor 2: Competence		22.425	33.470	38.289	0.948
COM1	0.838				
COM4	0.813				
COM3	0.812				
COM5	0.731				
COM2	0.720				
COM6	0.678				
Factor 3: Reputation		6.833	10.199	48.488	0.965
REP1	0.786				
REP2	0.781				
REP5	0.763				
REP3	0.759				
REP4	0.741				
REP6	0.646				
Factor 4: Product		2.847	4.249	52.737	0.972
PRO1	0.793				
PRO4	0.786				
PRO2	0.780				
PRO3	0.752				
PRO5	0.748				
PRO6	0.701				

Factor 5: Functional value (quality/performance)		2.528	3.773	56.511	0.952
QUA1	0.921				
QUA2	0.897				
QUA6	0.816				
QUA3	0.766				
QUA4	0.718				
QUA5	0.712				
Factor 6: Social value		2.823	4.214	60.724	0.950
SV2	0.959				
SV3	0.912				
SV4	0.881				
SV1	0.808				
Factor 7: Functional value (cost/value for money)		1.900	2.835	63.560	0.951
COST4	0.889				
COST1	0.877				
COST2	0.869				
COST3	0.758				
Factor 8: Emotional value		2.371	3.538	67.098	0.888
EV5	0.793				
EV4	0.784				
EV2	0.742				
EV1	0.732				
EV3	0.654				
Factor 9: Ability		1.703	2.542	69.640	0.902
AB4	0.939				
AB1	0.922				
AB3	0.917				
AB	0.625				
Factor 10: Risk Avoidance		1.760	2.627	72.267	0.940

RA1	0.855				
RA3	0.851				
RA2	0.746				
RA4	0.551				
Factor 11: Integrity		1.616	2.412	74.679	0.959
INT3	0.750				
INT4	0.740				
INT1	0.722				
INT2	0.693				
Factor 12: Transaction Security		1.351	2.016	76.695	0.962
TS3	0.788				
TS1	0.720				
TS4	0.700				
TS2	0.677				
Factor 13: Benevolence		1.456	2.173	78.868	0.978
BN1	0.776				
BN3	0.750				
BN2	0.746				
Factor 14: Liking		1.033	1.542	80.409	0.953
LK1	0.695				
LK3	0.691				
LK2	0.670				
Factor 15: Information Content		1.574	2.350	82.759	0.895
IC2	0.980				
IC1	0.781				

Note. Extraction Method: Maximum Likelihood. Rotation Method: Varimax with Kaiser Normalization

3.7. Revision for the Main Survey

The pilot study was carried out to purify the measurement items for the proposed constructs. However, a number of respondents did not meet the criteria of target respondents. Two rigorous screening questions were provided to detect only the shopping tourists (Figure 3.2.). The following dichotomous question was provided for the first screening question: “I traveled to Hong Kong with the major purpose of shopping.” The respondents who answered “yes” were invited to answer the second screening question: “Please state your top three major reasons to travel to Hong Kong.” Finally, the respondents who answered “yes” in the first screening question and stated “shopping” in the second screening question were regarded as shopping tourists. However, the interviewers encountered an unexpected situation during the data collection stage. Several respondents felt confused because of two similar screening questions.

The two screening questions were the same in content but different in type. For the second question, many respondents asked whether they had to include “shopping” in the top three reasons for traveling to Hong Kong. Moreover, over 40 respondents who answered “yes” in the first screening question did not include “shopping” in the second screening question. The similar screening questions confused the respondents and accordingly contributed to the low respondent rate. Therefore, the screening question must be revised before the main data collection. Given that the first screening question is already enough to detect shopping tourists, the second question must be deleted or revised. With the help of professionals in hospitality and tourism research, the second screening question was revised as follows: “Please state the top three travel activities that you participated in.” The revised screening question was distinguished from the first question and still met the

definition of shopping tourism. Figure 3.3 shows the revised screening questions. The respondents who answered the two questions were invited for the survey.

Figure 3.3. Revised Screening Questions

Q1) Please read the following statement and tick the appropriate box.

I travel to Hong Kong with the major purpose of shopping.

Yes (Please continue to the second question below.)

No (End of survey. Thank you.)

Q2) Please state **the top three travel activities that you participated in.**

First activity _____

Second activity _____

Third activity _____

3.8. Main Survey

After the pilot test, the main survey was carried out to collect a key set of data for examining the research questions and hence achieve the objectives of this study. The data collection and analysis procedure is presented below.

3.8.1. Data Collection

3.8.1.1. Sampling Design and Sample Size

For the data collection, this study adopted the convenience sampling method, a non-probability sampling method that selects easily accessible participants. Although this method has little persuasive power as a scientific statistical method with significant errors in sampling, it is useful for roughly examining the characteristics of a population in studies

(Alan & Barbara, 2009). The current research used structural equation modeling (SEM) for the data analysis. Regression analysis was performed to establish the causal relationship existing in the field of social science (Kline, 2011). However, regression analysis could only determine the relationship between dependent and independent variables. Using the results of this analysis alone makes the explanation of whether the relationship is a causal or a general one difficult (Kline, 2011). Another limitation of determining a causal relationship using regression analysis is the difficulty of analyzing a multiple-layer causal relationship. In other words, limitations exist in the analysis of a multiple-layer causal relationship, in which the dependent variable presumed through a regression equation becomes a causal variable of another dependent variable. Hair et al. (2010) stated that SEM is a method for analyzing the causal relationship among latent variables (or latent factors or theoretical variables), which are difficult to measure directly. To measure latent variables, an additional method or a model that was not used in the path analysis model is needed. The current conceptual model includes four latent variables, namely, shopping destination trust, emotional value of shopping tourism for tourists, social value of shopping tourism for tourists, functional value of shopping tourism in terms of quality/performance for tourists, and functional value of shopping tourism in terms of cost/value for money for tourists. SEM is the optimal analytical method for analyzing the relationship between shopping destination trust and the perceived value of shopping tourism for tourists in this research.

Given that SEM can be used to model complex relationships between multivariate data, sample size is an important but underemphasized issue (Hair et al., 2010). The most frequent recommendation is a minimum sample size of 100 respondents for reliable results

(e.g., Schumacker & Lomax, 2010; Worthington & Whittaker, 2006). Hair et al. (2010) agreed with the aforementioned minimum but highlighted the fact that several factors influence the choice of sample size for SEM. Given that this study includes four constructs, the minimum sample size should be less than 100. However, SEM is a large-sample approach. A small sample size could cause a series of problems, including but not limited to estimation convergence failure, improper solutions, lowered parameter estimate accuracy, small statistical power, and inappropriate model fit statistics. Large samples are generally known to produce highly reliable outcomes (Hair et al., 2010). Kline (2005, p. 111, 178) argued, “SEM is a large sample technique (usually $N > 200$) and the sample size required is somewhat dependent on model complexity, the estimation method used” and “the distributional characteristics of observed variables” (Kline, 2005, P. 14–15).

Sample size determination also depends on the number of indicator variables per latent variable. A sample size of $N = 50$ would be appropriate for a confirmatory factor analysis (CFA) model with 6–12 indicator variables per factor while the sample size should be at least $N = 100$ for a model with 3–4 indicators per factor (MacCallum & Hong, 1997; Marsh et al., 1998). According to Hair et al. (2011, p.102), “The minimum is to have at least five times as many observations as the number of variables to be analyzed.” As shown in Table 3.13, the proposed conceptual framework consists of four latent variables with 67 indicators. Accordingly, the minimum sample size is 335. Considering model complexity, the researcher decided to collect 700 samples representing Hong Kong’s four main territories.

Table 3.13. Number of Items in the Constructs

Construct	No of Items
Shopping destination trust	48
Tourists' emotional value of shopping tourism	5
Tourists' social value of shopping tourism	4
Tourists' functional value (cost/value for money) of shopping tourism	4
Tourists' functional value (quality/performance) of shopping tourism	6
Total	67
Minimum number of sample size for current study	335

3.8.1.2. Survey Administration

A self-administrated on-site survey was carried out for the data collection. Twenty students from the School of Hotel and Tourism Management of the Hong Kong Polytechnic University were hired as interviewers. All the interviewers have good command of English and Mandarin Chinese and adequate experience in on-site data collection. Many students were intentionally hired because the data collection was conducted during academic semesters. Given their class schedules, including assignment submissions and mid-term and final test schedules, approximately 10 students were generally available to join the data collection each time. Although the researcher hired a large number of students, dispatching them on-site simultaneously was not possible. As stated in the pilot study section, interviewers, including the researcher, encountered several difficulties during data collection, namely, “too rigorous screening question,” “improper data collection site—no seat was available for the respondents,” and “unattractive incentives.”

The screening questions were revised (refer to Figure 3.3), and new sites for data collection were suggested. The suggested sites included Kowloon Park, Hung Hom Train Station, Time Square, Stanley Market, and The Hong Kong International Airport. At the beginning of the pilot test, the interviewers were mainly dispatched at famous shopping centers, such as Harbour City, SOGO Department Store, Time Square, and IFC. However, these sites were almost impossible to consider because of overcrowding, the lack of seats where the respondents could fill out the survey, and so on. Alternatively, the interviewers conducted the data collection near shopping malls, such as Kowloon Park (five minutes walking distance from Harbour City, spacious, and has several benches) and Stanley Plaza (one of the popular tourist destinations in Hong Kong, spacious, and has several benches). Given that the newly suggested sites during the pilot test (later sites) were satisfactory, the main data collection was also carried out in the same places. In particular, prior approval was necessary to conduct the survey in the Hung Hom Train Station and the Hong Kong International Airport. Therefore, the survey was carried out near the entrance and exit of both sites.

The main survey was carried out about three months, from early April 2014 to middle of July 2014. A total number of 768 questionnaires were collected. Among the 768 questionnaires, 11 contained missing data and were removed from the data set. Finally, 757 questionnaires were included in the data analysis. Table 3.14 shows the number of questionnaires obtained in each site.

Table 3.14. Questionnaire Distribution of Main Survey

Districts	Specific sites	No of questionnaire	Percentage (%)
Kowloon	Hung Hom Station	224	29.2
	Kowloon Park	67	8.7
	Others	64	8.3
Hong Kong Island	Time Square	78	10.1
	Stanley Market	149	19.4
	Prada outlet/Horizon outlet	65	8.5
	Others	34	4.4
Lantau Island	Citygate outlet	22	2.9
	The Hong Kong International Airport	65	8.5
Total		768	100.0

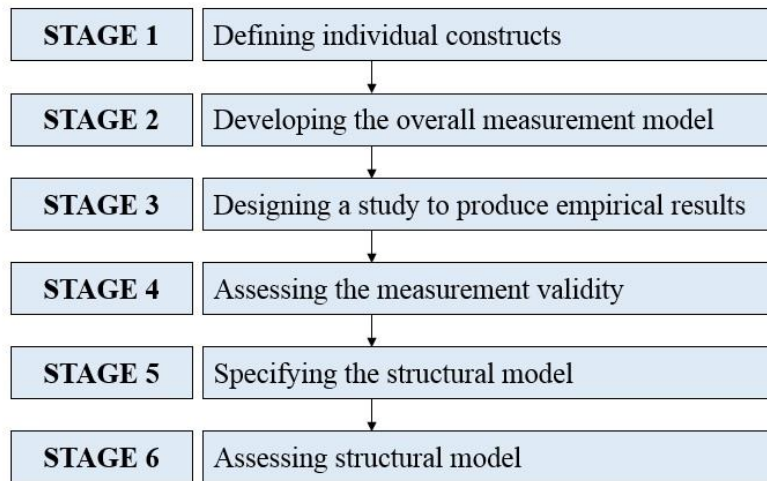
Incentives or small gifts contribute to a high response rate. Similar to that in the pilot test, sweets and lollipops were given to the respondents as incentives at the beginning of the data collection for the main survey. However, the summer season caused the sweets and lollipops to melt and become sticky. New incentives, such as iced bottles of water, Starbucks coupons, and Pacific Coffee coupons, were thus provided. The new incentives played a big role in the data collection and resulted in a high response rate in a limited time.

3.9. Data Analysis

SEM is an appealing approach to test theories and theoretical relationships. In this study, a set of relationships between shopping destination trust, emotional value of shopping tourism for tourists, social value of shopping tourism for tourists, functional value of shopping tourism in terms of quality/performance for tourists, and theory-based

functional value of shopping tourism in terms of cost/value for money for tourists. SEM was applied to assess how well the theory fits reality, which is represented by the collected data. Figure 3.4 shows the widely used SEM procedure.

Figure 3.4. SEM Procedure



As discussed and accomplished previously, the first three stages of SEM are research instrument development (Section 3.4), pilot test (Section 3.6), and data collection (Section 3.8). In this data analysis procedure, the last three stages of SEM are carried out before data screening. After the data collection, the data obtained were coded and entered into the IBM Statistical Package for the Social Sciences (SPSS) 20.0 and IBM SPSS Analysis of Moment Structures (AMOS) 20.0 for statistical processing. Some items received reverse coding (i.e., PRO4, PRO5, INT2, PRE3, PRE5, REP2, REP3, REP6, RA1, RA2, RA3, RA4).

3.9.1. Data Screening

Prior to SEM, the collected data undergo screening for several potential problems: determining the accuracy of the data files, identifying missing data, locating eventual outliers, and dealing with normality issues (Hair et al., 2010).

Missing data: Missing data may result from errors in data collection and entry or from omission or the refusal of respondents to answer. Missing data may also be a reflection of bias if certain patterns are identified. Therefore, data are examined to recognize whether missing data scatters randomly or whether any distinct patterns exist. If distinct patterns are found, problems are identified, and remedies are employed accordingly. Hair et al. (2010) recommended that cases with a significant amount of missing data can be removed from the data set; variables with missing data of over 15% are candidates for deletion. The remaining data set must be large enough for data analysis. When the respective variables are crucial for the data analysis, data can still be remedied instead of being removed, even in cases with high levels of missing data (e.g., 20% to 30%) (Hair et al., 2010).

Outliers: Outliers are values that are different from the rest (Kline, 2011). Outliers exist for individual variables (univariate) and the model (multivariate). To detect the outliers of individual variables, descriptive statistics and box spots produced by SPSS are usually examined. Extreme values are then removed or corrected if errors are found. This outlier type can be detected by the Mahalabobis distance statistic produced by AMOS. The Mahalabobis d-square statistic measures “the distance in standard deviation units between a set of scores for one case and the sample mean (centroid)” (Hair et al., 2006, p. 65).

Researchers are cautioned to refrain from designating too many observations as outliers to avoid bias. Therefore, the decision to retain or exclude outliers should be based on the characteristics of the outliers and on the objectives of the analysis (Hair et al., 2010).

Normality: To assess the assumption of normality, univariate skewness and univariate kurtosis indices are commonly reviewed. In most cases, univariate normality for all variables helps achieve multivariable normality (Hair et al., 2010). The data may not be normally distributed when the absolute values of skewness and kurtosis are far from zero (Field, 2009). In addition, Kline (2011) suggested that normality assumption encounters a problem when the absolute values of skewness are greater than 3 and when the absolute values of kurtosis are greater than 10. Accordingly, multivariate normality in the present study was not assumed to be seriously violated when the absolute values of skewness were less than 3 and when the absolute values of kurtosis were less than 10 for most variables.

3.9.2. EFA Guidelines

EFA is utilized to explore dimensionality and to reduce the number of items for each construct in the model. In this research, the measurement items of the four constructs, namely, shopping destination trust, emotional value of shopping tourism for tourists, social value of shopping tourism for tourists, functional value of shopping tourism for tourists in terms of quality/performance, and functional value of shopping tourism for tourists in terms of cost/value for money, were taken from the literature. Although EFA is commonly used in data analysis, it is a complex procedure with many options (Costello & Osborne, 2005). To obtain the best outcome from an EFA, best practices for the extraction and rotation methods of the analysis must be adopted. According to Costello and Osborne (2005) and

Fabrigar, Wegener, MacCallum, and Strahan (1999), maximum likelihood is regarded as the best method among the other extraction methods, such as principal components, unweighted least squares, generalized least squares, principal axis factoring, alpha factoring, and image factoring.

The basic assumption for conducting SEM is to have a relatively normally distributed data set. Maximum likelihood was chosen as the extraction method for this particular research. Promax rotation is a widely used rotation method (Costello & Osborne, 2005; Hair et al., 2010). This method is an appropriate first step to identify major components and to simplify the interpretation of the factors identified (Chin & Newsted, 2009). Given that the current data set showed a fairly normal distribution, maximum likelihood with promax rotation was chosen for the EFA procedure.

The basic criteria for EFA include the following. First, the number of factors to retain is decided by eigenvalues. As commonly practiced in similar studies, factors with eigenvalues greater than 1 are retained (Field, 2009). Second, factor loading values of 0.5 are considered as the minimum requirement for each item to be retained (Field, 2009). Items loaded on more than one factor with a factor loading greater than 0.5 should be removed to avoid cross loadings (Hair et al., 2010). This process is the key to achieving discriminant validity. Field (2009) recommended that factor loadings must not be used as sole basis in component selection.

Third, communality is also considered for component extraction. Kaiser (1974) suggested that average communality should be greater than 0.60 for a sample size of 250 or larger. Fourth, a KMO measure of sampling adequacy is examined. A KMO value of

0.50 is suggested as the minimum threshold (Kaiser, 1974). A value of less than 0.50 suggests that the results of the factor analysis are not likely to be useful. Fifth, the p value of the Bartlett's test of sphericity should be significant (less than 0.05), which indicates that the test variables are related and thus suitable for structure detection. Sixth, the correlations between items are checked using the corrected item-total correlation values. Values of 0.30 or less are deemed as unacceptable (Field, 2009). Finally, the scale reliability of each identified factor must be assured with a Cronbach's alpha of 0.70 or greater.

3.9.3. CFA Guidelines

CFA follows EFA in the process of validating or confirming the factor constructs resulting from the EFA. The constructs extracted from the EFA are validated using the AMOS 20.0 software. The essential task at this stage is to achieve the validity of the measurement model. Measurement model validity depends on two indicators: (1) model fit or model validity and (2) construct validity.

Model fit: Model fit refers to how well the proposed model accounts for the correlations between variables in the data set. It is satisfactory when the model has good fit. That is, it accounts for all major correlations inherent in the data set. Various measures have been developed to determine the goodness of fit. The present study adopted several commonly used measures, which are presented below.

Chi-square is the fundamental measure for determining differences between the observed and estimated covariance matrices (Hair et al., 2010). The chi-square statistic tests the null hypothesis that the observed sample and SEM-estimated covariance matrices

are equal. In SEM, the chi-square value is expected to be relatively small, and its corresponding p-value is expected to be large (p more than 0.50). In this case, the two matrices do not show a statistically significant difference, which indicates a good fit. According to Barrett (2007), the χ^2 statistic is the most evident and direct test of model fit (p. 823). However, χ^2 statistic is dependent on sample size; hence, it is highly sensitive to the increase or decrease in sample size. For example, significance value is reduced as sample size increases. Thus, achieving a non-significant probability value becomes difficult. Alternative fit indices have been proposed, including the comparative fit index (CFI), the Tucker–Lewis index (TLI), and the root mean square error approximation (RMSEA) and its confidence interval. Bagozzi and Yi (2012) argued that the most recognized and used indices with practical value are the RMSEA, which provides the average amount of misfit of a model per degree of freedom; the non-normed fit index (NNFI), also known as TLI, which rewards model parsimony and penalizes model complexity; and CFI, which indicates the relative centrality between the hypothesized model and the null model of the modified independence where only error variances are estimated.

According to Hu and Bentler (1998, 1999), the RMSEA value should be equal to or less than 0.06. However, Chen, Curran, Bollen, Kirby, and Paxton (2008) argued that the benchmark RMSEA value of equal to or less than 0.05 is not empirically supported. Thus, they proposed liberal values as high as 0.10. The present study used the two recommended fit indices of CFI and RMSEA in selecting the model but also reported the other fit indices recommended by other scholars (Bagozzi & Yi, 2012). Marsh, Hau, and Wen (2004) affirmed the absence of golden rules in setting cutoff values for fit indices.

They also showed that even the old values that required CFI and TLI values to be greater than or equal to 0.90 are challenging based on the best psychological instruments. The recommendations of Hu and Bentler (1998, 1999) appear to be “largely unobtainable in appropriate practice” (Marsh et al., 2004; p. 326) after Marsh et al. (2004) applied these recommendations in cutoff fit indices obtained using heuristic findings and a limited sample; they suggested taking precautions to accommodate model complexity and sample size considerations. They also showed that the said recommendations are based on the criterion of sensitivity to model misspecification and do not satisfy the traditional decision rule criteria that maintain low rates of Type 1 error that does not vary with the population sample. Subsequently, they argued that CFI values of approximately 0.80 are modest and that such CFI value would result in very accurate differentiation between true and misspecified models; these models would in turn lead to less stringent criteria of acceptable fit indices. According to Marsh et al. (2004), a model with more than two items per factor and require a goodness-of-fit index of greater than or equal to 0.95 is unreasonable but could be necessary if measures attain good construct validity. Hair et al. (2010) further argued that complex models with numerous parameters and a large sample size should be considered differently when applying the recommended fit indices.

Another model fit that is commonly used in evaluation is the normed chi-square, which pertains to the value obtained from the chi-square to the degrees of freedom ratio (χ^2/df) (Wheaton, Muthen, Alwin, & Summers, 1977). The decision to use (χ^2/df) lies in the direct relationship between the formula for computing χ^2 and the sample size; that is, chi-square values tend to be large in large samples. Wheaton et al. (1977) recommended a cutoff value of 5.0, whereas Tabachnick and Fidell (2007) recommended a value of as low

as 2.0. A consensus is yet to be reached regarding the acceptable ratio (Hooper, Coughlan, & Mullen, 2008; Schermelleh, Moosbrugger, & Müller, 2003). The present study adopted a ratio of less than 3.0, which was recommended by Kline (2011), to show that the model is acceptable. Bentler (2007) recommended limiting the reporting of fit indices to the SRMR or to the absolute standardized residual and two additional fit indices. The present study used the RMSEA, CFI, and TLI to decide on model fit. Table 3.15 shows the summary of the index values.

Table 3.15. Model Fit Indexes for CFA

Indices	Abbreviation	Acceptable Level	References
Normed Chi-Square	(χ^2/df)	$1.0 < \chi^2 < 3.0$	Hair et al. (2010), Kline (2011)
Tucker-Lewis Index	TLI	$TLI > 0.80$	Hu and Bentler (1998, 1999), Marsh et al. (2004)
Comparative Fit Index	CFI	$CFI > 0.80$	Hu and Bentler (1998, 1999), Marsh et al. (2004)
Root Mean Square Error of Approximation	RMSEA	$RMSEA < 0.08$	Hair et al. (2010)

Construct validity: Construct validity refers to the extent to which the measurement items actually reflect the measured latent construct (Hair et al., 2010). It is critical in achieving convergent validity and discriminant validity. The following three indicators are examined to assess convergent validity: standardized factor loading, composite or construct reliability (CR), and the average variance extracted (AVE). As noted by Hair et al. (2010), standardized factor loading estimates should exceed 0.5, the AVE should be greater than 0.50, and CR values should be over 0.7. Discriminant validity indicates “the extent to which a given construct is different from other latent constructs” (Esposito, Chin, Henseler,

& Wang, 2010, p.463). To achieve discriminant validity, the AVE between constructs should be compared with the shared variance, including maximum shared variance (MSV) and average shared variance estimates.

“The test for discriminant validity compares the shared variance among indicators of a construct (i.e., AVE) with the variance shared between constructs (i.e., correlations). When the square root of AVE for the construct is greater than its correlations with other constructs, the construct meets the test for discriminant validity”. (Glynn & Woodside, 2009, p. 211)

The current study used the square root of the AVE of each latent construct and MSV.

3.9.4. Guidelines of the Structural Model

After the measurement model was formed and confirmed by EFA and CFA, the structural model was then tested by the AMOS 20.0 software. The structural model was created to test and estimate the proposed conceptual framework among the four main constructs, namely, shopping destination trust, emotional value of shopping tourism for tourists, social value of shopping tourism for tourists, functional value of shopping tourism for tourists in terms of quality/performance, and functional value of shopping tourism for tourists in terms of cost/value for money. It was then used to consolidate the conceptual model. The model fit had to be reexamined. The criteria for the model fit were the same as those in the previously mentioned CFA guidelines (refer to Section 3.9.3.). Two types of relations were tested, namely, the direct effects among the four constructs and the moderating effects of gender (i.e., male and female) on the direct relationships between shopping destination trust and each of the perceived value of shopping tourism.

Direct effects

A direct effect was detected from the structural model, as indicated by the standardized regression weights of a direct path. The significance level of a direct effect is given by the test statistics of critical ratio (t-value) and the p-value, which indicate whether the direct effect estimates are statistically different from zero (Byrne, 2010). Critical ratio values that are larger than 1.96 indicate the statistical significance of the path estimates.

Moderating effects of distance

This study proposed to test the effects of distance to direct paths onto and from shopping destination trust. In this multi-group moderation test, the data set was divided into two gender groups (i.e., male and female), and the structural model was tested with each data set. A multi-group model was generated and tested using the critical ratios for differences given by AMOS.

3.10. Chapter Summary

This chapter explained the methodology employed for this study. An explanation of the research was provided first, followed by a detailed description of the setting of the study and the proposed participants. Next, the sampling procedure was identified, and the selection of measurement items for the variables of the conceptual model was clarified. The conduct of the pilot test to validate the proposed measurement item and structural model before the main study was then presented, followed by the discussion on the conduct of the main survey after the revision of the initial questionnaire. Finally, the data analysis process was described, and the choices for analyses, including the justification for employing SEM, were listed.

CHAPTER 4. RESULTS

4.1. Chapter Introduction

This chapter presents the findings of this study. It begins with data screening, including deleting missing data and outliers and checking normality. The profiles of the main survey respondents as well as travel activities are subsequently presented. The descriptive statistics of the major constructs (i.e., tourists' perceived value of shopping tourism and shopping destination trust) are discussed. Finally, the results of exploratory factor analysis, confirmatory factor analysis, and structural equation modeling are provided.

4.2. Data Screening

The data were screened first to guarantee that the dataset is suitable for investigation. Each response should meet the specimen criteria. The critical point of the current study is its target who is a shopping tourist who visited Hong Kong with the major purpose of shopping. Hence, two screening questions were provided in the survey. Unfortunately, 11 of the collected responses did not meet the criteria. Therefore, the responses were not counted for further data analysis. After the data screening, the remaining 757 responses were readied for the next stage, which involves checking missing data, outliers, and normality test. Meanwhile, Surveys are prone to certain problems, including common method variance (CMV)-spurious correlation, which arises from using the same method to measure the independent and dependent variables within a relationship. Statistical controls against the common method bias (CMB) include "Harman's single factor test," "partial correlation procedures," "control the effects of a directly measured latent method factor," "control the effects of an unmeasured latent method factor," and "multiple methods factors" (Podsakoff, MacKenzie, Lee, & Podsakoff, 2003). Harman's single-factor test, conducted

using SPSS 20.0, is traditionally performed using exploratory factor analysis. In this study, the test was conducted to check CMB. The results show that there is no common method bias, indicating 33.944% variance, which is less than the cut-off value of 50% of all the variables in the model (Podsakoff et al., 2003). The test results thus validate that there is no CMB.

4.2.1. Missing Data and Outliers

Missing data are a typical issue in multivariate data analysis (Kline, 2011). Eleven cases, which were equivalent to 1.43% of the dataset, are distinguished to be fragmented. Accordingly, missing data were deleted from the data set. Outliers refer to perceptions with a “unique combination of characteristics identifiable as distinctly different from the other observations” (Hair et al., 2010; p. 64). A few potential outliers have been recognized by utilizing the Mahalanobis d-squared values as the measure of separation and on the premise of the wide crevice. Hair et al. (2010) urge specialists to cease from assigning excess perceptions as outliers. The perceptions can be further inspected once the potential outliers have been recognized on the D2 measure, as far as the univariate systems have completely comprehend its uniqueness. In this perspective, crate plots are utilized to recognize univariate outliers on the estimation model of every developed individual. The cases, which have been reported conflictingly inside a certain build, are also inspected. An aggregate of 49 cases are judged as outliers and have been erased in a similar manner. Taking after the cancellation of 11 unacceptable data and 49 outliers, a sum of 708 legitimate reactions are held for estimation model test.

4.2.2. Normality

To evaluate variable circulation, three records are typically utilized, namely, univariate skewness, univariate kurtosis, and multivariate kurtosis. However, no general agreement exists with respect to the cut-off, which focuses on the indisputability of the qualities. Kline (2011) proposes that the total estimations of institutionalized skewness, which are more noteworthy than three, is considered “greatly skewed”; the outright estimations of institutionalized kurtosis, which are more prominent than 10, are considered “suggestive of an issue”; and the values, which are more prominent than 20, are considered “characteristic of a genuine issue.”

As demonstrated in Table 4.1, most of the variables were contrarily skewed. The univariate institutionalized skewness facts ranged from -2.712 to -0.251. Then again, univariate institutionalized kurtosis detail uncovered mostly positive kurtosis, which extended from -1.217 to 9.736, proposing a normal distribution. Multivariate kurtosis was within the scope of 371.610, which showed that the data did not withdraw considerably from normality. According to Hair et al. (2010), normality was affected by sample size. Given that all variables were univariate and normally dispersed and the specimen size of 757 in this study was sufficiently vast, current data may show normal distribution.

Table 4.1: Univariate and Mutivariate Normality Test Result (N=757)

	Variable	skew	c.r.	kurtosis	c.r.
<i>Emotional value (EV)</i>					
EV3	I feel relaxed during a shopping trip.	-2.391	-25.976	7.607	41.318
EV1	I enjoy a shopping trip.	-2.712	-29.462	9.736	52.879
EV2	The thought of a shopping trip makes me want to experience it.	-2.237	-24.301	7.113	38.635
EV4	A shopping trip makes me feel good.	-2.588	-28.108	9.137	49.625
EV5	A shopping trip gives me pleasure.	-2.439	-26.494	7.984	43.363
<i>Social value</i>					
SV4	Joining a shopping trip provides me with social approval.	-0.542	-5.888	0.433	2.354
SV1	Joining a shopping trip helps me feel accepted by the peer group that I engage with.	-1.187	-12.898	2.538	13.783
SV3	Joining a shopping trip makes a good impression on other people.	-1.013	-11.003	1.524	8.278
SV2	Joining a shopping trip improves the way others perceive me.	-0.624	-6.774	0.609	3.308
<i>Functional value (cost/value for money)</i>					
COST3	A shopping trip has a good value for money.	-2.066	-22.447	4.584	24.898
COST1	The costs of a shopping trip are reasonable.	-1.374	-14.923	1.705	9.263
COST2	A shopping trip offers better value for money than other trips.	-1.633	-17.734	2.613	14.194
COST4	A shopping trip is economical.	-1.810	-19.659	3.217	17.474
<i>Functional value (quality/performance)</i>					
QUA5	Products purchased during a shopping trip do not last a long time.	-1.782	-19.359	4.016	21.811
QUA4	Products purchased during a shopping trip have poor workmanship.	-1.578	-17.144	3.237	17.580
QUA3	Products purchased during a shopping trip have acceptable quality standards.	-1.799	-19.538	4.818	26.171
QUA6	Products purchased during a shopping trip have consistent performance.	-1.824	-19.814	4.961	26.944
QUA2	Products purchased during a shopping trip are well made.	-1.653	-17.951	3.867	21.003
QUA1	Products purchased during a shopping trip have consistent quality.	-1.712	-18.596	4.114	22.344
<i>Ability</i>					

	Variable	skew	c.r.	kurtosis	c.r.
AB1	Hong Kong is a competent shopping destination.	-1.734	-18.833	2.570	13.959
AB2	Hong Kong as a shopping destination knows my shopping needs.	-1.317	-14.302	0.876	4.759
AB3	Hong Kong as a shopping destination understands my shopping needs.	-1.179	-12.808	1.045	5.677
AB4	Hong Kong as a shopping destination knows how to provide excellent service.	-1.149	-12.485	0.862	4.683
<i>Liking</i>					
LK1	I like Hong Kong as a shopping destination.	-0.668	-7.257	-0.731	-3.972
LK2	I prefer other shopping destinations over Hong Kong.	-0.786	-8.540	-0.344	-1.867
LK3	Hong Kong is my favorite shopping destination.	-0.736	-7.992	-0.611	-3.318
<i>Benevolence</i>					
BN1	Hong Kong retailers are concerned about my well-being.	-1.307	-14.198	0.552	3.001
BN2	If I require help, Hong Kong retailers do their best to help me.	-1.349	-14.654	0.661	3.592
BN3	Hong Kong retailers act in my best interest.	-1.471	-15.981	0.917	4.982
<i>Integrity</i>					
INT2	Hong Kong advertises shopping products that it does not offer.	-1.053	-11.443	0.622	3.378
INT1	Hong Kong provides shopping environment that is consistent with that being advertised.	-1.190	-12.922	0.795	4.320
INT3	Retail shops in Hong Kong are honest in their dealings with tourists.	-0.738	-8.015	-0.088	-0.478
INT4	Retail shops in Hong Kong are ethical.	-0.897	-9.740	0.457	2.483
<i>Transaction Security</i>					
TS2	Retail shops in Hong Kong show great concern for the security of any transaction.	-0.891	-9.678	-0.285	-1.548
TS4	I am sure of the identity of retail shops in Hong Kong when I shop.	-1.033	-11.221	-0.040	-0.218
TS1	Retail shops in Hong Kong have mechanisms that ensure the safe transmission of the personal information of shoppers.	-1.011	-10.982	0.076	0.411
TS3	Retail shops in Hong Kong have sufficient technical capacity.	-1.202	-13.056	0.353	1.918

	Variable	skew	c.r.	kurtosis	c.r.
<i>Risk Avoidance</i>					
RA4	Shopping in a new environment is risky.	-0.500	-5.426	-0.631	-3.427
RA2	I feel uncertain about shopping at an untrustworthy destination.	-0.663	-7.199	-0.673	-3.657
RA1	I have concerns when shopping at a new destination.	-0.452	-4.914	-1.118	-6.071
RA3	I become uncomfortable in new situations.	-0.566	-6.148	-1.037	-5.634
<i>Competence</i>					
COM6	I accomplish my shopping task in Hong Kong more easily than in other destinations.	-1.481	-16.085	1.754	9.525
COM2	Other shopping destinations are better than Hong Kong.	-1.129	-12.260	0.117	0.637
COM5	Hong Kong meets my shopping needs better than other shopping destinations.	-1.084	-11.774	0.097	0.526
COM1	Hong Kong is the best destination for a shopping trip.	-1.085	-11.783	0.404	2.195
COM4	I can do my shopping more effectively in Hong Kong than in other destinations.	-1.462	-15.882	1.151	6.249
COM3	Hong Kong offers a better shopping environment than other destinations.	-1.326	-14.401	0.790	4.290
<i>Reputation</i>					
REP6	I have heard negative comments about Hong Kong as a shopping destination.	-0.924	-10.041	0.206	1.117
REP3	Other people have told me that Hong Kong is not a good place for a shopping trip.	-0.903	-9.810	-0.112	-0.606
REP2	Hong Kong has an unreliable reputation as a shopping destination.	-0.743	-8.068	-0.343	-1.863
REP4	Other people have told me that Hong Kong is a reliable place for a shopping trip.	-0.799	-8.677	-0.170	-0.923
REP5	Hong Kong has a reputation for being a convenient shopping destination.	-0.827	-8.982	-0.175	-0.950
REP1	Hong Kong has a good reputation as a shopping destination.	-0.807	-8.765	-0.306	-1.664
<i>Predictability</i>					
PRE6	I know how Hong Kong is going to provide its shopping environment for me.	-0.251	-2.730	-0.793	-4.308

	Variable	skew	c.r.	kurtosis	c.r.
PRE4	Hong Kong provides a consistent shopping environment.	-0.658	-7.147	-0.613	-3.331
PRE3	Hong Kong does not offer consistent shopping quality for tourists.	-0.917	-9.964	-0.280	-1.522
PRE2	I can always correctly anticipate how Hong Kong will be as a shopping destination.	-0.518	-5.626	-0.584	-3.170
PRE5	I cannot always be sure of the shopping environment in Hong Kong the next time I visit.	-0.773	-8.395	-0.342	-1.860
PRE1	When I visit Hong Kong for shopping, I know exactly what to do.	-0.745	-8.089	-0.504	-2.738
<i>Product</i>					
PRO6	Products purchased in Hong Kong seem to be durable.	-0.805	-8.743	-0.446	-2.423
PRO1	Products purchased in Hong Kong are highly likely to be reliable.	-0.755	-8.201	-0.474	-2.576
PRO3	Products purchased in Hong Kong appear to be of very good quality.	-0.809	-8.790	-0.441	-2.398
PRO2	Products purchased in Hong Kong appear to have exquisite workmanship.	-0.827	-8.980	-0.332	-1.803
PRO4	I consider products purchased in Hong Kong very functional.	-0.718	-7.799	-0.605	-3.283
PRO5	Products purchased in Hong Kong are extremely likely to be dependable.	-0.788	-8.560	-0.559	-3.034
<i>Information Content</i>					
IC1	Shopping information in Hong Kong adequately meets my informational needs.	-0.561	-6.091	-0.996	-5.407
IC2	Shopping information in Hong Kong is adequate.	-0.345	-3.750	-1.217	-6.612
	Multivariate			371.610	51.416

4.3. Profile of the Main Survey Respondents

Table 4.2 shows the profile of the respondents of the main survey. The socio-demographic characteristics of the respondents for this study had six components, namely, gender, age, educational level, occupation, nationality, and household income. Gender distribution was generally equal. Male had a slightly higher figure (56.4%) than females (43.6%). The age group of 36 years old to 45 years old had the highest number of respondents with 36.0%, followed by 46 years old to 55 years old and above with 18.6%. The age group of 26 years old to 35 years old constituted 17.2% of the total number of respondents. The educational level of the respondents was also scrutinized. The majority of the respondents completed a bachelor's degree (44.6%), followed by high school (30.9%). The category of occupation had a wide range of respondents. However, the majority indicated that they were working (61.0%), followed by housewives (17.2%), and retirees (12.7%). Nationality distribution was generally equal. Mainland Chinese accounted for almost half of the respondents (48.6%); Europeans accounted for 22%; North Americans (10.9%); Asians except Chinese (7.9%); Oceanians (5.1%); African (3.2%); and South Americans (2.3%). Nearly one-fifth of the respondents (18.5%) earned US\$9,001 to US\$10,000.

Table 4.3 demonstrates the travel activities of the main survey respondents, which included six components, namely, frequency of visit to Hong Kong, main shopping items, company, travel mode, travel period, and shopping expenses. The frequency of visit to Hong Kong was almost equally distributed. Almost half of the respondents had never been to Hong Kong (43.6%), whereas the remaining 56.4% of the respondents visited Hong

Kong more than once. Specifically, 41.4% of the respondents visited Hong Kong one to three times, 10.7% (four to six times), and 3.2% (seven to nine times). However, only 1% of the respondents visited Hong Kong more than 10 times. The main shopping items that were mainly purchased included garments/fabrics/shoes (22.9%), leather/synthetic goods (10.6%), electrical/photography goods (16.4%), jewelry/watches (19.8%), foodstuff, alcohol, and tobacco (16.4%), cosmetics and skin care products/perfume (13.4%), miscellaneous consumer goods (0.4%), and other items (0.1%). The company of the shopping travel showed various categories, such as alone (11.9%), friends (23.3%), spouse/partner (41.7%), other family members (8.3%), and tour groups (14.8%). A total of 31.6% had joined package tours, whereas 68.4% were independent travelers. Regarding the travel period, 38% of the respondents stayed three nights and four days in Hong Kong, followed by two nights and three days (25.7%), and four nights and five days (20.3%). However, only 1% of the respondents visited Hong Kong as a day trip. Finally, the current questionnaire asked the respondents to indicate their shopping expenses, excluding flight tickets and accommodation costs. Respondents were regarded as shopping tourists who traveled to Hong Kong with the main purpose of shopping. The results showed a very interesting outcome, which indicated that 23.7% of the respondents spent US\$2,500 to US\$2,999 on shopping, followed by US\$4,000 or above (21.9%), and US\$3,500 to US\$3,999 (18.5%).

Table 4.2: Profile of the Main Survey Respondents (N=708)

Profile category		Frequency	Percent
Gender	Male	399	56.4
	Female	309	43.6
Age	25 or below	66	9.3
	26-35	122	17.2
	36-45	255	36.0
	46-55	132	18.6
	56-65	76	10.7
	66 or above	57	8.1
Education level	Middle school	55	7.8
	High school	219	30.9
	Bachelor degree	316	44.6
	Graduate/Postgraduate degree	118	16.7
Occupation	Working	432	61.0
	Housewife	122	17.2
	Student	61	8.6
	Retired	90	12.7
	Others	3	0.4
Nationality	Chinese	344	48.6
	Asian except Chinese	56	7.9
	North American	77	10.9
	South American	16	2.3
	European	156	22.0
	African	23	3.2
	Oceanian	36	5.1
Household income	Less than US\$1,000	4	0.6
	US\$1,001-2,000	39	5.5
	US\$2,001-3,000	23	3.2

US\$3,001-4,000	48	6.8
US\$4,001-5,000	46	6.5
US\$5,001-6,000	23	3.2
US\$6,001-7,000	106	15.0
US\$7,001-8,000	78	11.0
US\$8,001-9,000	58	8.2
US\$9,001-10,000	131	18.5
US\$10,001-11,000	11	1.6
US\$11,001-12,000	24	3.4
US\$12,001-13,000	70	9.9
US\$13,001-14,000	13	1.8
US\$14,001-15,000	6	0.8
US\$15,001-16,000	15	2.1
US\$16,001-17,000	5	0.7
US\$17,001-18,000	4	0.6
US\$18,001-19,000	4	0.6

Table 4.3: Travel Activities in Hong Kong (N=708)

Profile category		Frequency	Percent
<i>Frequency of visits to Hong Kong</i>	Never	309	43.6
	1-3 times	293	41.4
	4-6 times	76	10.7
	7-9 times	23	3.2
	10 times or more	7	1.0
<i>Main shopping items</i>	Garments/Fabrics/Shoes	162	22.9
	Leather/Synthetic Goods	75	10.6
	Electrical/Photography Goods	116	16.4
	Jewelry/Watches	140	19.8
	Foodstuff, Alcohol, and Tobacco	116	16.4

	Cosmetics &Skin Care Product/Perfume	95	13.4
	Miscellaneous Consumer Goods	3	0.4
	Other items	1	0.1
<i>Company</i>	Alone	84	11.9
	Friends	165	23.3
	Spouse/partner	295	41.7
	Other family members	59	8.3
	Tour group	105	14.8
<i>Travel mode</i>	Package tour	224	31.6
	Independent tour	484	68.4
<i>Travel period</i>	Day trip	7	1.0
	1 night 2 days	39	5.5
	2 nights 3 days	182	25.7
	3 nights 4 days	269	38.0
	4 nights 5 days	144	20.3
	5 nights or more	67	9.5
<i>Shopping expenses only</i>	US\$500-999	29	4.1
	US\$1,000-1,499	110	15.5
	US\$1,500-1,999	37	5.2
	US\$2,000-2,499	5	0.7
	US\$2,500-2,999	168	23.7
	US\$3,000-3,499	73	10.3
	US\$3,500-3,999	131	18.5
	US\$4,000 or above	155	21.9

4.4. Descriptive Statistics

Tables 4.4 and 4.5 present the descriptive statistics of the main constructs (the perceived value of shopping tourism of tourists and shopping destination trust) after data screening, which include the mean, standard deviation, minimum, and maximum for measurement items.

4.4.1. Tourists' Perceived Value of Shopping Tourism

Table 4.4 shows the descriptive statistics of tourists' perceived value of shopping tourism. In general, the mean of emotional value (EV) is relatively high compared with other dimensions. The verification of each dimension shows that EV3 ("I feel relaxed during a shopping trip") has the highest mean score (6.15) among the emotional value (EV), followed by EV1 ("I enjoy a shopping trip") with 6.12. However, although EV2 ("The thought of a shopping trip makes me want to experience it") has the lowest mean score, it is still relatively high with 6.00. Social value (SV) shows a relatively low score compared with other dimensions. The verification of each dimension shows that SV1 ("joining a shopping trip helps me feel accepted by the peer group that I engage with") has the highest mean score (5.41) among SV dimensions, followed by SV3 ("joining a shopping trip makes a good impression on other people") with 5.28. The outcomes suggest that with regard to tourists' perceived value, the social value of shopping tourism is lower than the emotional value of shopping tourism.

Table 4.4: Descriptive Statistics for Tourists' Perceived Value of Shopping Tourism (N=708)

<i>Constructs/Items</i>	<i>Min</i>	<i>Max</i>	<i>Mean</i>	<i>S.D</i>
<i>Emotional value (EV)</i>				
EV1 I enjoy a shopping trip.	1	7	6.13	1.065
EV2 The thought of a shopping trip makes me want to experience it.	1	7	6.00	1.038
EV3 I feel relaxed during a shopping trip.	1	7	6.15	1.049
EV4 A shopping trip makes me feel good.	1	7	6.02	1.039
EV5 A shopping trip gives me pleasure.	1	7	6.12	1.085
<i>Social value</i>				
SV1 Joining a shopping trip helps me feel accepted by the peer group that I engage with.	1	7	5.41	1.113
SV2 Joining a shopping trip improves the way others perceive me.	1	7	5.25	1.114
SV3 Joining a shopping trip makes a good impression on other people.	1	7	5.28	1.234
SV4 Joining a shopping trip provides me with social approval.	1	7	5.03	1.188
<i>Functional value (cost/value for money)</i>				
COST1 The costs of a shopping trip are reasonable.	1	7	5.97	1.332
COST2 A shopping trip offers better value for money than other trips.	1	7	6.09	1.281
COST3 A shopping trip has a good value for money.	1	7	5.47	1.073
COST4 A shopping trip is economical.	1	7	6.08	1.351
<i>Functional value (quality/performance)</i>				
QUA1 Products purchased during a shopping trip have consistent quality.	1	7	5.67	1.177
QUA2 Products purchased during a shopping trip are well made.	1	7	5.76	1.083
QUA3 Products purchased during a shopping trip have acceptable quality standards.	1	7	5.76	1.058
QUA4 Products purchased during a shopping trip have poor workmanship.	1	7	5.65	1.192
QUA5 Products purchased during a shopping trip do not last a long time.	1	7	5.77	1.173
QUA6 Products purchased during a shopping trip have consistent performance.	1	7	5.70	1.112

4.4.2. Shopping Destination Trust

Table 4.5 sets out the descriptive analysis of the outcomes, means, and standard deviations for each shopping destination trust dimension. The mean of ability (AB) and benevolence (BN) at 5.42 and 5.41, respectively, showing relatively high scores compared with other dimensions. The mean of each item shows that BN3 (“Hong Kong retailers are concerned about my well-being”) receives the highest mean score at 5.56, followed by AB1 (“Hong Kong is a competent shopping destination”) at 5.51. This result is not surprising because benevolence and ability are the core dimensions of trust. However, PRE6 (“I know how Hong Kong is going to provide its shopping environment for me”) shows relatively low mean score (4.43), followed by RA4 (“Shopping in a new environment is risky”) at 4.51. Such outcomes suggest that predictability and risk avoidance are not the core dimensions of trust.

Table 4.5: Descriptive Statistics for Shopping Destination Trust (N=708)

<i>Constructs/Items</i>	<i>Min</i>	<i>Max</i>	<i>Mean</i>	<i>S.D</i>
<i>Benevolence</i>				
BN1 Hong Kong retailers act in my best interest.	1	7	5.43	1.888
BN2 If I require help, Hong Kong retailers do their best to help me.	1	7	5.25	1.825
BN3 Hong Kong retailers are concerned about my well-being.	1	7	5.56	1.716
<i>Integrity</i>				
INT1 Hong Kong provides shopping environment that is consistent with that being advertised.	1	7	4.93	1.613
INT2 Hong Kong advertises shopping products that it does not offer.	1	7	4.77	1.575
INT3 Retail shops in Hong Kong are honest in their dealings with tourists.	1	7	4.77	1.508
INT4 Retail shops in Hong Kong are ethical.	1	7	4.55	1.506
<i>Competence</i>				
COM1 Hong Kong is the best destination for a shopping trip.	1	7	5.08	1.672

COM2	Other shopping destinations are better than Hong Kong.	1	7	5.00	1.813
COM3	Hong Kong offers a better shopping environment than other destinations.	1	7	5.09	1.691
COM4	I can do my shopping more effectively in Hong Kong than in other destinations.	1	7	5.28	1.711
COM5	Hong Kong meets my shopping needs better than other shopping destinations.	1	7	4.97	1.781
COM6	I accomplish my shopping task in Hong Kong more easily than in other destinations.	1	7	5.18	1.505

Predictability

PRE1	When I visit Hong Kong for shopping, I know exactly what to do.	1	7	4.69	1.861
PRE2	I can always correctly anticipate how Hong Kong will be as a shopping destination.	1	7	4.68	1.587
PRE3	Hong Kong does not offer consistent shopping quality for tourists.	1	7	4.81	1.812
PRE4	Hong Kong provides a consistent shopping environment.	1	7	4.84	1.705
PRE5	I cannot always be sure of the shopping environment in Hong Kong the next time I visit.	1	7	4.75	1.828
PRE6	I know how Hong Kong is going to provide its shopping environment for me.	1	7	4.43	1.687

Ability

AB1	Hong Kong is a competent shopping destination.	1	7	5.51	1.571
AB2	Hong Kong as a shopping destination understands my shopping needs.	2	7	5.46	1.343
AB3	Hong Kong as a shopping destination knows my shopping needs.	1	7	5.32	1.780
AB4	Hong Kong as a shopping destination knows how to provide excellent service.	1	7	5.40	1.357

Transaction Security

TS1	Retail shops in Hong Kong have mechanisms that ensure the safe transmission of the personal information of shoppers.	1	7	4.92	1.803
TS2	Retail shops in Hong Kong show great concern for the security of any transaction.	1	7	4.85	1.832
TS3	Retail shops in Hong Kong have sufficient technical capacity.	1	7	5.21	1.643
TS4	I am sure of the identity of retail shops in Hong Kong when I shop.	1	7	5.12	1.887

Information Content

IC1	Shopping information in Hong Kong adequately meets my informational needs.	1	7	4.53	2.060
IC2	Shopping information in Hong Kong is adequate.	1	7	4.90	1.972

Reputation				
REP1	Hong Kong has a good reputation as a shopping destination.	1	7	4.81 1.785
REP2	Hong Kong has an unreliable reputation as a shopping destination.	1	7	4.79 1.663
REP3	Other people have told me that Hong Kong is not a good place for a shopping trip.	1	7	4.83 1.629
REP4	Other people have told me that Hong Kong is a reliable place for a shopping trip.	1	7	4.92 1.688
REP5	Hong Kong has a reputation for being a convenient shopping destination.	1	7	4.94 1.664
REP6	I have heard negative comments about Hong Kong as a shopping destination.	1	7	4.99 1.611
Product				
PRO1	Products purchased in Hong Kong are highly likely to be reliable.	1	7	4.77 1.810
PRO2	Products purchased in Hong Kong appear to have exquisite workmanship.	1	7	5.06 1.703
PRO3	Products purchased in Hong Kong appear to be of very good quality.	1	7	4.86 1.844
PRO4	I consider products purchased in Hong Kong very functional.	1	7	4.93 1.799
PRO5	Products purchased in Hong Kong are extremely likely to be dependable.	1	7	4.80 1.851
PRO6	Products purchased in Hong Kong seem to be durable.	1	7	4.74 1.754
Liking				
LK1	I like Hong Kong as a shopping destination.	1	7	4.70 1.893
LK2	I prefer other shopping destinations over Hong Kong.	1	7	4.86 1.752
LK3	Hong Kong is my favorite shopping destination.	1	7	4.71 1.859
Risk Avoidance				
RA1	I have concerns when shopping at a new destination.	1	7	4.55 2.052
RA2	I feel uncertain about shopping at an untrustworthy destination.	1	7	4.77 1.860
RA3	I become uncomfortable in new situations.	1	7	4.61 2.071
RA4	Shopping in a new environment is risky.	1	7	4.51 1.742

4.5. Cross-Validation

In requiring the level of generalizability and reliability, cross-validation is generally used to confirm that the data structure represents the population. On the off-chance that the dissection utilizing distinctive examples uncovers the same structure, generalizability of the results is attained. On account of a vast sample size, haphazardly dividing the example into two equivalent subsets and assessing the element models for every subset are found most suitable. A specimen size of 708 is viewed as a vast sample size. Thus, cross-validation has been applied. According to Hair et al. (2010), two equivalent subsets, namely, the 1st half set (N=354) and the 2nd half set (N=354), are ready for further data analysis. Once each data set meets the criteria of the measurement model, it is assumed that cross-validation has been applied successfully.

4.6. EFA of the Measurement Model (1ST half set, N=354)

As previously mentioned, the 1st set (N=354) was ready for EFA. The current study proposes a new measurement theory of tourists' perceived value and shopping destination trust in the context of shopping tourism. Based on the literature review, tourists' perceived value consists of four aspects, namely, emotional value (EV), social value (SV), functional value (quality/performance), and functional value (cost/value for money). This study also proposes a new measurement theory of shopping destination trust in the context of shopping tourism. Based on the literature review, the construct consists of 11 possible dimensions, including product (PRO), predictability (PRE), reputation (REP), competence (COM), risk avoidance (RA), transaction security (TS), integrity (INT), benevolence (BN), liking (LK), ability (AB), and information contents (IC). To assess the theoretical structure in a construct, EFA of the entire measurement model has been conducted. Table 4.6 shows

the results of EFA of the measurement model. Hair et al. (2010) suggest that the KMO of 0.944 is higher than the 0.6 cutoff. Bartlett's test of sphericity is significant at $p < .000$ and χ^2 (df = 2211) = 29347.053 (N = 354). Information contents (IC) comprising of two items (IC1 and IC2) have been deleted during this process, which indicates low factor loading (0.293 and 0.227, respectively). Finally, 14 factors that explained 80.824% of the total variance have been generated (refer to Table 4.6).

Factor 1 is *product*, which exhibits the most variance (34.805%) with a reliability coefficient of 0.972. This factor has included six items related to shopping product. Factor 2 is *predictability*, which shows the variance (11.741%) with a reliability coefficient of 0.968. This factor has included six items related to predictability (i.e., “when I visit Hong Kong for shopping, I know exactly what to do”). Factor 3 is *reputation*, which exhibits the variance (3.709%) with a reliability coefficient of 0.962. This factor has contained six items related to reputation (i.e., “Hong Kong has a good reputation as a shopping destination”). Factor 4 is *competence*, which shows the variance (4.097%) with a reliability coefficient of 0.944. This factor has included six items related to competence (i.e., “Hong Kong is the best destination for a shopping trip”). Factor 5 is *functional value (quality/performance)*, which demonstrates the variance (3.915%) with a reliability coefficient of 0.941. This factor has incorporated six items related to quality (i.e., “the quality of shopping products and shopping travel”). Factor 6 is *emotional value*, which exhibits the variance (3.514%) with a reliability coefficient of 0.963. This factor has included five items related to emotional value (i.e., “the feeling toward shopping products and shopping travel”). Factor 7 is *risk avoidance*, which illustrates the variance (3.401%) with a reliability coefficient of

0.945. This factor has captured four items related to risk avoidance (i.e., “I have concerns when shopping at a new destination”).

Factor 8 is *transaction security*, which illustrates the variance (3.305%) with a reliability coefficient of 0.961. This factor has included four items related to transaction security (i.e., “retail shops in Hong Kong have mechanisms that ensure the safe transmission of the personal information of shoppers”). Factor 9 is *integrity*, which shows the variance (2.410%) with a reliability coefficient of 0.941. This factor has included four items related to integrity (i.e., “Hong Kong provides shopping environment consistent with that being advertised”). Factor 10 is *functional value (cost/value for money)*, which displays the variance (2.450%) with a reliability coefficient of 0.971. This factor has incorporated four items related to cost (i.e., “the cost of shopping products and shopping travel”). Factor 11 is *social value*, which shows the least variance (2.132%) with a reliability coefficient of 0.915. This factor has incorporated four items related to social value (i.e., “social approval”).

Factor 12 is *benevolence*, which exhibits the variance (2.293%) with a reliability coefficient of 0.972. This factor has contained three items related to benevolence (i.e., “Hong Kong retailers act in my best interest”). Factor 13 is *liking*, which exhibits the variance (2.039%) with a reliability coefficient of 0.952. This factor has incorporated three items related to liking (i.e., “I like Hong Kong as a shopping destination”). Factor 14 is *ability*, which shows the variance (1.014%) with a reliability coefficient of 0.941. This factor has incorporated four items related to ability (i.e., “Hong Kong is a competent shopping destination”). A total of 14 factors with 65 items have been retained, and each

has loadings of over 0.6 on their respective factors. Therefore, the current construct is ready for further confirmatory factor analysis.

Table 4.6: EFA of the Measurement Model (1st half set)

Measurement Model (N=354)	Factor loading	Eigen value	% of Variance	Cumulative	α
<i>Factor1: Product</i>		23.896	34.805	34.805	0.972
PRO5	0.967				
PRO4	0.944				
PRO3	0.927				
PRO2	0.925				
PRO1	0.925				
PRO6	0.849				
<i>Factor2: Predictability</i>		8.448	11.741	46.546	0.968
PRE1	0.951				
PRE2	0.936				
PRE5	0.934				
PRE3	0.887				
PRE4	0.877				
PRE6	0.848				
<i>Factor3: Reputation</i>		3.295	3.709	50.255	0.962
REP1	0.986				
REP5	0.916				
REP4	0.907				
REP2	0.885				
REP3	0.878				
REP6	0.819				
<i>Factor4: Competence</i>		3.256	4.097	54.352	0.944
COM4	0.900				
COM3	0.899				
COM1	0.870				

COM5	0.861				
COM2	0.852				
COM6	0.758				
<i>Factor5: Functional value (quality/performance)</i>		2.587	3.915	58.267	0.941
QUA1	0.976				
QUA2	0.953				
QUA6	0.815				
QUA3	0.796				
QUA4	0.776				
QUA5	0.738				
<i>Factor6: Emotional value</i>		2.485	3.514	61.781	0.963
EV2	0.912				
EV4	0.901				
EV5	0.900				
EV3	0.888				
EV1	0.881				
<i>Factor7: Risk Avoidnce</i>		2.411	3.401	65.181	0.945
RA3	1.000				
RA1	0.991				
RA2	0.897				
RA4	0.622				
<i>Factor8: Transaction Security</i>		1.841	3.305	68.486	0.961
TS3	0.958				
TS1	0.952				
TS4	0.927				
TS2	0.893				
<i>Factor9: Integrity</i>		1.786	2.410	70.896	0.941
INT4	0.940				
INT3	0.880				
INT1	0.839				

INT2	0.831				
Factor10: Functional value (cost/value for money)		1.588	2.450	73.346	0.971
COST2	0.956				
COST4	0.952				
COST1	0.945				
COST3	0.818				
Factor11: Social value		1.554	2.132	75.476	0.915
SV2	0.892				
SV3	0.849				
SV1	0.824				
SV4	0.810				
Factor12: Benevolence		1.395	2.293	77.771	0.972
BN1	0.988				
BN2	0.931				
BN3	0.916				
Factor13: Liking		1.361	2.039	79.810	0.952
LK3	0.926				
LK2	0.916				
LK1	0.914				
Factor14: Ability		1.245	1.014	80.824	0.941
AB4	0.907				
AB2	0.846				
AB3	0.792				
AB1	0.643				

Note: KMO=0.944; Bartlett's Test of Sphericity: Chi-Square=29347.053, df=2211, p<0.000

4.7. CFA of the Measurement Model (2nd half Set, N=354)

Confirmatory factor analysis (CFA) is a key component of structural equation modeling (SEM). CFA evaluates the suitability of an estimated value before testing the

theorized relationships among the latent variables under study (Ullman & Bentler, 2012). The initial phase in SEM determines the model requiring CFA and evaluates the degree to which the estimation model of every latent variable is addressed by the manifest variable. According to Hair et al. (2010), affirming the variable examination demonstrates the factual evaluation of a solitary model for its fit to the observed information. This process includes the multivariate method for testing or confirming pre-specified relationships among the hypothesized latent variables.

CFA in SEM aims to estimate the parameters of the model being tested (factor loadings), the variances and covariances of the factors, and the residual error variances of the manifest variables. The assessment of the model fit is conducted at this stage to ascertain whether or not the model itself provides a good fit to the data (Kline, 2011). The notation used throughout this study to represent the relationships between variables follows the path analysis developed by Wright (1921). According to Byrne (2010), “a path diagram consists of boxes and circles connected by arrows; the observed, manifest, or measured variables are represented by rectangles or squares, whereas the latent, unobserved, or unmeasured variables are represented by circles or ellipses” (2010, p. 9). In the SEM notation, single-headed arrows (path) are used to define causal relationships within the model. The variable tail of the arrows causes the variable at that point, whereas the double-headed arrows indicate covariances or correlations without a causal relationship. In statistics, the single-headed arrows or paths represent regression coefficients and the double-headed ones represent covariances (Ullman & Bentler, 2012).

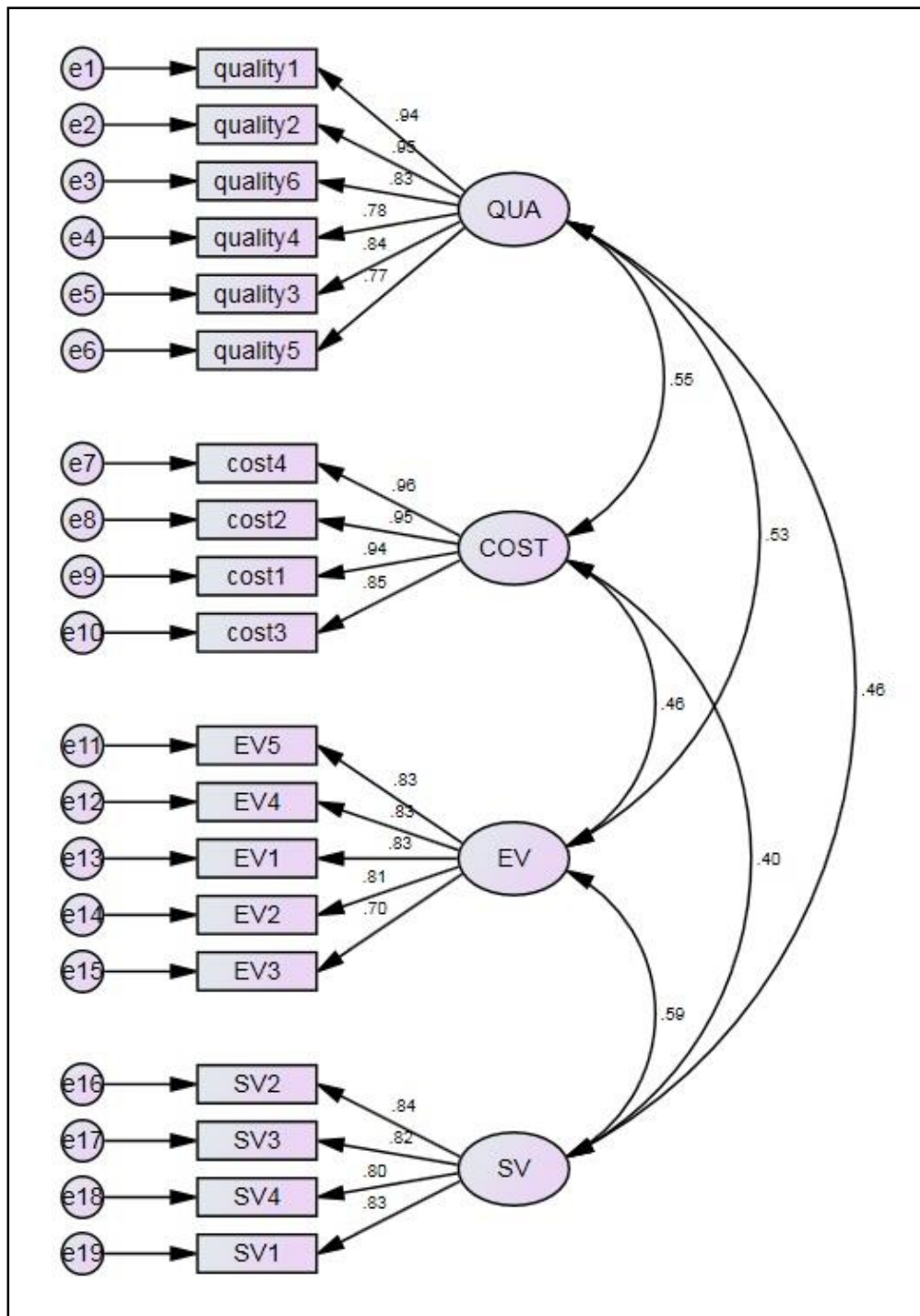
4.7.1. CFA of Tourists' Perceived Value of Shopping Tourism

A validation sample of 354 cases (2nd half data set) was used to verify the four factors affecting the perceived value of shopping tourism by tourists. First-order CFA was conducted to test the relationships between the 19 observed indicators and the four latent variables (i.e., emotional value, social value, functional value in terms of quality/performance, and functional value in terms of cost/value for money). Figure 4.1 shows the original first-order CFA measurement model for the perceived value of shopping tourism by tourists. The original model showed a good fit to the data because all key model fit indicators were above the required cut of values (refer to Table 3.15 model fit indices used in the CFA). The obtained null model showed an acceptable fit to the data: $\chi^2(146) = 361.216$, $p < 0.000$; $\chi^2/df = 2.474$; TLI = 0.958; CFI = 0.964; SRMR = 0.037, RMSEA = 0.065. Considering that the original model exhibited an acceptable model fit, adding covariance between items and deleting items was unnecessary.

Table 4.7 shows the estimates of the CFA measurement model for the perceived value of shopping tourism by tourists. All indicators demonstrated a significant factor loading greater than 0.5. All critical ratios were higher than 1.96, and all squared multiple correlation (SMC) values were greater than 0.5, which suggest an acceptable variance explained by the factors. In the end, the original 19 indicators with the four factors were retained and subject to the validity test. Table 4.8 shows the results of construct validity as established by convergent and discriminant validity. Convergent validity is ascertained by the average variance extracted (AVE) value (Hair et al., 2010). Hair et al. (2010) and Bagozzi and Yi (2012) argued that the AVE should be greater than or equal to 0.05. All factors, namely functional value (quality/performance), functional value (cost/value for

money), emotional value, and social value, met the criteria of convergent validity with values of 0.730, 0.961, 0.641, and 0.893, respectively. Discriminant validity is ascertained by the inter-correlation values among the four factors, namely emotional value (EV), functional value in terms of quality/performance (QUA), functional value in terms of cost/value for money (COST), and social value (SV). The diagonal values are greater than the respective highest correlation value under each factor. Table 4.8 shows that the discriminant validity met the criteria. The diagonal values for EV–EV, QUA–QUA, COST–COST, and SV–SV are 0.801, 0.854, 0.928, and 0.823, respectively.

Figure 4.1: CFA Measurement Model for Tourists' Perceived Value of Shopping Tourism



Note. QUA-functional value (quality/performance); COST- functional value (cost/value for money); EV – emotional value, and SV- social value

Table 4.7. Estimates of CFA Measurement Model for Tourists' Perceived Value of Shopping Tourism (first-order)

			Factor loading	S.E.	C.R	SMC	Construct reliability	AVE
Functional value (quality/performance)							0.941	0.730
quality1	<---	QUA	0.943			0.889		
quality2	<---	QUA	0.947	0.025	36.216	0.896		
quality6	<---	QUA	0.829	0.035	23.944	0.687		
quality4	<---	QUA	0.781	0.040	20.911	0.609		
quality3	<---	QUA	0.839	0.032	24.731	0.705		
quality5	<---	QUA	0.768	0.039	20.219	0.590		
Functional value (cost/value for money)							0.961	0.961
cost4	<---	COST	0.963			0.928		
cost2	<---	COST	0.955	0.022	42.863	0.911		
cost1	<---	COST	0.937	0.025	39.005	0.878		
cost3	<---	COST	0.853	0.025	27.263	0.727		
Emotional value							0.899	0.641
EV5	<---	EV	0.830			0.690		
EV4	<---	EV	0.829	0.052	18.240	0.687		
EV1	<---	EV	0.830	0.052	18.266	0.689		
EV2	<---	EV	0.806	0.053	17.535	0.650		
EV3	<---	EV	0.701	0.055	14.465	0.491		
Social value							0.893	0.893
SV2	<---	SV	0.842			0.709		
SV3	<---	SV	0.818	0.059	17.899	0.669		
SV4	<---	SV	0.799	0.058	17.304	0.638		
SV1	<---	SV	0.832	0.052	18.325	0.692		

Note. Factor loading-standardized regression weights; S.E- standard errors; C.R- critical ratio; SMC- squared multiple correlations; AVE- average variance extracted

Table 4.8. Construct Validity Test of Tourists' Perceived Value of Shopping Tourism (first-order)

	EV	QUA	COST	SV	Construct reliability	AVE
EV	0.801				0.899	0.641
QUA	0.534	0.854			0.941	0.730
COST	0.459	0.553	0.928		0.961	0.961
SV	0.590	0.458	0.399	0.823	0.893	0.893

Note. EV- emotional value; QUA-functional value (quality/performance); COST- functional value (cost/value for money); SV- social value, and AVE- average variance extracted

4.7.2. CFA of Shopping Destination Trust

4.7.2.1. First-order CFA Measurement Model for Shopping Destination Trust

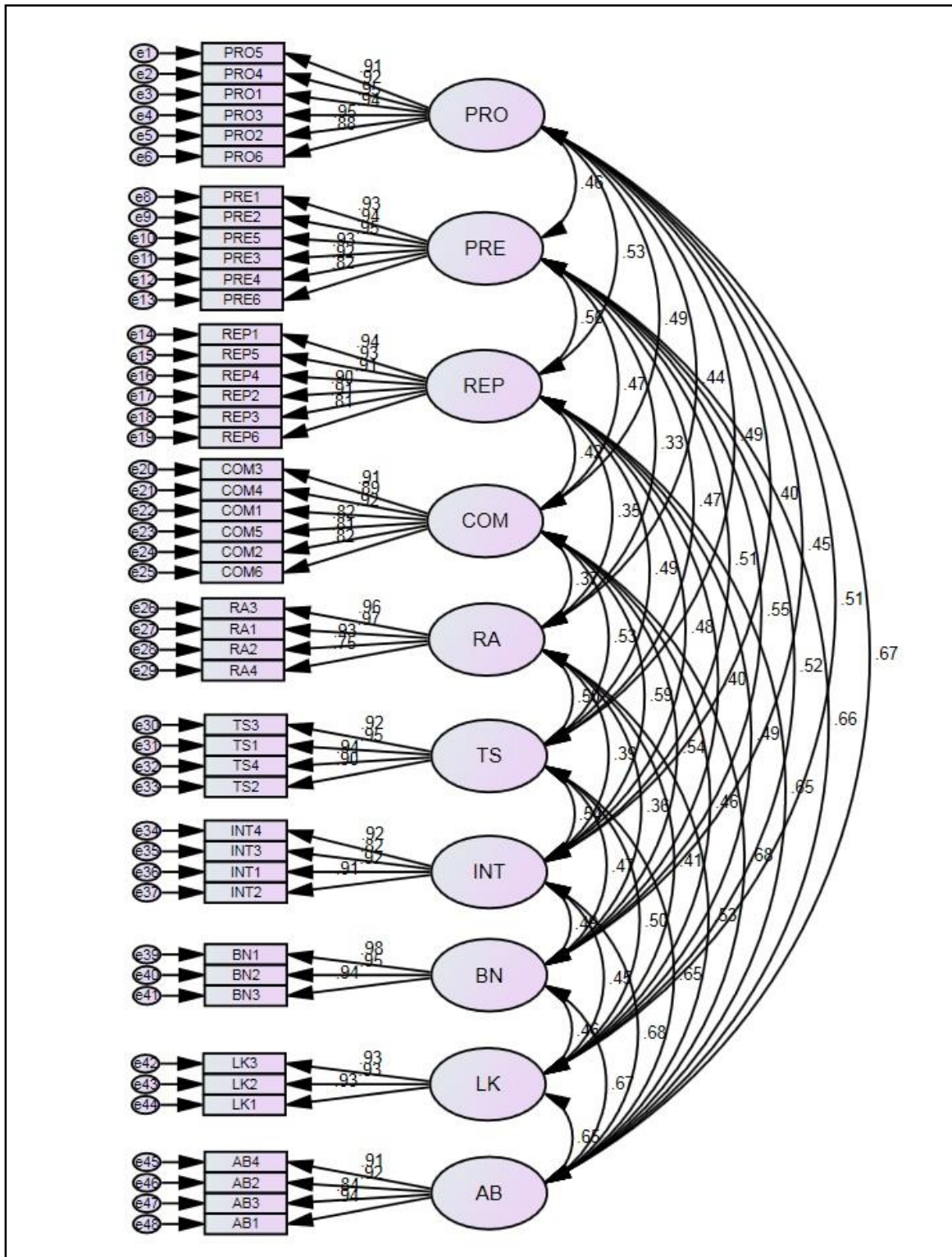
A validation sample of 354 cases (2nd half data set) was used to verify the 10 factors of shopping destination trust. First-order CFA was conducted to test the relationships between the 46 observed indicators and the 10 latent variables (i.e., product, predictability, reputation, competence, risk avoidance, transaction security, integrity, benevolence, liking, and ability). Figure 4.2 shows in full the original first-order CFA measurement model for shopping destination trust. The original model showed good fit to the data because the key model fit indicators were above the required cut of values (refer to Table 3.15 model fit indices used in CFA). The obtained null model had an acceptable fit to the data: χ^2 (944) = 1678.883, $p < 0.000$; $\chi^2/df = 1.778$; TLI= 0.961; CFI = 0.965; SRMR= 0.107, RMSEA= 0.047. Considering that the original model had an acceptable model fit, adding covariance between items and deleting items was unnecessary.

Table 4.9 shows the estimates of the CFA measurement model for shopping destination trust. All indicators demonstrated a significant factor loading over 0.5; all critical ratios were greater than 1.96. All SMC values were greater 0.5, which suggest an

acceptable variance as explained by the factors. In the end, the original 46 indicators with the 10 factors were retained and subjected to the validity test. Table 4.10 shows the results of construct validity. All factors, namely product, predictability, reputation, competence, risk avoidance, transaction security, integrity, benevolence, liking, and ability, met the criteria of construct validity (i.e., the AVE value ≥ 0.5) with values of 0.855, 0.837, 0.810, 0.745, 0.818, 0.862, 0.801, 0.923, 0.870, and 0.816, respectively.

Discriminant validity is ascertained by calculating the inter-correlation values among the 10 factors. The diagonal values should be greater than the respective highest correlation value under each factor. Table 4.10 shows that the discriminant validity met the criteria. The diagonal values for LK–LK, PRO–PRO, PRE–PRE, REP–REP, COM–COM, RA–RA, TS–TS, INT–INT, BN–BN, and AB–AB are 0.933, 0.924, 0.915, 0.900, 0.863, 0.904, 0.928, 0.895, 0.960, and 0.904, respectively.

Figure 4.2: First-order CFA Measurement Model for Shopping Destination Trust



Note. PRO- product; PRE- predictability; REP- reputation; COM- competence; RA- risk avoidance; TS- transaction security; INT- integrity; BN- benevolence; LK- liking, AB- ability

Table 4.9. Estimates of CFA Measurement Model of Shopping Destination Trust (first-order)

			Factor loading	S.E.	C.R	SMC	Construct reliability	AVE
Product							0.972	0.855
PRO5	<---	PRO	0.914			0.836		
PRO4	<---	PRO	0.920	0.033	29.997	0.846		
PRO1	<---	PRO	0.947	0.031	33.059	0.897		
PRO3	<---	PRO	0.935	0.032	31.658	0.875		
PRO2	<---	PRO	0.947	0.029	33.069	0.898		
PRO6	<---	PRO	0.882	0.034	26.601	0.777		
Predictability							0.969	0.837
PRE1	<---	PRE	0.933			0.871		
PRE2	<---	PRE	0.938	0.025	34.456	0.879		
PRE5	<---	PRE	0.945	0.028	35.534	0.893		
PRE3	<---	PRE	0.934	0.029	33.993	0.873		
PRE4	<---	PRE	0.916	0.028	31.682	0.840		
PRE6	<---	PRE	0.818	0.034	23.088	0.670		
Reputation							0.962	0.810
REP1	<---	REP	0.937			0.878		
REP5	<---	REP	0.927	0.028	33.158	0.859		
REP4	<---	REP	0.907	0.030	30.713	0.822		
REP2	<---	REP	0.901	0.030	30.055	0.812		
REP3	<---	REP	0.912	0.028	31.279	0.831		
REP6	<---	REP	0.810	0.035	22.595	0.656		
Competence							0.946	0.745
COM3	<---	COM	0.912			0.832		
COM4	<---	COM	0.893	0.037	26.750	0.797		
COM1	<---	COM	0.917	0.035	28.731	0.840		
COM5	<---	COM	0.821	0.043	21.949	0.673		
COM2	<---	COM	0.805	0.045	21.096	0.648		
COM6	<---	COM	0.822	0.036	22.024	0.676		
Risk Avoidance							0.947	0.818

			Factor loading	S.E.	C.R	SMC	Construct reliability	AVE
RA3	<---	RA	0.958			0.917		
RA1	<---	RA	0.970	0.022	45.074	0.940		
RA2	<---	RA	0.925	0.024	35.958	0.856		
RA4	<---	RA	0.747	0.033	19.661	0.558		
Transaction Security							0.961	0.862
TS3	<---	TS	0.924			0.853		
TS1	<---	TS	0.945	0.033	33.601	0.893		
TS4	<---	TS	0.943	0.035	33.359	0.890		
TS2	<---	TS	0.901	0.038	28.746	0.811		
Integrity							0.941	0.801
INT4	<---	INT	0.925			0.855		
INT3	<---	INT	0.820	0.040	22.285	0.672		
INT1	<---	INT	0.919	0.036	29.798	0.844		
INT2	<---	INT	0.912	0.035	29.143	0.831		
Benevolence							0.973	0.923
BN1	<---	BN	0.984			0.969		
BN2	<---	BN	0.953	0.019	48.727	0.907		
BN3	<---	BN	0.944	0.019	45.807	0.891		
Liking							0.953	0.870
LK3	<---	LK	0.935			0.873		
LK2	<---	LK	0.935	0.029	32.660	0.874		
LK1	<---	LK	0.928	0.032	31.904	0.860		
Ability							0.947	0.816
AB4	<---	AB	0.911			0.830		
AB2	<---	AB	0.916	0.034	28.879	0.839		
AB3	<---	AB	0.841	0.052	23.239	0.707		
AB1	<---	AB	0.943	0.038	31.499	0.890		

Note. Factor loading-standardized regression weights; S.E- standard errors; C.R- critical ratio; SMC- squared multiple correlations; AVE- average variance extracted

Table 4.10. Construct Validity Test of Shopping Destination Trust (first-order)

	LK	PRO	PRE	REP	COM	RA	TS	INT	BN	AB	Construct reliability	AVE
LK	0.933										0.953	0.870
PRO	0.509	0.924									0.972	0.855
PRE	0.524	0.460	0.915								0.969	0.837
REP	0.492	0.527	0.561	0.900							0.962	0.810
COM	0.463	0.486	0.473	0.416	0.863						0.946	0.745
RA	0.407	0.439	0.333	0.349	0.375	0.904					0.947	0.818
TS	0.500	0.486	0.466	0.489	0.525	0.500	0.928				0.961	0.862
INT	0.451	0.403	0.508	0.481	0.595	0.389	0.536	0.895			0.941	0.801
BN	0.456	0.453	0.549	0.402	0.544	0.358	0.468	0.491	0.960		0.973	0.923
AB	0.650	0.672	0.662	0.649	0.676	0.527	0.654	0.680	0.672	0.904	0.947	0.816

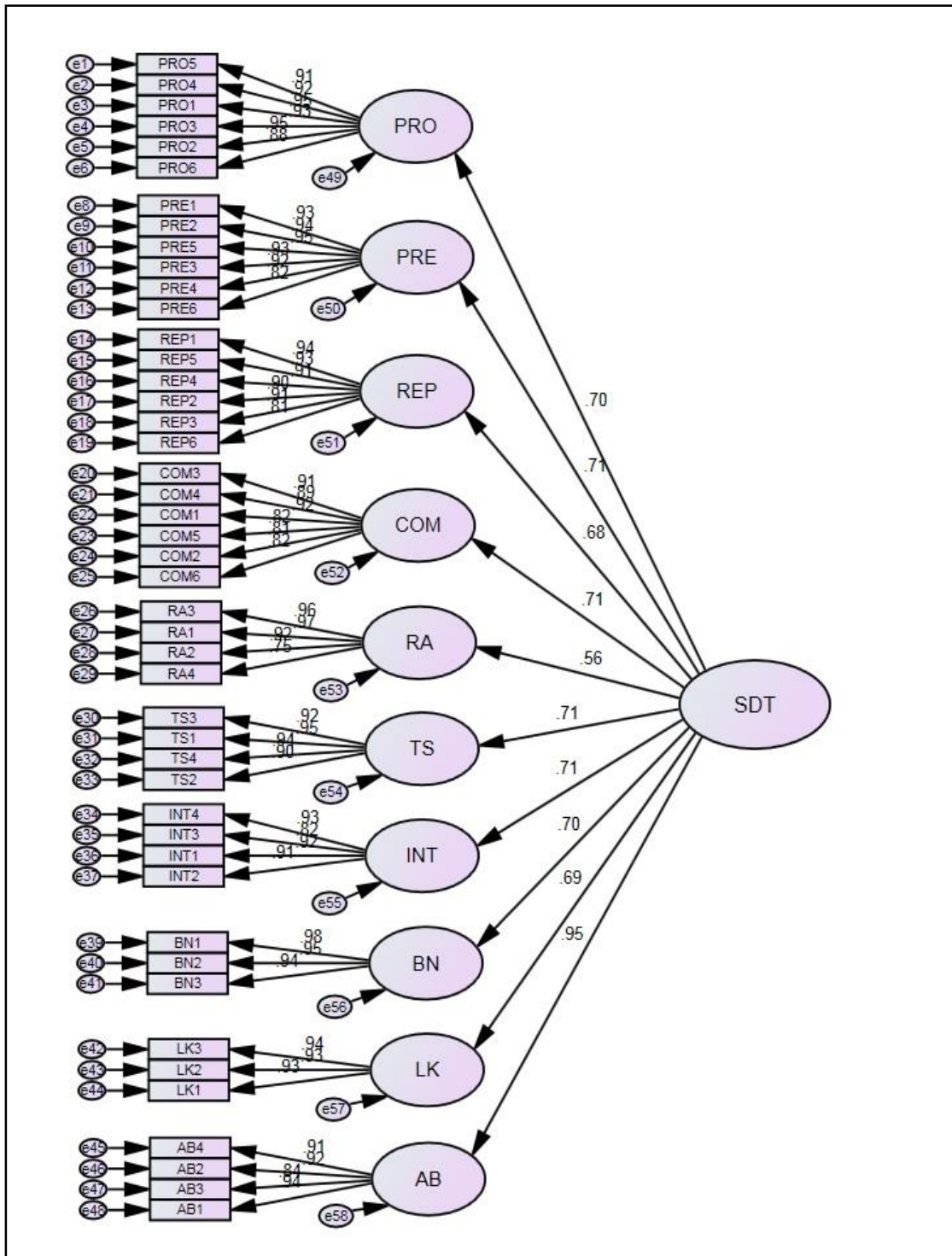
Note. Note. PRO- product; PRE- predictability; REP- reputation; COM- competence; RA- risk avoidance; TS- transaction security; INT- integrity; BN- benevolence; LK- liking, AB- ability, and AVE- average variance extracted

4.7.2.2. Second-order CFA of Shopping Destination Trust

Second-order hierarchical CFA was carried out following Byrne's (2010) recommendation to assess the factor structure obtained from first-order CFA for shopping destination trust. Figure 4.3 shows the second-order hierarchical CFA for shopping destination trust with the 10 latent variables, namely product, predictability, reputation, competence, risk avoidance, transaction security, integrity, benevolence, liking, and ability. Figure 4.3 shows that the fit indices for the null second-order model for shopping destination trust obtained without further modification show acceptable model fit to the data: $\chi^2(979)=1763.255$, $p < 0.000$, $\chi^2/df = 1.801$, TLI= 0.947, CFI = 0.963, SRMR= 0.147, RMSEA= 0.048. The model fit implies that the 10 factors were reflective indicators of shopping destination trust.

Table 4.11 shows the estimates of the second-order CFA measurement model for shopping destination trust. All indicators demonstrated a significant factor loading over 0.5. All critical ratios were greater than 1.96. Although several SMC values were below 0.5, which suggest little variance explained by the factors (i.e., RA: 0.312, TS: 0.498; REP: 0.465, BN: 0.484, PRE: 0.499, LK: 0.476, PRO: 0.483), the values were close to the cutoff point. Moreover, the general model fit of the second-order CFA for shopping destination trust was acceptable, thereby qualifying for the validity test. Unlike the first-order CFA, second-order CFA checks convergent validity using only the AVE value. The shopping destination trust meets the criteria for convergent validity (i.e., the AVE value must be equal or greater than 0.5) at 0.515. Compared with the results of the validity test of first-order CFA, the current AVE value is relatively low but remains above the cutoff point. Moreover, construct reliability is 0.913.

Figure 4.3. Second-order CFA Measurement Model for Shopping Destination Trust



Note. SDT- shopping destination trust; PRO- product; PRE- predictability; REP- reputation; COM- competence; RA- risk avoidance; TS- transaction security; INT- integrity; BN- benevolence; LK- liking, AB- ability

Table 4.11. Estimates of CFA Measurement Model of Shopping Destination Trust and its Validity Test (Second-order)

First order		Second order	Factor loading	S.E.	C.R	SMC	Construct reliability	AVE
Shopping Destination Trust							0.913	0.515
RA	<---	SDT	0.559	0.100	9.471	0.312		
TS	<---	SDT	0.706	0.080	11.405	0.498		
COM	<---	SDT	0.714	0.082	11.416	0.509		
INT	<---	SDT	0.713	0.074	11.456	0.508		
REP	<---	SDT	0.682	0.087	11.169	0.465		
BN	<---	SDT	0.696	0.095	11.632	0.484		
PRE	<---	SDT	0.706	0.091	11.499	0.499		
LK	<---	SDT	0.690	0.091	11.208	0.476		
PRO	<---	SDT	0.695			0.483		
AB	<---	SDT	0.949	0.071	14.095	0.900		

Note. Factor loading-standardized regression weights; S.E- standard errors; C.R- critical ratio; SMC- squared multiple correlations; AVE- average variance extracted

4.8. Overall Measurement Model (N=708)

In the previous section, the first half set (N=354) was used for EFA and the remaining second half data set (N=354) was used for CFA. After the cross-validation, the sub-sets were combined and subject to first- and second-order CFA.

4.8.1. First-order CFA for the Entire Measurement Model

The combined data set (N=708) was used to verify the 14 factors of the measurement model. First-order CFA was conducted to test the relationships between the 65 observed indicators and the four latent variables (i.e., product, predictability, reputation, competence, risk avoidance, transaction security, integrity, benevolence, liking, ability,

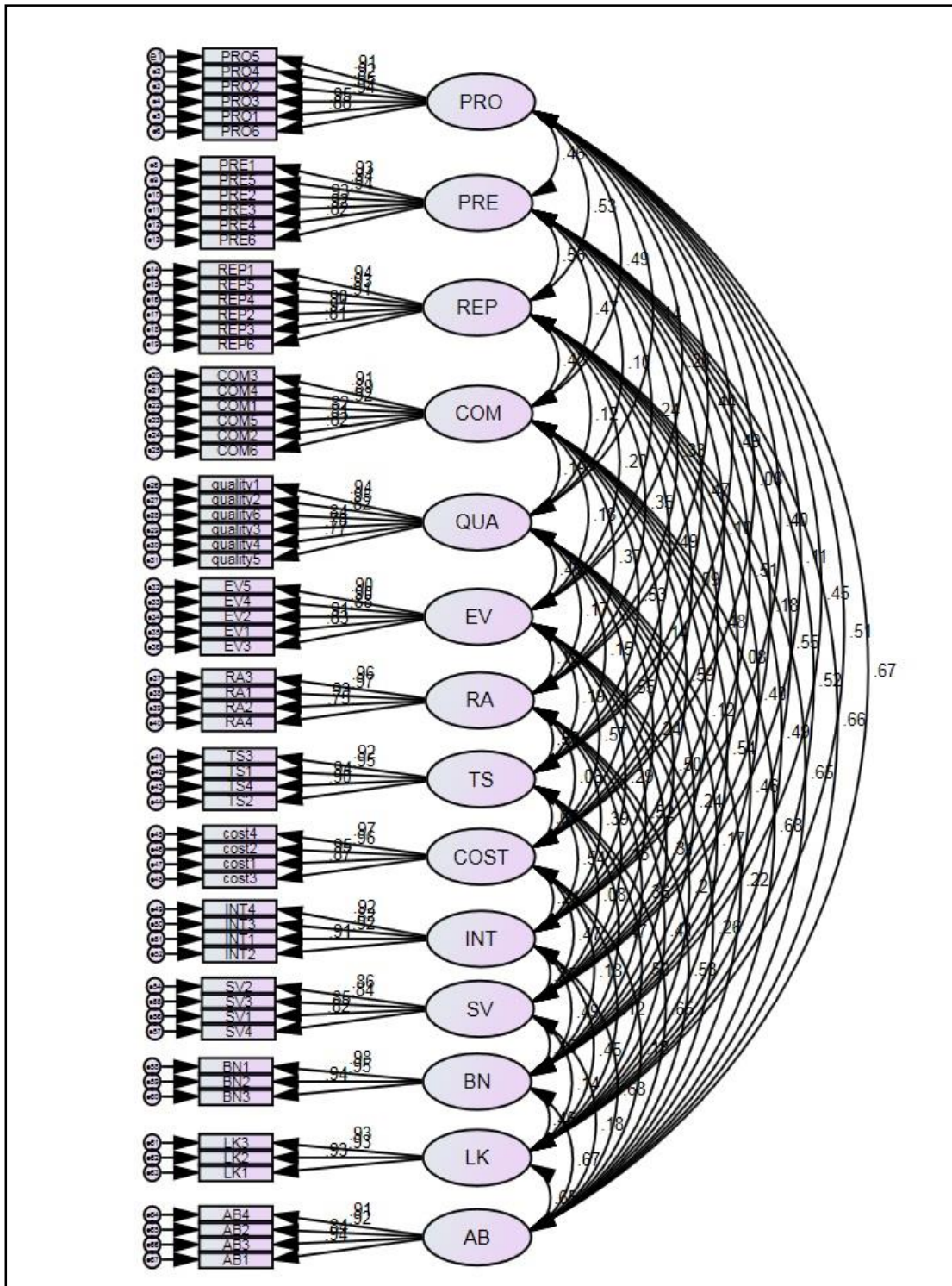
emotional value, social value, functional value in terms of quality/performance, and functional value in terms of cost/value for money).

Figure 4.4 shows in full the original first-order CFA measurement model. The original model showed a good fit to the data because all key model fit indicators were above the required cut of values (refer to Table 3.15 model fit indices used in CFA). The obtained null model showed an acceptable fit to the data: $\chi^2(91924) = 5896.272$, $p < 0.000$, $\chi^2/df = 3.065$, TLI = 0.926, CFI = 0.932, SRMR = 0.086, RMSEA = 0.054. The χ^2/df value is slightly above the criteria used in this study ($1 < \chi^2/df < 3$) but assumed acceptable given other references. Some scholars argue that χ^2/df value is acceptable when between 1 and 5 (Wheaton et al., 1977; Shermelleh et al., 2003; Hooper et al., 2008). Considering that the original model showed an acceptable model fit, adding covariance between items and deleting items was unnecessary.

Table 4.12 shows the estimates of the first-order CFA measurement model for the measurement model. All indicators presented an appropriate factor loading over 0.5. All critical ratios were greater than 1.96. In addition, all SMC values were greater than 0.5, which suggest acceptable variance explained by the factors. In the end, the original 65 indicators with 14 factors were retained and subjected to the validity test. Table 4.13 shows the results of construct validity. All factors including product, predictability, reputation, competence, functional value (quality/performance), emotional value, risk avoidance, transaction security, functional value (cost/value for money), social value, integrity, benevolence, liking, and ability met the criteria for convergent validity (i.e., the AVE value should be equal or greater than 0.5) with values of 0.855, 0.838, 0.810, 0.744, 0.729, 0.781, 0.818, 0.862, 0.883, 0.801, 0.707, 0.923, 0.869, and 0.816, respectively.

Discriminant validity is ascertained by calculating the inter-correlation values among the 10 factors. The diagonal values should be greater than the highest correlation value under each factor. As shown in Table 4.13., the discriminant validity met the criteria. The diagonal values for LK–LK, PRO–PRO, PRE–PRE, REP–REP, COM–COM, QUA–QUA, EV–EV, RA–RA, TS–TS, COST–COST, INT–INT, SV–SV, BN–BN, and AB–AB are 0.932, 0.924, 0.915, 0.900, 0.863, 0.854, 0.884, 0.904, 0.928, 0.939, 0.895, 0.841, 0.960, and 0.904, respectively.

Figure 4.4: First-order CFA Measurement Model for Entire Constructs



Note. PRO- product; PRE- predictability; REP- reputation; COM- competence; QUA- functional value (quality/performance), EV- emotional value, RA- risk avoidance; TS- transaction security; COST- functional value (cost/value for money), INT- integrity; SV- social value, BN- benevolence; LK- liking, AB- ability

Table 4.12. Estimates of CFA Measurement Model for Entire Constructs (first-order)

			Factor loading	S.E.	C.R	SMC	Construct reliability	AVE
Product							0.972	0.855
PRO5	<---	PRO	0.914			0.836		
PRO4	<---	PRO	0.920	0.023	42.472	0.846		
PRO2	<---	PRO	0.947	0.020	46.789	0.897		
PRO3	<---	PRO	0.935	0.023	44.814	0.875		
PRO1	<---	PRO	0.947	0.022	46.783	0.897		
PRO6	<---	PRO	0.882	0.024	37.653	0.777		
Predict							0.969	0.838
PRE1	<---	PRE	0.933			0.871		
PRE5	<---	PRE	0.945	0.020	50.251	0.892		
PRE2	<---	PRE	0.938	0.018	48.786	0.879		
PRE3	<---	PRE	0.934	0.020	48.114	0.873		
PRE4	<---	PRE	0.917	0.020	44.899	0.840		
PRE6	<---	PRE	0.818	0.024	32.696	0.670		
Reputation							0.962	0.810
REP1	<---	REP	0.937			0.878		
REP5	<---	REP	0.927	0.020	46.898	0.859		
REP4	<---	REP	0.907	0.021	43.456	0.822		
REP2	<---	REP	0.901	0.021	42.550	0.812		
REP3	<---	REP	0.912	0.020	44.287	0.832		
REP6	<---	REP	0.810	0.024	31.971	0.656		
Competence							0.946	0.744
COM3	<---	COM	0.912			0.833		
COM4	<---	COM	0.893	0.026	37.863	0.797		
COM1	<---	COM	0.917	0.024	40.676	0.840		
COM5	<---	COM	0.820	0.030	31.067	0.673		
COM2	<---	COM	0.805	0.032	29.890	0.649		
COM6	<---	COM	0.822	0.026	31.180	0.676		
Functional value (quality/performance)							0.941	0.729
quality1	<---	QUA	0.940			0.884		
quality2	<---	QUA	0.947	0.018	50.704	0.898		
quality6	<---	QUA	0.823	0.025	33.091	0.677		
quality3	<---	QUA	0.842	0.023	35.005	0.708		
quality4	<---	QUA	0.782	0.028	29.588	0.612		
quality5	<---	QUA	0.771	0.028	28.693	0.594		
Emotional value							0.947	0.781
EV5	<---	EV	0.896			0.803		
EV4	<---	EV	0.901	0.026	36.871	0.812		
EV2	<---	EV	0.879	0.027	34.775	0.773		
EV1	<---	EV	0.906	0.027	37.317	0.820		

			Factor loading	S.E.	C.R	SMC	Construct reliability	AVE
EV3	<---	EV	0.834	0.029	31.055	0.696		
Risk Avoidance							0.947	0.818
RA3	<---	RA	0.958			0.917		
RA1	<---	RA	0.970	0.016	63.778	0.940		
RA2	<---	RA	0.925	0.017	50.901	0.856		
RA4	<---	RA	0.747	0.024	27.833	0.558		
Transaction Security							0.961	0.862
TS3	<---	TS	0.924			0.854		
TS1	<---	TS	0.945	0.024	47.565	0.893		
TS4	<---	TS	0.943	0.025	47.229	0.890		
TS2	<---	TS	0.901	0.027	40.688	0.811		
Functional value (cost/value for money)							0.968	0.883
cost4	<---	COST	0.967			0.935		
cost2	<---	COST	0.962	0.014	65.955	0.925		
cost1	<---	COST	0.951	0.016	61.556	0.904		
cost3	<---	COST	0.875	0.017	42.498	0.765		
Integrity							0.941	0.801
INT4	<---	INT	0.925			0.855		
INT3	<---	INT	0.820	0.028	31.564	0.672		
INT1	<---	INT	0.919	0.025	42.211	0.844		
INT2	<---	INT	0.912	0.025	41.256	0.831		
Social value							0.906	0.707
SV2	<---	SV	0.856			0.733		
SV3	<---	SV	0.840	0.039	27.586	0.706		
SV1	<---	SV	0.848	0.035	27.986	0.719		
SV4	<---	SV	0.820	0.038	26.560	0.673		
Benevolence							0.973	0.923
BN1	<---	BN	0.984			0.969		
BN2	<---	BN	0.953	0.014	68.982	0.907		
BN3	<---	BN	0.944	0.013	64.865	0.891		
Liking							0.952	0.869
LK3	<---	LK	0.935			0.874		
LK2	<---	LK	0.935	0.020	46.249	0.874		
LK1	<---	LK	0.927	0.022	45.156	0.860		
Ability							0.947	0.816
AB4	<---	AB	0.910			0.829		
AB2	<---	AB	0.916	0.024	40.749	0.839		
AB3	<---	AB	0.841	0.037	32.856	0.707		
AB1	<---	AB	0.944	0.027	44.524	0.891		

Note. Factor loading-standardized regression weights; S.E- standard errors; C.R- critical ratio; SMC- squared multiple correlations; AVE- average variance extracted

Table 4.13. Construct Validity Test of Entire Constructs (first-order)

	LK	PRO	PRE	REP	COM	QUA	EV	RA	TS	COST	INT	SV	BN	AB	Construct reliability	AVE
LK	0.932														0.952	0.869
PRO	0.509	0.924													0.972	0.855
PRE	0.524	0.460	0.915												0.969	0.838
REP	0.492	0.527	0.561	0.900											0.962	0.810
COM	0.463	0.486	0.473	0.416	0.863										0.946	0.744
QUA	0.173	0.136	0.097	0.119	0.191	0.854									0.941	0.729
EV	0.209	0.199	0.241	0.197	0.179	0.482	0.884								0.947	0.781
RA	0.406	0.439	0.333	0.349	0.375	0.170	0.177	0.904							0.947	0.818
TS	0.500	0.486	0.466	0.489	0.525	0.151	0.191	0.500	0.928						0.961	0.862
COST	0.122	0.081	0.104	0.093	0.136	0.554	0.567	0.059	0.069	0.939					0.968	0.883
INT	0.451	0.403	0.508	0.481	0.595	0.240	0.287	0.389	0.536	0.211	0.895				0.941	0.801
SV	0.137	0.106	0.176	0.077	0.118	0.498	0.522	0.149	0.083	0.469	0.254	0.841			0.906	0.707
BN	0.456	0.453	0.549	0.402	0.544	0.242	0.308	0.358	0.468	0.183	0.491	0.153	0.960		0.973	0.923
AB	0.651	0.673	0.662	0.649	0.676	0.222	0.256	0.527	0.654	0.180	0.680	0.185	0.672	0.904	0.947	0.816

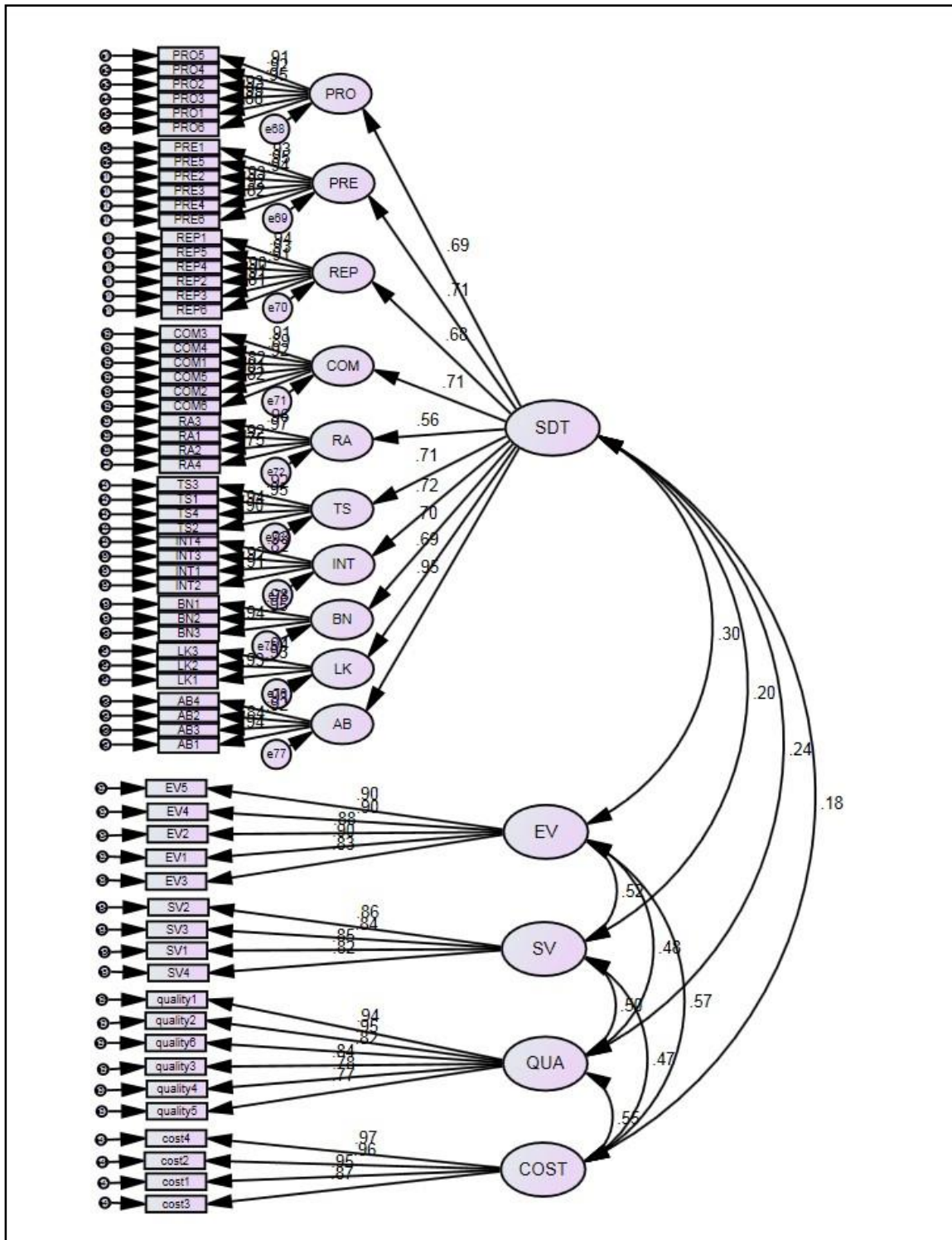
Note. PRO- product; PRE- predictability; REP- reputation; COM- competence; QUA- functional value (quality/performance), EV- emotional value, RA- risk avoidance; TS- transaction security; COST- functional value (cost/value for money), INT- integrity; SV- social value, BN- benevolence; LK- liking, AB- ability, AVE- average variance explained.

4.8.2. Second-order CFA for the Entire Measurement Model

Second-order hierarchical CFA was conducted based on Byrne's (2010) recommendation to analyze the factor structure obtained from first-order CFA for the whole measurement model. Figure 4.5 shows the second-order hierarchical CFA for the whole measurement model with the five latent variables, namely shopping destination trust, emotional value, social value, functional value (cost/value for money), and functional value (quality/performance). Figure 4.5 shows the fit indices for the null second-order model for the whole measurement model, which were obtained without any further modification and demonstrate acceptable model fit to the data: $\chi^2 (1995) = 6161.308$, $p < 0.000$, $\chi^2/df = 3.088$, TLI = 0.925, CFI = 0.925, SRMR = 0.119, RMSEA = 0.054. The model fit implies that the 14 factors were reflective indicators of the measurement model.

Table 4.14 shows the estimates of the second-order CFA measurement model for the measurement model. All indicators presented an acceptable factor loading over 0.5. All critical ratios were greater than 1.96. Although some SMC values were below 0.5, which suggest that little variance can be explained by the factors (i.e., PRO: 0.482, PRE: 0.499, REP: 0.465, RA: 0.314, TS: 0.498, BN: 0.488 and LK: 0.476), these values were close to the cutoff point. Moreover, the general model fit of the second-order CFA for shopping destination trust was acceptable, which qualify for the validity test. Table 4.15 shows that the measurement model met the criteria for construct validity, which indicates that the AVE values of all latent variables were above 0.5. The discriminant validity also met the criteria. The diagonal values for SV–SV, QUA–QUA, EV–EV, COST–COST, and SDT–SDT are 0.841, 0.854, 0.884, 0.939, and 0.717, respectively.

Figure 4.5: Second-order CFA Measurement Model for Entire Constructs



Note. SDT- shopping destination trust; PRO- product; PRE- predictability; REP- reputation; COM- competence; QUA- functional value (quality/performance), EV- emotional value, RA- risk avoidance; TS- transaction security; COST- functional value (cost/value for money), INT- integrity; SV- social value, BN- benevolence; LK- liking, AB- ability

Table 4.14. Estimates of CFA Measurement Model for Entire Construct (second-order)

			Factor loading	S.E.	C.R	SMC	Construct reliability	AVE
Shopping Destination Trust							0.912	0.514
PRO	<---	SDT	0.694			0.482		
PRE	<---	SDT	0.707	0.064	16.267	0.499		
REP	<---	SDT	0.682	0.061	15.782	0.465		
COM	<---	SDT	0.713	0.058	16.140	0.509		
RA	<---	SDT	0.560	0.070	13.416	0.314		
TS	<---	SDT	0.706	0.057	16.125	0.498		
INT	<---	SDT	0.715	0.052	16.251	0.512		
BN	<---	SDT	0.699	0.067	16.509	0.488		
LK	<---	SDT	0.690	0.064	15.858	0.476		
AB	<---	SDT	0.947	0.050	19.904	0.896		
Functional value (quality/performance)							0.941	0.729
quality1	<---	QUA	0.940			0.884		
quality2	<---	QUA	0.947	0.018	50.559	0.897		
quality6	<---	QUA	0.823	0.025	33.134	0.678		
quality3	<---	QUA	0.842	0.023	35.036	0.709		
quality4	<---	QUA	0.783	0.028	29.595	0.612		
quality5	<---	QUA	0.771	0.028	28.703	0.595		
Emotional value							0.947	0.781
EV5	<---	EV	0.896			0.803		
EV4	<---	EV	0.901	0.026	36.894	0.812		
EV2	<---	EV	0.880	0.027	34.888	0.775		
EV1	<---	EV	0.905	0.027	37.241	0.819		
EV3	<---	EV	0.834	0.029	31.025	0.695		
Functional value (cost/value for money)							0.968	0.882
cost4	<---	COST	0.967			0.935		
cost2	<---	COST	0.961	0.014	65.974	0.924		
cost1	<---	COST	0.951	0.016	61.654	0.904		
cost3	<---	COST	0.874	0.017	42.506	0.765		
Social value							0.906	0.707
SV2	<---	SV	0.858			0.737		
SV3	<---	SV	0.839	0.039	27.574	0.703		
SV1	<---	SV	0.848	0.035	28.082	0.720		
SV4	<---	SV	0.819	0.038	26.586	0.671		

Note. Factor loading-standardized regression weights; S.E- standard errors; C.R- critical ratio; SMC- squared multiple correlations; AVE- average variance extracted

Table 4.15. Construct Validity Test of Entire Constructs (second order)

	SV	QUA	EV	COST	SDT	Construct reliability	AVE
SV	0.841					0.906	0.707
QUA	0.498	0.854				0.941	0.729
EV	0.522	0.482	0.884			0.947	0.781
COST	0.469	0.554	0.567	0.939		0.968	0.882
SDT	0.199	0.240	0.300	0.182	0.717	0.912	0.514

Note. SV- social value, QUA- functional value (quality/performance), EV- emotional value, COST- functional value (cost/value for money), SDT- shopping destination trust, AVE- average variance explained.

4.9. Invariance Test

A measurement invariance test was performed across groups to further validate the measurement model before proceeding to the structural model. Multi-group invariance analysis aims to indicate whether the set of indicators assesses the same variables among different groups (Kline, 2011). When the measurement model is proved to be invariant across different groups, the structural model is deemed satisfactory for testing. This study also proposed to compare male and female groups.

The chi-square statistic is conventionally used in multi-group invariance analysis (Byrne, 2010). Statistically insignificant chi-square differences among groups imply that the measurement model is deemed as equivalent across groups. In this study, two categories were tested for evaluating multi-group invariance, including gender (male versus female) and travel mode (package tour versus independent tour). As shown in Table 4.16, the chi-square differences among groups are not statistically significant, which imply that the current measurement model is statistically acceptable and suitable for further analysis under SEM.

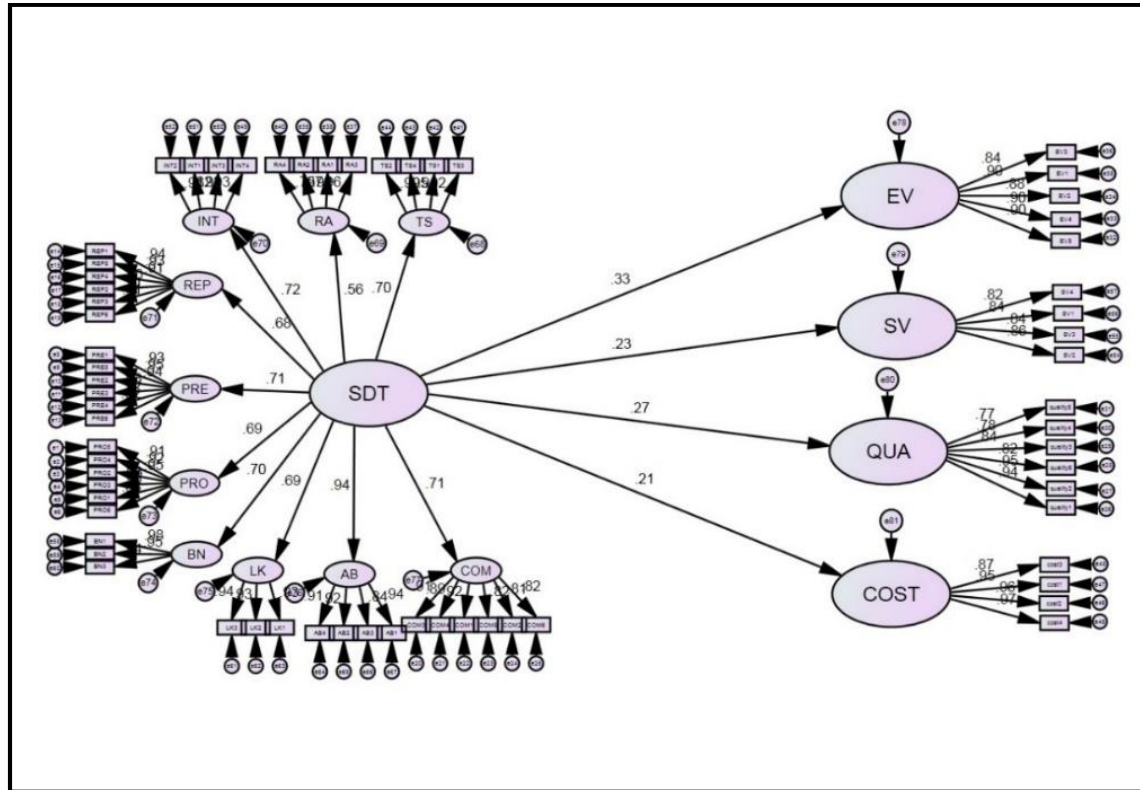
Table 4.16. Results of Multi-group Invariance Test

Category		Chi-square	df	p-value	Invariant?
Gender (Male/Female)	Overall Model				
	Unconstrained	8756.7478	3990		
	Fully constrained	8833.5	4055		
	Number of groups		2		
	Difference	76.753	65	0.151	YES
Travel mode (Package tour/ Independent tour)	Overall Model				
	Unconstrained	8588.398	3990		
	Fully constrained	8655.7	4055		
	Number of groups		2		
	Difference	67.302	65	0.398	YES

4.10. Structural Model

The structural model confirms the theory and specified theoretical relationships suggested by proposed hypotheses. In this model, the proposed paths were from the shopping destination trust to tourists' emotional value of shopping tourism, tourists' social value of shopping tourism, tourists' functional value (quality/performance), and tourists' functional value (cost/value for money). The model fit indices suggest that the hypothesized model has acceptable fit to the data: $\chi^2(2001) = 6875.981$, $p < 0.000$, $\chi^2/df = 3.436$, TLI = 0.913, CFI = 0.916; SRMR = 0.169, RMSEA = 0.059. A visual diagram portraying the structural model is shown in Figure 4.6.

Figure 4.6. Structural Model with Standardised Parameter Estimates



Note. SDT- shopping destination trust; PRO- product; PRE- predictability; REP- reputation; COM- competence; QUA- functional value (quality/performance), EV- emotional value, RA- risk avoidance; TS- transaction security; COST- functional value (cost/value for money), INT- integrity; SV- social value, BN- benevolence; LK- liking, AB- a

4.11. Hypotheses Testing

A couple of hypothesis tests were conducted to test whether path coefficients are statistically significant based on the theory. Eight hypotheses, including four direct relationships between paths and four moderating relationships, were subjected to the test. The results revealed that five out of the eight hypothesized relationships in the structural model were significant.

4.11.1 Direct Effects

Figure 4.7 and Table 4.17 presents the results of the hypotheses testing. *Hypothesis 1* exhibited that shopping destination trust positively affects the emotional value of shopping tourism by tourists. The results revealed that the path coefficient from shopping destination trust to tourists' emotional value of shopping tourism was statistically significant ($\beta= 0.325$, $t=7.925$, $p<0.01$); therefore, hypothesis 1 was supported.

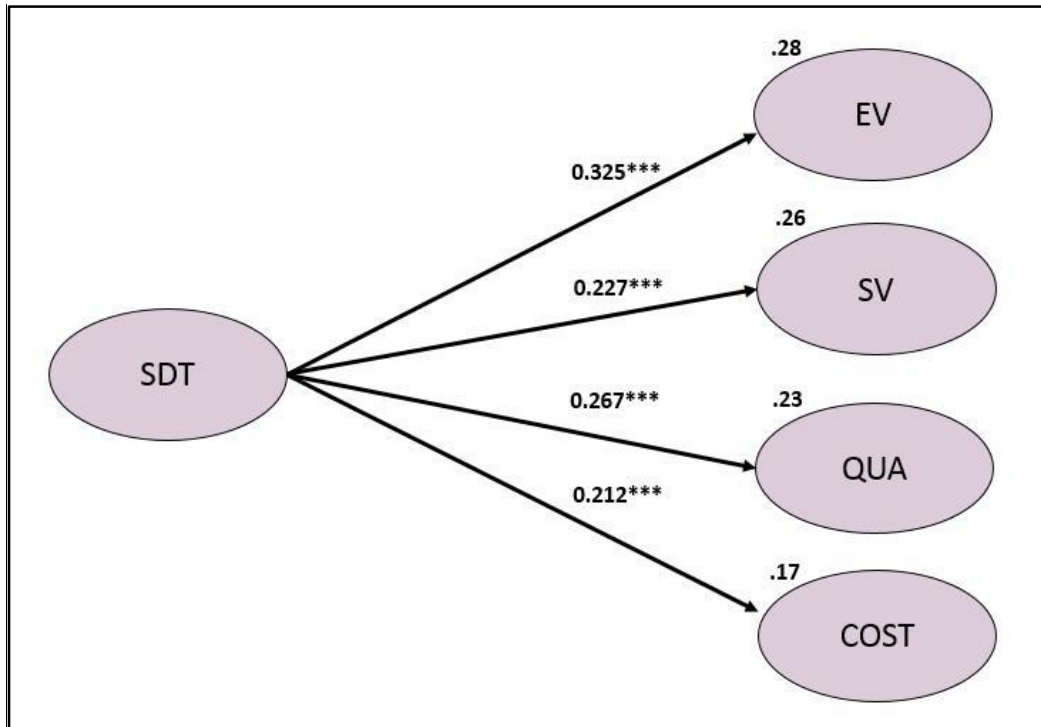
Hypothesis 2 proposed that shopping destination trust positively influences the social value of shopping tourism by tourists. The results revealed that the path coefficient from shopping destination trust to tourists' social value of shopping tourism appears to be significant ($\beta= 0.227$, $t=5.479$, $p<0.01$). Therefore, hypothesis 2 was supported.

Hypothesis 3 suggested that shopping destination trust positively affects the functional value (quality/performance) of shopping tourism by tourists. The results revealed that the path coefficient from shopping destination trust to tourists' functional value (quality/performance) of shopping tourism was statistically significant ($\beta= 0.267$, $t=6.610$, $p<0.01$). Therefore, hypothesis 3 was supported.

Hypothesis 4 proposed that shopping destination trust positively affects the functional value (cost/value for money) of shopping tourism by tourists. The hypothesis

was tested by examining the path coefficient between the exogenous variable shopping destination trust and endogenous variable tourists' functional value (cost/value for money) of shopping tourism. The results revealed that the path coefficient from shopping destination trust to tourists' functional value (cost/value for money) of shopping tourism appears to be significant ($\beta= 0.212$, $t=5.335$, $p<0.01$). Therefore, hypothesis 4 was supported. In conclusion, all causal paths specified in the structural model are statistically significant.

Figure 4.7. Direct Path Results for the Structural Model



Notes: 1) *** p-value < 0.01; 2) SDT – shopping destination trust, EV- emotional value, SV- social value, QUA- functional value (quality/performance), and COST- functional value (cost/value for money)

Table 4.17. Direct Path Results for the Structural Model

Hypothesis/path				Path coefficient	t-value	Results
H1:	EV	←	SDT	0.325	7.925***	Supported
H2:	SV	←	SDT	0.227	5.479***	Supported
H3:	QUA	←	SDT	0.267	6.610***	Supported
H4:	COST	←	SDT	0.212	5.335***	Supported

Notes: 1) *** p-value < 0.01; ** p-value < 0.05; * p-value < 0.10; 2) SDT – shopping destination trust, EV- emotional value, SV- social value, QUA- functional value (quality/performance), and COST- functional value (cost/value for money)

4.11.2. Moderating Effects

Table 4.18 presents the results of moderating effects. *Hypothesis 5* proposed that gender moderates the relationship between shopping destination trust and the emotional value of shopping tourism by tourists. The results revealed that the path coefficient from shopping destination trust to tourists' emotional value of shopping tourism is not moderated by gender (female: 0.283, $p < 0.01$, male: 0.260, $p < 0.01$, z-score: -0.333, $p > 0.1$). Therefore, hypothesis 5 was not supported.

Hypothesis 6 suggested that gender moderates the relationship between shopping destination trust and the social value of shopping tourism by tourists. The results revealed that the path coefficient from shopping destination trust to tourists' social value of shopping tourism is not moderated by gender (female: 0.159, $p < 0.01$, male: 0.207, $p < 0.01$, z-score: 0.707, $p > 0.1$). Therefore, hypothesis 6 was not supported.

Hypothesis 7 suggested that gender moderates the relationship between shopping destination trust and the functional value (quality/performance) of shopping tourism by tourists. The results revealed that the path coefficient from shopping destination trust to

tourists' functional value (quality/performance) of shopping tourism is moderated by gender (female: 0.072, $p < 0.1$, male: 0.393, $p < 0.01$, z-score: 4.208, $p < 0.01$). Therefore, hypothesis 7 was supported.

Hypothesis 8 suggested that gender moderates the relationship between shopping destination trust and the functional value (cost/value for money) of shopping tourism by tourists. The results revealed that the path coefficient from shopping destination trust to tourists' functional value (cost/value for money) of shopping tourism is not moderated by gender (female: 0.207, $p < 0.01$, male: 0.258, $p < 0.01$, z-score: 0.566, $p > 0.1$). Therefore, hypothesis 8 was not supported.

Table 4.18. Moderating Effect of Gender

Hypothesis/path				Male	Female	z-score	Results
H5:	EV	←	SDT	0.260***	0.283***	-0.333	Not Supported
H6:	SV	←	SDT	0.207***	0.159***	0.707	Not Supported
H7:	QUA	←	SDT	0.393***	0.072*	4.208***	Supported
H8:	COST	←	SDT	0.258***	0.207***	0.566	Not Supported

Notes: *** p-value < 0.01; ** p-value < 0.05; * p-value < 0.10

4.11.3. Summary of Hypothesis Testing

Table 4.19 presents the results of the hypotheses testing. Hypothesis 1 exhibited that shopping destination trust positively affects the emotional value of shopping tourism. The results revealed that the path coefficient from shopping destination trust to tourists'

emotional value of shopping tourism is statistically significant ($\beta= 0.325, t=7.925, p< 0.01$). Therefore, hypothesis 1 was supported.

Hypothesis 2 proposed that shopping destination trust positively influences the social value of shopping tourism. The results revealed that the path coefficient from shopping destination trust to tourists' social value of shopping tourism appears to be significant ($\beta= 0.227, t=5.479, p< 0.01$); therefore, hypothesis 2 was supported.

Hypothesis 3 suggested that shopping destination trust positively affects the functional value (quality/performance) of shopping tourism. The results revealed that the path coefficient from shopping destination trust to tourists' functional value (quality/performance) of shopping tourism is statistically significant ($\beta= 0.267, t=6.610, p< 0.01$). Therefore, hypothesis 3 was supported.

Hypothesis 4 proposed that shopping destination trust positively influences the functional value (cost/value for money) of shopping tourism. The results revealed that the path coefficient from shopping destination trust to tourists' functional value (cost/value for money) of shopping tourism appears to be significant ($\beta= 0.212, t=5.335, p< 0.01$). Therefore, hypothesis 4 was supported.

Hypothesis 5 proposed that gender moderates the relationship between shopping destination trust and the emotional value of shopping tourism. The results revealed that the path coefficient from shopping destination trust to tourists' emotional value of shopping tourism is not moderated by gender (female: 0.283, $p<0.01$, male: 0.260, $p<0.01$, z-score: -0.333, $p>0.1$). Therefore, hypothesis 5 was not supported.

Hypothesis 6 suggested that gender moderates the relationship between shopping destination trust and the social value of shopping tourism. The results revealed that the path

coefficient from shopping destination trust to tourists' social value of shopping tourism is not moderated by gender (female: 0.159, $p < 0.01$, male: 0.207, $p < 0.01$, z-score: 0.707, $p > 0.1$). Therefore, hypothesis 6 was not supported.

Hypothesis 7 suggested that gender moderates the relationship between shopping destination trust and the functional value (quality/performance) of shopping tourism. The results revealed that the path coefficient from shopping destination trust to tourists' functional value (quality/performance) of shopping tourism is moderated by gender (female: 0.072, $p < 0.1$, male: 0.393, $p < 0.01$, z-score: 4.208, $p < 0.01$). Therefore, hypothesis 7 was supported.

Hypothesis 8 suggested that gender moderates the relationship between shopping destination trust and the functional value (cost/value for money) of shopping tourism. The results revealed that the path coefficient from shopping destination trust to tourists' functional value (cost/value for money) of shopping tourism is not moderated by gender (female: 0.207, $p < 0.01$, male: 0.258, $p < 0.01$, z-score: 0.566, $p > 0.1$). Therefore, hypothesis 8 was not supported.

Table 4.19. Summary of Hypothesis Testing

Hypothesis		Results
H1	Shopping destination trust positively influences tourists' emotional value of shopping tourism.	Supported***
H2	Shopping destination trust positively influences tourists' social value of shopping tourism.	Supported***
H3	Shopping destination trust positively influences tourists' functional value (quality/performance) of shopping tourism.	Supported***
H4	Shopping destination trust positively influences tourists' functional value (cost/value for money) of shopping tourism.	Supported***
H5	Gender moderates the relationship between shopping destination trust and tourists' emotional value of shopping tourism.	Not Supported
H6	Gender moderates the relationship between shopping destination trust and tourists' social value of shopping tourism.	Not Supported
H7	Gender moderates the relationship between shopping destination trust and tourists' functional value (quality/performance) of shopping tourism.	Supported***
H8	Gender moderates the relationship between shopping destination trust and tourists' functional value (cost/value for money) of shopping tourism.	Not Supported

Notes: *** p-value < 0.01; ** p-value < 0.05; * p-value < 0.10

4.12. Chapter Summary

This chapter presents the findings of this study. First, it describes data screening, including deleting missing data and outliers and checking normality. Second, it presents the profiles of the main survey respondents as well as travel activities. Third, it discusses the descriptive statistics of the major constructs (i.e., tourists' perceived value of shopping tourism and shopping destination trust). Fourth, this chapter provides the results of

exploratory factor analysis, confirmatory factor analysis, and finally structural equation modeling. Finally, it discusses the results of hypothesis testing.

CHAPTER 5. DISCUSSIONS AND IMPLICATIONS

5.1. Chapter Introduction

This chapter discusses the study findings and their related theoretical and practical implications. It begins with the overall model performance. Next, the chapter provides the findings of the main constructs, such as the emotional, social, and functional (quality/performance and cost/value for money) values of shopping tourism of tourists and their trust in shopping destinations. The results of structural modeling and moderating effects are discussed subsequently. The current research is based on psychological theory. Regulatory focus theory in shopping tourism research is discussed, and the research contributions are highlighted.

5.2. Overall Model Performance

The current study suggests a conceptual model that specifies the relationship among tourists' trust in the shopping destination and the emotional, social, and functional (quality/performance and cost/value for money) values they place on shopping tourism. Shopping destination trust comprises 11 dimensions (i.e., product, integrity, competence, predictability, reputation, liking, ability, benevolence, risk avoidance, transaction security, and information content). "Trust" has been investigated and measured in different contexts, including hospitality and tourism research. However, no particular study has investigated shopping tourism. The concept of "shopping destination trust" itself is brand new; therefore, establishing its sub-dimensions is an initial step to its understanding. An extensive literature review on shopping and trust contexts reveals 11 possible dimensions. Measurement items were also adopted from a literature review and modified to the present

context without losing their main points. An external panel validated the original and modified measurement items.

“Perceived value” has also been investigated and measured in hospitality and tourism research, but no study has examined shopping tourism targeting shopping tourists. Four constructs related to perceived value, namely, tourists’ emotional value, social value, functional value (quality/performance), and functional value (cost/value for money). Their measurement items were adopted from previous research and modified to the context of shopping tourism. Finally, an external panel confirmed that the original and modified measurement items shared the same meaning. The conceptual model consisting of five constructs, namely, shopping destination trust and tourists’ emotional value, social value, functional value (quality/performance), and functional value (cost/value for money), was ready for the next stage.

The study findings confirm the newly proposed model, which demonstrates the relationships among the five constructs relevant to shopping destination trust and tourists’ perceived value. The scales were shown to be valid and reliable in the context of Hong Kong shopping tourism. The internal reliability and validity of each latent construct were satisfactory according to common practice criteria. Moreover, the model fit indices showed a good fit between the measurement model and the data set. The equivalent results of cross-validation between the two halves of the data set further demonstrated the generalizability of the measurement model. Multi-group invariance analysis showed that the measurement model fit the obtained data. Thus, both the measurement and structural models were satisfactory, valid, and reliable in measuring the constructs and estimating the relationships between them. Five out of the eight hypotheses were supported. Shopping destination trust

directly and positively affected the tourists' perceived emotional and other values toward shopping tourism. Gender was not found to modify perceptions as effectively as initially assumed, affecting only one out of four relationship paths. Only the relationship between shopping destination trust and tourist functional value (quality/performance) was moderated by gender.

5.3. Research Objective 1: Investigation of tourists' perceived value of shopping tourism

The current study attempted to identify tourists' perceived value in detail. Four aspects [i.e., emotional, social, functional (quality/performance), and functional (cost/value for money)] of perceived value were examined. The five aspects of emotional value include enjoyment, desire for experience and relaxed feeling, among others. Relaxed feeling (i.e., I feel relaxed during a shopping trip) had the highest mean score of 6.15, implying that shopping tourists feel relaxed during their shopping trip to Hong Kong. Social value has four items. Among these items, sense of belonging (i.e., Joining a shopping trip helps me feel accepted by the peer group that I engage with) had the highest mean score (5.41). Functional value (cost/value for money) has four items. Among these items, value for money (i.e., A shopping trip offers better value for money than other trips) had the highest mean score (6.09). Functional value (quality/performance) consists of six items. Among these items, consistent quality (i.e., Products purchased during a shopping trip have consistent quality) had the highest mean value with a mean score of 5.67.

The mean score of emotional value was relatively higher than that of other values, indicating that shopping tourists are affected by emotions during their trip. Shopping tourists are tourists whose primary purpose is to shop. Their multi-dimensional perceived values were measured during or after their respective trips. As shopping inevitably involves

consumption, the mean functional value was assumed to be higher than other values. However, emotional value generally had the highest mean value. This finding can be explained by the fact that shopping tourism is not a retail shopping activity but a travel activity mostly made up of shopping. Given that no studies previously attempted to investigate tourists' perceived value in shopping tourism, the findings are meaningful in the literature.

5.4. Research Objective 2: Identification of the dimensions of shopping destination trust

Shopping destination trust is a new concept, and its definition is based on the literature review. Shopping destination trust is defined as the expectation and belief that the shopping destination will provide a suitable shopping environment for tourists, enabling them to achieve their shopping objectives. Although shopping is traditionally one of the many tourism-related activities, it is gradually becoming one of the main purposes of tourism (Saayman & Saayman, 2012). Accordingly, tourists are making shopping their tour purpose to satisfy their needs and values; this change in purpose affects their selection of shopping tourism destinations. The findings reveal that shopping destination trust consists of 10 dimensions: product, predictability, reputation, competence, risk avoidance, transaction security, integrity, benevolence, liking, and ability. The initially suggested dimensions included "information content." However, it was eliminated during the exploratory factor analysis of the measurement model because its factor loading was low at less than 0.5. As shown in Table 4.14, all remaining shopping destination trust dimensions had high factor loadings. The factor loadings of ability, competence, integrity, and benevolence were relatively high at 0.947, 0.713, 0.715, and 0.699, respectively. The four dimensions are assumed to comprise the core of the trust construct in the study.

Accordingly, these dimensions seem to contribute to a new construct in the context of shopping tourism.

5.5. Research Objective 3: Influence of shopping destination trust and tourists' perceived value of shopping tourism (emotional value, social value, functional value in terms of quality/performance, and functional value in terms of cost/value for money)

Four hypotheses were developed to investigate the effect of shopping destination trust on tourists' perceived value of shopping tourism. Hypothesis 1 suggests that shopping destination trust positively affects tourists' perceived emotional value of shopping tourism. The path coefficient from shopping destination trust to tourists' perceived emotional value of shopping tourism was statistically significant ($\beta = 0.325$, $t = 7.925$, $p < 0.01$), thus supporting Hypothesis 1. Hypothesis 2 proposes that shopping destination trust positively influences tourists' perceived social value of shopping tourism. The path coefficient from shopping destination trust to tourists' perceived social value of shopping tourism was significant ($\beta = 0.227$, $t = 5.479$, $p < 0.01$), thus supporting Hypothesis 2. Hypothesis 3 indicates that shopping destination trust positively affects tourists' perceived functional value (quality/performance) of shopping tourism. The path coefficient from shopping destination trust to tourists' perceived functional value (quality/performance) of shopping tourism was statistically significant ($\beta = 0.267$, $t = 6.610$, $p < 0.01$), thus supporting Hypothesis 3. Hypothesis 4 proposes that shopping destination trust positively influences tourists' perceived functional value (cost/value for money) of shopping tourism. The path coefficient from shopping destination trust to tourists' perceived functional value

(cost/value for money) of shopping tourism was significant ($\beta = 0.212$, $t = 5.335$, $p < 0.01$), thus supporting Hypothesis 4.

The study findings indicate that shopping destination positively influences tourists' perceived emotional, social, and functional values, but the relationship is weak. Shopping destination trust is considered a newly developed construct. Nevertheless, following the rigorous procedure of establishment a construct, the relationship was found to be statistically significant. The research findings are consistent with those in previous studies. Wang and Emurian (2005) determined the factors that affect trust in internet shopping from existing studies and empirically verified that trust reduces customers' perceived risk and increases tourists' perceived emotional and functional values. They found that the risk felt by tourists while purchasing products at shopping malls is reduced by the presence of marketers in internet shopping malls. They also emphasized that this risk reduction also affects customer satisfaction by enabling consumers to form positive perceived values. According to Gefen (2000), trust plays an important role in the socio-economic interaction in which uncertainty and dependency exist. Trust is particularly considered more important online than offline because of the characteristics of cyberspace. As consumers search, select, and purchase products displayed on e-commerce sites without directly seeing or touching them, consumers are placed in more vulnerable situations online.

The same case exists in offline shopping tourism. Tourists whose main purpose is shopping prefer to enjoy activities in reliable shopping destinations. Consumers whose main purpose is to shop inevitably selects shopping destinations more carefully because the process of returning/exchanging products purchased during shopping tourism that are later found to be of poor quality is cumbersome.

People's tendency to trust is high in online shopping malls. Therefore, trust increases even without prior information on the trustee. The three factors that affect the level of trust are competence, integrity, and reputation. Competence refers to the skills, capabilities, and characteristics that enable the involved parties to be influential in a certain area. Integrity is explaining the determination of the trustee to adhere to the principles accepted by the trustor. The reputation of people who have purchased products at corresponding shopping malls or destinations is also important and forms a positive perceived value for potential customers.

5.6. Research Objective 4: Moderating effects of gender

The influence of trust may differ according to gender (Gefen et al., 2006). During consumption, men tend to use fewer considerations than women to identify useful clues and use only one or few clues, especially trust. Therefore, gender was suggested to moderate the relationship between shopping destination trust and tourists' perceived value of shopping tourism between two groups (i.e., male and female). A multi-group moderation analysis was conducted on the four direct effects associated with tourists' perceived value of shopping tourism.

Differences were found in all path estimates, but only one moderating effect was significant. Gender significantly moderated the direct effect of shopping destination trust on tourists' perceived functional value in terms of quality/performance (z -score = 4.208, $p < 0.01$). The shopping destination of male shopping tourists had stronger effect on functional value (quality/performance) than that of female shopping tourists; the path coefficients were 0.393 ($p < 0.01$) and 0.072 ($p < 0.1$), respectively. The result is consistent with Gefen et al.'s (2006) finding that the influence of trust may differ according to gender.

Whereas males use only a few considerations and clues, such as trust, females are inclined to closely address specific information and consider various clues. A commonly accepted notion is that females perceive consumption as positive and a component of relaxation, whereas males perceive shopping as negative and a chore (Gefen, 2000). Accordingly, males focus on results and seek to perform the task with minimum time and effort, whereas women focus on the process of purchasing itself.

The abovementioned notions are consistent with regulatory focus theory, which is used here for synthesis. Regulatory focus represents the methods people use to embrace pleasure and avoid pain (Higgins, 1997). An individual's regulatory focus concentrates on the desired end-state, which also motivates transition. Male tourists are likely to plan visits to more trusted destinations than female tourists. Stated differently, male tourists are prevention-focused, whereas female tourists are promotion-focused. Therefore, gender can moderate the relationship between shopping destination trust and tourists' perceived functional value (quality/performance) of shopping tourism.

Although the effects of shopping destination trust on tourists' perceived functional value (quality/performance) are moderated by gender, interestingly, the latter did not moderate the relationship between shopping destination trust and tourists' perceived functional value (cost/value for money). As shown in Table 4.21, female tourists (β : 0.207, $p < 0.01$) and male tourists (β : 0.258, $p < 0.01$) showed a statistically significant relationship in the suggested models, which is consistent with previous research that males tend to consider the functional values of products/services more than females. However, gender failed to moderate the suggested model. The slight difference in each path

coefficient implies that perceived value related to cost/value for money is important for both genders.

Gender did not significantly moderate the effects between shopping destination trust and tourists' perceived emotional value. The two paths were found to be statistically significant for both tourist groups, although path estimates were slightly higher for female than for male tourists. Although gender moderated the relationship between trust and emotional value in previous research, no significant difference was found between male tourists and female tourists in shopping tourism. Similar results were found for the relationship between shopping destination trust and tourists' perceived social value of shopping tourism. The two paths were statistically significant for both tourist groups, but the path estimates were slightly higher for female than for male tourists.

5.7. Research Objective 5: Contributions of the study

The fifth objective is to provide academic contributions and practical implications that can help marketing destinations to attract more shopping tourists and to meet their demands. In terms of academic contributions, this study broadens the range of shopping tourism studies and explores tourists' perceived value of shopping tourism by using a multidimensional approach. The PERVAL scale of Sweeney and Soutar (2001) is modified to fit the shopping tourism context before its application to this study. This study also establishes and validates shopping destination trust as a new construct. It expands the application of regulatory focus theory in the shopping tourism context. This study also helps DMOs develop an effective marketing strategy for shopping tourism and gain competitive advantage in attracting shopping tourists by developing shopping destination

trust. Therefore, the final objective has been achieved. Overall, all the research objectives have been satisfactorily achieved. The findings provide a better understanding of tourists' perceived value and confirm the multidimensional feature of the shopping tourism concept.

5.8. Contributions of the Study

The most important implication of the current study is widening the range of studies on shopping tourism by examining tourists' perceived value of shopping tourism. Although many studies on shopping tourism exist, only a few considered shopping as the primary motivation for travel. The current findings not only fill the gaps left in previous studies but also provide recommendations for DMOs.

5.8.1. Academic Contributions

First, the current study broadens the range of studies on shopping tourism. Shopping tourism research is still in its early stage, with various views on its definition and meaning. Timothy and Butler (1995), and Michalko and Varadi (2004) define shopping tourism as a form of travel with the major purpose of shopping. Michalko (2004) defines shopping tourism as touring in which the tourist spends more than 50% of travel expenses on shopping, excluding accommodation and transportation costs; this meaningful finding provides specific figures. Timothy (2005) adds that shopping tourism represents the major objective of tourists as shopping. The definition has gained the widespread acceptance of other scholars (e.g., Michalko and Ratz, 2006; Liu and Wang, 2010; Tomori, 2010; Rabbiosi, 2011; Saayman and Saayman, 2012), who investigated the shopping tourism phenomenon. By contrast, Kent, Shock, and Snow (1983) provide a relatively broad view on shopping tourism. They state that shopping tourism is an outcome of every activity (e.g.,

eating, sightseeing, and shopping) during a trip to satisfy a desire. Similarly, Yu and Littrell (2003) regard shopping tourism as a tourist activity at a destination, in addition to sightseeing, listening, and feeling purchased products with or without the purpose of shopping. Views continue to vary considering that the investigation of shopping tourism remains at its infancy. Following Timothy's (2005) definition, which is the most generally accepted in tourism literature, we define shopping tourism as travel with shopping as the major purpose.

Second, the current study explores tourists' perceived value derived from shopping tourism using a multidimensional approach. Studies connecting shopping with tourism attached perceived value linked to tourists' overall assessment of the usefulness of shopping tourism compared with their incurred total costs. Shopping tourists feel value after/during experiencing shopping tourism. As service characteristics are revealed through complex service composition, perceived value of shopping tourists should consider the overall cost for the elements obtained by participating in shopping activities. The current study specified four aspects of tourists' perceived value: emotional value, social value, functional value (quality/performance), and functional value (cost/value for money).

Previous research confirmed an inseparable relationship between perceived value and major consumer behavior concepts, such as quality and satisfaction. Continuous efforts to increase the understanding of the difference between satisfaction and quality in service marketing literature are evidenced by studies on the value concept both externally (Bolton & Drew, 1991; Oliver, 1996; Cronin et al., 2000) and internally (Yuksel & Yuksel, 2001; Baker & Crompton, 2000). Several scholars paid attention to service quality in the early

1990s and recognized that perceived value is the core of consumer service assessment (Bolton & Drew, 1991).

Perceived value is studied in the hospitality and tourism industries. However, no research has been conducted on tourists' perceived value in shopping tourism. According to previous research, shopping tourists' length of stay and their shopping expenditures are greater than those of general tourists. Therefore, identifying shopping tourists' perceived value is meaningful. The current study adopted the perceived value (PERVAL) scale developed by Sweeney and Soutar in 2001 and modified it for the context of shopping tourism. The PERVAL scale is widely used in examining tourists' perceived value in golf-, cruise-, and convention-related tours. However, no study has examined shopping tourists' perceived value using PERVAL. Therefore, the current study contributes by applying the PERVAL scale to the present context.

Third, the current study established and validated a new construct, that is, shopping destination trust. Trust is a core concept in shopping research as retail shopping inevitably involves commercial transactions. Consumer risks generally include financial loss, deterioration of functionality and performance, and mistaken brand selections (Kim et al., 2011). Trust in transactional relationships helps manage uncertainties and enhance opportunities for improving coordination and cooperation. Shopping tourists expect their desires to be satisfied through such activities (Kim et al., 2011). However, inherent risks exist in most cases of product purchasing (Kim et al., 2011), thus leading to the conclusion that shopping destination trust is important when a tourist evaluates a destination as a shopping tourism destination.

The current study contributes to establishing shopping destination trust as a new construct. The findings reveal that shopping destination trust consists of 10 dimensions: benevolence, integrity, competence, predictability, ability, transaction security, reputation, product, liking, and risk avoidance. Ability was found to be the core dimension forming shopping destination trust, with a factor loading of 0.949. Competence and integrity also showed relatively high factor loadings of 0.714 and 0.713, respectively. Unsurprisingly, ability, competence, and integrity are the core concepts in trust research. The current study also confirms that these dimensions, which were not investigated before, contribute to shopping destination trust. Therefore, this study is expected to pave the way for further research on shopping tourism.

Finally, the current study contributes to the wide application of regulatory focus theory in shopping tourism. According to the theory, people adjust their promotion and prevention focuses to maximize their goals and minimize risk or uncertainty. The theory confirms that tourists are likely to visit more trusted shopping destinations to maximize pleasure (achievement of shopping) and minimize risks (disappointment). Therefore, shopping destination trust is important for tourists. Trust reduces complexity in uncertain situations. It is an important factor for successful business transactions as it reduces the perception of risk during transactions and minimizes negative outcomes. The theory explains the relation between the external situation and the individual tendency to self-regulate and increases the prevention effect by choosing highly trusted shopping destinations.

5.8.2. Practical Implications

The present study aids DMOs to develop effective marketing strategies for shopping tourism. Shopping has now become a basic element of tourism. Tourists recognize the distinct features and culture of a region through shopping, and shopping tourism can generate a positive image and encourage tourists to revisit a destination. DMOs promote locations by highlighting convenient shopping facilities and related benefits because of the obvious positive economic and socio-cultural effect of shopping tourism. That is, DMOs encourage tourists' shopping activities and aim to attract shopping tourists to their destinations. DMOs should identify tourists' perceived value of shopping tourism to establish an effective marketing strategy as these values contribute to purchase behavior, tourist satisfaction, and revisiting intentions.

This study presents a direction for gaining competitive advantage by attracting shopping tourists to a shopping destination by developing trust. Many countries expend efforts to attract shopping tourists because of the potential economic effect that these tourists bring (Santos & Vieira, 2012). For example, Dubai has been hosting the Dubai Shopping Festival every year since 1996 (Anwar & Sohail, 2004), and Istanbul and Macau have been encouraging more people to shop by organizing their respective shopping festivals since 2011. Therefore, the competition among shopping destinations is becoming fiercer. Given that tourists shop for items at trustworthy destinations, the trust of people in a shopping destination is an important factor in shopping tourism. This study assumes that shopping destination trust plays an important role in tourists' perceived value of shopping tourism. This study contributes to DMOs by identifying the key dimensions of shopping destination trust. By reducing the complexity of human behavior in uncertain situation,

trust has become the most important factor in business transactions. Trust reduces the perceived risk during transactions and reflects the human characteristic of avoiding or minimizing risk. However, no marketing strategies for the promotion of long-term shopping destination trust are being used at present. The findings of this research can help DMOs to promote shopping destinations as safe and reliable places.

5.9. Chapter summary

This chapter discusses the study findings and contributions. First, the overall structural model performance is presented. Second, the findings of the main constructs are discussed. Third, the results of the structural modelling and the moderating effects are discussed. Fourth, the applications of regulatory focus and psychological theories in shopping tourism research are outlined. Finally, the academic contributions and practical implications of this research are highlighted.

CHAPTER 6. CONCLUSIONS

6.1. Chapter Introduction

This chapter concludes the study. First, the entire study and the proposed hypotheses are summarized. Second, the achievement of the objectives and contributions of this research are presented. Third, the limitations of the study and suggestions for future research are presented. Finally, the conclusion is given.

6.2. Overview of the Study

This study aims to examine the factors related to tourists' perceived value of shopping tourism. This thesis is composed of six chapters. Chapter One introduces the background of this study and states the rationale for conducting the research. Previous studies neither focused on shopping as a main purpose of travel (Saayman & Saayman, Timothy, 2005) nor considered shopping as an important element in choosing a destination. Shopping is no longer an incidental behavior but rather a major activity that tourists consider along with lodging and attractions. When selecting destinations, tourists show greater interest in the possibility of purchasing quality items (Moscardo, 2004). Although shopping is an activity in which tourists spend much time and money, only a few studies focused on shopping tourism (Henderson et al., 2011), and most tourism studies considered shopping as an incidental activity. Studies on shopping tourism (Michalko & Varadi, 2004, Timothy, 2005) are necessary to gain insight into the needs of shopping tourists. Moreover, studies on tourists' perceived value of shopping tourism are essential for establishing effective marketing strategies. However, only few studies have investigated shopping tourism. Therefore, this study attempts to examine the factors related to tourists' perceived

value of shopping tourism. This chapter outlines the research objectives, presents the research significance, and defines the main constructs.

Chapter Two reviews the existing studies related to the constructs investigated in this paper (i.e., shopping destination trust and tourists' perceived value of shopping tourism). This chapter begins by defining the shopping tourism concept, outlining the differences between the activities of shopping tourists and those of general tourists, and presenting an overview of the contemporary issues in shopping tourism. As shopping tourism is not the same as retail shopping, various elements affect the complex dynamics of the experiences related to shopping tourism. The experiential element is important to examine the factors related to tourists' perceived value of shopping tourism. This element is divided into emotional value, social value, functional value (quality/performance), and functional value (cost/value for money), which should be examined individually. Accordingly, the next section reviews the perceived value of shopping tourists, the value components, the concept, definition, importance, and measure of perceived value, and the perceived value scale (PERVAL). Studies on perceived value conducted in the hospitality and tourism contexts are also reviewed in this chapter.

This study is based on regulatory focus theory (RFT), which operates on the basic principle that people embrace pleasure and avoid pain, and use this standard to maintain a regulatory fit. RFT identifies the methods that individuals use to approach pleasure and avoid pain. Similarly, tourists tend to visit highly trusted shopping destinations to maximize their pleasure (by shopping) and minimize their risk. The RFT concept and the related studies on this theory are discussed in this chapter.

An important aim of this research is to identify the dimensions of shopping destination trust. By reducing the complexity of human behavior in uncertain situations, trust has become the most important factor in business transactions. Trust reduces the perceived risk during transactions and reflects the human characteristic of avoiding or minimizing risk. From this perspective, shopping destination trust has a significant function for shopping tourists by convincing them that a particular destination is trustworthy. Therefore, this study examines the role of shopping destination trust on the perceived value of shopping tourism. As shopping destination trust is a new concept, all of its possible dimensions (i.e., benevolence, integrity, competence, predictability, ability, transaction security, information content, reputation, product, liking, and risk avoidance) are reviewed in this study. The hypotheses are established on the basis of the literature review. The conceptual model, constructs, and dimensions are also defined in this chapter.

Chapter Three describes the research design and methodology. A quantitative approach is adopted in this study. After presenting the overall research design, this chapter justifies the selection of the study location and target population. It also discusses the rigorous development of the measurement scale for the main constructs of shopping destination trust as well as the emotional, social, and functional (quality/performance and cost/value for money) values of shopping tourism. However, as these scales were initially intended to measure trust in online shopping and the consumers' perceived value of durable goods, these scales cannot be directly applied in tourism research. Accordingly, the items in each dimension of the scale are modified to suit the shopping tourism context. An expert panel is invited to review the measurement items, and the initial questionnaire is then administered through a pilot study. The details of the pilot study, including the

questionnaire design, data collection procedure, data screening process, profile of the 207 respondents, EFA, and revisions for the main survey, are thoroughly discussed in this chapter. The next section presents the methodology used in the main survey, including the data collection procedure and data analysis processes (i.e., data screening, EFA, CFA, and SEM).

Chapter Four presents the findings of the main survey and reports the statistical results of the model testing and other descriptive analyses. The chapter highlights the data screening process, particularly the issues of missing data, outliers, and normality before presenting the profile of the 708 respondents. By applying a cross-validation approach, the EFA and CFA conducted on each half of the sample ($N_1 = 354$, $N_2 = 354$) are described. After the EFA, the information content dimension is deleted from shopping destination trust because of its low factor loading. The fit, validity, and reliability of the overall measurement model of two constructs are then reported. The invariance tests across different groups of the population are also presented. The results of the structural model, which are categorized by direct and moderating effects, are shown in the next section. The hypothesis testing is then summarized, with five out of the eight hypotheses supported. Aside from presenting the SEM results, the descriptive statistics associated with other variables are also introduced in this chapter.

Chapter Five discusses the findings and implications of the study. The overall performance of the model is evaluated, and the following sections discuss the findings for each research question (i.e., tourists' perceived value of shopping tourism, dimensions of shopping destination trust, influence of shopping destination trust and tourists' perceived value of shopping tourism, and moderating effects of gender on the proposed model). The

chapter ends by presenting the academic contributions and practical implications of this research.

Chapter Six concludes the study by presenting an overview of the entire study and recapitulating its key findings. The research objectives are then reassessed to determine how many of the objectives have been fulfilled. This chapter also discusses the research limitations and suggestions for future studies.

6.3. Results of the Hypothesis Testing

The conceptual model consists of five constructs, namely, shopping destination trust and the emotional, social, functional (quality/performance), and functional (cost/value for money) values of shopping tourism. Gender is used as the moderating variable to generate the moderating effects on the relationships associated with shopping destination trust and tourists' perceived value of shopping tourism. In summary, this study attempts to predict tourists' perceived value by measuring the trust of tourists in a shopping destination. Hypothesis 1 proposes that shopping destination trust positively affects the emotional value of shopping tourism. As the path coefficient from shopping destination trust to the emotional value of shopping tourism is statistically significant ($\beta = 0.325$, $t = 7.925$, $p < 0.01$), Hypothesis 1 is supported. Hypothesis 2 proposes that shopping destination trust positively influences the social value of shopping tourism. As the path coefficient from shopping destination trust to the social value of shopping tourism is significant ($\beta = 0.227$, $t = 5.479$, $p < 0.01$), Hypothesis 2 is supported. Hypothesis 3 proposes that shopping destination trust positively affects the functional value (quality/performance) of shopping tourism. As the path coefficient from shopping destination trust to the functional value

(quality/performance) of shopping tourism is statistically significant ($\beta = 0.267$, $t = 6.610$, $p < 0.01$), Hypothesis 3 is supported.

Hypothesis 4 proposes that shopping destination trust positively influences the functional value (cost/value for money) of shopping tourism. As the path coefficient from shopping destination trust to the functional value (cost/value for money) of shopping tourism appears to be significant ($\beta = 0.212$, $t = 5.335$, $p < 0.01$), Hypothesis 4 is supported. Hypothesis 5 proposes that gender moderates the relationship between shopping destination trust and the emotional value of shopping tourism. As the path coefficient from shopping destination trust to the emotional value of shopping tourism is not moderated by gender (female: 0.283, $p < 0.01$; male: 0.260, $p < 0.01$; z-score: -0.333 , $p > 0.1$), Hypothesis 5 is rejected. Hypothesis 6 proposes that gender moderates the relationship between shopping destination trust and the social value of shopping tourism. As the path coefficient from shopping destination trust to the social value of shopping tourism is not moderated by gender (female: 0.159, $p < 0.01$; male: 0.207, $p < 0.01$; z-score: 0.707, $p > 0.1$), Hypothesis 6 is rejected.

Hypothesis 7 proposes that gender moderates the relationship between shopping destination trust and the functional value (quality/performance) of shopping tourism. As the path coefficient from shopping destination trust to the functional value (quality/performance) of shopping tourism is moderated by gender (female: 0.072, $p < 0.1$; male: 0.393, $p < 0.01$; z-score: 4.208, $p < 0.01$), Hypothesis 7 is supported. Hypothesis 8 proposes that gender moderates the relationship between shopping destination trust and the functional value (cost/value for money) of shopping tourism. As the path coefficient from shopping destination trust to the functional value (cost/value for money) of shopping

tourism is not moderated by gender (female: 0.207, $p < 0.01$; male: 0.258, $p < 0.01$; z-score: 0.566, $p > 0.1$), Hypothesis 8 is rejected.

Regarding the moderating effect, three out of four hypotheses are not statistically supported. Namely, only one hypothesis, H7: Gender moderates the relationship between shopping destination trust and tourists' functional value (quality/performance) of shopping tourism, has been supported. Scholars statistically verified the gender difference towards trust and perceived value. Gefen et al. (2006) argue that the influence of trust differs according to gender. During consumption, males tend to deliberate only a small number of considerations to identify only one or few useful clues (e.g., trust). By contrast, females are inclined to focus on specific information and consider various clues. A commonly accepted notion is that while females perceive consumption as a positive experience and a component of relaxation, males tend to perceive shopping as a negative experience and a chore (Gefen, 2000). Accordingly, males focus on the result of obtaining something and performing the task with minimum time and effort, whereas women focus on the process of purchasing itself.

However, the hypothesis testing yields unexpected results. After thoroughly checking the data, the author recognized a very critical point. Shopping tourism is a new form of tourism (United Nation World Tourism Organization, 2014). Although there are numerous studies on tourist and shopping, none has been conducted to target shopping tourists, i.e., those with a major purpose of shopping. In addition, the current study develops a new construct, namely, shopping destination trust. This construct comprises ten dimensions (i.e. product, predictability, reputation, competence, risk avoidance, transaction security, integrity, benevolence, liking, and ability) and attempts to examine

the relationship between shopping destination trust and tourists' perceived value. The moderator is neither common consumers nor tourists but a female/male shopping tourist who is basically motivated by a shopping purpose. The author neglects one point: that both groups are basically willing to go on a shopping trip; hence, the moderating role is not very effective between the suggested relationship. For example, shopping tourists have a strong and positive emotional value affected by shopping destination trust regardless of gender. The author overlooks the unique context of shopping, that is, unlike shopping in daily life, males do not perceive shopping as a task or chore. According to the external examiner's comments, the author additionally explores the reason why the moderating effect is not effective in the thesis.

6.4. Achievement of Research Objectives

The overall goal of this study is to examine the factors related to tourists' perceived emotional, social, and functional (quality/performance and cost/value for money) values of shopping tourism. The findings indicate that the five objectives of this research have been successfully addressed. The first objective is to investigate tourists' perceived emotional, social, and functional values of shopping tourism. A comprehensive review of the existing literature on perceived value, especially on tourist perception, not only provides an overview of the current understanding of the topic but also reveals the research gaps that warrant further investigation. This study fills these gaps by addressing how and on what basis tourists evaluate the perceived value of their travel experiences and by developing a rigorous scale for measuring the perceived value of such experiences. Four aspects of tourists' perceived value are eventually identified. A multi-dimensional measurement scale

for tourist-perceived value of shopping tourism is developed. The validity and reliability of this scale is justified by performing EFA and CFA. Therefore, the first objective has been achieved.

The second objective is to identify the dimensions of shopping destination trust. Existing studies on shopping trust identify 11 dimensions of shopping destination trust, namely, benevolence, integrity, competence, predictability, ability, transaction security, information content, reputation, product, liking, and risk avoidance. The measurement scales are derived from the findings of previous literature. However, as these scales are initially developed to measure online shopping and e-commerce trust, they cannot be directly used to examine shopping destination trust. Accordingly, the items in each dimension of the scale are modified to fit the shopping tourism context. Ten dimensions (excluding “information content”) are extracted by performing EFA. The validity and reliability of the scale are then justified by the CFA results. Therefore, the second objective has been achieved.

The third objective is to examine the effect of shopping destination trust on the emotional, social, and functional (quality/performance and cost/value for money) values of shopping tourism. The literature review provides strong theoretical support for the causal relationships among the suggested constructs. The EFA and CFA results signify the underlying structure of the projected constructs. Five latent constructs, namely, shopping destination trust and the emotional, social, functional (quality/performance), and functional (cost/value for money) values of shopping tourism, are identified as distinct components. After performing a data analysis among the constructs, shopping destination trust is proven

to have a strong, positive, and direct effect on all perceived values of shopping tourism. Therefore, the third objective has been achieved.

The fourth objective is to examine to what extent the gender construct (i.e., male and female) moderates the relationships associated with perceived authenticity. Four relationships associated with tourists' perceived value are hypothesized to be moderated by a multi-group (i.e., male and female shopping tourists) created by the factor of gender. Only the relationship between shopping destination trust and functional value (quality/performance) of shopping tourism is moderated by gender. Therefore, the fourth objective has been achieved.

The fifth objective is to provide academic contributions and practical implications that can help marketing destinations to attract more shopping tourists and to meet their demands. In terms of academic contributions, this study explores tourists' perceived value of shopping tourism by using a multidimensional approach. The PERVAL scale of Sweeney and Soutar (2001) is modified to fit the shopping tourism context before its application to this study. This study also establishes and validates shopping destination trust as a new construct. It expands the application of regulatory focus theory in the shopping tourism context. This study also helps DMOs develop an effective marketing strategy for shopping tourism and gain competitive advantage in attracting shopping tourists by developing shopping destination trust. For example, DMOs can promote their destination as trustworthy destinations to shop. Current destination advertisements (either paper based or video clip) are very similar. Such advertisements tend to illustrate tourists' pleasant moments during shopping in image advertisements or highlight attractive features (e.g., festival periods, various promotional programs associated with certain airline/hotels,

etc.) and conveniences (e.g., credit card alliance). The visual advertisement is not different; it mainly shows the fantastic shopping streets and tourists with full shopping bags. Such advertisements indeed put emphasis on the positive aspect of shopping.

Shopping risk negatively influences tourist emotions, their satisfaction judgment, and expressed loyalty intentions (Yüksel & Yüksel, 2007). Yüksel and Yüksel (2007) report that tourist shopping risk is divided into two parts: internal shopping risk and external shopping risk. Internal shopping risk is related to interpersonal relationships between tourists and sales persons, whereas external shopping risk is more related to external factors (e.g. transaction security, functional aspects of shopping product, and more). The current study's findings suggest an alternative to lower shopping risk. SDT consists of ten dimensions, including product, predictability, reputation, competence, risk avoidance, transaction security, integrity, benevolence, liking, and ability. Among the dimensions, predictability, competence, transaction security, integrity, and ability are the major contributors forming SDT. Accordingly, describing a destination as a trustworthy place to shop will make the (potential) tourists feel at ease. Hence, SDT can be used in improving destination advertisements as it can highlight its trustworthy image and lower tourist concern on shopping risk. Therefore, the final objective has been achieved. Overall, all the research objectives have been satisfactorily achieved. The findings provide a better understanding of tourists' perceived value and confirm the multidimensional feature of the shopping tourism concept.

6.5. Study Limitations and Suggestions for Future Research

Despite the efforts to conduct a sound research, this study has several limitations that should be acknowledged. Several suggestions for future research are also proposed. The first limitation is related to the convenience sampling method adopted in the study. The respondents were approached on the basis of their availability and/or accessibility. Although the convenience sampling method is the most feasible approach for an on-site tourist survey, this technique has been criticized for its biases. The major disadvantage of this procedure lies in the ability of the collected data to represent an entire population, which may lead to criticisms related to attempted generalization and inference making. The nature of the on-site survey for this study made the sample framing and the random assignment of respondents practically infeasible. Different types of shopping attractions were considered, and the survey was conducted at different times of the day and different days of the week within two months to reduce bias. The survey respondents came from 46 different countries and territories, thus representing the target population. The respondents were also chosen at a single destination (Hong Kong). Future studies with a similar design should be conducted in other tourist destinations to generalize the research findings.

Another limitation of this study is associated with the inclusion of higher-level constructs in the model. This partial aggregation model may potentially obscure the differences in the components of a construct (Bagozzi & Edwards, 1998). A second-order factor was used as a construct in this study to achieve the research purpose (i.e., identify the dimensions of shopping destination trust). Moreover, as argued by Hair et al. (2010), a higher-order model should be demonstrated if a second-order factor is embedded within a nomological network as a consequence and/or predictor of other variables. The use of

higher-level constructs can help deal with the complexity of the model and achieve all of the proposed research objectives. However, these constructs limited the exploration and understanding of the first-order factors, especially the 10 dimensions of shopping destination trust. Therefore, further research should be conducted to explore these dimensions separately and to examine the relationships of each dimension with the emotional, social, functional (quality/performance), and functional (cost/value for money) values of shopping tourism.

Moreover, only one antecedent of perceived value was considered in this study although many potentially relevant concepts, such as tourist characteristics, place identity, originality, personal involvement, location, and emotion, were identified from previous literature. Most of these concepts are conceptually well connected to perceived value and can be examined empirically in future studies. Tourist satisfaction and intention to visit can also be added to the model as a consequence of perceived value to explore the relationship between the intentions or long-term behaviors of tourists toward shopping destination and their current visits.

Finally, this study considers gender as the moderating variable between shopping destination trust and tourists' perceived value. As shown in Table 4.18, gender moderates the relationship between shopping destination trust and tourists' functional value (quality/performance) of shopping tourism. Males are apparently more strongly influenced by shopping destination trust than females. However, the current model cannot explain which dimensions of shopping destination trust strongly affect tourists' functional value (quality/performance) of shopping tourism by gender. Exploring the relationship between shopping destination trust and tourists' perceived value is recommended for future research.

6.6. Concluding Remarks

Instead of being a mere accompanying activity, shopping has become equivalent to accommodations, dining, transportation, and sightseeing as a basic element of tourism. Tourists recognize the distinct features and culture of a region through shopping. Therefore, shopping tourism can generate a positive image of the culture of a region and enhance the intention of tourists to revisit a destination. Given the positive economic and socio-cultural effects of shopping tourism, DMOs promote locations by highlighting their shopping facilities and the different benefits of shopping in their locations. Previous studies on tourists' perceived value of previous travelling experiences have explored different aspects. However, most of these studies have largely ignored tourists' perceived value of shopping tourism and have limited research scope. Therefore, investigating tourists' perceived value of shopping tourism can expand the scope of tourism research and provide practical implications to DMOs.

This study is based on RFT, which operates on the basic principle that people embrace pleasure, avoid pain, and use this standard to maintain a regulatory fit. RFT identifies the methods that individuals use to approach pleasure and avoid pain. Similarly, tourists tend to visit highly trusted shopping destinations to maximize their pleasure (by shopping) and minimize their risks. By reducing the complexity of human behavior in uncertain situations, trust has become the most important factor in business transactions. Trust reduces the risk perceived during a transaction and reflects the human characteristic of avoiding or minimizing risk. From this perspective, shopping destination trust can convince tourists to shop in a particular destination. Therefore, this study examines the

influence of shopping destination trust on the perceived value that arises from shopping tourism.

The influential aspects of trust may vary between genders. In the consumption context, men tend to use only one or few clues, particularly trust, among a wide selection. In contrast, women tend to focus on broader information and consider various clues. These ideas are consistent with RFT and can provide a context for synthesis. Therefore, gender can moderate the relationship between shopping destination trust and tourist-perceived value of shopping tourism.

This study proposes eight hypotheses about the relationships among shopping destination trust and the emotional, social, functional (cost/value for money), and functional (quality/performance) values of shopping tourism. Gender was used as a moderating variable. Usable 708 samples were used for data analysis. The study sample comprised shopping tourists who have visited Hong Kong. Each respondent was asked two questions to distinguish shopping tourists from ordinary tourists. Data analysis was performed using SPSS 20.0 for the data screening, descriptive statistic, and EFA. AMOS 20.0 was used to conduct CFA and path analysis.

The data analyses results support five of the eight hypotheses. The relationships of shopping destination trust with the perceived emotional, social, and functional (quality/performance and cost/value for money) values of shopping tourism are all statistically significant. However, gender can only moderate the relationship between shopping destination trust and the functional value (quality/performance) of shopping tourism. As its most important implication, this study widens the range of studies on shopping tourism by examining tourists' perceived value of shopping tourism. Although

shopping tourism has been investigated in many studies, only a few studies have considered shopping as the primary motivation for travel.

This study contributes to the establishment of shopping destination trust as a new construct. Shopping destination trust consists of 10 dimensions, namely, benevolence, integrity, competence, predictability, ability, transaction security, reputation, product, liking, and risk avoidance. With a factor loading of 0.949, “ability” is identified as the core dimension that forms shopping destination trust. “Competence” and “integrity” have relatively high factor loadings of 0.714 and 0.713, respectively. Unsurprisingly, “ability,” “competence,” and “integrity” emerge as the core concepts in trust research. This study also confirms that all the abovementioned dimensions contribute to shopping destination trust. Given that no previous research has attempted to investigate the dimensions of shopping destination trust, this study is expected to motivate further research on shopping tourism. The findings of this study not only fill the existing research gaps but also provide recommendations for DMOs.

APPENDICES

APPENDIX I: PREVIOUS STUDIES ON TOURISM SHOPPING

Year	Author	Specific Target	Study Site	Related Topics
1991	Butler	Tourist	U.S.A	Shopping mall
1991	Jansen-Verbeke	Tourist	Netherlands	Leisure shopping
1993	Littrell, Anderson, & Brown	Tourist	U.S.A	Souvenir shopping
1993	Getz	Tourist	Canada	Tourist shopping village
1994	Littrell et al.	Tourist	U.S.A	Souvenir shopping
1995	Timothy & Butler	Tourist	U.S.A	Cross-border shopping
1995	Anderson & Littrell	Female tourist	U.S.A	Souvenir shopping
1996	Ahmed	Tourist	U.S.A	Shopping behavior
1998	Heung & Qu	Tourist	Hong Kong	Economic contribution
1999	Agarwal & Yochum	Tourist	U.S.A	Shopping pattern
2001	Kim & Littrell	Tourist	Mexico	Souvenir shopping
2000	Heung & Cheng	Tourist	Hong Kong	Satisfaction
2000	Law & Au	Tourist	Hong Kong	Relation modeling
2001	Turner & Reisinger	Tourist	Australia	Satisfaction
2002	Ibrahim & Ng	Tourist	Singapore	Motivation
2003	Dimanche	Tourist	U.S.A	Destination marketing

2003	Wong & Law	Tourist	Hong Kong	Satisfaction
2003	Yu & Littrell	Residence	U.S.A	Craft souvenir
2003	Snepenger, Murphy, O'Connell & Gregg	Tourist	U.S.A	Shopping space
2004	Geuens, Vantomme, & Brengman	Airport shopper	Belgium	Motivation
2004	Yuksel	Tourist	Turkey	Shopping experience evaluation
2004	Cai, Feng, & Breiter	Tourist	U.S.A	Shopping decision involvement
2004	Moscardo	Tourist	Australia	Destination choice
2004	Oh, Cheng, Lehto, & O'Leary	Tourist	U.S.A	Shopping behavior
2004	Lehto, O'Leary, & Morrison	Tourist	Taiwan	Expenditure behavior
2004	Littrell, Paige, & Song	Tourist	U.S.A	Shopping behavior
2004	Swanson & Horridge	Tourist	U.S.A	Souvenir shopping
2004	Josiam, Kinley & Kim	Tourist	U.S.A	Involvement
2004	Carmichael & Smith	Tourist	Canada	Market segmentation
2004	Yeung, Wong, & Ko	Tourist	Hong Kong, Singapore	Destination choice
2004	Downward & Lumsdon	Tourist	U.K	Tourism transport
2004	Swanson	Tourist, Retailer	U.S.A	Souvenir shopping
2004	Yuksel	Tourist	Turkey	Shopping experience evaluation
2005	Huang & Hsu	Tourist	Hong Kong	Motivation

2005	Rosenbaum & Spears	Tourist	U.S.A	Cross-cultural difference
2006	Hsieh & Chang	Tourist	Taiwan	Motivation
2006	Westwood	Tourist	U.K	Tourist experience
2004	Swanson & Horridge	Tourist	U.S.A	Souvenir shopping
2007	Yuksel	Tourist	Turkey	Risk perception
2007	Tosun, Temizkan, Timothy, & Fyall	Tourist	Turkey	Satisfaction
2007	Hu & Yu	Tourist	U.S.A	Involvement
2007	Fairhurst, Costello, & Holmes	Tourist	U.S.A	Shopping behavior
2008	Liu, Choi, & Lee	Tourist	Hong Kong	Satisfaction
2009	Borgers & Timmermans	Tourist	Netherlands	Shopping route choice behavior
2009	Park & Reisinger	Tourist	U.S.A	Luxury goods
2010	Anderson	Tourist	Spain	Determinants of shopping
2010	Park, Reisinger, & Noh	Tourist	U.S.A	Luxury goods
2010	Divisekera	Tourist	Australia	Tourism economics
2010	Busch	Tourist	Poland	Customer-vendor relationship
2011	Rogerson	Tourist	Africa	Urban tourism
2011	Barutcu, Dogan, & Unguren	Tourist	Turkey	Perception, Satisfaction
2011	Wu, Li, & Song	Tourist	Hong Kong	Tourism demand

2011	Kim et al.	Tourist	Macau	Influencing factor
2011	Kim, Timothy, & Hwang	Tourist	Korea	Shopping preference.
2011	Kim, Chung, & Lee	Tourist	Korea	Online shopping, Trust,
2011	Bojanic	Tourist	U.S.A	Life experience
2011	Wilkins	Tourist	Australia	Souvenir shopping
2012	Doong, Wang, & Law	Air passenger	Taiwan	Duty free shopping
2012	Xu & McGehee	Tourist	U.S.A	Shopping behavior
2012	Jensen	Tourist	Denmark	Travel experience
2012	Kong & Chang	Tourist	Macau	Souvenir shopping
2012	Sullivan, Bonn, Bharwaj, & Dupont	Tourist	Mexico	Cross-border shopping
2012	Santos & Vieira	Tourist	Portugal	Tourism economics
2012	Cave, Joliffée, & Coteau	Cruise passenger	Barbados	Souvenir shopping
2012	Swanson & Timothy	Development of souvenir research	None	Souvenir shopping
2013	Brida, Disegna, & Osti	Tourist	Italia	Authenticity
2013	Way & Robertson	Tourist	U.S.A	Shopping and tourism patterns
2013	Wong & Wan	Tourist	Macau	Satisfaction

Note. Based on literature review, it is reorganized by author.

APPENDIX II:

EXPERT PANEL REVIEW

For measurement items of tourists' perceived value of shopping tourism and shopping destination trust

The measurement items will be used in an on-site survey, and tourists will be approached after their visits at or near the sites. The statements are associated with shopping and tourism in Hong Kong. Kindly assess the applicability and representativeness of the measurement items toward the associated construct by choosing an appropriate value on a scale of 1 (highly inapplicable) to 5 (completely applicable). Your comments will be highly appreciated.

Thank you very much!

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1. Tourists' emotional value of shopping tourism

Items	Modified from	Applicability					Comments
		1	2	3	4	5	
Shopping tourism is one that I enjoy.	Sweeney and Soutar (2001)	1	2	3	4	5	
Shopping tourism makes me want to experience it.	Sweeney and Soutar (2001)	1	2	3	4	5	
Shopping tourism is one that I would feel relaxed about using.	Sweeney and Soutar (2001)	1	2	3	4	5	
Shopping tourism makes me feel good.	Sweeney and Soutar (2001)	1	2	3	4	5	
Shopping tourism gives me pleasure.	Sweeney and Soutar (2001)	1	2	3	4	5	

2. Tourists' social value of shopping tourism

Items	Modified from	Applicability					Comments
		1	2	3	4	5	
Shopping tourism helps me to feel acceptable.	Sweeney and Soutar (2001)	1	2	3	4	5	
Shopping tourism improves the way I am perceived.	Sweeney and Soutar (2001)	1	2	3	4	5	
Shopping tourism makes a good impression on other people.	Sweeney and Soutar (2001)	1	2	3	4	5	
Shopping tourism gives its owner social approval.	Sweeney and Soutar (2001)	1	2	3	4	5	

3. Tourists' functional value (cost/value for money) of shopping tourism

Items	Modified from	Applicability					Comments
		1	2	3	4	5	
Shopping tourism is reasonably priced.	Sweeney and Soutar (2001)	1	2	3	4	5	
Shopping tourism offers value for money.	Sweeney and Soutar (2001)	1	2	3	4	5	
Shopping tourism is a good product for the price.	Sweeney and Soutar (2001)	1	2	3	4	5	
Shopping tourism is economical.	Sweeney and Soutar (2001)	1	2	3	4	5	

4. Tourists' functional value (quality/performance) of shopping tourism

Items	Modified from	Applicability					Comments
		1	2	3	4	5	
Products purchased during shopping tourism have consistent quality.	Sweeney and Soutar (2001)	1	2	3	4	5	
Products purchased during shopping tourism are well made.	Sweeney and Soutar (2001)	1	2	3	4	5	
Products purchased during shopping tourism have acceptable quality standards.	Sweeney and Soutar (2001)	1	2	3	4	5	
Products purchased during shopping tourism have poor workmanship.	Sweeney and Soutar (2001)	1	2	3	4	5	
Products purchased during shopping tourism do not last a long time.	Sweeney and Soutar (2001)	1	2	3	4	5	
Products purchased during shopping tourism have consistent performance.	Sweeney and Soutar (2001)	1	2	3	4	5	

5. Bevenolence

Items	Modified from	Applicability					Comments
I believe that Hong Kong would act in my best interest.	Park et al. (2012)	1	2	3	4	5	
If I require help, Hong Kong retailers do their best to help me.	Park et al. (2012)	1	2	3	4	5	
Hong Kong retailers are concerned about my well-being.	Park et al. (2012)	1	2	3	4	5	

6. Integrity

Items	Modified from	Applicability					Comments
Hong Kong provides shopping environment consist with that being advertised.	Lau & Lee (2009)	1	2	3	4	5	
Hong Kong advertises shopping products that it does not offer.	Lau & Lee (2009)	1	2	3	4	5	
Retail shops in Hong Kong are honest in their dealing with tourists.	Lau & Lee (2009)	1	2	3	4	5	
Retail shops in Hong Kong are ethical.	Lau & Lee (2009)	1	2	3	4	5	

7. Competence

Items	Modified from	Applicability					Comments
		1	2	3	4	5	
Hong Kong is the best destination for shopping tourism.	Lau & Lee (2009)	1	2	3	4	5	
Other shopping destinations are better than Hong Kong.	Lau & Lee (2009)	1	2	3	4	5	
Hong Kong offers a better shopping environment than other destinations.	Lau & Lee (2009)	1	2	3	4	5	
Hong Kong is more effective than other destinations.	Lau & Lee (2009)	1	2	3	4	5	
Hong Kong meets my shopping needs better than other shopping destinations.	Lau & Lee (2009)	1	2	3	4	5	
I accomplish my shopping task in Hong Kong more easily than in other destinations.	Lau & Lee (2009)	1	2	3	4	5	

8. Predictability

Items	Modified from	Applicability					Comments
		1	2	3	4	5	
When I visit Hong Kong for shopping, I know exactly what to do.	Lau & Lee (2009)	1	2	3	4	5	
I can always correctly anticipate how Hong Kong will be as a shopping destination.	Lau & Lee (2009)	1	2	3	4	5	
Hong Kong does not offer consistent shopping quality for tourists.	Lau & Lee (2009)	1	2	3	4	5	
Hong Kong provides a consistent shopping environment.	Lau & Lee (2009)	1	2	3	4	5	

I cannot always be sure of the shopping environment in Hong Kong the next time I visit.	Lau & Lee (2009)	1	2	3	4	5	
I know how Hong Kong is going to provide its shopping environment for me.	Lau & Lee (2009)	1	2	3	4	5	

9. Ability

Items	Modified from	Applicability					Comments
		1	2	3	4	5	
Hong Kong is competent.	Gefen & Straub (2004)	1	2	3	4	5	
Hong Kong as a shopping destination understands my shopping needs.	Gefen & Straub (2004)	1	2	3	4	5	
Hong Kong as a shopping destination knows my shopping needs.	Gefen & Straub (2004)	1	2	3	4	5	
Hong Kong as a shopping destination knows how to provide excellent service.	Gefen & Straub (2004)	1	2	3	4	5	

10. Transaction Security

Items	Modified from	Applicability					Comments
		1	2	3	4	5	
Retail shops in Hong Kong have mechanisms that ensure the safe transmission of the personal information of shoppers.	Ranganathan & Ganapathy (2002)	1	2	3	4	5	
Retail shops in Hong Kong show great concern for the security of any transactions.	Ranganathan & Ganapathy (2002)	1	2	3	4	5	
Retail shops in Hong Kong have sufficient technical capacity.	O'Cass & Fenech (2003)	1	2	3	4	5	

I am sure of the identity of retail shops in Hong Kong when I shop.	O'Cass & Fenech (2003)	1	2	3	4	5	
---	------------------------	---	---	---	---	---	--

11. Information Content

Items	Modified from	Applicability					Comments
Shopping information in Hong Kong adequately meets my information needs.	Kim et al. (2004)	1	2	3	4	5	
Shopping information in Hong Kong is adequate.	Kim et al. (2004)	1	2	3	4	5	

12. Reputation

Items	Modified from	Applicability					Comments
Hong Kong has a good reputation as a shopping destination.	Lau & Lee (2009)	1	2	3	4	5	
Hong Kong has an unreliable reputation as a shopping destination.	Lau & Lee (2009)	1	2	3	4	5	
Other people have told me that Hong Kong is not a good place for shopping tourism.	Lau & Lee (2009)	1	2	3	4	5	
Other people have told me that Hong Kong is a reliable place for shopping tourism.	Lau & Lee (2009)	1	2	3	4	5	
Hong Kong has a reputation for being a convenient shopping destination.	Lau & Lee (2009)						
I have heard negative comments about Hong Kong as a shopping destination.	Lau & Lee (2009)						

13. Product

Items	Modified from	Applicability					Comments
		1	2	3	4	5	
Products purchased in Hong Kong are highly reliable.	Kennedy et al. (2001)	1	2	3	4	5	
Products purchased in Hong Kong appear to have exquisite workmanship.	Kennedy et al. (2001)	1	2	3	4	5	
Products purchased in Hong Kong appear to be of very good quality.	Kennedy et al. (2001)	1	2	3	4	5	
I consider products purchased in Hong Kong very functional.	Kennedy et al. (2001)	1	2	3	4	5	
Products purchased in Hong Kong are extremely likely to be dependable.	Kennedy et al. (2001)	1	2	3	4	5	
Products purchased in Hong Kong seem to be durable.	Kennedy et al. (2001)	1	2	3	4	5	

14. Liking

Items	Modified from	Applicability					Comments
		1	2	3	4	5	
I like Hong Kong.	Lau & Lee (1999)	1	2	3	4	5	
I prefer other shopping destinations over Hong Kong.	Lau & Lee (1999)	1	2	3	4	5	
Hong Kong is my favorite shopping destination.	Lau & Lee (1999)	1	2	3	4	5	

15. Risk Avoidance

Items	Modified from	Applicability					Comments
I have concerns when shopping at a new destination.	Yoon (2009)	1	2	3	4	5	
I feel uncertain about shopping at an untrustworthy destination.	Yoon (2009)	1	2	3	4	5	
I become uncomfortable in new situations.	Yoon (2009)	1	2	3	4	5	
Shopping in a new environment is risky.	Yoon (2009)	1	2	3	4	5	

Other comments

.....

Thank you very much for your help!

APPENDIX III:

PRELIMINARY QUESTIONNAIRE (FOR PILOT TEST)

English and Chinese versions

Shopping Tourism in Hong Kong

Dear Sir/Madam

Thank you very much for giving your consent to participate in this study. Your participation is valuable and highly appreciated. This research examines shopping tourism in Hong Kong. Your opinion is very significant in terms of our understanding of the sharing of shopping tourism-related knowledge. The questionnaire will take only for 15 minutes. All the information collected will be used for **RESEARCH PURPOSE ONLY** and will be kept **CONFIDENTIAL**. Please contact me if you have any inquiries.

Yours sincerely,

Miju Choi, Ph.D. Student

School of Hotel and Tourism Management, The Hong Kong Polytechnic University

Email: [mj.choi@_____](mailto:mj.choi@polyu.edu.hk) Tel: (852) 3400 2330 / Fax: (852) 2362 9362

Q1. Please read the following statement and tick in the appropriate box.

I travel to Hong Kong with the major purpose of “Shopping”

- Yes (Please continue on the second question below)
 No (End of survey. Thank you)

Q2. Please **state the top three** major reasons to travel to Hong Kong.

The first reason _____
The second reason _____
The third reason _____

Section I

Please read the following statement **DESCRIBING YOUR SHOPPING TRIP** and circle **ONE** number that best represents your level of agreement or disagreement.

Strongly agree	Agree	Somewhat agree	Neutral	Somewhat disagree	Disagree	Strongly disagree
7	6	5	4	3	2	1

1	I enjoy a shopping trip.	7	6	5	4	3	2	1
2	The thought of a shopping trip makes me want to experience it.	7	6	5	4	3	2	1
3	I feel relaxed during a shopping trip.	7	6	5	4	3	2	1
4	A shopping trip makes me feel good.	7	6	5	4	3	2	1
5	A shopping trip gives me pleasure.	7	6	5	4	3	2	1
6	Joining a shopping trip helps me feel accepted by the peer group that I engage with.	7	6	5	4	3	2	1
7	Joining a shopping trip improves the way others perceive me.	7	6	5	4	3	2	1
8	Joining a shopping trip makes a good impression on other people.	7	6	5	4	3	2	1
9	Joining a shopping trip provides me with social approval.	7	6	5	4	3	2	1
10	The costs of a shopping trip are reasonable.	7	6	5	4	3	2	1
11	A shopping trip offers value for money than other trips.	7	6	5	4	3	2	1
12	A shopping trip has a good value for money.	7	6	5	4	3	2	1
13	A shopping trip is economical.	7	6	5	4	3	2	1
14	Products purchased during a shopping trip have consistent quality.	7	6	5	4	3	2	1
15	Products purchased during a shopping trip are well made.	7	6	5	4	3	2	1
16	Products purchased during a shopping trip have acceptable quality standards.	7	6	5	4	3	2	1
17	Products purchased during a shopping trip have poor workmanship.	7	6	5	4	3	2	1
18	Products purchased during a shopping trip do not last a long time.	7	6	5	4	3	2	1
19	Products purchased during a shopping trip have consistent performance.	7	6	5	4	3	2	1

Section II

Please read the following statement about **HONG KONG** and circle **ONE** number that best represents your level of agreement or disagreement.

Strongly agree	Agree	Somewhat agree	Neutral	Somewhat disagree	Disagree	Strongly disagree
7	6	5	4	3	2	1

1	Hong Kong retailers act in my best interest.	7	6	5	4	3	2	1
2	If I require help, Hong Kong retailers do their best to help me.	7	6	5	4	3	2	1
3	Hong Kong retailers are concerned about my well-being.	7	6	5	4	3	2	1
4	Hong Kong provides shopping environment that is consist with that being advertised.	7	6	5	4	3	2	1
5	Hong Kong advertises shopping products that it does not offer.	7	6	5	4	3	2	1
6	Retail shops in Hong Kong are honest in their dealing with tourists.	7	6	5	4	3	2	1
7	Retail shops in Hong Kong are ethical.	7	6	5	4	3	2	1
8	Hong Kong is the best destination for a shopping trip.	7	6	5	4	3	2	1
9	Other shopping destinations are better than Hong Kong.	7	6	5	4	3	2	1
10	Hong Kong offers a better shopping environment than other destinations.	7	6	5	4	3	2	1
11	I can do my shopping more effectively in Hong Kong than in other destinations.	7	6	5	4	3	2	1
12	Hong Kong meets my shopping needs better than other shopping destinations.	7	6	5	4	3	2	1
13	I accomplish my shopping task in Hong Kong more easily than in other destinations.	7	6	5	4	3	2	1
14	When I visit Hong Kong for shopping, I know exactly what to do.	7	6	5	4	3	2	1
15	I can always correctly anticipate how Hong Kong will be as a shopping destination.	7	6	5	4	3	2	1
16	Hong Kong does not offer consistent shopping quality for tourists.	7	6	5	4	3	2	1
17	Hong Kong provides a consistent shopping environment.	7	6	5	4	3	2	1
18	I cannot always be sure of the shopping environment in Hong Kong the next time I visit.	7	6	5	4	3	2	1
19	I know how Hong Kong is going to provide its shopping environment for me.	7	6	5	4	3	2	1
20	Hong Kong is a competent shopping destination.	7	6	5	4	3	2	1
21	Hong Kong as a shopping destination understands my shopping needs.	7	6	5	4	3	2	1

22	Hong Kong as a shopping destination knows my shopping needs.	7	6	5	4	3	2	1
23	Hong Kong as a shopping destination knows how to provide excellent service.	7	6	5	4	3	2	1
24	Retail shops in Hong Kong have mechanisms that ensure the safe transmission of the personal information of shoppers.	7	6	5	4	3	2	1
25	Retail shops in Hong Kong show great concern for the security of any transactions.	7	6	5	4	3	2	1
26	Retail shops in Hong Kong have sufficient technical capacity.	7	6	5	4	3	2	1
27	I am sure of the identity of retail shops in Hong Kong when I shop.	7	6	5	4	3	2	1
28	Shopping information in Hong Kong adequately meets my information needs.	7	6	5	4	3	2	1
29	Shopping information in Hong Kong is adequate.	7	6	5	4	3	2	1
30	Hong Kong has a good reputation as a shopping destination.	7	6	5	4	3	2	1
31	Hong Kong has an unreliable reputation as a shopping destination.	7	6	5	4	3	2	1
32	Other people have told me that Hong Kong is not a good place for a shopping trip.	7	6	5	4	3	2	1
33	Other people have told me that Hong Kong is a reliable place for a shopping trip.	7	6	5	4	3	2	1
34	Hong Kong has a reputation for being a convenient shopping destination.	7	6	5	4	3	2	1
35	I have heard negative comments about Hong Kong as a shopping destination.	7	6	5	4	3	2	1
36	Products purchased in Hong Kong are highly to be reliable.	7	6	5	4	3	2	1
37	Products purchased in Hong Kong appear to have exquisite workmanship.	7	6	5	4	3	2	1
38	Products purchased in Hong Kong appear to be of very good quality.	7	6	5	4	3	2	1
39	I consider products purchased in Hong Kong very functional.	7	6	5	4	3	2	1
40	Products purchased in Hong Kong are extremely likely to be dependable.	7	6	5	4	3	2	1
41	Products purchased in Hong Kong seem to be durable.	7	6	5	4	3	2	1
42	I like Hong Kong as a shopping destination.	7	6	5	4	3	2	1
43	I prefer other shopping destinations over Hong Kong.	7	6	5	4	3	2	1
44	Hong Kong is my favorite shopping destination.	7	6	5	4	3	2	1
45	I have concerns when shopping at a new destination.	7	6	5	4	3	2	1
46	I feel uncertain about shopping at an untrustworthy destination.	7	6	5	4	3	2	1
47	I become uncomfortable in new situations.	7	6	5	4	3	2	1
48	Shopping in a new environment is risky.	7	6	5	4	3	2	1

Section IV

Please read the following questions about **TRAVEL ACTIVITIES** in Hong Kong. Then tick in the box appropriately or write your answer on the line provided.

1. How many times have you visited Hong Kong before?

- | | |
|---|------------------------------------|
| <input type="checkbox"/> Never | <input type="checkbox"/> 1-3 times |
| <input type="checkbox"/> 4-6 times | <input type="checkbox"/> 7-9 times |
| <input type="checkbox"/> 10 times or more | |

2. What did you mainly purchase during shopping trip?

- | | |
|---|---|
| <input type="checkbox"/> Garments/Fabrics/Shoes | <input type="checkbox"/> Leather/Synthetic Goods |
| <input type="checkbox"/> Electrical/Photographic Goods | <input type="checkbox"/> Jewelry/Watch |
| <input type="checkbox"/> Foodstuff, Alcohol and Tobacco | <input type="checkbox"/> Cosmetics & Skin Care/Perfume |
| <input type="checkbox"/> Miscellaneous Consumer Goods | <input type="checkbox"/> Other Items : Please specify _____ |

3. How much money did you spend on this travel including transportation & hotel expenses?

Please specify: _____ (HKD/RMB/USD)

How much money did you spend on shopping in Hong Kong?

Please specify: _____ (HKD/RMB/USD)

4. Who do you visit Hong Kong with?

- | | |
|---|---|
| <input type="checkbox"/> Alone | <input type="checkbox"/> Friends |
| <input type="checkbox"/> Spouse/partner | <input type="checkbox"/> Other family members |
| <input type="checkbox"/> Tour group | <input type="checkbox"/> School |
| <input type="checkbox"/> Others (please specify: _____) | |

5. How many nights are you staying in Hong Kong?

Please specify: () nights () days

6. What is your travel mode?

- | | |
|---------------------------------------|--|
| <input type="checkbox"/> Package tour | <input type="checkbox"/> Independent traveller |
|---------------------------------------|--|

Section V Please tick in the box appropriately or write your answer on the line provided.

1. What is your gender?

Male

Female

2. What is your age?

25 or less

46-55

26-35

56-65

36-45

66 or above

3. Please select your highest education level attained.

Primary/Elementary School

Middle School

High School

Undergraduate Degree

Postgraduate Degree or above

4. Please provide the country your residence.

_____ (e.g., China, Japan, America, France, etc.)

5. Please select your occupation

Working

Housewife

Student

Retired

Others (Please specify: _____)

6. How much is your monthly household income?

Less than US\$1,000

US\$7,001-8,000

US\$14,001-15,000

US\$1,001-2,000

US\$8,001-9,000

US\$15,001-16,000

US\$2,001-3,000

US\$9,001-10,000

US\$16,001-17,000

US\$3,001-4,000

US\$10,001-11,000

US\$17,001-18,000

US\$4,001-5,000

US\$11,001-12,000

US\$18,001-19,000

US\$5,001-6,000

US\$12,001-13,000

US\$19,001-20,000

US\$6,001-7,000

US\$13,001-14,000

US\$20,001 or above

Thank you for your participation

香港购物旅游体验

尊敬的女士们、先生们：

非常感谢您同意参与此项问卷调查，您的参与对我的研究很有价值。这项研究调查在香港的购物旅游体验。您的意见对于我们理解购物旅游的相关知识是非常重要的。此调查问卷只需 15 分钟即可完成。所收集的信息都将仅用于**研究用途**并予以**保密**。如果您有任何疑问，请与我联系。

此致，

博士生 Miju Choi 敬上

香港理工大学酒店旅游管理学院

电邮: [mj.choi@_____](mailto:mj.choi@polyu.edu.hk) 电话: (852) 3400 2330/传真:(852) 2362 9362

题 1) 请阅读以下陈述并勾选相符的选框。

我来香港旅游的主要目的是购物。

是（请往下阅读第二道题。）

否（调查结束，感谢您的参与。）

题 2) 请说明您来香港的前三个旅游原因。

第一个原因 _____

第二个原因 _____

第三个原因 _____

第 1 部分

请阅读以下描述您的购物旅程的陈述，并在您认为最能表示您的同意或不同意程度的一个数字上画圈。

强烈同意 同意 部分同意 中立 部分不同意 不同意 完全不同意

7 6 5 4 3 2 1

1.	我享受购物旅行。	7	6	5	4	3	2	1
2.	想到购物旅程，会让我很想去体验它。	7	6	5	4	3	2	1
3.	在购物旅程期间，我会感到放松。	7	6	5	4	3	2	1
4.	购物旅程将会让我感觉良好。	7	6	5	4	3	2	1
5.	购物旅程将会给我带来乐趣。	7	6	5	4	3	2	1
6.	参加购物旅程将会使我得到我所在圈子的认可。	7	6	5	4	3	2	1
7.	参加购物旅程可以提升别人对我的看法。	7	6	5	4	3	2	1
8.	参加购物旅程可以给别人留个好印象。	7	6	5	4	3	2	1
9.	参加购物旅程可以获得社会认可。	7	6	5	4	3	2	1
10.	购物旅程的花费是合理的。	7	6	5	4	3	2	1
11.	购物旅程比其他类型的旅行更物有所值。	7	6	5	4	3	2	1
12.	购物旅程是一种好的消费活动。	7	6	5	4	3	2	1
13.	购物旅程是经济划算的。	7	6	5	4	3	2	1
14.	在购物旅程期间，所购买商品的品质一贯稳定。	7	6	5	4	3	2	1
15.	在购物旅程期间，所购买的商品制作精良。	7	6	5	4	3	2	1
16.	在购物旅程期间，所购买的商品都有一个可以接受的质量标准。	7	6	5	4	3	2	1
17.	在购物旅程期间，所购买的商品做工差。	7	6	5	4	3	2	1
18.	在购物旅程期间，所购买的商品不耐用。	7	6	5	4	3	2	1
19.	在购物旅程期间，所购买商品的质量表现一致。	7	6	5	4	3	2	1

第 2 部分

请阅读以下关于香港的陈述，并在您认为最能表示您的同意或不同意程度的一个数字上画圈。

强烈同意	同意	部分同意	中立	部分不同意	不同意	完全不同意
7	6	5	4	3	2	1

20.	我相信香港的零售商会为我提供最大的利益。	7	6	5	4	3	2	1
21.	如果我需要帮助，香港的零售商会尽可能地为提供。	7	6	5	4	3	2	1
22.	香港的零售商不仅只关心自己的利益，也会重视我的利益。	7	6	5	4	3	2	1
23.	香港提供一个与广告宣传一致的购物环境。	7	6	5	4	3	2	1
24.	香港宣传的购物环境与实际提供的不一样。	7	6	5	4	3	2	1
25.	我认为香港的零售商在与旅客交易时是诚实的。	7	6	5	4	3	2	1
26.	我认为香港的零售商具有商业道德。	7	6	5	4	3	2	1
27.	香港是购物旅程的最佳目的地。	7	6	5	4	3	2	1
28.	其他购物目的地比香港好。	7	6	5	4	3	2	1
29.	与其他目的地相比，香港提供更好的购物环境。	7	6	5	4	3	2	1
30.	与其他目的地相比，我在香港可以更效率的购物。	7	6	5	4	3	2	1
31.	香港比其他购物目的地更能满足我的需求。	7	6	5	4	3	2	1
32.	与其他目的地相比，在香港我可以更容易地完成我的购物任务。	7	6	5	4	3	2	1
33.	当我去香港进行购物旅程时，我知道到底要做什么。	7	6	5	4	3	2	1
34.	我总能正确地预测香港作为一个购物目的地的面貌。	7	6	5	4	3	2	1
35.	香港没有给旅客提供一致的购物质量。	7	6	5	4	3	2	1
36.	香港提供一个一致的购物环境。	7	6	5	4	3	2	1
37.	我没有办法确定下次来香港时的购物环境将变得如何。	7	6	5	4	3	2	1
38.	我知道香港将如何给我提供购物环境。	7	6	5	4	3	2	1
39.	香港胜任购物目的地的称号。	7	6	5	4	3	2	1
40.	香港作为一个购物目的地了解我的购物需求。	7	6	5	4	3	2	1

41.	香港作为一个购物目的地了解何为购物。	7	6	5	4	3	2	1
42.	香港作为一个购物目的地了解如何提供出色的服务。	7	6	5	4	3	2	1
43.	我认为香港的零售商拥有一套机制来确保用户个人信息的安全传输。	7	6	5	4	3	2	1
44.	我认为香港的零售商对任何交易的安全性表示出极大关注。	7	6	5	4	3	2	1
45.	我认为香港的零售商具备充足的技术能力。	7	6	5	4	3	2	1
46.	当我购物时，我对香港零售商的身份非常了解。	7	6	5	4	3	2	1
47.	在香港的购物信息充分满足了我的信息需求。	7	6	5	4	3	2	1
48.	在香港的购物信息是非常足够的。	7	6	5	4	3	2	1
49.	香港享有购物目的地的美誉。	7	6	5	4	3	2	1
50.	作为购物目的地，香港有着不可靠的信誉。	7	6	5	4	3	2	1
51.	其他人告诉我香港不是购物旅程的好地方。	7	6	5	4	3	2	1
52.	其他人告诉我香港是可靠的购物旅程目的地。	7	6	5	4	3	2	1
53.	香港的购物环境被誉为方便舒适。	7	6	5	4	3	2	1
54.	我听说过香港作为购物目的地的负面评价。	7	6	5	4	3	2	1
55.	在香港购买的商品的可靠度较高。	7	6	5	4	3	2	1
56.	在香港购买的商品看起来做工较好。	7	6	5	4	3	2	1
57.	在香港购买的商品看起来质量较高。	7	6	5	4	3	2	1
58.	我认为在香港购买的商品非常实用。	7	6	5	4	3	2	1
59.	在香港购买的商品的可信度非常高。	7	6	5	4	3	2	1
60.	在香港购买的商品看起来比较耐用。	7	6	5	4	3	2	1
61.	我喜欢香港作为购物目的地。	7	6	5	4	3	2	1
62.	与香港相比，我更喜欢其他购物目的地。	7	6	5	4	3	2	1
63.	香港是我喜爱的购物目的地。	7	6	5	4	3	2	1
64.	我对在新的目的地购物表示疑虑。	7	6	5	4	3	2	1
65.	我对在不可靠的目的地购物没有把握。	7	6	5	4	3	2	1
66.	在不确定的情况下购物，我会感到不舒服。	7	6	5	4	3	2	1
67.	在新的环境中购物是有风险的。	7	6	5	4	3	2	1

第 4 部分

请阅读以下关于香港旅游活动的问题。然后勾选相符的选框或者在提供的横线上写下您的答案。

68. 在此次旅行之前，您之前来过香港几次？

- | | |
|----------------------------------|--------------------------------|
| <input type="checkbox"/> 从未来过 | <input type="checkbox"/> 1-3 次 |
| <input type="checkbox"/> 4-6 次 | <input type="checkbox"/> 7-9 次 |
| <input type="checkbox"/> 10 次或以上 | |

69. 您在购物旅程期间主要购买了哪些商品？

- | | |
|------------------------------------|---|
| <input type="checkbox"/> 服装/纺织品/鞋履 | <input type="checkbox"/> 皮革/合成产品 |
| <input type="checkbox"/> 电子/摄影产品 | <input type="checkbox"/> 珠宝/手表 |
| <input type="checkbox"/> 食品和烟酒 | <input type="checkbox"/> 化妆品和护肤品/香水 |
| <input type="checkbox"/> 杂项消费品 | <input type="checkbox"/> 其他商品：请指明：_____ |

70. 包括交通和酒店住宿费在内，您在这一次旅游中总共花费了多少金额？

请指明：_____（港币/美元）

其中购物金额有多少？请指明：_____（港币/美元）

71. 您与谁一起来香港旅游的？

- | | |
|--|---------------------------------|
| <input type="checkbox"/> 独自一人 | <input type="checkbox"/> 朋友 |
| <input type="checkbox"/> 配偶/伴侣 | <input type="checkbox"/> 其他家庭成员 |
| <input type="checkbox"/> 旅游团 | <input type="checkbox"/> 学校 |
| <input type="checkbox"/> 其他（请指明：_____） | |

72. 您在香港逗留多少晚？

请指明：（ ）晚（ ）天

73. 您选择的是哪种旅游模式？

- | | |
|-------------------------------|------------------------------|
| <input type="checkbox"/> 团队旅游 | <input type="checkbox"/> 自由行 |
|-------------------------------|------------------------------|

第 5 部分 请勾选相符的选框或者在提供的横线上写下您的答案。

74. 您的性别？

男

女

75. 您的年龄？

25 岁或以下

46-55

26-35

56-65

36-45

66 岁或以上

76. 请选择您获得的最高学历。

小学

初中

高中

学士学位

硕士学位或以上

77. 请说明您居住的国家。

_____（例如中国、日本、美国、法国等）

78. 请选择您的职业

上班族

家庭主妇

学生

已退休

其他（请指明：_____）

79. 您家庭的每月收入是多少？

低于 6,140 元人民币

42,981-49,120 元人民币

85,961-92,100 元人民币

6,141- 12,280 元人民币

49,121-55,260 元人民币

92,101-98,240 元人民币

12,281-18,420 元人民币

55,261-61,400 元人民币

98,241-104,380 元人民币

18,421-24,560 元人民币

61,401-67,540 元人民币

104,381-110,520 元人民币

24,561-30,700 元人民币

67,541-73,680 元人民币

110,521-116,660 元人民币

30,701-36,840 元人民币

73,681-79,820 元人民币

116,661-122,280 元人民币

36,841-42,980 元人民币

79,821-85,960 元人民币

122,281 元人民币或更多

谢谢您的参与！

APPENDIX IV: FINAL QUESTIONNAIRE (FOR MAIN STUDY)

English and Chinese versions

Shopping Tourism in Hong Kong

Dear Sir/Madam

Thank you very much for giving your consent to participate in this study. Your participation is valuable and highly appreciated. This research examines shopping tourism in Hong Kong. Your opinion is very significant in terms of our understanding of the sharing of shopping tourism-related knowledge. The questionnaire will take only for 15 minutes. All the information collected will be used for **RESEARCH PURPOSE ONLY** and will be kept **CONFIDENTIAL**. Please contact me if you have any inquiries.

Yours sincerely,

Miju Choi, Ph.D. Student

School of Hotel and Tourism Management, The Hong Kong Polytechnic University

Email: [mj.choi@_____](mailto:mj.choi@polyu.edu.hk) Tel: (852) 3400 2330 / Fax: (852) 2362 9362

Q1) Please read the following statement and tick the appropriate box.

I travel to Hong Kong with the major purpose of shopping.

- Yes (Please continue to the second question below.)
 No (End of survey. Thank you.)

Q2) Please state **the top three travel activities that you participated in.**

First activity _____
Second activity _____
Third activity _____

Section I

Please read the following statement **DESCRIBING YOUR SHOPPING TRIP** and circle **ONE** number that best represents your level of agreement or disagreement.

Strongly agree	Agree	Somewhat agree	Neutral	Somewhat disagree	Disagree	Strongly disagree
7	6	5	4	3	2	1

1	I enjoy a shopping trip.	7	6	5	4	3	2	1
2	The thought of a shopping trip makes me want to experience it.	7	6	5	4	3	2	1
3	I feel relaxed during a shopping trip.	7	6	5	4	3	2	1
4	A shopping trip makes me feel good.	7	6	5	4	3	2	1
5	A shopping trip gives me pleasure.	7	6	5	4	3	2	1
6	Joining a shopping trip helps me feel accepted by the peer group that I engage with.	7	6	5	4	3	2	1
7	Joining a shopping trip improves the way others perceive me.	7	6	5	4	3	2	1
8	Joining a shopping trip makes a good impression on other people.	7	6	5	4	3	2	1
9	Joining a shopping trip provides me with social approval.	7	6	5	4	3	2	1
10	The costs of a shopping trip are reasonable.	7	6	5	4	3	2	1
11	A shopping trip offers value for money than other trips.	7	6	5	4	3	2	1
12	A shopping trip has a good value for money.	7	6	5	4	3	2	1
13	A shopping trip is economical.	7	6	5	4	3	2	1
14	Products purchased during a shopping trip have consistent quality.	7	6	5	4	3	2	1
15	Products purchased during a shopping trip are well made.	7	6	5	4	3	2	1
16	Products purchased during a shopping trip have acceptable quality standards.	7	6	5	4	3	2	1
17	Products purchased during a shopping trip have poor workmanship.	7	6	5	4	3	2	1
18	Products purchased during a shopping trip do not last a long time.	7	6	5	4	3	2	1
19	Products purchased during a shopping trip have consistent performance.	7	6	5	4	3	2	1

Section II

Please read the following statement about **HONG KONG** and circle **ONE** number that best represents your level of agreement or disagreement.

Strongly agree	Agree	Somewhat agree	Neutral	Somewhat disagree	Disagree	Strongly disagree
7	6	5	4	3	2	1

1	Hong Kong retailers act in my best interest.	7	6	5	4	3	2	1
2	If I require help, Hong Kong retailers do their best to help me.	7	6	5	4	3	2	1
3	Hong Kong retailers are concerned about my well-being.	7	6	5	4	3	2	1
4	Hong Kong provides shopping environment that is consist with that being advertised.	7	6	5	4	3	2	1
5	Hong Kong advertises shopping products that it does not offer.	7	6	5	4	3	2	1
6	Retail shops in Hong Kong are honest in their dealing with tourists.	7	6	5	4	3	2	1
7	Retail shops in Hong Kong are ethical.	7	6	5	4	3	2	1
8	Hong Kong is the best destination for a shopping trip.	7	6	5	4	3	2	1
9	Other shopping destinations are better than Hong Kong.	7	6	5	4	3	2	1
10	Hong Kong offers a better shopping environment than other destinations.	7	6	5	4	3	2	1
11	I can do my shopping more effectively in Hong Kong than in other destinations.	7	6	5	4	3	2	1
12	Hong Kong meets my shopping needs better than other shopping destinations.	7	6	5	4	3	2	1
13	I accomplish my shopping task in Hong Kong more easily than in other destinations.	7	6	5	4	3	2	1
14	When I visit Hong Kong for shopping, I know exactly what to do.	7	6	5	4	3	2	1
15	I can always correctly anticipate how Hong Kong will be as a shopping destination.	7	6	5	4	3	2	1
16	Hong Kong does not offer consistent shopping quality for tourists.	7	6	5	4	3	2	1
17	Hong Kong provides a consistent shopping environment.	7	6	5	4	3	2	1
18	I cannot always be sure of the shopping environment in Hong Kong the next time I visit.	7	6	5	4	3	2	1
19	I know how Hong Kong is going to provide its shopping environment for me.	7	6	5	4	3	2	1
20	Hong Kong is a competent shopping destination.	7	6	5	4	3	2	1
21	Hong Kong as a shopping destination understands my shopping needs.	7	6	5	4	3	2	1

22	Hong Kong as a shopping destination knows my shopping needs.	7	6	5	4	3	2	1
23	Hong Kong as a shopping destination knows how to provide excellent service.	7	6	5	4	3	2	1
24	Retail shops in Hong Kong have mechanisms that ensure the safe transmission of the personal information of shoppers.	7	6	5	4	3	2	1
25	Retail shops in Hong Kong show great concern for the security of any transactions.	7	6	5	4	3	2	1
26	Retail shops in Hong Kong have sufficient technical capacity.	7	6	5	4	3	2	1
27	I am sure of the identity of retail shops in Hong Kong when I shop.	7	6	5	4	3	2	1
28	Shopping information in Hong Kong adequately meets my information needs.	7	6	5	4	3	2	1
29	Shopping information in Hong Kong is adequate.	7	6	5	4	3	2	1
30	Hong Kong has a good reputation as a shopping destination.	7	6	5	4	3	2	1
31	Hong Kong has an unreliable reputation as a shopping destination.	7	6	5	4	3	2	1
32	Other people have told me that Hong Kong is not a good place for a shopping trip.	7	6	5	4	3	2	1
33	Other people have told me that Hong Kong is a reliable place for a shopping trip.	7	6	5	4	3	2	1
34	Hong Kong has a reputation for being a convenient shopping destination.	7	6	5	4	3	2	1
35	I have heard negative comments about Hong Kong as a shopping destination.	7	6	5	4	3	2	1
36	Products purchased in Hong Kong are highly to be reliable.	7	6	5	4	3	2	1
37	Products purchased in Hong Kong appear to have exquisite workmanship.	7	6	5	4	3	2	1
38	Products purchased in Hong Kong appear to be of very good quality.	7	6	5	4	3	2	1
39	I consider products purchased in Hong Kong very functional.	7	6	5	4	3	2	1
40	Products purchased in Hong Kong are extremely likely to be dependable.	7	6	5	4	3	2	1
41	Products purchased in Hong Kong seem to be durable.	7	6	5	4	3	2	1
42	I like Hong Kong as a shopping destination.	7	6	5	4	3	2	1
43	I prefer other shopping destinations over Hong Kong.	7	6	5	4	3	2	1
44	Hong Kong is my favorite shopping destination.	7	6	5	4	3	2	1
45	I have concerns when shopping at a new destination.	7	6	5	4	3	2	1
46	I feel uncertain about shopping at an untrustworthy destination.	7	6	5	4	3	2	1
47	I become uncomfortable in new situations.	7	6	5	4	3	2	1
48	Shopping in a new environment is risky.	7	6	5	4	3	2	1

Section IV

Please read the following questions about **TRAVEL ACTIVITIES** in Hong Kong. Then tick in the box appropriately or write your answer on the line provided.

1. How many times have you visited Hong Kong before?

- | | |
|---|------------------------------------|
| <input type="checkbox"/> Never | <input type="checkbox"/> 1-3 times |
| <input type="checkbox"/> 4-6 times | <input type="checkbox"/> 7-9 times |
| <input type="checkbox"/> 10 times or more | |

2. What did you mainly purchase during shopping trip?

- | | |
|---|---|
| <input type="checkbox"/> Garments/Fabrics/Shoes | <input type="checkbox"/> Leather/Synthetic Goods |
| <input type="checkbox"/> Electrical/Photographic Goods | <input type="checkbox"/> Jewelry/Watch |
| <input type="checkbox"/> Foodstuff, Alcohol and Tobacco | <input type="checkbox"/> Cosmetics & Skin Care/Perfume |
| <input type="checkbox"/> Miscellaneous Consumer Goods | <input type="checkbox"/> Other Items : Please specify _____ |

3. How much money did you spend on this travel including transportation & hotel expenses?

Please specify: _____ (HKD/RMB/USD)

How much money did you spend on shopping in Hong Kong?

Please specify: _____ (HKD/RMB/USD)

4. Who do you visit Hong Kong with?

- | | |
|---|---|
| <input type="checkbox"/> Alone | <input type="checkbox"/> Friends |
| <input type="checkbox"/> Spouse/partner | <input type="checkbox"/> Other family members |
| <input type="checkbox"/> Tour group | <input type="checkbox"/> School |
| <input type="checkbox"/> Others (please specify: _____) | |

5. How many nights are you staying in Hong Kong?

Please specify: () nights () days

6. What is your travel mode?

- | | |
|---------------------------------------|--|
| <input type="checkbox"/> Package tour | <input type="checkbox"/> Independent traveller |
|---------------------------------------|--|

Section V. Please tick in the box appropriately or write your answer on the line provided.

1. What is your gender?

Male

Female

2. What is your age?

25 or less

46-55

26-35

56-65

36-45

66 or above

3. Please select your highest education level attained.

Primary/Elementary School

Middle School

High School

Undergraduate Degree

Postgraduate Degree or above

4. Please provide the country your residence.

_____ (e.g., China, Japan, America, France, etc.)

5. Please select your occupation

Working

Housewife

Student

Retired

Others (Please specify: _____)

6. How much is your monthly household income?

Less than US\$1,000

US\$7,001-8,000

US\$14,001-15,000

US\$1,001-2,000

US\$8,001-9,000

US\$15,001-16,000

US\$2,001-3,000

US\$9,001-10,000

US\$16,001-17,000

US\$3,001-4,000

US\$10,001-11,000

US\$17,001-18,000

US\$4,001-5,000

US\$11,001-12,000

US\$18,001-19,000

US\$5,001-6,000

US\$12,001-13,000

US\$19,001-20,000

US\$6,001-7,000

US\$13,001-14,000

US\$20,001 or above

Thank you for your participation

香港购物旅游体验

尊敬的女士们、先生们：

非常感谢您同意参与此项问卷调查，您的参与对我的研究很有价值。这项研究调查在香港的购物旅游体验。您的意见对于我们理解购物旅游的相关知识是非常重要的。此调查问卷只需 15 分钟即可完成。所收集的信息都将仅用于**研究用途**并予以**保密**。如果您有任何疑问，请与我联系。

此致，

博士生 Miju Choi 敬上

香港理工大学酒店旅游管理学院

电邮: [mj.choi@_____](mailto:mj.choi@polyu.edu.hk) 电话: (852) 3400 2330/传真:(852) 2362 9362

题 1) 请阅读以下陈述并勾选相符的选框。

我来香港旅游的主要目的是购物。

- 是（请往下阅读第二道题。）
- 否（调查结束，感谢您的参与。）

题 2) 请说明您来香港的前三个旅游活动。

第一个活动 _____

第二个活动 _____

第三个活动 _____

第 1 部分

请阅读以下描述您的购物旅程的陈述，并在您认为最能表示您的同意或不同意程度的一个数字上画圈。

强烈同意	同意	部分同意	中立	部分不同意	不同意	完全不同意
7	6	5	4	3	2	1

1.	我享受购物旅行。	7	6	5	4	3	2	1
2.	想到购物旅程，会让我很想去体验它。	7	6	5	4	3	2	1
3.	在购物旅程期间，我会感到放松。	7	6	5	4	3	2	1
4.	购物旅程将会让我感觉良好。	7	6	5	4	3	2	1
5.	购物旅程将会给我带来乐趣。	7	6	5	4	3	2	1
6.	参加购物旅程将会使我得到我所在圈子的认可。	7	6	5	4	3	2	1
7.	参加购物旅程可以提升别人对我的看法。	7	6	5	4	3	2	1
8.	参加购物旅程可以给别人留个好印象。	7	6	5	4	3	2	1
9.	参加购物旅程可以获得社会认可。	7	6	5	4	3	2	1
10.	购物旅程的花费是合理的。	7	6	5	4	3	2	1
11.	购物旅程比其他类型的旅行更物有所值。	7	6	5	4	3	2	1
12.	购物旅程是一种好的消费活动。	7	6	5	4	3	2	1
13.	购物旅程是经济划算的。	7	6	5	4	3	2	1
14.	在购物旅程期间，所购买商品的品质一贯稳定。	7	6	5	4	3	2	1
15.	在购物旅程期间，所购买的商品制作精良。	7	6	5	4	3	2	1
16.	在购物旅程期间，所购买的商品都有一个可以接受的质量标准。	7	6	5	4	3	2	1
17.	在购物旅程期间，所购买的商品做工差。	7	6	5	4	3	2	1
18.	在购物旅程期间，所购买的商品不耐用。	7	6	5	4	3	2	1
19.	在购物旅程期间，所购买商品的质量表现一致。	7	6	5	4	3	2	1

第 2 部分

请阅读以下关于香港的陈述，并在您认为最能表示您的同意或不同意程度的一个数字上画圈。

强烈同意	同意	部分同意	中立	部分不同意	不同意	完全不同意
7	6	5	4	3	2	1

20.	我相信香港的零售商会为我提供最大的利益。	7	6	5	4	3	2	1
21.	如果我需要帮助，香港的零售商会尽可能地为提供。	7	6	5	4	3	2	1
22.	香港的零售商不仅只关心自己的利益，也会重视我的利益。	7	6	5	4	3	2	1
23.	香港提供一个与广告宣传一致的购物环境。	7	6	5	4	3	2	1
24.	香港宣传的购物环境与实际提供的不一样。	7	6	5	4	3	2	1
25.	我认为香港的零售商在与旅客交易时是诚实的。	7	6	5	4	3	2	1
26.	我认为香港的零售商具有商业道德。	7	6	5	4	3	2	1
27.	香港是购物旅程的最佳目的地。	7	6	5	4	3	2	1
28.	其他购物目的地比香港好。	7	6	5	4	3	2	1
29.	与其他目的地相比，香港提供更好的购物环境。	7	6	5	4	3	2	1
30.	与其他目的地相比，我在香港可以更有效率的购物。	7	6	5	4	3	2	1
31.	香港比其他购物目的地更能满足我的需求。	7	6	5	4	3	2	1
32.	与其他目的地相比，在香港我可以更容易地完成我的购物任务。	7	6	5	4	3	2	1
33.	当我去香港进行购物旅程时，我知道到底要做什么。	7	6	5	4	3	2	1
34.	我总能正确地预测香港作为一个购物目的地的面貌。	7	6	5	4	3	2	1
35.	香港没有给旅客提供一致的购物质量。	7	6	5	4	3	2	1
36.	香港提供一个一致的购物环境。	7	6	5	4	3	2	1
37.	我没有办法确定下次来香港时的购物环境将变得如何。	7	6	5	4	3	2	1
38.	我知道香港将如何给我提供购物环境。	7	6	5	4	3	2	1
39.	香港胜任购物目的地的称号。	7	6	5	4	3	2	1
40.	香港作为一个购物目的地了解我的购物需求。	7	6	5	4	3	2	1

41.	香港作为一个购物目的地了解何为购物。	7	6	5	4	3	2	1
42.	香港作为一个购物目的地了解如何提供出色的服务。	7	6	5	4	3	2	1
43.	我认为香港的零售商拥有一套机制来确保用户个人信息的安全传输。	7	6	5	4	3	2	1
44.	我认为香港的零售商对任何交易的安全性表示出极大关注。	7	6	5	4	3	2	1
45.	我认为香港的零售商具备充足的技术能力。	7	6	5	4	3	2	1
46.	当我购物时，我对香港零售商的身份非常了解。	7	6	5	4	3	2	1
47.	在香港的购物信息充分满足了我的信息需求。	7	6	5	4	3	2	1
48.	在香港的购物信息是非常足够的。	7	6	5	4	3	2	1
49.	香港享有购物目的地的美誉。	7	6	5	4	3	2	1
50.	作为购物目的地，香港有着不可靠的信誉。	7	6	5	4	3	2	1
51.	其他人告诉我香港不是购物旅程的好地方。	7	6	5	4	3	2	1
52.	其他人告诉我香港是可靠的购物旅程目的地。	7	6	5	4	3	2	1
53.	香港的购物环境被誉为方便舒适。	7	6	5	4	3	2	1
54.	我听说过香港作为购物目的地的负面评价。	7	6	5	4	3	2	1
55.	在香港购买的商品的可靠度较高。	7	6	5	4	3	2	1
56.	在香港购买的商品看起来做工较好。	7	6	5	4	3	2	1
57.	在香港购买的商品看起来质量较高。	7	6	5	4	3	2	1
58.	我认为在香港购买的商品非常实用。	7	6	5	4	3	2	1
59.	在香港购买的商品的可信度非常高。	7	6	5	4	3	2	1
60.	在香港购买的商品看起来比较耐用。	7	6	5	4	3	2	1
61.	我喜欢香港作为购物目的地。	7	6	5	4	3	2	1
62.	与香港相比，我更喜欢其他购物目的地。	7	6	5	4	3	2	1
63.	香港是我喜爱的购物目的地。	7	6	5	4	3	2	1
64.	我对在新的目的地购物表示疑虑。	7	6	5	4	3	2	1
65.	我对在不可靠的目的地购物没有把握。	7	6	5	4	3	2	1
66.	在不确定的情况下购物，我会感到不舒服。	7	6	5	4	3	2	1
67.	在新的环境中购物是有风险的。	7	6	5	4	3	2	1

第 4 部分

请阅读以下关于香港旅游活动的问题。然后勾选相符的选框或者在提供的横线上写下您的答案。

68. 在此次旅行之前，您之前来过香港几次？

- | | |
|----------------------------------|--------------------------------|
| <input type="checkbox"/> 从未来过 | <input type="checkbox"/> 1-3 次 |
| <input type="checkbox"/> 4-6 次 | <input type="checkbox"/> 7-9 次 |
| <input type="checkbox"/> 10 次或以上 | |

69. 您在购物旅程期间主要购买了哪些商品？

- | | |
|------------------------------------|---|
| <input type="checkbox"/> 服装/纺织品/鞋履 | <input type="checkbox"/> 皮革/合成产品 |
| <input type="checkbox"/> 电子/摄影产品 | <input type="checkbox"/> 珠宝/手表 |
| <input type="checkbox"/> 食品和烟酒 | <input type="checkbox"/> 化妆品和护肤品/香水 |
| <input type="checkbox"/> 杂项消费品 | <input type="checkbox"/> 其他商品：请指明：_____ |

70. 包括交通和酒店住宿费在内，您在这一次旅游中总共花费了多少金额？

请指明：_____（港币/美元）

其中购物金额有多少？请指明：_____（港币/美元）

71. 您与谁一起来香港旅游的？

- | | |
|--|---------------------------------|
| <input type="checkbox"/> 独自一人 | <input type="checkbox"/> 朋友 |
| <input type="checkbox"/> 配偶/伴侣 | <input type="checkbox"/> 其他家庭成员 |
| <input type="checkbox"/> 旅游团 | <input type="checkbox"/> 学校 |
| <input type="checkbox"/> 其他（请指明：_____） | |

72. 您在香港逗留多少晚？

请指明：（ ）晚（ ）天

73. 您选择的是哪种旅游模式？

- | | |
|-------------------------------|------------------------------|
| <input type="checkbox"/> 团队旅游 | <input type="checkbox"/> 自由行 |
|-------------------------------|------------------------------|

第 5 部分 请勾选相符的选框或者在提供的横线上写下您的答案。

74. 您的性别？

男

女

75. 您的年龄？

25 岁或以下

46-55

26-35

56-65

36-45

66 岁或以上

76. 请选择您获得的最高学历。

小学

初中

高中

学士学位

硕士学位或以上

77. 请说明您居住的国家。

_____ (例如中国、日本、美国、法国等)

78. 请选择您的职业

上班族

家庭主妇

学生

已退休

其他 (请指明: _____)

79. 您家庭的每月收入是多少？

低于 6,140 元人民币

42,981-49,120 元人民币

85,961-92,100 元人民币

6,141- 12,280 元人民币

49,121-55,260 元人民币

92,101-98,240 元人民币

12,281-18,420 元人民币

55,261-61,400 元人民币

98,241-104,380 元人民币

18,421-24,560 元人民币

61,401-67,540 元人民币

104,381-110,520 元人民币

24,561-30,700 元人民币

67,541-73,680 元人民币

110,521-116,660 元人民币

30,701-36,840 元人民币

73,681-79,820 元人民币

116,661-122,280 元人民币

36,841-42,980 元人民币

79,821-85,960 元人民币

122,281 元人民币或更多

感谢您的参与！

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