

Developing a Conceptual Framework on Retailers' Performance Towards Tourists' Shopping Satisfaction

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Abstract

Malaysia is well known for its shopping reputation among the tourists, specially from Asian and Middle East countries. Shopping is one of the reasons why international tourists chose to visit Malaysia. During shopping, most of the time international tourists interact with retailers which is the context of this study. This study aims to explore on tourists' shopping related issues in Malaysia in relation with retailers' performance and develop a framework which will direct the future researchers to conduct empirical investigations. For the current study, the researcher relied on existing literature in the area of international tourists' shopping behavior and how it influences on their satisfaction.

Keywords

Shopping Tourism, Retailers' Performance, International Tourists, Malaysia

Introduction

Malaysia is one of most visited tourist destinations in the world (ShawHong, 2020). The tourists are visiting different destinations in Malaysia and during their visit in Malaysia they are enjoying many types of tourist activities. Tourists in Malaysia can easily expose themselves to enjoy many kinds of cultural activity since Malaysia is a multicultural country. Tourism Department of Malaysia exposing several types of tourism in the country since it has a few famous tourist destinations in the world and Langkawi is one of them. The types of tourism are offered in Malaysia is rural tourism, heritage tourism, medical tourism, festival tourism etc. Beside of these tourism concepts “Shopping Tourism” also very important contributor to Malaysian’s economy. Moreover, travelers spend a lot on shopping rather than foods and other activities. However, the concept of “Shopping Tourism” is not implanted that broadly among authorities in the tourism industry. Timothy, (2005) argued that, the concept of “shopping tourism” is called while the main purpose of tourists to visit the destination is shopping rather than other activities, such as holiday relaxation, medical purpose etc. tourists certainly spend much time and money on shopping whereas their primary purpose of the trip is shopping.

In order to explore shopping tourism in the destination the performance of retailers is very important. Thus, the performance of retailers would make sure the revisit of visitors. The retailers ought to perform the sell in a strategic way in order to get a good reputation and word of mouth. However, people do not merely come in the shop for getting the products, they also good quality of service. The shopkeepers need to try their best to provide good quality of service to the customers in order to bring customer’s satisfaction. The satisfied customers will contribute to spread a good reputation among their companions (Patwary, Omar, & Tahir, 2020; Patwary & Omar, 2016). The interior design of the shop is an important, for the reason that it can make customers feel comfortable and pleasure when they are visiting in the area and buying the products. The staffs of the shop should have very good knowledge of the products and promotion. Market research plays a significant role in order to know the current market and customers demand. Thus, in the tourist destination the people are coming from different parts of the world, of course their demand and expectation is different from each other (Patwary & Rashid, 2016; Islam & Patwary, 2013).

Based on expectation theory (Oliver, 1980; Grönroos, 1990) they hypothesize and confirm that negative attitudes towards an industry and following low expectations towards salespeople in that industry, will yield stronger effects of perceived ethicality on customer satisfaction. This might be transferrable to this study in the way that consumers have low expectations regarding the salespeople’s ethicality (integrity and benevolence) and therefore the effect of this will be stronger than in a context where expectations are high. Schultz (2009) suggested, that consumer demand for the differentiated

product is inelastic. A consumer demands one single unit as long as the price is lower than the reservation value. In particular, recent research (Baucells & Sarin 2007; Patwary, 2017) has proposed that satiation effects because of past consumption of a good might reduce the utility derived from new consumption. First, sales associates' dress influences consumers' responses towards stores. Baker et al. (2002) found that, when salespeople wear professional-looking aprons and greet their customers, consumers are more likely to perceive better interpersonal service quality than if there were no salespeople present. Shao et al. (2004) empirically examined the impact of the appropriateness of salespeople's dress (e.g. business suits in financial institutions) on customers' expectations of service quality and purchase intentions. Their results support the idea that appropriateness of dress has a greater influence on expectations of service quality, as well as purchase intentions, when consumers are not highly involved in purchasing situations. This study seeks to develop a conceptual framework by emphasizing factors related to shopping satisfaction of the tourists.

Literature Review

The Concept of Shopping Tourism

Malaysia is one of most visited tourist destinations in the world. The tourists are visiting different destinations in Malaysia and during their visit in Malaysia they are enjoying many types of tourist activities. Tourists in Malaysia can easily expose themselves to enjoy many kinds of cultural activity since Malaysia is a multicultural country. Tourism Department of Malaysia exposing several types of tourism in the country since it has a few famous tourist destinations in the world and Langkawi is one of them. The types of tourism are offered in Malaysia is rural tourism, heritage tourism, medical tourism, festival tourism etc. Beside of these tourism concepts shopping tourism also very important contributor to Malaysian's economy. Moreover, travelers spend a lot on shopping rather than foods and other activities. However, the concept of "Shopping Tourism" is not implanted that broadly among authorities in the tourism industry. Timothy, D. J. (2005) argued that, the concept of "shopping tourism" is called while the main purpose of tourists to visit the destination is shopping rather than other activities, such as holiday relaxation, medical purpose etc. tourists certainly spend much time and money on shopping whereas their primary purpose of the trip is shopping.

Factors Influencing on Shopping Satisfaction

Purgailis and Zaksa, (2012) discusses that during the past few decades, the retailing sector has undergone major changes that influenced the purchase patterns and shopping behaviour of customers. For example, the development of information technology, wide availability and the introduction of

new merchandise and services in addition to the growth of retail stores and channels have created consumers that are more complicated and demanding (Terblanche & Boshoff, 2004). At present, the shopping experience has turned out to be a significant component of consumers' lives and for the current contemporary consumers, consuming products or services has been converted into means of enjoying new experiences and a reflection of their identity and their self-image (Firat & Dholakis, 1998). their strategies to convert shopping into a high-value quest (Woodruff, 1997) by offering superior service quality as a significant source of competitive advantage. Sirgy and Samli (1985) emphasised the significance of store loyalty as the utmost pivotal concept in retailing. This thought has been proposed for over 20 years and the notion remains applicable in the marketplace until the present day. A trader encounters problem with the provision of finances between two crucial marketing aims that are attaining latest customers and maintaining current customers. The costs related to winning new customers is known to be greater than that those of maintaining existing customers (Karunanayake, 2011). As a result, activities to intensify retail store loyalty are a dominant goal for any retailer. However, despite the importance of retail store loyalty, it is astonishing that only a modest amount of research has been devoted to this issue (Wallace et al., 2004). However, in recent years the significance of customer retail store loyalty has come into view as a priority area in marketing studies (Wong & Sohal, 2003). However, there are common grounds among scholars regarding customer brand loyalty and retail loyalty. They jointly highlight the importance of establishing relationships with consumers through their attitudes in creating customer loyalty. This study takes an approach defining customer retail loyalty from Oliver's (1999) study on customer attitudinal loyalty towards brands. Hence, this research describes customer retail loyalty as a thoughtful commitment to revisit a favoured retail store repetitively in the future, in so doing causing repeated buying at that retail outlet. In responding to such occurrence, many retailers have revitalized. The tourists prefer various types of activity during their visit (i.e. Fishing, cycling, jungle tracking etc.). Beyond of other activities tourists are attracted in shopping activity. Touristy shopping has become a phenomenon in the current tourism industry. Tourists consider shopping as one their tourism activity during travel. The spending power of tourists on shopping comparatively high. According to (Snepenger, Murphy, O'Connell, & Gregg, 2003; Patwary et al. 2018; Akter, Sadekin, & Patwary, 2020) shopping is contemplated as one of the most preferable leisure activities among the tourists. Most tourists prefer shopping and walking around the shopping mall. The integral development of marketing in Malaysia helps retailers set up their products based on tourists' demand.

Thompson et al. (2005) investigated consumer's feature fatigue while purchasing these types of products. Their results are that consumers have a higher evaluation of a product with more features

prior to the purchasing decision. According to Kahn (1995), there are at least three motivating factors that induce variety seeking: (i) customers get bored or satiated with their most recent purchase, (ii) customers prefer to change because of external constraints, and (iii) customers switch brands in an attempt to diversify and hedge against uncertainty in their preferences. More recently, Baucells and Sarin (2007) find the optimal consumption levels in a discounted utility model with satiation effects and observe that consumers progressively spend more in products that generate less satiation. Besbes and Saure (2010) consider pricing decisions in addition to assortment choice under competition.

The international tourists are more sophisticated comparable to local tourists in terms of choosing the brands. The international tourists seek to get more branded products. In terms of budget, the international tourists have a comparatively higher budget. The shopping can have a measurable effect to tourists shopping. The tourists always like to have their shopping in some kind of places with good security and acceptable weather. In some way, the security issue is the major concern of tourists since they never even expect a minor incident.

Research Methodology

Proposed Research Hypothesis

- **H1:** Availability of sales associates has significant impact on service differentiation satisfaction.
- **H2:** Trustworthiness has significant impact on service differentiation satisfaction.
- **H3:** Product variety has significant impact on service differentiation satisfaction.
- **H4:** service differentiation satisfaction has significant impact on shopping satisfaction.
- **H5:** Perceived human crowding has significant impact on shopping satisfaction.

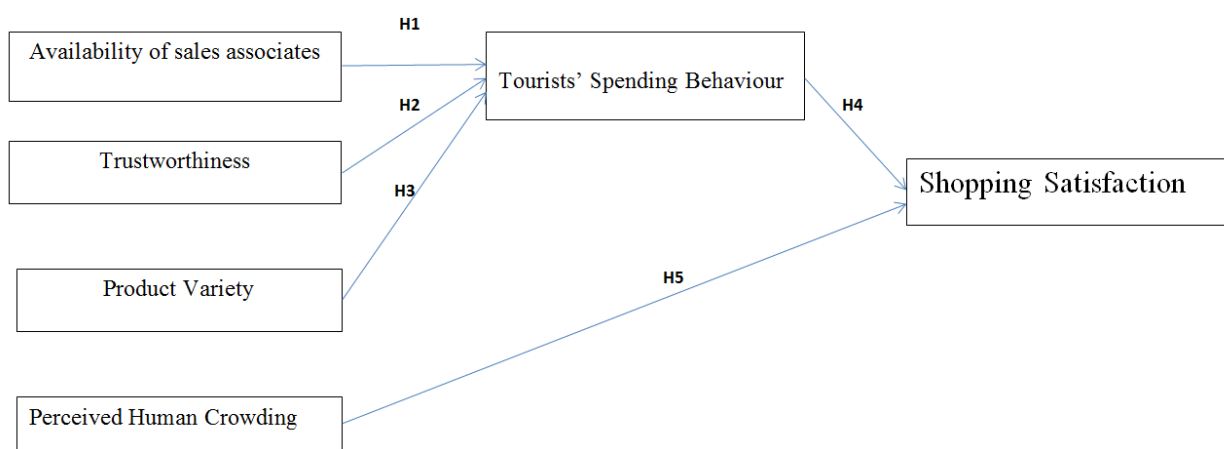


Figure 1: A Conceptual Framework to Conduct Analysis on Retailers’ Performances Towards Tourists’ Shopping Satisfaction.

Conclusion and Recommendation for Future Studies

Though, there are conditional factors and marketing attempts that influence and pose some threats in switching behaviour to alternative retail establishments. The foundation of such dedication or commitment must be in the attitude of the consumer. Some scholars researching this have highlighted how important consumer allegiance firmly established within the affective state of a person's attitude to enable one to accomplish attitudinal customer loyalty (Oliver, 1999; Roberts, 2009). Consumer self-concept theory advocates that if a consumer discovers an external factor that is congruent to a person's selfconcept, the consumer could realize affective-based responses towards that outside factor (Grubb & Grathwohl, 1967; Underwood, 2003). Yuksel, 2004 stated that, the authorities of tourist places give more concern on shopping tourism, thus it can play an important role in order to contribute on national economy. The shopping tourists always have a big budget for shopping. The tourists do not merely the cheapest products instead of branded products. Shopping tourism steps forward to contribute to the local community by giving blast on retailers' sell. According to Rajagopal (2006) more shopping related study in duty free shop has been increasing since it is being very popular among tourists. The international tourists are very much interested in duty-free shopping comparable to domestic tourists. From that point of view Langkawi is one step ahead as duty free shopping destination.

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