PREDICTORS OF TOURISTS' SHOPPING PROPENSITY: A CASE FROM ISTANBUL

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ABSTRACT:
While rarely the primary motive for travel, shopping is an important activity for tourists at the destination. The contribution of tourist shopping to the development of the retail sector in the destination area, and, more widely, to local economic development, as well as to increase the attractiveness of the location to tourists, has been widely recognized. Worldwide, shopping makes up for approximately one-third of total tourism spending but the proportion varies from country to country and from one tourist segment to another. In this context, the present study examines the effectiveness of demographic attributes, travel attributes, motivation attributes, activity attributes, and attitudinal attributes towards different forms of retail as predictor variables for tourists' shopping propensity. We found that these attributes could be employed successfully in the identification of those tourist segments that have a higher propensity to shop. As such, the findings of this study have important marketing and sales management implications.

Key words*:* *shopping tourism, shopping behavior, Istanbul, Turkey.*

1. INTRODUCTION

In general, shopping is rated as the second most important expenditure item in tourism after accommodation; however, when it comes to well-known shopping destinations, such as Hong Kong, shopping is number one expenditure (Turner and Reisinger, 2001). Worldwide, shopping makes up for approximately one-third of total tourism spending but the proportion varies from country to country (Kim and Littrell, 1999; Keown, 1989; Kim and Littrell, 2001; Chang et al., 2006; Wong and Law, 2003). For example, shopping represents about half of the total budget of tourists visiting Hong Kong (Wong and Law, 2003; Mak et al., 1999).

During a holiday travel, tourists, usually, have more time and more money to spend on shopping than at home (Jansen-Verbeke, 1991, Oh et al., 2004, Timothy, 2005). Even persons who do not normally enjoy shopping at home could spend significant amounts of time and money on this activity while away on a trip (Anderson and Littrell, 1995). This "overshopping", Tasci and Denizci (2010) argue, may actually be considered "normal" while "not shopping" may be seen as "abnormal" when analyzing the behavior of tourists. For this reason, local authorities are interested in developing a diversity of shopping venues that would not only increase retail sales and sustain local economic development but would also increase the attractiveness of the location to tourists (Oh et al., 2004).

Tourists shop for a diversity of goods from handicrafts (Evans, 2000) to luxury items (Park et al., 2010). For example, locally made handicrafts could be considered a form of tourism attraction and, at the same time, a source of income for local artisans (Evans,

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2000). Therefore, tourism shopping has a significant impact on the development of the retail sector in destination areas (Turner and Reisinger, 2001; Lin and Lin, 2006) and an important economic impact on host communities (Lin and Lin, 2006; Wong and Law, 2006).

According to the literature on tourists' shopping propensity, how much tourists spend on shopping depends on their demographic and cultural background, their travel style and motivation, trip typology (activities in which they are involved at the destination) and the diversity of shopping opportunities in the destination area (Littrell, 1996; Reisinger and Turner, 2002; Wang and Ryan, 1999).

The country of origin is considered an important predictor of shopping expenditure. In general, it was reported that Asian tourists tend to spend a larger proportion of their travel budget on shopping than their European of North American counterparts (Wong and Law, 2003; Wong and Wan, 2013; Choi et al., 2008; Rosenbaum and Spears, 2006). For example, Japanese tourists could allocate even 75% of their travel budget on shopping (Keown, 1989) and of these 70% could be on gifts for others (Keown, 1989). Hobson and Christensen (2001) pointed out that different aspects of the Japanese culture not only influence why they buy but also affect how much they spend and even where they shop and what they buy. Mak et al. (1999) has also demonstrated that the shopping behavior of the Japanese tourists is different not only from that of Western tourists but also from that of other Asian tourist groups.

Other studies have shown that, in average, shopping makes up for 25% of expenditure of outbound Chinese tourists from the mainland (Guo et al., 2008). However, this could vary based on the country they travel to. They use only 18% of their travel budget on shopping when they travel to Taiwan (Lin and Lin, 2006) but over 60% when visiting Hong Kong (Choi et al., 2008; Heung and Qu, 1998; Huang and Hsu, 2005).. Also, Chinese tourists to the U.S. reported having a shopping budget of at least $500 (Xu and McGehee, 2012).

Heung and Qu (1998) have shown that tourists visiting Hong Kong from different countries display different shopping preferences and behaviors. While Chinese and Taiwanese tourists dedicated more than 60% of their budget to shopping, North-American and European tourists used only about 30% of their budget for this purpose.

Tourists' shopping behavior may be different not only according to their ethnic or cultural background but also according to demographic characteristics such as age and gender. Using a quantitative approach, Lehto et al. (2004) analyzed the relationship between tourists' shopping behaviors and preferences and their socio-demographic characteristics. They found that age, gender as well as travel style and travel purpose were significant factors influencing tourists' shopping budget and the products or services they purchased.

These findings were confirmed also by Anderson and Littrell (1995) and Jansen-Verbeke (1987; 1990) who showed that women tend to buy more than men. Michalko and Ratz (2006) also showed that female tourists are more likely than male tourists to shop while traveling. However, no difference was found in terms of shopping expenses as part of the total travel budget. Several other studies have suggested that female travelers tend to be more involved in shopping tourism (Lehto et al., 2004; Moscardo, 2004; Carmichael and Smith, 2004). Guiry et al. (2006) have proposed a segmentation of shopping tourists based on their level of involvement in shopping differentiating between: shopping enthusiasts, normal shoppers and shopping aversives. The study found that shopping enthusiasts are more likely to be female (Guiry et al., 2006).

In terms of the influence of age, JansenVerbeke (1998) and Anderson and Littrell (1996, 1995) showed that older tourists (50 and older) spend more on shopping than other demographic segments. Jansen-Verbeke (1987) found that the most positive attitudes towards shopping have travelers under 35 years old and those between 45 and 55. In fact, Jansen-Verbeke (1987) found that the most open to shopping while traveling were those of lower and middle income and the middle aged and older visitors and the least interested in shopping were those of higher economic status and younger age.

Similarly, Lawson (1991) found that not only age and gender but also marital status and income as well as length of stay and type of accommodation were important in predicting shopping expenditure. Moscardo (2004) also found that age, place of residence and travel party details are important factors in determining propensity for shopping tourism. Littrell et al. (1994) found that tourists' perceptions of the importance of different activities at the destination (tourism styles and typologies) are also important in predicting shopping behavior. For example, tourists who like to be involved in different forms of urban entertainment are more likely to be active shoppers. In contrast, those who prefer nature-based activities are less likely to spend a lot of time and money on shopping (Littrell et al., 1994).

In spite of all these studies, the topic of shopping tourism is still an under-researched area and there is particularly limited empirical research on tourist shopping spending behavior (Oh et al., 2004). In an attempt to fill this gap, the present study will examine the effectiveness of demographic attributes (gender, age, education level, self-assessed income level, and geographical origin), travel attributes (number of persons in the party, type of accommodation, length of stay, and number of previous visits), motivation attributes, activity attributes, and attitudinal attributes towards different forms of retail (bazaar, mall, arts and crafts center and airport outlets) as predictor variables for tourists' shopping propensity. Finding out more about what could effectively predict tourist shopping behavior is important in order to improve the planning, marketing and management of both tourism and retail sectors (Oh et al., 2004).

2. METHODS AND FINDINGS

The main query instrument for this study was a questionnaire distributed between October and December, 2013 in a number of very popular tourist locations in Istanbul. Istanbul is an ideal location to study shopping tourism because, as the biggest city in Europe and in the Middle East, it welcomes over 11 million international tourists in a year who spend almost 9 billion US dollars in the city (Anonymous 2015). An important percentage of these monies is spent on shopping in the more than 100 modern shopping centers and numerous traditional markets (Egresi, 2015).

The research assistants were instructed to approach each n^{th} person, where n was based on the volume of the human traffic in those places. In total, a number of 417 questionnaires were collected. Of the 417 who agreed to respond to our questionnaire, 15 did not fill out the rubric regarding their shopping budget and their responses were eliminated from the analysis. We created two categories of tourist shoppers based on the percentage of their traveling budget that was dedicated for shopping. Those tourists who used 40 percent or more of their budget for shopping purposes were considered to be "dedicated shoppers" whereas those who dedicated less than 40% of their travel budget to shopping were labeled as "incidental shoppers" (table 1).

Table 1. Percent of travel budget allocated to shopping

Percent of budget dedicated to shopping	Frequency	Percent
40% or more ("dedicated shoppers")	101	25.1
Less than 40% ("incidental shoppers")	301	74.9
Total	402	100.0

In the first stage we run chi-square tests to test for possible associations between shopping propensity (expressed as the percent of travel budget used for shopping) and the different demographic and travel attributes reported by our respondents. The chi-square test for association between propensity to shop and demographic characteristics of our respondent population did not find any statistically significant association between the percent of budget dedicated to shopping activities and gender (male/female, p=0.688), age (under 40 years/40 years and older, p=0.715), self-perceived income level (low/high, p=0.659). The test found, however, statistically significant associations with education level (less than university degree/university degree or higher) and geographical region (the West/the Rest). "The West" included tourists from Europe, North America and Oceania (mainly Australia and New Zealand) which, according to the literature display similar shopping behaviors and "The Rest" is a label that included tourists coming from all the other countries (Asia, Africa and Latin America). The details are presented in the following two tables (tables 2 and 3).

Table 2. Association between shopping propensity and tourists' education level

Demographic attribute		Type of shopper			Chi-square Value (Df)	Asymp. Sig. (2-sided)	R	Sig.
Education (EDU)		**Incidental**	**Dedicated**	**Total**				
Less than university degree	Count	51	32	83				
	Expected count	62.1	20.9	83.0				
University degree or above	Count	250	69	319	10.028 (1)	**0.002***	-0.158	0.001
	Expected count	238.9	80.1	319.0				
Total	Count	301	101	402				
	Expected count	301.0	101.0	402.0				

Note: * means statistically significant at 99% confidence level.

All expected cell frequencies were greater than five. We found that tourists with less than university degree were more likely to be "dedicated shoppers" ($X^2(1)=10.028$, p=0.002) and tourists from "The West" were more likely to be "incidental shoppers" ($X^2(1)=13.420$, p=0.000). However, in both cases, Pearson's R shows a relatively weak association (0.158 and 0.183 respectively). The chi-square test did not find any statistically significant associations between shopping propensity and a number of travel attributes, such as: number of people traveling in the party (PERS; one (the respondent)/more than one, p=0.921), type of accommodation (STAY; hotel/non-hotel types of accommodation; p=0.828), length of stay (maximum two nights/more than two nights; p=0.841) and previous visits to Istanbul (VIS; none/at least one; p=0.175).

Table 3. Association between shopping propensity and tourists' geographical region of origin

Demographic attribute		Type of shopper			Chi-square Value (Df)	Asymp. Sig. (2-sided)	R	Sig.
Geographical Region (GEOREG)		**Incidental**	**Dedicated**	**Total**	13.420 (1)	**0.000***	0.183	0.000
"The West"	Count	220	54	274				
	Expected count	205.2	68.8	274.0				
"The Rest"	Count	81	47	128				
	Expected count	95.8	32.2	128.0				
Total	Count	301	101	402				
	Expected count	301.0	101.0	402.0				

Note: * means statistically significant at 99% confidence level.

Further, we found no statistically significant association between shopping propensity and the primary motivation to travel to Istanbul (MOTIVE; not for pleasure/for pleasure; p=0.064). However, when testing the association between shopping propensity and shopping as the primary motivation (SEC) to travel to Istanbul we found that it was statistically significant ($X^2(1)=30.879$, p=0.000). Those who came to Istanbul for shopping as their primary motivation were more likely to be "dedicated shoppers" although the association is not very strong (Pearson's R==.278, p=0.000) (table 4). Also statistically significant was found to be the association between shopping propensity and frequency of shopping in the home country (X2(1)=6.091, p=0.014). Those tourists who shop often or regularly in their home countries are more likely than tourists who shop rarely or almost never to be "dedicated shoppers" (table 5). As in the previous cases, no expected cell frequencies were found to be less than five.

Table 4. Association between shopping propensity and shopping as the primary motivation to travel

Motivation attribute		Type of shopper			Chi-square Value (Df)	Asymp. Sig. (2-sided)	R	Sig.
Shopping as primary motivation (SEC)		**Incidental**	**Dedicated**	**Total**	30.879 (1)	**0.000***	0.278	0.000
No	Count	292	83	375				
	Expected count	280.3	94.7	375.0				
Yes	Count	7	18	25				
	Expected count	18.7	6.3	25.0				
Total	Count	299	101	400				
	Expected count	299.0	101.0	400.0				

Note: * means statistically significant at 99% confidence level.

Table 5. Association between shopping propensity and frequency of shopping at home

Attribute		Type of shopper			Chi-square Value (Df)	Asymp. Sig. (2-sided)	R	Sig.
Frequency of shopping at home (FREQ)		**Incidental**	**Dedicated**	**Total**				
Almost never or rarely	Count	155	38	193	6.091(1)	**0.014****	0.124	0.014
	Expected count	144.4	48.6	193.0				
Often or regularly	Count	139	61	200				
	Expected count	149.6	50.4	200.0				
Total	Count	294	99	393				
	Expected count	294.0	99.0	393.0				

Note: ** means statistically significant at 95% confidence level.

When we analyze the association between shopping propensity and activities tourists have done or intend to do while in Istanbul (recorded as yes/no) we found no statistically significant association with: "take a boat tour on the Bosphorus" (ACT2; p=0.199), "participate in sport events" (ACT3; p=0.162), "visit an exhibition" (ACT6; p=0.365), "take a boat to the Princes' Islands" (ACT7; p=0.612), "do some shopping" (ACT8; p=0.215), "visit friends and relatives" (ACT9; p=0.449) and "try the night life" (ACT10; p=0.144). The chi-square test found that statistically significant associations exist between shopping propensity and the following activity attributes: "visit the main historical sites" ($X^2(1)=13.248$, p=0.000), "participate in cultural events" ($X^2(1)=8.965$, p=0.011), and "participate in a conference" ($X^2(1)=3.852$, p=0.049). No expected cells were reported to be under five (tables 6, 7, and 8).

Table 6. Association between shopping propensity and intention to visit the main historical sites in Istanbul

Activity attribute		Type of shopper			Chi-square Value (Df)	Asymp. Sig. (2-sided)	R	Sig.
Visit the main historical sites (ACT1)		**Incidental**	**Dedicated**	**Total**				
No	Count	39	29	68	13.248 (1)	**0.000***	-0.182	0.000
	Expected count	50.9	17.1	68.0				
Yes	Count	261	72	333				
	Expected count	249.1	83.9	333.0				
Total	Count	300	101	401				
	Expected count	300.0	101.0	401.0				

Note: * means statistically significant at 99% confidence level.

Table 7. Association between shopping propensity and participation or intention to participate in cultural events

Activity attribute		Type of shopper			Chi-square Value (Df)	Asymp. Sig. (2-sided)	R	Sig.
Participate in cultural events (ACT4)		**Incidental**	**Dedicated**	**Total**				
No	Count	229	91	320	8.965 (1)	**0.011****	-0.145	0.004
	Expected count	239.4	80.6	320.0				
Yes	Count	71	10	81				
	Expected count	60.6	20.4	81.0				
Total	Count	300	101	401				
	Expected count	300.0	101.0	401.0				

Note: ** means statistically significant at 95% confidence level.

Table 8. Association between shopping propensity and attendance or intention to attend a conference

Activity attribute		Type of shopper			Chi-square Value (Df)	Asymp. Sig. (2-sided)	R	Sig.
Participate in a conference (ACT5)		**Incidental**	**Dedicated**	**Total**				
No	Count	280	88	368	3.852 (1)	**0.049****	0.098	0.049
	Expected count	275.3	92.7	368.0				
Yes	Count	20	13	33				
	Expected count	24.7	8.3	33.0				
Total	Count	300	101	401				
	Expected count	300.0	101.0	401.0				

Note: ** means statistically significant at 95% confidence level.

The chi-square test shows that tourists who visit historical sites while in Istanbul and participate in cultural events are more likely to be "incidental shoppers" while tourists who participate in a conference tend to be "dedicated shoppers" with the associations being rather weak (R=0.182, 0.145 and 0.098 respectively).

The Mann-Whitney U Test performed to understand whether attitudes towards different types of retail differ based on the percent of travel budget dedicated to shopping, revealed that those who assign more importance to bazaars and to arts and crafts centers are more likely to be "incidental shoppers" (although the differences are not shown to be statistically significant) whereas those who assign more importance to malls and airport outlets are more likely to be "dedicated shoppers" (with the differences being statistically significant, p=0.001) (table 9).

Table 9. Association between shopping propensity and attitudes towards different forms of retail

Attribute	Type of shopper	N	Mean rank	Mann-Whitney U	Wilcoxon W	Asymp. Sig. (2-tailed)
Importance of bazaar (BAZ)***	"Incidental shopper"	284	193.14	12030.500	16401.500	0.182
	"Dedicated shopper"	93	176.36			
	Total	377				
Importance of malls (MALL)	"Incidental shopper"	275	173.69	9814.000	47764.000	**0.001***
	"Dedicated shopper"	93	216.47			
	Total	368				
Importance of arts and crafts centers (A&C)	"Incidental shopper"	276	186.40	12171.000	16449.000	0.537
	"Dedicated shopper"	92	178.79			
	Total	368				
Importance of airport outlets (OUT)	"Incidental shopper"	367	169.57	9498.000	45276.000	**0.001***
	"Dedicated shopper"	91	208.63			
	Total	358				

Notes: * means statistically significant at 99% confidence level.

*** Importance was assessed using a 5 point Likert-scale where 1 =not important at all; 5= very important.

In the second stage, a binomial logistic regression was used to understand whether tourists' shopping propensity (expressed in percent of their travel budget allocated to shopping) could be predicted based on the demographic attributes, travel and accommodation attributes, shopping behavior attributes, tourist activity attributes as well as based on their attitudes towards different forms of retail. Logistic regressions provide an ideal means to predict the probability of dichotomous dependent variable that cannot be obtained by other regression models (Oh et al., 2004).

The Hosmer and Lemeshow Test (p=0.552) indicated that the model is not a poor fit. Further, the model explained 42.3% (Nagelkerke R^2) of the variance in shopping propensity and correctly classified 81.3% of the cases. Sensitivity was 50.0%, specificity was 92.3%, positive predictive value was 69.5% and negative predictive value was 84%. Of the predictive values that we tested only seven were found to be statistically significant (table 10).

The main findings deriving from table 10 are:

1) For those tourists for which shopping is the main motivation to travel the odds of being "dedicated shoppers" are more than 18 times greater than of those tourists for which shopping is not the main motivation factor.
2) For those who shop often or regularly at home the odds of being "dedicated shoppers" are 2.8 times greater than of those who never shop or who shop rarely.
3) The odds of those who visit historical and cultural sites in Istanbul of being "incidental shoppers" are 3.2 times greater than of those who do not visit historical and cultural sites.
4) The odds of those participating in cultural events of being "incidental shoppers" are 6.7 times greater than of those who have not participated and do not intend to participate in these events.

Table 10. Logistic regression predicting tourists' shopping propensity based on demographic variables, travel variables, tourist activity variables and attitudinal variables towards different forms of retail.

Independent variable	B	SE	Wald	df	p	Odds ratio	95% CI for odds ratio	
							Lower	Upper
GEOREG	0.120	0.120	1.002	1	0.317	1.128	0.891	1.427
GENDER	0.240	0.346	0.482	1	0.487	1.271	0.646	2.504
AGE	-0.401	0.420	0.911	1	0.340	0.670	0.294	1.525
EDU	-0.350	0.454	0.593	1	0.441	0.705	0.290	1.716
INCOME	-0.083	0.387	0.046	1	0.829	0.920	0.431	1.965
PERS	0.009	0.474	0.000	1	0.986	1.009	0.398	2.556
STAY	0.669	0.382	3.057	1	0.080	1.952	0.922	4.130
VIS	0.286	0.403	0.503	1	0.478	1.331	0.604	2.935
MOTİVE	0.137	0.434	0.099	1	0.753	1.146	0.489	2.685
LENGTH	0.567	0.422	1.806	1	0.179	1.762	0.771	4.028
SEC	2.896	0.759	14.557	1	**0.000***	18.107	4.090	80.168
FREQ	1.033	0.363	8.107	1	**0.004****	2.808	1.380	5.717
ACT1	-1.149	0.536	4.597	1	**0.032****	0.317	0.111	0.906
ACT2	-0.236	0.351	0.451	1	0.502	0.790	0.397	1.572
ACT3	1.208	0.754	2.571	1	0.109	3.348	0.764	14.665
ACT4	-1.903	0.593	10.306	1	**0.001***	0.149	0.047	0.477
ACT5	1.384	0.606	5.225	1	**0.022****	3.992	1.218	13.084
ACT6	-0.858	0.508	2.852	1	0.091	0.424	0.157	1.148
ACT7	0.583	0.394	2.198	1	0.138	1.792	0.829	3.875
ACT8	0.770	0.390	3.899	1	**0.048****	2.159	1.006	4.634
ACT9	-0.536	0.543	0.972	1	0.324	0.585	0.202	1.698
ACT10	-0.461	0.403	1.311	1	0.252	0.630	0.286	1.389
BAZ			2.290	4	0.683			
BAZ(1)	0.909	0.713	1.626	1	0.202	2.481	0.614	10.030
BAZ(2)	0.159	0.681	0.055	1	0.815	1.173	0.309	4.451
BAZ(3)	0.568	0.529	1.153	1	0.283	1.765	0.626	4.976
BAZ(4)	0.453	0.464	0.952	1	0.329	1.572	0.634	3.902
MALL			9.287	4	0.054			
MALL(1)	-1.227	0.663	3.430	1	0.064	0.293	0.080	1.074
MALL(2)	-1.249	0.664	3.540	1	0.060	0.287	0.078	1.053
MALL(3)	-0.695	0.626	1.233	1	0.267	0.499	0.146	1.702
MALL(4)	0.106	0.655	0.026	1	0.871	1.112	0.308	4.013
A&C			2.054	4	0.726			
A&C(1)	-0.365	0.752	0.236	1	0.627	0.694	0.159	0.033
A&C(2)	0.283	0.773	0.134	1	0.714	1.327	0.292	6.037
A&C(3)	-0.261	0.569	0.211	1	0.646	0.770	0.252	2.350
A&C(4)	0.257	0.553	0.216	1	0.642	1.293	0.438	3.820
OUT			14.076	4	**0.007***			
OUT(1)	0.980	0.623	2.475	1	0.116	2.664	0.786	9.029
OUT(2)	-0.162	0.667	0.059	1	0.808	0.850	0.230	3.144
OUT(3)	0.986	0.614	2.581	1	0.108	2.681	0.805	8.932
OUT(4)	1.824	0.644	8.015	1	**0.005***	6.196	1.753	21.903
Constant	-2.166	1.127	3.696	1	0.055	0.115		

Notes: * means statistically significant at 99% confidence level.

** means statistically significant at 95% confidence level.

5) The odds of those participating in a conference of being "dedicated shoppers" are almost four times greater than of those who are not.
6) The odds of those who consider shopping an important activity while in Istanbul to be "dedicated shoppers" are almost 2.2 times greater than of those who are not.
7) The odds of those who consider airport outlets very important to be "dedicated shoppers" are almost 6.2 times greater than the odds of those who consider them not important at all.

3. DISCUSSION AND CONCLUSION

This study has found that demographic attributes, travel attributes, tourist activity attributes and preferrences for certain types of retail could be successfully employed to predict tourists' propensity to shop. We found that "dedicated shoppers" (tourists who spend 40% or more of their travel budget on shopping) are more likely to be less educated, come from non-Western countries and be motivated to travel primarily by shopping. They also tend to be less interested in visiting historical or cultural objectives at the destination or particpate in cultural events; however, conference participants are more likely to be "dedicated shoppers". In terms of preferred type of retail, "dedicated shoppers" consider malls and airport outlets to be very important.

The logistic regression has indicated that the strongest predictors for tourists' propensity to shop are (in this order): travel primarily motivated by shopping, attitude towards airport outlets, conference participation, shopping frequency at home and intention to shop at the destination while participation in cultural events and interest in visiting historical and cultural sites are the strongest predictors for incidental shopping.

The findings of this study could have important implications on future marketing to tourists of shopping centers and shopping festivals in the destination places. For example, more effort and resources should be invested in informing conference participants of shopping opportunities awaiting for them at the tourism destination. In this sense, brochures featuring new or attractive malls or large shopping centers could be left in the lobbies or the rooms of conference hotels. On the other hand, in places frequented mainly by cultural tourists or tourists interested mainly in visiting historical objectives advertising efforts for shopping centers can be downsized.

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