Maximising Limited Time: Does Service Convenience Influence Tourist Shopping Behaviour?

By

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All interested are welcome
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ABSTRACT

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Shopping is a major contributor to GDP and a pervasive activity on the itinerary of tourists. Despite the significance of shopping on the economy, tourist shopping behaviour remains relatively unexplored. This study responds to several calls in the literature for further empirical investigation. It aims to investigate constructs such as mall attributes and shopping convenience on the hedonic and utilitarian shopping value experienced by the tourist shopper. It also extends this view to consider the impact on overall satisfaction and more importantly for retailers and mall operators it looks at its impact on desire to stay and behavioural intentions. Knowledge of these areas has significant practical and academic implications.