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A STUDY ON THE SHOPPING PATTERN OF TOURISTS' TO THE DUBAI SHOPPING FESTIVAL

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ABSTRACT

Shopping is an important tourist activity. This study compares tourists from 23 nationalities on their product purchase pattern during a shopping festival. Data was collected from 604 tourists during the Dubai Shopping Festival, 2013. The findings offer insights to the retailers on the products purchased by the tourists during the festival.

KEYWORDS

Dubai Shopping Festival, Nationality, Product Purchase, Shopping Festival.

INTRODUCTION

In the hyper competitive tourism industry, destinations contend with each other to attract international tourists and are taking initiatives to promote shopping as a tourism product (Jansen-Verbeke 1991), since shopping is a tourists activity and can also be a reason for undertaking a travel. Tourists spend considerable amount of money by shopping for souvenirs, arts and crafts. Availability of products, lower taxes and price advantage of various goods in comparison to the tourists' home country also drive tourists to purchase goods (Timothy and Butler, 1995). Souvenirs serve as reminders of their trip (Swanson, 2004) which ranges from postcards, local craft, jewellery, fine art and other items, which are important for the retail businesses located in the tourist destinations.

LITERATURE REVIEW

National culture of tourists impacts their shopping preferences (McCleary *et al.*, 2006). The products purchased vary according to the cultural background (Mak *et al.*, 1999; Hobson and Christensen, 2001; Reisinger and Turner, 2002; Park and Reisinger, 2009). Many destinations have become well-known for their retail offerings and knowledge about how tourists shop is imperative to researchers and retailers (Rosenbaum and Spears, 2005).

IMPORTANCE OF THE STUDY

Studies on shopping as a tourist activity have focused on purchase of souvenirs in the context of pleasure travel. There is a dearth of research in terms of shopping festival and the shopping pattern of tourists during a shopping festival. This study compares tourists from different nationalities on their product purchase, during a shopping festival.

RESEARCH HYPOTHESIS

The research hypothesis was developed from related literature discussed above.

H1: Tourists from different nationalities differ on the products purchased

RESEARCH METHODOLOGY

Data was collected from 604 tourists from 23 nationalities during the VXII Dubai shopping Festival, on the products purchased during the festival. The respondents were from UK, France, Azerbaijan, Kazakhstan, South Africa, Kenya, Japan, China, Australia, New Zealand, Philippines, South Korea, India, Pakistan, Saudi Arabia, Jordan, Oman, Kuwait, Russia, USA, Canada, Uzbekistan and Egypt.

ANALYSIS AND FINDING

A series of Chi square tests were conducted to assess if the product purchase pattern differed across the nationalities. Tables 1, 2 details Pearson's Chi Square and Cramer's V values for the products purchased. Pearson's Chi Square value indicates significant difference in the product purchased by the different nationalities. Cramer's V values were above .480 for all products indicating a strong relationship between the variables "Products" and "Nationality".

TABLE 1: SUMMARY OF PRODUCT PURCHASED VS. NATIONALITY

Products Purchased \ Nationality	Handbag	Designer Clothes	Watch / Jewellery	Perfume	Cosmetics	Shoes	Gold	Sportswear
UK	62	0	58	0	0	3	3	0
France	53	0	65	0	0	0	0	0
Azerbaijan	91	18	41	0	0	0	0	0
Kazakhstan	77	17	6	6	0	6	6	0
South Africa	60	55	65	65	0	50	50	45
Kenya	80	60	60	65	0	55	80	75
Japan	69	70	65	61	71	5	3	0
China	2	57	53	0	0	0	59	0
Australia	44	60	65	2	2	70	48	0
New Zealand	54	80	40	0	0	60	27	0
Philippines	66	4	4	57	57	70	4	65
South Korea	63	60	59	56	63	69	0	63
India	65	52	68	61	84	77	81	77
Pakistan	69	53	69	42	69	84	84	79
Saudi Arabia	63	75	84	54	13	58	63	4
Jordan	50	63	75	50	0	50	75	0
Oman	91	55	73	100	0	100	100	0
Kuwait	60	60	70	60	0	80	70	0
Russia	76	69	59	2	0	80	58	0
USA	62	5	54	0	0	62	67	0
Canada	65	0	65	0	0	71	71	0
Uzbekistan	81	38	25	0	0	0	0	0
Egypt	83	59	50	83	0	58	33	58
Pearsons Chi Square	1.838	1.818	1.388	3.120	3.844	2.771	2.344	3.780
Df	22	22	22	22	22	22	22	22
Cramers V	.552	.549	.480	.719	.798	.678	.623	.792

Significant at the .05 level

TABLE 2: SUMMARY OF PRODUCT PURCHASED VS. NATIONALITY

Products Purchased \ Nationality	Electronics	Chocolates	Fur	Souvenir	Postcard	Books	Cigarettes
UK	61	0	0	74	74	90	90
France	65	0	0	71	71	100	100
Azerbaijan	64	0	46	9	9	9	9
Kazakhstan	59	6	41	6	6	6	6
South Africa	80	45	5	50	50	5	5
Kenya	85	55	0	80	80	0	0
Japan	5	71	68	67	67	0	65
China	2	0	0	0	0	0	0
Australia	2	2	0	61	50	46	2
New Zealand	0	0	0	87	67	67	0
Philippines	52	61	0	97	96	0	87
South Korea	69	63	65	100	100	6	94
India	87	68	0	100	100	0	100
Pakistan	80	84	0	100	100	0	100
Saudi Arabia	50	50	0	13	13	0	13
Jordan	75	63	0	0	0	0	0
Oman	82	55	0	0	0	0	0
Kuwait	50	60	0	0	0	0	0
Russia	66	7	61	2	2	0	0
USA	58	0	2	60	56	49	0
Canada	77	0	0	65	53	65	0
Uzbekistan	87	0	56	0	0	0	0
Egypt	75	50	8	58	58	0	0
Pearsons Chi Square	2.415	2.845	2.859	3.271	3.139	3.602	5.261
Df	22	22	22	22	22	22	22
Cramers V	.603	.687	.689	.736	.722	.773	.934

Significant at the .05 level

Europeans purchased handbags, watch/jewellery, electronics, souvenirs, postcards, books and cigarettes. Tourists from CIS countries and Russia purchased handbags, watch/jewellery, electronics and fur. The Uzbeks in addition purchased designer clothes. Tourists from South Africa and Kenya tended to purchase more of handbags, designer clothes, watch/jewellery, perfume, shoes, gold, sportswear, electronics, chocolates, souvenir, and postcard. Japanese and South Koreans tended to purchase handbags, designer clothes, watch/jewellery, cosmetics, perfumes, chocolates, fur, souvenirs, postcards and cigarettes. The South

Koreans additionally purchased shoes, sportswear, and electronics, while the Chinese purchased designer clothes watch/jewellery, gold, Tourists from Australia, New Zealand, tended to purchase similar product categories namely- handbag, designer clothes, watch/jewellery, perfume, shoes, gold, souvenir, postcard and books. The Filipino's purchased all categories of products except designer clothes, watch/jewellery, gold, fur and books. Tourists from India and Pakistan purchased all products except fur, books. Tourists from the Middle East (Saudi Arabia, Jordan, Oman, Kuwait, and Egypt) purchased similar products, purchasing all products except cosmetics, sportswear, fur, books and cigarettes. The Egyptians additionally purchased Souvenirs and postcards. Tourists from USA and Canada were also similar in their product purchase pattern. They tended to buy handbags, watch/jewellery, shoes, gold, electronics, souvenirs, postcards and books.

DISCUSSION OF RESULTS

The type of product purchased during the shopping festival differed across the nationalities, with tourists from the same region showing similarity in the products purchased. Findings also suggest that tourists purchase mass produced products and general items as opposed to previous findings which suggest that tourists' preferred purchasing local specialty products (Wilkins, 2011). This may be because, in the context of a shopping festival, retailers' offerings include mass produced products. The findings of this study conforms with that of Rosenbaum and Spears (2005) which postulates that there exists a difference in the pattern of products purchased among the nationalities. The purchase pattern of Japanese confirms with previous studies (Keown, 1989; Timothy, 2006) wherein they purchased products - handbags, clothes, perfumes, cosmetics, chocolates, souvenir and cigarettes. Although they had lower mean difference scores on Shopping Festival when compared to other nationalities, the Japanese nevertheless purchased products. The Japanese are considered to be the best shoppers, with shopping being driven by their cultural and social practices (Hobson and Christensen, 2001). The purchase pattern of Koreans is analogous to that stated by Hobson (1996). Study by Rosenbaum indicates that tourists (Chinese, South Koreans, Australians, New Zealanders purchase vitamins while Chinese and Japanese purchase furniture and home furnishing on their travel trips. The results of this study indicate that products such as nutritional supplements, home appliances, home furnishing, furniture and crystals were not patronised by tourists visiting a shopping festival.

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