

COMPLETION REPORT

Colleague of Agriculture, Food, and Environment, University of Kentucky

Pei Zhang (+1)

With the strong funding support from the Foundation, we were able to conduct a thorough background review of relevant topics, followed by a large-scale nation-wide data collection across more than 20 cities in Mainland, China. In total, more than 800 valid responses were collected, revealing the following results and corresponding recommendations.

The data analysis showed that *customer perceived shopping value* as an internal factor positively influenced overall shopping satisfaction of Chinese tourists in Japan. Specifically, *emotional value, social value and functional value* were identified as the key internal values. Additionally, tourism shopping is different from normal shopping in that the shopping trips happen in an unfamiliar destination. Therefore, it is essential for destinations to provide supporting facilities and services. Our study examined to what extent Japan provide sufficient support for shopping tourists. The results showed *perceived destination support* as an external factor exhibited significant and positive influence on overall shopping satisfaction. Particularly, *safety, transportation, government promotion, infrastructure, cleanliness, affordability, and attractions* are among those of the key destination support components. Furthermore, *attitudes of the local store staff* positively moderate both above relationships, in a way that the more hospitable and competent performance of the local store staff, the stronger influences of the internal and external factors on overall shopping satisfaction.

Moreover, we aimed to examine possible impeding factors which may slowdown Chinese tourists from returning to Japan for repeat shopping trips. We found three variables, *switching cost to e-commerce, experience intensity, and alternative attractiveness* to be negatively affecting the relationship between overall shopping satisfaction and loyalty to Japan as a tourism shopping destination, offering possible explanations for the recent downturn of Chinese tourism shopping in Japan. With comparatively low switching cost to online shopping, high experience intensity such as duration of stay and amount spent, and increased number of alternative shopping destinations within both short distance (i.e., Hong Kong, South Korea) and long distance (i.e., U.S., Europe), Chinese tourists' levels of loyalty to Japan as a tourism shopping destination appeared to ease up.

Based on the research results, we provide several recommendations for Japan tourism and retailing practitioners and suggestions for future research. *First*, understanding target customers' internal values is crucial, future research could investigate antecedents of the identified three key internal values. *Second*, investments in destination support for shopping tourism and proper training of store staff may contribute to the continuous attractiveness of Japan. *Third*, while it may be inapplicable to increase the switching cost of online shopping, Japan retailers could develop creative programs combining online shopping with in-store benefits (e.g., buy online and receive in-store credits) to increase repeat in-store visits. *Fourth*, service innovation (e.g., robot servers) and innovation in tourism programs (e.g., new attractions) can create novel experience for high experience intensity tourists and thus attract them back to explore new opportunities and shop again. *Fifth*, with the rising alternative attractiveness of other destinations, future research could focus on the perceived differences with a comparison study between Japan and its rivalry shopping destinations.

Publication of the Results of Research Project:

<p>Verbal Presentation (Date, Venue, Name of Conference, Title of Presentation, Presenter, etc.)</p> <p>Zhang, P., Lee, M. Y. (2020, November). <i>The downturn of Chinese tourism shopping in Japan: Moderators of shopping satisfaction and shopping destination loyalty</i>. Oral presentation (virtual) at the 2020 Global Marketing Conference. Seoul, South Korea.</p>
<p>Thesis (Name of Journal and its Date, Title and Author of Thesis, etc.)</p> <p><i>*We are working on the following two manuscript and plan to submit to the target journals indicated below when ready.</i></p> <p>Zhang, P. & Lee, M. Y. Understanding Chinese tourist shoppers in Japan: Relationship between impeding factors and destination loyalty (tentative title), <i>Tourism Management</i>, (target journal), Expected Time of Publication: December 2021.</p>
<p>Book (Publisher and Date of the Book, Title and Author of the Book, etc.)</p> <p><i>*We are not planning to publish the research results in the formats of a book or a book chapter.</i></p>