
Study on overseas business tourists' shopping behavior and the influencing factors *

□ A case study of overseas buyers at the Canton Fair in GuangZhou

Qiu-ju LUO^{1,2}, Xiang-yu LU^{1,2}

(1, Center for Tourism Planning & Research, Sun Yat-sen University;
2, Tourism School, Sun Yat-sen University)

Abstract: Shopping, a kind of tourism attraction complementing with other attractions, plays an important role in destination marketing. Analyzing the shopping behavior of the business tourists can improve the image of the destination and promote the tourism shopping consumption and the development of tourism. Based on 402 questionnaires and 24 in-depth interviews, this paper takes the overseas buyers of the Canton Fair, typical business tourist, as case study and analyzes their shopping behavior deviation and the influencing factors. The study shows that business tourists behave dissimilarly in shopping with general sight-seeing tourists; they also have different behavior from each other because of the divergence of gender, age, cultural context and income, especially at the aspect of their choices of shopping time, commodity sort, transportation and payment method. The holistic image of the destination, the shopping environment of the destination, the background & experience of tourists and personal taste are the main factors that affect their shopping behavior. Destination marketing implications are discussed.

Key word: Overseas business tourist, shopping behavior, influencing factors, Guangzhou, Canton Fair

1. Introduction

Shopping is an important element of tourism (Timothy & Butler, 1995; Choi, Chan, & Wu, 1999), and it is one of the most pervasive leisure activities for tourists, with significant economic, psychological and social benefits. (Choi, Chan, & Wu, 1999; Snepenger, Murphy, O'Connell & Gregg, 2003)

For tourists, shopping is not only a must-do activity (Cohen, 1995) but also a destination attraction (Ryan, 1991; Timothy & Butler, 1995) combined with other attractions (Mak et al., 1999). It carries a higher priority for some tourists than sightseeing, recreation or any other holiday activities (Reisinger & Waryzack, 1996). Ryan (1991) noted that shopping opportunities can often function as attractions, and

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that shopping can be a primary purpose of tourism travel. Timothy and Butler (1995) also argued that the desire and necessity for shopping could motivate a tourist to travel.

For tourism destination, tourism shopping greatly contributes to the economy of the destination, as non-basic consumption. Previous research shows that shopping expenditures account for approximately one third of total tourism spending (Kim & Littrell, 2001; Wong & Law, 2003) and it also generates employment for the host community.

Shopping creates an attractive and inviting environment and acts as an incentive to travel; it develops an attractive tourist product, and it is a source of pleasure and excitement. Shopping opportunities are important elements in destination marketing (Jansen- Verbeke, 1988). Big retail stores and shopping outlet complexes have become indispensable facilities in modern tourism destinations (Turner & Reisinger, 2001).

As shopping and tourism are inseparable, a great deal of research on tourism shopping has been conducted. However, this research mainly focuses on the economic contribution to the destination, shopping motivation and satisfaction and shopping behavior. Little attention is paid to the shopping behavior deviation of different types of tourists (sight-seeing tourists, on-holiday tourists, business tourists). Research about the differences in shopping behavior of tourists with different socio-demographic is also limited. There is a lack of study on the destination marketing from the perspective of tourism shopping based on the shopping behavior of a certain type of tourists

Guangzhou in China, a typical business tourism destination, is well known as “shopping paradise”. Shopping is an important attraction of the city. Meanwhile, Canton Fair is held biannually in Guangzhou every spring and autumn, with a history of 53 years since 1957. The Fair is a comprehensive one with the longest history, the highest level, the largest scale, the most complete in exhibit variety, the broadest distribution of overseas buyers and the greatest business turnover in China.[†] The overseas buyers attending Canton Fair are typical business tourists. They visit Guangzhou to attend the Canton Fair repeatedly, contributing greatly to the tourism and economy of Guangzhou. So far, the cumulative number of attendance to Canton Fair has reached up to 4.7 million.

This paper takes Guangzhou as a case study, the overseas Canton Fair attendance as representative of business tourists, to explore their shopping behavior and the factors affecting their behavior, and devote to making suggestions on how to conduct destination marketing effectively based on the tourists’ shopping behavior.

2. Literature review about tourism shopping and business tourism

As the inseparability of tourism and shopping, research about tourism shopping which mainly focused on the shopping behavior character, influencing factors, shopping motivation and decision-making was conducted.

Keowin (1989) developed a model of international tourist shopping behavior in

[†] <http://www.cantonfair.org.cn/en/about/detail.aspx?oid=130,2010/6/13>

terms of propensity of buying. In this model tourists' propensity of buying is related to several variables: (a) the types of products available (imported, domestic, souvenirs and miscellaneous necessities); (b) the level of import duties on foreign goods; (c) the level of tax on domestic goods; (d) the presence of duty-free stores; (e) the value of specific goods compared to the tourists' home countries, perceived on the basis of both price and quality; and (f) the stores' retail strategy which can be subdivided into three areas: (1) location convenient to tourists' hotels or places where sightseeing occurs (2) promotion in the media which can be understood by tourists, and by word-of-mouth by tour guides and/or friends; and (3) store image consisting of assortment, display pricing, negotiation policy, and personal selling.

Some research focus on the tourism shopping decision-making and their motivation. Law and Norman(2000)described the importance of tourism shopping and its contribution to the destination's economy. They developed a model involving a group of decision rules that representing the relations in a tourism shopping information system, using a set of mixed numeric and non-numeric tourism shopping data. Astrid(2008)investigated tourists' behavior of shopping route choice and discovered that types of shops, accessibility, the motivation of their shopping trip, familiarity with the destination, and whether the shopping route was planned or not before they started their trip would affect their route choice.

Some research focus on the relation between the environment and shopping behavior. The potential for shopping to develop into a tourism resource depends largely on the quality, attractiveness and safety of environment involved (Yuksel, 2007). Yuksel(2007a) indicated that the emotional state and shopping value created by the shopping environment would influence enjoyment of shopping, willingness to talk to salespeople, revisit intentions, and tendency to spend more money and time than originally planned. Meanwhile, Yuksel and Yu. (2007b) stated that perception of tourism shopping risk, whether true or not, would strongly affect their emotions, satisfaction and loyalty. Some studies were conducted to explore how salespeople's behavior affects tourists' shopping behavior. Chang, Yang and Yu (2006) stated that service-oriented selling behavior (SOSB) had positive effects on variety of products, quality of products, and shopping habits. Product selling-oriented selling behavior (PSOSB), on the contrary, elicited negative effects on quality of products, uniqueness/good value and non-availability in Taiwan. Also, a salesperson's selling behavior had a negative effect on shopping motivation and satisfaction in terms of attractive prices. With reference to the fashion or novelty, no effect was found on shopping motivation and satisfaction with either SOSB or PSOSB.

Empirical study about tourists' shopping behavior character was also conducted. Choi, Liu, Pang and Chow(2008) took individual tourists who travel from Chinese Mainland to Hong Kong as research objective, identified their shopping behavior in the aspect of shopping expenditure, shopping pattern, shopping destinations, brand preference, product attributes, shopping environment, decision-making style, sales service and store policy, and analyzed the factor affecting their shopping behavior.

Meanwhile, as business tourism makes great contribution to the tourism industry, a great deal of research focused on business tourism has been conducted (Beioley,1991;

Wootton and Stevens,1995; Gilbert and Morris,1995;Westman, Etzion and Chen,2008; Espino and peter,2002). Business tourism means the activities of persons travelling to and staying in places outside their normal environment for the purpose of business (Wootton and Stevens,1995). Their research was mainly conducted from the perspective of economic contribution, supply and demand.

Beioley (1991) indicated that the expenditure of business tourists is more than that of holiday tourists; also business tourism increased faster than other type of tourism. He also stated that business tourism was less seasonal and the peaks and troughs of demand were less marked than for holiday tourism. Wootton and Stevens (1995) examined the value of business-related tourism to Wales and found that the importance of business tourism and of meetings-related travel to Wales was significantly underestimated and the estimate of the value of hotel-based meetings and conference segment was four times as much as official estimates of all business travel to Wales.

Gilbert and Morris(1995) focused on the relative importance of hotels and airlines to the business traveler and found that the standard of hotel accommodation was not yet affected to the same extent as the class of flight taken. Also, some research about business tourism was conducted from the perspective of demand of the business tourists. Westman, Etzion and Chen(2008) took 275 business travelers and their working spouses as research objectives and found that demands on the travelers(number of trips) and their resources (trip control and their business trips satisfaction) were positively related to travelers' vigor and travelers' vigor crossed over to spouses' vigor. Espino and peter (2002) indicated that frequent trips increased the strain on the family which may cause a side effect on the business tourism.

These studies make a great contribution to the research of tourism shopping behavior. The research mainly focuses on shopping decision-making and motivation, factors affecting tourists' shopping behavior like shopping environment and selling behavior, also empirical study about tourist' shopping behavior and influencing factor was conducted. However, the shopping behavior deviation of different types of tourists is neglected. Former research mainly concentrated on the perspective of general tourists or sight-seeing tourists; research about business tourism mainly focused on its economic contribution. Little attention was paid to the shopping behavior of business tourists and the relation between socio-demographic character and shopping behavior. Meanwhile, previous research has focused little on the relation between destination marketing and tourists' shopping behavior.

3. Methodology and sampling

This paper combines the qualitative approach and the quantitative approach. Both of these approaches to shopping behavior research have advantages and disadvantages. The main strengths of quantitative data are that they can be aggregated, summarized, and subjected to statistical analyses. Provided the data is from a large representative sample, the findings may ultimately be generalized to similar populations. One limitation of quantitative research, however, is that this method depends on the

availability of prior theories and hypotheses as the design of questionnaire greatly depends on previous theories and hypotheses. Previously developed and validated measures are also required for the collection of quantitative data. Another disadvantage is that researchers with only numeric data may find it difficult to meaningfully communicate their research findings to a broad audience. A major advantage of the qualitative approach is that it more easily allows for the discovery of new ideas and unanticipated occurrences. Such research helps focus novel questions, formulate hypotheses, develop useful measures, and produce grounded theory. However, because of the small-scale exploratory nature of most qualitative studies, it is usually not possible to aggregate a sufficiently large body of data from a single study to conduct conventional statistical analyses. Furthermore, investigators with only case study data may have trouble arguing for the external validity of their research findings.

So, academics have begun to argue that qualitative and quantitative approaches can serve complementary functions: qualitative research can be used to generate new questions and theories, which are then tested through quantitative means, and later revised or expanded through further qualitative study, and so on. The call is now frequently made for researchers to incorporate these two traditions, and when possible, to draw on the strengths of both in a single-study design (CA.Creswell, 1994; Rossman & Wilson, 1985).

Both questionnaire survey and in-depth interviews are adopted in this study. The population of interest of this research is the overseas buyers attending the Canton Fair, a typical representative of business tourists, with a main purpose of purchasing for his organization or company. Meanwhile, they also shop out of the convention center for personal purpose. The latter shopping behavior is studied in this paper. So, the main target sample is those overseas buyers engaged in shopping outside. However, as the salesmen in the shopping mall, store outside the exhibition center know the shopping behavior of overseas buyers well, the sales person is also a part of interview sample.

This study was conducted in three phases. In phase I (104th session Canton Fair), observation and general interview to the tourists and the salesperson aiming to identify the tourists' general shopping behavior and get general information for the formal survey. In phase II (104th session Canton Fair), pilot questionnaire survey to the tourists was conducted with 20 questionnaires returned, based on which slight modification was conducted. In phase III (105th session Canton Fair), formal questionnaire and interview survey were conducted, preparing for the data analysis.

Questionnaires for tourists which are used to analyze the general shopping character of the tourists are divided into two parts. Part 1 was designed to get the general shopping data of the tourists and Part 2 was for demographic data. The design of the questionnaire is mainly based on the literature review and the interview conducted in phase I. According to the observation and the interview conducted in phase I, tourists behaved differently with each other when shopping in the aspects of shopping time, frequency, type, pattern, payment and so on; there may also be some relationship between the shopping behavior and the socio-demographic like sources, gender, education, income, age and so on. So, the specific demographic and shopping questions were included (see appendix).

Random sampling was adopted to select the target respondents in the exhibition center and shopping site for the questionnaire survey. The research team members were evenly distributed in different exhibition hall and shopping site and selected the sample randomly. When a target respondent was selected, he/she would be asked to ensure that he/she belongs to the target group. A total of 440 questionnaires were distributed by a team of research assistants with 402 valid questionnaires returned to yield a valid rate of 91.36%. The demographics of the questionnaires respondents varied in terms of age, gender, marital status, education level and ethnic background.(see table 1) The sampling is valid as the percentage of gender and source continent is consistent with the actual percentage.

Table 1 Questionnaire survey sample

gender	Male		female					
percent	80.7%		19.3%					
area	Asia	Europe	Oceania	America	Africa			
percent	52.9%	12.0%	3.4%	16.1%	15.6%			
education	under high school	high school	college/university		Master/PHD			
percent	4.2%	16.2%	57.6%		21.9%			
age	under 19	20□29	30□39	40□49	50□59	over 60		
percent	0.8%	26.4%	32.6%	22.2%	13.6%	4.4%		
marital status	single		married		others			
percent	33.8%		63.9%		2.3%			
position	self-employe	top	middle managemε	lower managemε	staff			
percent	10.1%	51.1%	26.6%	5.6%	6.6%			
income□USD□	under1000	1001-2500	2501□4000	4001□6000	6001□8000	8001□10000	10001□20000	over20000
percent	6.8	23.2	16.7	14.5	7.9%	7.9%	8.7%	14.2

Interviewing the tourists and the salesperson in the exhibition center (only for tourists) and shopping sites was to explore the factors affecting the tourists' shopping behavior. The interview to the tourists was conducted simultaneously with the questionnaire survey; those who had richer shopping experience and would like to share their experience and opinion about shopping were chosen to conduct an in-depth interview. While the choice of the salesperson interview mainly depends on the location and type of the store. 18 interviews to the tourists and 6 interviews to the salesperson were conducted. The demographic of the tourists interviewee varied in terms of gender, age, cultural background, position and income (see table 2). SPSS V16.0 is used to analyze the data and hypothetic testing is conducted.

table 2 – interview sample

No.	nationality	gender	age	position	Monthly income	date
1	India	male	36	staff	under USD 500	2009.4.17
2	Indonesia	female	45	top management	USD2500–4000	2009.4.17
3	Australia	male	unknown	top management	unknown	2009.4.18
4	USA	male	38	top management	over USD 20000	2009.4.18
5	Australia	female	28	middle management	USD4000–6000	2009.4.19
6	Colombia	male	42	middle management	USD6000–8000	2009.4.19
7	South	male	40	lower management	USD1000–2000	2009.4.25
8	Germany	male	48	top management	USD10000–20000	2009.4.25
9	Morocco	male	25	staff	under USD 1000	2009.4.26
10	Nigeria	male	45	middle management	under USD 1000	2009.4.26
11	New	male	36	self-employed	USD 8000–10000	2009.4.27
12	Czech	male	38	top management	USD 10000–20000	2009.4.28
13	Mexico	male	49	self-employed	over USD 20000	2009.4.28
14	Malaysia	male	52	middle management	USD 4000–6000	2009.4.28
15	China	female	unknown	Salesmen, digital store at Tianhe		2009.5.1
16	Iran	male	60	self-employed	USD 6000–8000	2009.5.1
17	China	female	unknown	Salesmen, clothes store at Rd. Beijing		2009.5.2
18	Algeria	male	45	top management	USD 10000–20000	2009.5.2
19	Tanzania	male	28	middle management	USD 6000–8000	2009.5.3
20	China	female	unknown	Salesmen, Yishion agency at Rd. Beijing		2009.5.3
21	China	female	unknown	Salesmen, Teemall at Rd. Beijing		2009.5.4
22	Thailand	male	50	top management	USD 10000–20000	2009.5.4
23	China	male	unknown	Salesmen, PC store at Tianhe		2009.5.4
24	China	female	unknown	Salesmen, silk store at Rd. Beijing		2009.5.5

4. Findings

The main objective of this research is to explore the shopping behavior of business tourists and the factors affecting their shopping behavior, which can be used to improve the image of the destination and promote the tourism shopping consumption and the

development of tourism. First, the general shopping behavior characteristics of the sample is analyzed from the aspect of stay duration, shopping times, shopping frequency, shopping duration, shopping time, matting pattern, traffic choice, commodity type, shopping purpose, shopping expenditure and payment method to get their general shopping behavior characteristics in the destination. Then, the relations between the socio-demographic characteristics and shopping behavior are analyzed, however, not every socio-demographic characteristic affects the shopping behavior, so only those socio-demographic characteristics and shopping behavior characteristics significantly related to each other are analyzed. At last, the factors affecting business tourists' shopping behavior are analyzed from the perspective of the whole image of the destination, shopping environment of the destination, personal background and experience and personal preference.

4.1 General shopping behavior characteristics

General shopping behavior characteristics of the overseas buyers are as follows, according to the statistical data (see Table 3).

Table 3-holistic shopping behavior characteristics of the sample

stay duration	1—5day(s)	6—10days	10—15days	15—20days	over 20days	
percent	49.5%	28.4%	9.9%	4.3%	7.9%	
Shopping times	0	1—3 time(s)	4—6 times	7—9 times	over 9 times	
percent	5.7%	59.8%	22.9%	5.7%	5.9%	
frequency	[0,1)day/time	[1,3) day/time	[3,5) day/time	[5,7) day/time	[7,∞) day/time	
percent	9.2%	47.2%	23.1%	10.5%	9.0%	
duration	(0,1]h	[1,2] h	(2,3] h	(3,4] h	(4,12] h	
percent	0.8%	45.8%	24.6%	14.1%	14.7%	
When shopping	Before 12:00	12:01—15:00	15:01—18:00	18:01—21:00	After 21:00	
percent	11.4%	14.9%	17.8%	54%	17.6%	
shopping with	alone	with relatives	with colleagues	with friends	with tour guide	others
percent	16.8%	12.1%	20.6%	42.8%	6.2%	1.5%
Traffic	on foot	by metro	by taxi	by car rented	by bus	others
percent	28.6%	25.3%	66.6%	5.1%	9.2%	1.3%
traffic time	under 10 min	10—20 min	21—30 min	over 30 min		
percent	7%	50.4%	32%	10.6%		

commodity	household appliance	cosmetic	electrical products	Clothing	native produce	art works	jewelry	watch	cases/bags	souvenirs	others
percent	15%	11.7%	44.2%	62.2%	12.7%	10.9%	7%	17.1%	20.5%	30.8%	6.2%
purpose	self-use		gift for relatives		gift for friends		memorial purpose		others		
percent	59.3%		57%		47.2%		11.1%		3.6%		
expenditure	Under 500 RMB		500—2500 RMB		2501—5000 RMB		5001—10000 RMB		over 10000 RMB		
percent	7.3%		45.1%		24.3%		23%		10.3%		
payment method	RMB currency			USD currency			credit card			others	
percent	65.6%			18.3%			15.0%			1.1%	

The duration in Guangzhou for most samples is comparatively short, with 49.5% of the samples stay in Guangzhou for 1-5 days. However, the average duration reaches 8.38 days because parts of the samples stay in Guangzhou for a long time for business.

They don't shop so often as they averagely do shopping every 3.32days. Also, they don't spend much time on shopping, 45.8% of those who spend 1-2 hours for a shopping trip. Over half of the samples (59.8%) go shopping for 1-3 times during the stay in Guangzhou. Most of them tend to go shopping in the night time after 18:00(71.6%), especially between 18:00 and 21:00(54%), which can be related to the exhibition schedules and the personal preference. They would be involved in the business negotiation in the daytime during the trade fair. Also, many samples prefer to do shopping in the night time. Most (75.5%) of the samples do shopping with their relatives, friends or colleagues. They mainly go to the shopping destination by taxi (66.6%), on foot (28.6%) and by metro (25.3%), while only a few of them (9.2%) take a bus. Usually, the samples don't spend much time on the journey to the shopping destination, with 22.84 minutes averagely for one single journey. Most (82.4%) of them spend 10-30 minutes for one single journey, especially the percentage for 10-20 minutes reaches 50.4%.The sorts of shopping commodity vary but mainly concentrate on clothing, electronic products and souvenirs. Clothing is chosen by most of the buyers (62.2%), followed by electrical products (44.2%) and souvenirs (30.8%), for the reason that Canton is a clothing-produced area and the price of electrical products in Canton is competitive. The shopping is conducted mainly for self-used or gift purpose, with a percentage of 59.3% for self-used, followed by gift for relatives (57%) and friends (47.2%). In contrast with previous research, only 11.1% of them do shopping for memorial purpose. The expenditure for shopping of them (business tourists) is high (¥4717.55 Yuan), compared with that of general tourists (sight-seeing and on-holiday tourists). Most of them (65.6%) paid by RMB currency when shopping, followed by USD currency (18.3%) and credit card (15.0%).

4.2 Correlation between the samples' attributes and shopping behavior characteristics

4.2.1 Correlation between gender and duration/ traffic time

Independent-Samples T Test is used to find out whether the mean of the duration in Guangzhou and traffic time to shopping destination are significantly different between male and female. According to the statistical data (see table 4), the findings are as follows:

Table 4 Independent-Samples T Test

indicator	male	female	F	Sig.	t	Sig.
duration	7.99	10.18	8.496	0.004	-2.051	0.043
traffic time	23.55	19.60	2.972	0.086	2.292	0.022

The average duration of male and female is respectively 7.99 days and 10.18 days. The value of F is 8.496 with a significance of 0.004, which does not meet the homogeneity of variance hypothesis. The corresponding T equals -2.051 with a significance of 0.043, which indicates that the average duration of female is significantly longer than that of male.

The average time of transportation to shopping destination of male and female is respectively 23.55min and 19.60min. The value of F is 2.972 with a significance of 0.086, which meets the homogeneity of variance hypothesis. The corresponding T equals 2.292 with a significance of 0.022, which indicates that the average time of transportation to the shopping destination of female is significantly shorter than that of male.

4.2.2 Correlation between gender and commodity sort preference

Multiple Response Cross tabulation Analysis is used to analyze the correlation between gender and the shopping commodity sort preference. According to the statistical data (see table 5), the findings are as follows:

Table 5 Gender*\$Commodity cross tabulation

		\$commodity ^a										Total		
		Household	Cosmetics	Electrical	Clothing	Native	Arts	Jewel	Watch	Cases	Souvenirs		Others	
gender	female	Count	10	21	19	50	8	7	10	11	24	25	4	71
		% within Gender	14.1%	29.6%	26.8%	70.4%	11.3%	9.9%	14.1%	15.5%	33.8%	35.2%	5.6%	
	male	Count	48	24	150	188	41	35	16	53	54	93	20	312
		% within Gender	15.4%	7.7%	48.1%	60.3%	13.1%	11.2%	5.1%	17.0%	17.3%	29.8%	6.4%	

Total	Count	58	45	169	238	49	42	26	64	78	118	24	383
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Percentages and totals are based on respondents.

The shopping commodity preference of males is basically consistent with that of females. They both prefer clothing, electrical products and souvenirs, but still vary at some aspects. The percentage of the cosmetics, jewel, cases/bags, clothing and electrical products chosen by male and female is respectively 7.7% VS 29.6%, 5.2% VS 14.1%, 17.4% VS 33.8%, 60.3% VS 70.4% and 48.4% VS 70.4%, which indicates that female comparatively prefer to purchase cosmetics, jewel, cases/bags and clothing, while male comparatively prefer to purchase electrical products.

4.2.3 Correlation between gender and shopping mating pattern

Cross tabulation Analysis is used to analyze the correlation between the gender and the pattern of shopping mating. According to the statistical data (see table 6), the findings are as follows:

Table 6 Gender * mating pattern Cross tabulation

		With Whom						Total
		alone	relatives	colleagues	Friends	Tour guide	others	
female	Count	5	15	19	27	4	1	71
	% within gender	7.0%	21.1%	26.8%	38.0%	5.6%	1.4%	100.0%
male	Count	59	32	61	137	20	5	314
	% within gender	18.8%	10.2%	19.4%	43.6%	6.4%	1.6%	100.0%
Total	Count	64	47	80	164	24	6	385
	% within gender	16.6%	12.2%	20.8%	42.6%	6.2%	1.6%	100.0%

They both tend to do shopping with their relatives and friends but still vary slightly in some aspects. The percentage of shopping alone, shopping with relatives, shopping with colleagues chosen by male and female is respectively 18.8% VS 7.0%, 10.2% VS 21.1%, 19.4% VS 26.8%, which indicates that the female are more likely to do shopping with their relatives and colleagues, while the male are more likely to do shopping alone.

4.2.4 Correlation between sourcing area and duration/shopping expenditure

One-Way ANOVA is used to find out whether the mean of the duration in Guangzhou and shopping expenditure of the samples from different area are significantly different. According to the statistical data (see table 7), the following findings can be found as follows:

Table 7 One-Way ANOVA and Post Hoc Tests

	Asia	Europe	Oceania	America	Africa	F(Lenvene)	Sig.	F(Welch)	Sig.
Duration	6.74	8.72	10.00	10.81	10.24	8.391	0.000	5.684	0.001
Expendit	4492.35	3254.61	2408.89	3050.38	8322.20	4.987	0.001	3.211	0.019
Tamhane's T2		95% confidence interval							
(I)	(J)	Mean difference	Std. Error	Sig.	Lower bound	Upper bound			
Duration	Asia	America	-4.069*	1.086	.003	-7.19	-.95		
		Africa	-3.500*	1.036	.011	-6.48	-.52		
Expenditure	Africa	Oceania	-5913.311	2049.393	.054	-11882.06	55.44		

The duration in Guangzhou of the samples from Asia, Europe, Oceania, America and Africa is respectively 6.74 days, 8.72 days, 10 days, 10.81 days and 10.24 days, with a respective shopping expenditure of 4492.35 Yuan, 3254.61 Yuan, 2408.89 Yuan, 3050.38 Yuan and 8322.20 Yuan. According to Levene's homogeneity of variance test, their significances of F are both less than 0.05, indicating the data does not meet the homogeneity of variance hypothesis. Then, Welch Test is applied and the corresponding significance of F is respectively 0.001 and 0.019, which indicates that the average duration and shopping expenditure of the samples from different area are significantly different at a α level of 0.05. At last, Tamhane's T2 Post Hoc Multiple Comparisons is applied to compare the detailed difference. The significance of the duration between Asia and America, the duration between Asia and Africa and the expenditure between Africa and Oceania is respectively 0.003, 0.011 and 0.054, which indicates that the duration in Guangzhou of the Asia is significantly shorter than that of the America and Africa, meanwhile, the shopping expenditure of the Africa is significantly less than that of the Oceania.

4.2.5 Correlation between sourcing area and commodity sort preference

Multiple Response Cross tabulation Analysis is used to analyze the correlation between the sourcing area and the shopping commodity sort preference. According to the statistical data (see table 8), the findings are as follows:

Table 8 Area*\$commodity Crosstabulation

		Shopping commodity sort										Total		
		household	Cosmetic	Electrical	Clothing	Native	Arts	Jewel	Watch	Cases	Souvenir		Others	
area	Asia	Count	37	17	83	116	21	23	12	29	32	48	13	195
	% within area	19.0%	8.7%	42.6%	59.5%	10.8%	11.8%	6.2%	14.9%	16.4%	24.6%	6.7%		
	Europe	Count	6	7	18	27	9	7	2	5	11	21	1	45
	% within area	13.3%	15.6%	40.0%	60.0%	20.0%	15.6%	4.4%	11.1%	24.4%	46.7%	2.2%		
	Oceania	Count	3	4	3	12	0	0	2	3	6	2	1	13
	% within area	23.1%	30.8%	23.1%	92.3%	.0%	.0%	15.4%	23.1%	46.2%	15.4%	7.7%		
	America	Count	3	10	28	40	9	5	8	15	13	25	5	57
	% within area	5.3%	17.5%	49.1%	70.2%	15.8%	8.8%	14.0%	26.3%	22.8%	43.9%	8.8%		
	Africa	Count	6	5	35	35	6	7	2	12	15	16	3	57
	% within area	10.5%	8.8%	61.4%	61.4%	10.5%	12.3%	3.5%	21.1%	26.3%	28.1%	5.3%		
Total	Count	55	55	43	167	230	45	42	26	64	77	112	23	

Percentages and totals are based on respondents.

The shopping commodity sort preferences of sample from different area are basically consistent, as they all prefer clothing, electrical products and souvenirs, but still vary in some aspects. The percentages of electrical products chosen by the Africa, clothing chosen by the Oceania and the souvenirs chosen by the Europe are respectively 61.4%, 92.3% and 46.7%, which is respectively much higher than that of other areas. It means that comparatively the African tourists are more likely to purchase electrical products; the Oceanian tourists are more likely to purchase clothing while the European tourists are more likely to purchase souvenirs.

4.3 Factor analysis

Overseas buyers attending the Canton Fairs are complicated for they are from different countries and businesses with various cultural backgrounds, positions, experiences and consumption behavior. However, their characteristics of consumption still share some obvious similarities. Based on the external environmental factors and internal personal factors, this paper explores the influencing factors from the perspectives of the whole image of the destination, the shopping environment of the destination, personal background and personal preferences.

4.3.1 The whole image of the destination

First, China acting as the World Factory is a manufacturing center in the world[‡]. Products made in China are exported to different areas and countries all over the world, which has an impact on people's consuming psychology and behaviors to an extent. Second, Chinese clothes and electronic products are renowned at abroad for their high quality and low price. Canton is one of the most important industrial bases producing clothes, silk and consumer electronic products. Third, Guangzhou is famous for its well-developed shopping industry with a good reputation of "shopping paradise".

Products made in China are pretty good. Many products in my home are made in China. They are not only cheap, but also with high quality. Every time I come to Guangzhou, I spend one or two days on shopping, mainly to get some electronic products and clothes. Here is the producing place, so the price is lower than that in India.

Interviewee 1(Indian, Male, Employee), 2009 April 17th

Chinese silk is quite famous. The silk in my country is imported from China. That's why every time I come to Guangzhou I will get some silk. The silk here has more styles and the prices are lower.

---Interviewee 2 (Indonesia, Female, top manager) 2009 April 17th

Each year the Canton Fair attracts lots of foreigners to do shopping.....They like Chinese clothes made of silk. Usually they buy a lot each time, and it seems that they don't care much about the money.

----Interviewee 24(Chinese female, a salesman in a silk clothe shop) 2009 May 5th

Although products made in China are competitive in price, however, the quality and the style are not satisfying. This more or less has an influence on the desires and motivations of the overseas buyers.

I used to buy many electronic products back home, because they are cheap. But usually they went wrong after I used them a few times, and they were not guaranteed to stay in good condition. Now I don't buy any electronic products in Guangzhou anymore.

---Interviewee 6(Colombian, Male, middle manager) 2009 April 19th

I buy some clothes but just a few, not very much. I come to Guangzhou often, and every time I go shopping the things are almost the same, nothing special.

---Interviewee 11(New Zealand, Male, Self-Employed) 2009 April 27th

What's more, Guangzhou is not as international as Hong Kong in the aspects of the choices of products, environments and service. Guangzhou is subject to the shielding of Hong Kong.

Guangzhou is not so international, for example, the international flights are just a few. Every time I come to Guangzhou I need to transfer in Hong Kong.....I have never heard of Guangzhou

[‡] <http://www.people.com.cn/GB/paper81/9347/866471.html>,2010/6/10.

before I came to the Canton Fair. I don't know much about the city so usually I don't go shopping here. Most of the time I go shopping in Hong Kong, the products, the service and the environment are better.

---Interviewee 4 (American, Male, top manager) 2009 April 18th

In summary, China's role in manufacturing industry and its exportation affect overseas buyers. At the same time, Chinese products have less attractiveness because of the lack of good quality and not enough styles. What's more, Guangzhou is not a high-internationalized city which has impact on buyers' shopping desires and motivation.

4.3.2 Shopping environment of the destination

The economy in Guangzhou is well-developed and the transportation is convenient, which leads to a dynamic development of shopping industry in Guangzhou. With various shopping centers, different levels and styles of products, and competitive prices, Guangzhou is viewed as a "shopping paradise".

I like doing shopping here, quite convenient and there are different kinds of shops and commodities. I can get whatever I want here.

---Interviewee 5 (Australian, female, top manager) 2009 April 19th.

Shopping locations are relatively concentrated in Guangzhou. Beijing Road and Tee Mall are well-known to overseas buyers. Commodities in Beijing Road mainly include clothes, bags, silk, watches and souvenirs and the prices are very competitive while commodities in Tee Mall mainly cover electronic products and top-level goods. The accessibility of these two places is both good because people can get there by metro directly. In addition, convenience stores and several wholesale markets such as bags, clothing, stationery and gifts are distributed in different parts of Guangzhou, which can facilitate the overseas buyers' shopping activity.

Mostly I buy clothes; I would like to shop in Beijing Road. There are quite a lot of shops and the styles of the clothes there vary greatly. The prices are comparatively low and the transportation is convenient. I can directly get there by metro.

---Interviewee 2 (Indonesian female, top manager) 2009 April 17th.

Usually I do shopping in Tee Mall because there are lots of electronic products with different styles and levels. What's more, it's so convenient that it just takes a few minutes from the hotel to there by metro.

---Interviewee 7 (South African male, supervisor) 2009 April 17th.

I don't go shopping often, usually I just go to the stores near the hotel to get some daily stuffs. There are lots of stores near the hotel and the things are complete, transportation is convenient and just takes several minutes to go.

---Interviewee 3 (Australian, male, top manager) 2009 April 18th.

However, the shopping environment has its shortcomings. The popularity of English is low in Guangzhou and this language barrier becomes a prominent issue. There exists communicating problems between overseas buyers and the taxi drivers, passers-by and staffs in shops, which to some extent hinder the shopping activities of

overseas buyers and even have a negative impact on their shopping experiences and satisfaction. Besides, the marks and signs of the road in Guangzhou are far from perfect for they are almost only in Chinese.

The biggest problem is the language. The staff in the shop can't speak English.....I don't go shopping without special need.

----Interviewee 18 (Algerian, Male, Top Manager) 2009 May 2nd.

Shopping in Guangzhou is ok. The goods are with a wide range of selection and the environment in the shop is good, however the road signs are all in Chinese and people here can't speak English. It's easy to get lost.....Usually I don't go shopping on my own.

----Interviewee 1 (Thailand, Male, top Manager), 2009 May 4th

There are lots of foreigners here to do some shopping.....The biggest problem is the language, (we cannot) speak English, so we can just use our body languages to bargain. As to customer's need and basic information of the products, basically we cannot identify and deliver. The staff here usually cannot speak English.

---Interviewee 17 (Chinese, Female, staff in a shop), 2009 April 19th

Generally, shopping environment in Guangzhou has its own advantages, for instance, complete types of shops, concentrated location, wide range of products and convenient transportation. However, language as a prominent disadvantage enormously affects buyers' experience and behaviors.

4.3.3 Personal background and shopping experience

Buyers attending the Canton Fair come from different countries with various culture backgrounds, social positions, genders, age, income and personal experiences, which can bring in different consumption behaviors. The differences are analyzed from the following two perspectives of income and personal experience.

Income places a significant influence on consumption behaviors, especially on the choices of shops and products, expenditure, the perception of shopping environment, and the transportation. Buyers with lower income focus more on the products instead of shopping environment and prefer to choose relatively cheaper products and mid or low-level shops. They do not care much about the brands and services and tend to go shopping by metro because it is more economical. Generally their expenditure is lower.

On the other hand, buyers with higher income place high emphasis on the shopping environment and are not so sensitive to the price. They think highly of the brands and quality of the products and have higher demand for services. In general, their shopping expenditure is higher.

Generally, I get clothes in Beijing Road because the clothes there differ greatly in styles; the prices are also competitive. The environment is so-so, but it is not that important. The quality and the price are more important.....usually I go there by metro, convenient and cheap.

---Interviewee 2 (Indonesian, female, top manager), 2009 April 17th

Usually I do the shopping in Tee Mall to get some electronic products. They are at low prices.....Although the quality cannot is not as good as that of other brands, the price is lower.

---Interviewee 1(Indian, Male, Employee), 2009 April 17th

Usually I go shopping in Hong Kong and I did some shopping in Guangzhou for a few times. I feel that the shopping environment in Guangzhou is inferior to that in Hongkong. The products here are at a lower level. The price is lower but I believe that the brands, the quality and the services are much more vital.

---Interviewee 4(American, Male, Top Manager), 2009 April 18th

Interviewees 1 and 2 have monthly income under 500 dollars while interviewee 4 has higher income with more than 20,000 dollars per month. Their behaviors are significantly different, especially in their choices of shops, products and shopping values.

Personal experiences are able to influence shopping behaviors greatly as well. Those who had a pleasant experience tend to repeat previous shopping behavior while those with unpleasant shopping experience tend to change their shopping behavior patterns. They are likely to reduce shopping times or even to avoid shopping.

I had a quite good time shopping here in Guangzhou for several times. The quality, the prices and the service are good. I believe I will go shopping every time I come here.

---Interviewee 5 (Australian, Female, Middle Manager), 2009 April 19th

Last time I took a taxi to shop in Beijing Road. I was caught in a traffic jam and it took me nearly 2 hours to get there. I will never go shopping in Guangzhou by taxi. Metro is more convenient and can avoid traffic jam.

---Interviewee 13 (Mexican, Male, Self-Employee),2009 April 28th

I went shopping last time just by myself and got lost. Nobody spoke English and it took me a long time to get back to the hotel. Never will I go shopping again in Guangzhou. Or I will never go shopping just by myself again.

---Interviewee 22 (Thai, Male, Top Manager),2009 May 4th

I used to buy many electronic products in Guangzhou but they went wrong just after I used them a few times. And I got some fake products for several times. I won't buy electronic products any more in Guangzhou. Even if I go shopping, I will just go to high-level shops. The prices are higher but the quality is guaranteed. No fake products sold and I will not be deceived.

---Interviewee 14 (Malaysian, Male, Middle Manager),2009 April 28th

To sum up, personal backgrounds and shopping experiences definitely have influence on shopping patterns. Buyers with various ages, gender, incomes, culture backgrounds and shopping experience possess significantly different shopping behaviors.

4.3.4 Personal Preference

Each individual even from the same country, with similar position, gender, incomes and so on varies in personal preference which can lead to different shopping behaviors. Based on the interview materials, factors influencing shopping patterns

mainly include shopping preference, time preference, distance preference, products preference, brand preference and mating mode preference.

The major impact of shopping preference is reflected on the shopping decision, frequency, and length of time and so on. Some buyers prefer shopping, as shopping is one of the main purposes of their journey. They do shopping more frequently, and prefer to spend more time on shopping. Third, they are willing to go further for shopping. Some buyers do not enjoy shopping, in this way they go shopping less often and the length of shopping time is shorter. Forth, their shopping distance is also shorter.

I don't feel like shopping. Every time I just spend half an hour for shopping and hang around in the convenient shops near the hotel. After the Canton Fair, I am so tired that I just want to rest in the hotel.

---Interviewee 3 (Australian, Male, Top Manager),2009 April 18th

I love shopping. It's such an amazing thing. I go shopping whenever I am available...Between the periods of the Canton Fair, I would spend the whole day shopping...Shopping is one of the main reasons I come here.

---Interviewee 5 (Australian, female, middle manager),2009 April 19th

Time preference and distance preference can be reflected on buyers' choices of shopping period, length of shopping time and transport distance.

I usually go shopping in the day time. In the daytime I feel more energetic and safer.....Shopping is one of my main reasons to come here. I don't care where to shop, wherever I can get what I want I am willing to spend one hour to get there. If time permits, I would go shopping for a whole day.

---Interviewee 16 (Iran, Male, Self-employed),2009 May 1st)

I like shopping at night. In the evening the shopping atmosphere is better. I don't like cars that's why I choose to shop near the hotel and usually it won't take more than 20 minutes by car...one or two hour is enough for me to do shopping and I head back to the hotel once I get what I want.

---Interviewee 12 (Czech, Male, top manager),2009 April 28th

Commodities preference and brand preference are reflected on buyers' choices of the types of products and shops, prices and brands.

Generally I will buy some clothes, whether they are brands or not. If I like the style I will get it.

---Interviewee 5 (Australian, female, middle manager),2009 April 19th

In Guangzhou I buy some electronic products, comparatively cheaper. I usually choose the self-employed shops in Tee Mall. I don't care whether they are brands or not, if they work well and are competitive in price, that's ok to me.

---Interviewee 7 (South African, Male, employee),2009 April 25th

No matter what products, only if they are delicate and creative I would get them. But they must be in good quality that's why I go to high-level shops or brand shop for shopping.

---Interviewee 19 (Tanzanians, Male, Middle Manager), 2009 May 3rd)

Mating mode (Go shopping with) preference is reflected on buyers' choice of going shopping alone or with others to accompany. Some buyers prefer going shopping on their own, and some prefer shopping with their friends or relatives, and the others would like to be accompanied by the tourist guide.

I feel like shopping by myself. I am free to go to any shop and to decide when to go and when to be back.

---Interviewee 7 (South African, Male, Employee), 2009 April 25th)

Usually I go shopping with my relatives or my friends. Accompanied by others, you can get some suggestion and you can chat with them when shopping. You won't be so lonely.

---Interviewee 5 (Australian, female, middle manager), 2009 April 19th

Usually I go shopping with the tourist guide. First I will not get lost; second, the guide can give me some shopping tips.

---Interviewee 22 (Thai, Male, Top Manager), 2009 May 4th

4.3.5 The Mechanism of Shopping Behavior

By analyzing factors in four layers, we can sum up the following mechanism.

1. Chinese manufacturing image, Canton as a light industrial base and electronic producing base can accelerate oversea buyers' shopping decision and can also determine the type of their products.
2. Shopping environment in Guangzhou affects buyers' shopping experience; hence influences their shopping patterns.
3. Buyers' ages, gender, incomes and culture backgrounds and so on can lead to various personal preferences, and can have further effects on their shopping patterns.

Each factor influences the overseas buyers' shopping behavior under the three mechanisms above. Detailed mechanism is shown in Figure 1.

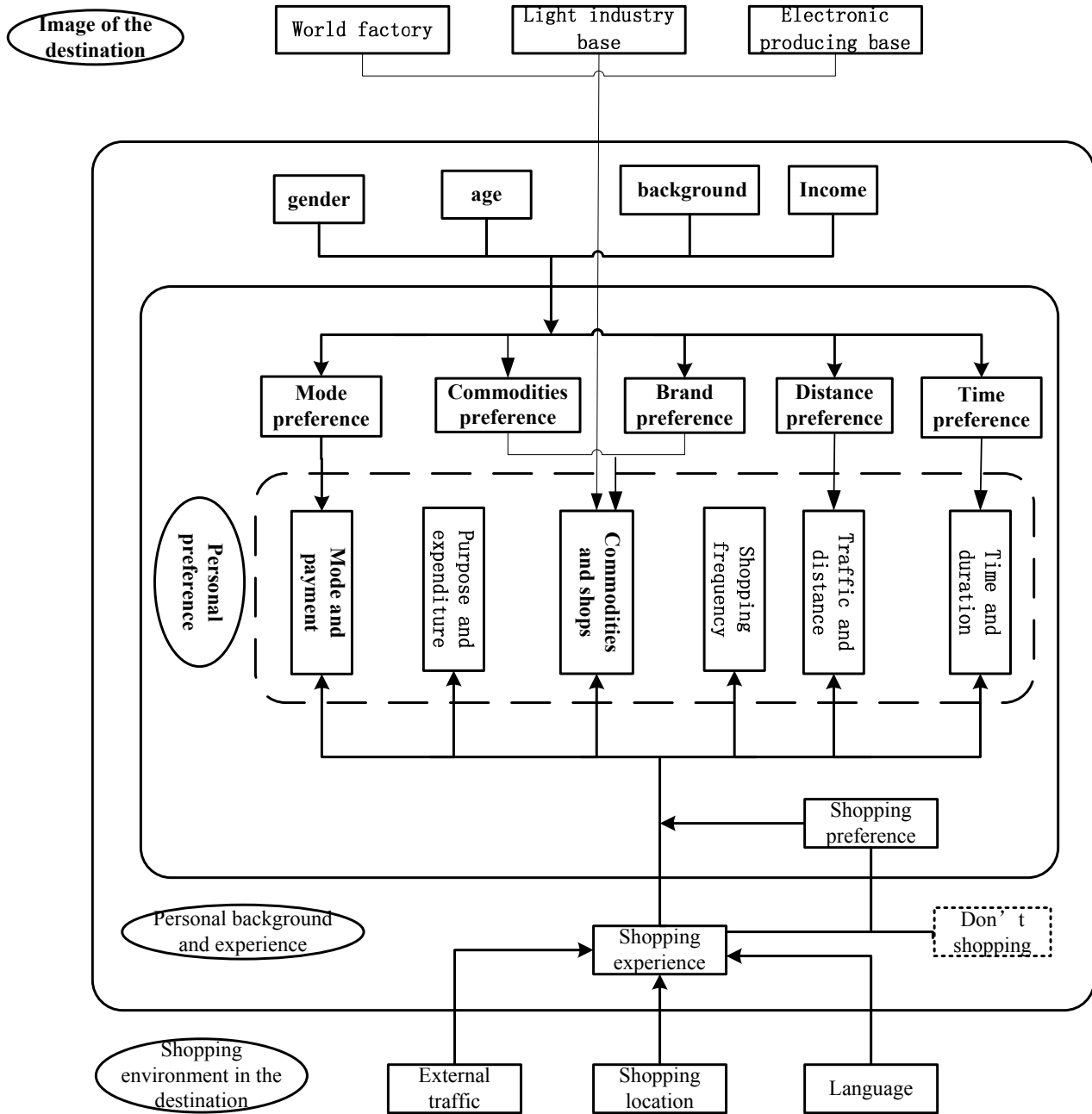


Figure 1 The Mechanism of Shopping Behavior

5. Conclusion and discussion

5.1 Conclusion and suggestion

The main conclusions of this paper are as follows:

1. The business tourists behave differently compared with general tourists. The duration in Guangzhou for most buyers is relatively short. They don't shop very much and they don't spend much time on one shopping journey, either. They prefer to do shopping in the night time with their relatives or/and friends. They prefer to go to the

shopping destination by taxi and don't spend much time for transportation. They prefer to purchase clothing and electronic products and mainly pay by RMB currency, with a comparatively high shopping expenditure.

2. Gender, age, cultural background, income and personal experience significantly affect their shopping behavior in the destination, especially for the choice of shopping time, commodity sort, ways of transportation and payment method.

3. The image of the destination, the shopping environment of the destination, individual background and shopping experience and personal preference have great effects on the business tourists' shopping behavior by three complicated mechanism. a). Chinese manufacturing image, Canton as a light industrial base and electronic producing base accelerate oversea buyers' shopping decision and also determine the type of their shopping commodities. b). Shopping environment in Guangzhou affects buyers' shopping experience; hence influences their shopping patterns. c). Buyers' age, gender, income and culture backgrounds and so on can lead to various personal preferences, and can have further effects on their shopping patterns.

Marketing on the government and merchant level, based on the tourists' shopping behavior, could be conducted to improve the attractiveness of Guangzhou as a business tourism destination and promote the development of tourism industry in Guangzhou.

For the government:

a). Boost the internationalization of Guangzhou. Improve the road signs system by adding English road signs and enhance English skill training for taxi drivers so as to improve the internationalization level of Guangzhou, which can create a friendly and safe shopping environment for overseas tourists, arousing their shopping desire.

b). Enhance the supervision of the commodity quality aiming to avoid fake and inferior commodities, which can bring the tourists' shopping better experience, improve their satisfaction and intention to revisit.

c). Enhance the planning and propaganda of the shopping area in order to improve the recognition and the accessibility of "shopping in Guangzhou". It is essential to integrate various types of shops like clothes, electrical products and gifts shops. We should enhance propaganda to the target tourists and add some infrastructure for public rest and entertainment in shopping area so as to improve the tourists' shopping experience and extend the shopping duration, which brings more shopping expenditure.

For the merchant:

a). Conduct more promotion activities to the target tourists and enhance the propaganda aiming to improve the recognition of the buyers to "shopping in Guangzhou" and inspire their shopping desire and motivation. Organizing shuttle bus between the convention center and their own shops can offer better accessibility.

b). Attach great importance to the English skill training to the salesmen in order to overcome the language obstacle.

c). It will be better to emphasize the innovation and the characteristic of the commodities rather than attract the tourists by discount, which can enhance the attractiveness of commodity to the tourists and motivate their desire to revisit.

d). Conduct niche marketing according to the target customers. The market can be

divided into clothes market, electronic products market, gift market and so on according to the sort of the commodity and it can also be divided into high-level, mid-level and low-level market according to the price level. According to different segment markets, we should organize different supplies and tailor promotion activities. In addition, the closing time could be postponed during the Fair as many overseas buyers prefer to do shopping in the night time.

5.2 Limitations

This paper takes oversea buyers attending the Canton Fair as the research object, and analyzes shopping behavior deviation of business tourists with different backgrounds, which is helpful to better understand the shopping behavior of business tourists with different backgrounds and experiences. Meanwhile, the factors affecting their shopping behavior and the mechanisms are analyzed in this paper. However, there are still some shortcomings and something needed to be discussed.

a). This paper only takes the overseas buyers attending the Canton Fair as the representative of business tourists. Whether they can represent the general business tourists and whether they behave similarly with general business tourists still needed to be studied.

b). As the language obstacle, this study only take those who can speak English as the objective. Whether they could represent all those who can't speak English is still a question needed to be approved. In addition, some of the buyers investigated don't speak English well so they may not understand the questionnaire well, which may cause biased conclusion.

c). There is a change in the number of attendance and the proportion of sourcing area because of the world financial crisis, which may have an impact on their shopping behavior.

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Appendix

Buyer's Shopping Behavior Questionnaire

Dear Sir/ Madam,

Welcome to Guangzhou! I am a senior student from Sun Yat-Sen University and I am conducting a survey on the foreign buyer's shopping behavior for my graduation thesis. I sincerely hope you could spend a few minutes completing the following questions. All information collected will be used **for academic purpose only**. Thank you for your kind participation!

Part A. General Information. Please “√” the option which is the closest to your response or fill in the blanks. All information collected will be used **For Statistical Purpose** only.

1. Country: _____
2. Gender: Female Male
3. Age: _____
4. Marital status: Single Married Others_____
5. Education Level:
Under high school High school College/University level Master/PHD level
6. Your position at your company:
top management middle management supervisor staff Self-employed
7. Your average monthly income level is_____.
Below \$ 1000 \$ 1001—2500 \$ 2501—4000 \$ 4001—6000
\$ 6001—8000 \$ 8001—10000 \$ 10001—20000 Over \$ 20000

Part B. General Question. The information collected will be used for statistical purpose only. Please “√” the option which is the closest to your response or fill in the blanks.

1. How many times have you attended Canton Fair (including this time)? _____Time(s).
2. How long will you stay in Guangzhou this time? _____Day(s).
3. How many times will you do shopping in Guangzhou during this stay?

-
- About_____Time(s).
4. When will you do shopping in Guangzhou? (You may “√” more than one)
- Before 12:00 12:01-15:00 15:01-18:00 18:01-21:00 After 21:00
5. How long will you spend for one shopping trip? About_____Hour(s).
6. When shopping in Guangzhou, your favorite store type is _____.(You may tick more than one)
- Fashion chain store Individual shop in shopping mall Individual shop on street
- Hypermarket Department store Others(please specify)_____
7. When shopping in Guangzhou, _____will go with you as a companion.
- Nobody Relatives Colleagues Friends Tour Guide Others(please specify)_____
8. You will go shopping _____(You may “√” more than one)
- On foot By metro By Taxi By car rented By bus Others(please specify)_____
9. How long will it take to come from your hotel to the shopping store? About Minutes.
10. What kind of merchandise you may buy from shopping mall, store etc.(outside the exhibition center) in Guangzhou?(You may “√” more than one)
- Household appliance Cosmetics Electronic products Clothes/Shoes
- Native products Art works/Antiques Jewel Watch Cases&Bags
- Souvenirs Others(please specify)_____
11. You buy these merchandise above in Guangzhou for_____ (You may “√” more than one)
- Self-use Gift for relatives Gift for friends
- Memorial purpose others(please specify)_____
12. How much do you pay for shopping in Guangzhou(from shopping mall, store rather than the exhibition center) About _____(RMB, USD, EUR, HKD, GBP, etc)
13. Which is your major payment method?
- RMB Currency USD Currency Credit Card Others(please specify)_____

Thanks Again!

About author:

Dr. Qiu-ju LUO, Female, Ph. D, Associate Professor, Chair of Event Management Department, Tourism School, Sun Yat-sen University, P. R. China. Main research area is mega-event, exhibition and convention.

Xiang-yu LU, Male, master student of Tourism School, Sun Yat-sen University, P. R. China.

Address : Center for Tourism Planning & Research, Sun Yat-sen University, Guangzhou, 510275, P. R. China

Tel: 13450357112, 020-84112735

E-mail: bettyluoqiuju@126.com