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## SHOPPING AND TOURISM: A STATE-OF-THE-ART REVIEW

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### Abstract

Shopping is a common and enjoyable activity for the tourists while travelling. The relationship between shopping and tourism has been discussed extensively. Despite the numerous researches conducted on shopping tourism, the review in this segment is insufficient and in an early stage of research. This research attempts to expand the understanding of the nature of shopping tourism research. More explicitly, this review paper discusses on the relationship between tourism and retailing with the purpose of looking at the research trends between the years 2016-2019 using meta-analysis. Based on the extensive review and discussion of the related literature, shopping behaviour remains as the main focus of research and most studies were dominated by quantitative methods.

### 1.0 Background

Travel and shopping have been widely recognized for their relationship in generating income to the economy. Shopping has become one of the most stimulating activities while travelling and this contributes millions of cash each year to the global tourism economy (Timothy, 2014). Consumers nowadays are willing to spend on travel as part of their leisure activities. As tourism activity evolves, one of the most enjoyable leisure activities engaged by tourist is shopping. Shopping is not only a pretentious activity to get daily essentials, but it has become one of the most enjoyable leisure activities (Tomori, 2010) and vital activities engaged in by tourists while travelling (Timothy, 2014). Shopping has been recognized as one of the most important activities undertaken by most tourists when visiting a destination (Kozak, 2016). Most of tourists' travel itineraries nowadays are considered incomplete

without the possibility of shopping activities (Filipović, Jovanović, & Cicvarić Kostić, 2013; Jin, Moscardo, & Murphy, 2017). Shopping is also one of the motivating factors for people to travel. During shopping, most tourists sought souvenirs that remind them about their visits as they will normally recall the experiences they gained during their travel. The significance of shopping activities has been extensively published from the perspective of demand and supply of tourism. The tourists are attracted to visit the tourism destination for the purpose of shopping as well as the tourism destination, in turn develop to become a major shopping tourism destination. Shopping has become one of the important world-wide activities.

With the fastest growth of the global tourism industry, shopping remains as one of the tourists' favoured activities (Meng & Xu, 2012). In line with that, in 2014, the World Tourism Organisation (UNWTO) came out with the first 'Global Report on Shopping Tourism' which identified shopping as a major influence on tourism trends globally. This is supported by the bulletin published by PATA in 2018. As most tourists nowadays are motivated to travel for shopping purpose, the bulletin discussed several tourism destinations have worked hard in highlighting the shopping campaigns and festivals as part of their marketing strategies.

The growth of shopping tourism has changed the landscape of travel industries. Marketers and destination management organizations continuously came out with their shopping campaigns to lure tourists to the destination. In response to these activities, travel agencies also create various travel packages to fulfil the tourists leisure pursuit, among others is shopping. Academics agreed that shopping has become one of the universal trends (Tomori, 2010). This includes the increasing trends of tourists seeking enjoyable and memorable moments. Although some of them may not actually purchase the products, they still consider shopping as leisure activities while travelling (Choi, Heo & Law, 2016). As shopping activities continue to flourish in the tourism industry, it also gives a significant impact to the economic, psychological and social conditions (Jin, Moscardo & Murply, 2017).

## **1.1 Introduction**

Despite the numbers of researches conducted on shopping and tourism, little attention is given to this theme of research (Timothy, 2014). The review paper in this area of research is limited with only few reviews (Jin, Moscardo & Murphy, 2017; Choi, Heo, & Law, 2016; Coles, 2004; Timothy, 2005, 2014). The first review on the relationship between shopping and tourism started with Coles (2004). Coles (2004) discussed the roles of supply chain within the concept between tourism, shopping and retailing. In similar view, Timothy (2004) discussed the relationship between shopping tourism, retailing and leisure. Shopping activities have been associated with retailing as well as leisure activities engaged by both retailer and tourists. In the most recent study, the progress of shopping tourism was discussed by several academics. Timothy (2014) presented the articles on the past research trends of tourism, shopping and retailing by looking at the alternatives venues, place-making and

branding, demand and globalization. The phrase “retailing” used in the previous studies portrayed the image of shopping tourism from the business perspectives (Jin, Moscardo & Murphy, 2017). Moving forward, more recent studies have drawn an attention to the progress of shopping tourism research. Recently research by Choi, Heo, and Law, (2016); Jin, Moscardo and Murphy (2017) reviewed the theme for shopping tourism and tourist shopping research. Both studies discussed the trends and progress of shopping tourism research. Choi, Heo and Law (2016) pointed out the progress in shopping tourism research in a narrative and descriptive review of all the relevant studies related to shopping tourism from the year 1991 until 2013. Meanwhile, Jin, Moscardo, and Murphy (2017) used the thematic analysis to critically examine the literature on tourist shopping from the year 2000 until 2015. Although these studies provide a critical review into the progress and trends of shopping tourism research, the review was rather narrative and thematic, and the meta-analytic reviews involving graph were absent. The studies also used different terms of title – shopping tourism and tourist shopping. This paper seeks to examine the progress and trends of shopping related research by looking at both terms.

The progress in shopping tourism study, as outlined in the previous paragraph, lead to a consideration of how such study on shopping tourism focuses on the trends and progress of shopping tourism research over the past decades. Therefore, the current study aims to discuss the changing trends in shopping tourism researches from 2016 to 2019 since the last review was conducted in the end of 2015. First, the paper discusses on the definition of shopping tourism research. Second, a meta-analysis review is presented to critically examine the progress of shopping tourism research. The changing trends were reviewed by looking at the key areas of studies between 1991 and 2019. The review is divided into two sections; (1) previous trends of shopping tourism research between 1991 and 2015 were summarized using two previous reviewed papers by Choi, Heo and Law (2016) and Jin, Moscardo and Murphy (2017); and (2) recent trends of shopping tourism research were identified between 2016 and 2019. Finally, the paper discusses the research gaps and proposes the future research directions. This study makes a unique contribution to the extant body of tourism and retailing as it identified the trends and research gaps in shopping tourism research.

## **1.2 The Definition of Shopping Tourism**

The term *shopping* means “buying goods from shop” and shopping has gained immerse attention among scholars. Shopping as a tourist activity has been acknowledged and highlighted in most tourism research (Jin, Moscardo & Murphy, 2017). Though previous study in shopping tourism research argued the definition of shopping related tourism research appeared in three different ways, yet similar terms – shopping tourism, tourism shopping and tourist shopping. The UNWTO (2014) defined shopping tourism as “a contemporary form of tourism fostered by individuals for whom purchasing goods outside of their usual environment is a determining factor in their decision to travel”. Nevertheless, the definition of shopping tourism remains broad and unclear to many (Choi, Heo & Law, 2016). Academics defined shopping tourism from

various perspectives. The relationship between shopping, tourism, retailing and leisure has been widely discussed since 1987 by Jansen-Verbeke. In 1991, she was the first scholar who used the term shopping tourism in her study. She discussed the importance of shopping as well as how the shopping environment can be an attraction for the tourists. Several landscapes were presented as potential areas for shopping destination, this includes border towns, peri-urban areas, ports, industrial/agricultural hubs, and theme parks. Seen the importance of shopping to the tourism industry, Timothy (2005) gave the first definition of shopping tourism. He presented the relationship between shopping and tourism in two categories: shopping tourism and tourist shopping. Shopping tourism refers to the people who travel specifically for shopping or shopping is one of the motivating factors for the tourists to travel. A review paper by Choi, Heo and Law (2016) used the terms shopping tourism as they defined it as an activity which involves purchasing of goods and services in various places to satisfy purchasing desires. In similar review, Jin, Moscardo and Murphy (2017) used the term tourist shopping as they see shopping as a tourist activity. They refer to shopping as one of the recreational activities in which tourists browse, select and purchase goods to bring home while travelling. The terms shopping tourism and tourist shopping are similar yet different in the ways the scholars used it. Shopping tourism carries a broad definition as the buyers can be anyone traveling to any destination and shop, while tourist shopping is more into the shopping activities of the tourists at the tourism destination. Therefore, this paper proposes to use the term shopping tourism as it includes the whole concept of shopping related research. The buyers can be a tourist, a visitor or an excursionist travelling to any destination and involves in shopping activities.

## 2.0 Methodology

Researchers have an option to use qualitative and quantitative techniques to review a given literature. Majority of the reviews adopt either approach (Mehraliyev, Chan, Choi, Koseoglu & Law, 2019). This research focuses on previous articles related to shopping tourism activities among the tourists. The articles were selected to analyse the changing trends in shopping tourism research. A review of the available literature suggests that there are several ways of conducting academic reviews. For example, Briner and Denyer (2012) stated a few different methods of reviewing academic articles. The first method is through traditional, narrative reviews. In this method, the details coverage of all related studies on a chosen topic is presented in a chronological order. The second method is expert, thematic or argument based review. In this review, a key aspect of a chosen topic is presented thematically by describing the cumulative patterns to support the theoretical development. The third method is meta-analytic reviews. This method involves additional analysis of data in a specific quantitative research. The previous review on shopping tourism was conducted using traditional, narrative method and expert, thematic analysis. Choi, Heo and Law (2016) used the traditional, narrative method in reporting the progress of shopping tourism study while a review by Jin, Moscardo and Murphy (2017) was carried out thoroughly by adopting the thematic analysis in their critical review study on tourist

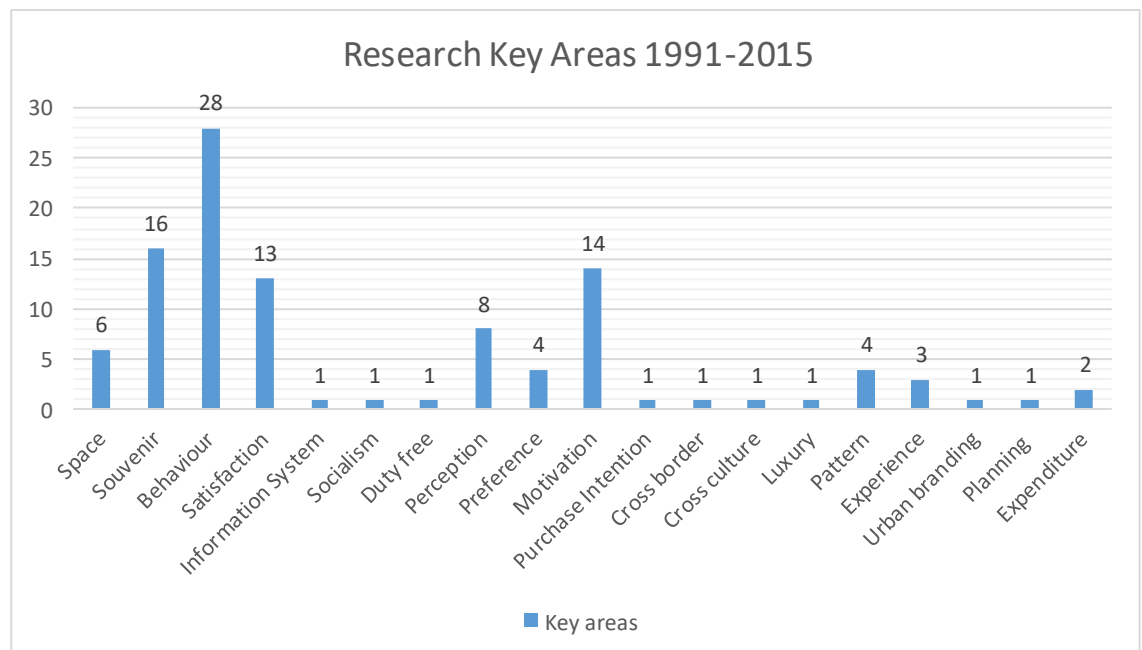
shopping research. This study sought to conduct the review on the changing trends of shopping tourism research using the third method stated by Briner and Denyer (2012), the meta-analytic reviews.

The previous articles related to shopping tourism were selected to analyse the trends and gaps. Summarized data between 1991 and 2015 were identified from two previous reviewed papers by Choi, Heo & Law (2016) and Jin, Moscardo and Murphy (2017). The terms “shopping tourism”, “tourism shopping” and “tourist shopping” were used as search keywords to analyse the research trends between 2016 and 2019. The word “shopping” can appear in title, abstract, and keywords. Then, the selected articles were reviewed to ensure it is within the shopping tourism related study. Several academic online databases were used to gather the articles. These include Science Direct, EBSCO Host, SAGE, Emerald Insight, Taylor and Francis, as well as Google Scholar search engine. 38 journal articles in total were used to construct the meta-analysis in Table 1.

#### 4.0 Previous Reviews Key Trends (1991 – 2015)

This section discusses the reviews of study in shopping tourism between 1991 and 2015. The data were collected from two previous review papers by Choi, Heo and Law (2016) and Jin, Moscardo and Murphy (2017). Figure 1 shows the descriptive results of the key areas of studies discussed by both studies. From 1991 until 2015, the attention of academics towards shopping tourism studies was on several main themes (Figure 1).

**Figure 1: Shopping tourism research key areas between 1991 and 2015**



Source: Author

The interest of academics on writing research related to shopping and tourism started as early as in 1991 when Jansen-Verbeke explained the potential of shopping environment as one of the tourist attractions. She also proposed several unique places and spaces as shopping destinations which were not limited to traditional shopping towns or cities. Shopping activities can occur in specific location such as at the border areas, theme parks, ports or industrial/agricultural hubs. Besides that, research by Jansen-Verbeke (1991) suggested several criteria to improve shopping area attractiveness.

Most of shopping tourism related studies between 1991 and 2015 were focusing on empirical research. It is apparent that the great majority of the empirical studies relied on quantitative methods and only a few minority studies on qualitative methodology. Choi, Heo and Law (2016) concluded that marketing seems to be the dominant topic in shopping tourism research. Marketing in this sense can be divided into several subtopics, namely, consumer behaviour as the most chosen area of study. Among these subtopics, the concept or the key areas of research concentrated on shopping behaviour, souvenir shopping, customer motivation, satisfaction, perception and shopping space operation. The other topics of interest among scholars were about shopping pattern, expenditure, experience and expectation and they were discussed in less than five research. Meanwhile, the rest of the key areas represent one each.

Shopping behaviour recorded the highest number in shopping tourism research. This predominant topic defined as a range of activities involved by the tourists as part of their shopping process. This includes their movements, social interactions and physical contact with the products as well as the retailers (Jin, Moscardo & Murphy, 2017). Most of the previous researches on tourist shopping behaviour have been focusing on actual purchase rather than pre-purchase.

Another topic that received a considerable attention among the academics is souvenir shopping. Souvenir is not a common topic among scholars. Although most tourists travel not for the purpose of shopping, they do purchase souvenir while on holiday (Sthapit & Bjork, 2019). Most tourists purchase souvenirs for pleasure and memory instead of utilitarian value (Choi, Heo & Law, 2016). The tourists are willing to spend a more significant amount of money on souvenirs and goods that may be available or affordable in their home country (Jansen-Verbeke 1991; Timothy & Butler, 1995). In many cases, tourists' shoppers bring home the physical evidence as a symbol or a reminder of their trip. Buying souvenir on vacation also enhances consumer's personal collections at home (Timothy, 2005).

Tourists' shopping motivation is normally associated with their purchasing behaviour. This topic also received much attention from the tourism academics. A review paper by Choi, Heo and Law (2016) agreed that marketing is a predominant topic in shopping tourism research. A year later, Jin, Moscardo and Murphy (2017) outlined two ways in which the previous research on shopping motivation was directed to: what motivate the tourists to

shop and what are the relationship between tourists' shopping motivation and other variables.

Research on shopping satisfaction was also among the topics highlighted by researchers. Previous studies suggested that shopping satisfaction is based upon service, quality and value that customers receive (Franks & Enkawa, 2009). The quality of tourism products and services given in a tourism destination has major impact in tourism satisfaction (Pride, 2004). Turner and Reisinger (2001) proposed the general theory of shopping satisfaction results from the importance of product attributes which in turn depend on the types of products purchased by the tourists. Shopping activities have been part of tourism experience (Coles, 2004). The experience tourists had in the destination might also influence their satisfaction. This goes back to the theory of consumer satisfaction. The satisfaction can occur when the value and customer service provided through a retailing experience meet or exceed the expectations. If the expectations of value and customer service are not met, the consumer will be dissatisfied. In the case of shopping satisfaction, different product attributes might have different level of satisfaction.

Besides satisfaction, a study on perception also received attention by the scholars. Shopping provides an escape from routine and a retail environment helps consumers relax and enjoy consumption experience (Timothy, 2005). Perception in shopping embodies tourists to pursue pleasant and practical shopping experiences. Those experiences are characterized by intrinsic satisfaction, perceived freedom, and participation (Yuksel, 2004).

In addition to these main themes, there is also grey literature produced by several organizations related to the development and marketing of shopping tourism. There is a limited discussion of this type of literature from the previous review paper. The previous review on shopping tourism research was focusing only on empirical research conducted by academic scholars. UNWTO presented the Global Report on Shopping Tourism in 2014. The report discussed the importance of shopping tourism as a driver of economic development. Shopping tourism also has emerged as the main motivation for travel. The report also provides a comprehensive review of the economic and social-cultural impacts of shopping tourism. Several shopping destinations were selected as a case study provided by the Affiliate Member businesses, as well as the destinations and private sector organizations with the experience in the field of shopping tourism. Among the shopping destinations highlighted by the UNWTO's report were: New York, London, Barcelona, Venetian Republic, Vienna, Europe and Asia. Each shopping destination has its own characteristics which attract different markets. As the report offers an overview of the importance and latest trends in shopping tourism, it also explores the tourist motivation from the emerging markets of China and Brazil. This in turn provides a practical guideline to assist the destination in promoting shopping tourism.

A report by UNWTO was comprehensive with support from few publications written specifically on the contribution on shopping tourism to overall tourism

and its impact on destination. In a simple review, another report on shopping tourism was published by PATA in 2018. In this report, PATA identified several types of tourist. Similar with UNWTO, PATA's report was on China as the leader in shopping tourism. The number of Chinese tourists keeps on increasing each year. The discussion in PATA's report then was directed to shopping in Asia Pacific Region, New York and London. Both shopping tourism reports by UNWTO and PATA give an insight view of how important shopping tourism is to the tourism destination development.

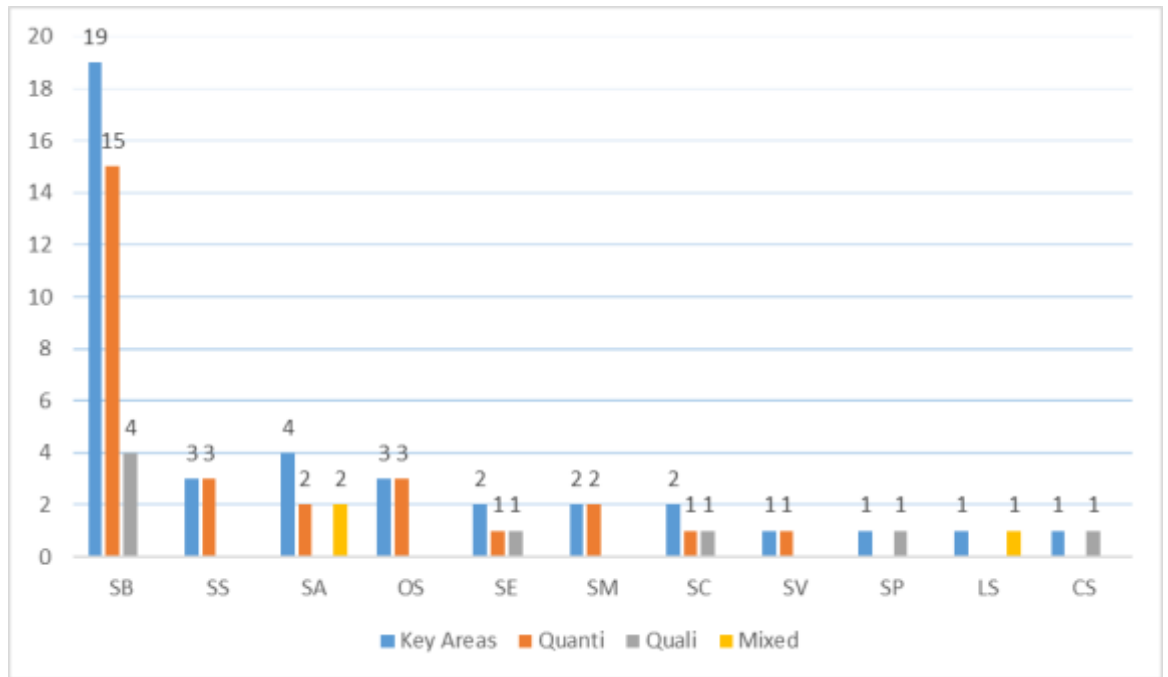
Apart from the two printed reports on shopping tourism, there are several web pages the shopping tourism issues deliberately. For example, a web page by World Tourism Network leads by Global Journey Consulting. This web page states four themes in shopping tourism; shopping tourism of transnational product, shopping tourism of product and cultural diversity, shopping and sustainability tourism and shopping tourism as a luxury product. Besides, a web page by Amara de Marketing presents the discussion of shopping as the main tourism destination, the role of international tourism and Spain as one of the shopping destinations. The discussion on the web pages by several organizations was directed to how retail services and offerings can serve as a platform of marketing for shopping tourism. It is becoming crucial to the retailers in shopping tourism cities to enhance their services to meet the expectation of the tourists. This retailer also shares significant amount of supply in promoting shopping tourism to the tourists. The subsequent sections explore the themes from shopping related research between 2016 and 2019.

### **5.0 Recent Trends in Shopping and Tourism (2016 – 2019)**

Figure 2 shows the key areas of shopping tourism research between 2016 and 2019. Tourists shopping behaviour remains the highest number of research theme engaged by the academicians. As defined in the previous section, shopping behaviour refers to movements, social interactions and physical contact between the tourists' shoppers and retailers (Jin, Moscardo & Murphy, 2017). Besides that, there are a growing number of researches on online shopping. The context of online shopping in this study focuses on search keywords shopping tourism and not groceries or other types of online shopping. Up until 2019, there are limited but growing number of research discussed on online shopping.

#### **Figure 2: Shopping tourism research key areas 2016 and 2019**



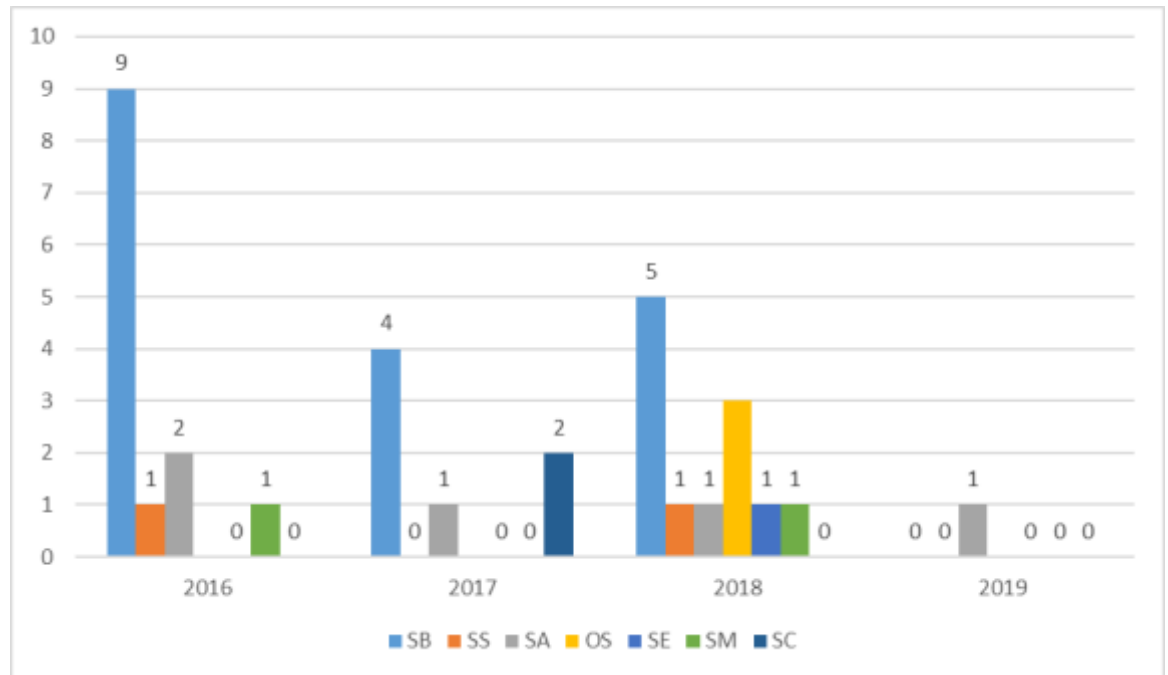


\*SB: Shopping behaviour; SS: Souvenir shopping; SA: Shopping satisfaction; OS: Online shopping, SE: Shopping experience, SM: Shopping motivation, SC: Shopping culture, SV: Shopping value, SP: Shopping post, LS: Luxury shopping, CS: Cross-border shopping

Source: Author

Scholars have also attempted to conceptualize other aspects of shopping tourism. Shopping value, shopping post, luxury shopping and cross-border shopping were discussed in a limited number of researches. Each key area only represents one research in every two years.

**Figure 3: Trends in publication of shopping tourism research key areas 2016 and 2019**



\*SB: Shopping behaviour; SS: Souvenir shopping; SA: Shopping satisfaction; OS: Online shopping, SE: Shopping experience, SM: Shopping motivation, SC: Shopping culture

Source: Author

Figure 3 displays the trends in publication for the most shopping tourism key areas between 2016 and 2019. There are seven most key areas focused by the researchers namely; shopping behaviour, shopping souvenir, shopping satisfaction, online shopping, shopping experience, shopping motivation, and shopping culture. Among these topics, tourist shopping behaviour is the most widely studied topic. This research stream contains 18 papers, 9 papers in 2016, 4 papers in 2017 and 5 papers in 2018.

In 2016, research topic on tourist shopping behaviour was focusing on international tourist behaviour in several tourism destinations. The relationship between shopping behaviours was frequently examined with other variables; for instance, the relationship among shopping attribute and shopping value. Albayrak, Caber and Comen (2016) investigated the role of shopping attributes in the formation of shopping value in Altanya, Turkey. This in turn affects the behavioural intention of tourist. The study surveyed 643 international tourists from four main markets; German, British, Dutch and Belgian. The respondents were approached voluntarily after their shopping.

Besides that, the study on tourists' shopping behaviour was conducted in Gulf countries due to the growing demand for luxury product. Dubai has been perceived as a shopping heaven with its competitive advantage as a luxury shopping destination. Zaidan (2016) explored tourist's shopping behaviour in the context of luxury shopping in Dubai. This study identified three main

shopping groups; frequent shoppers, sometimes shoppers, and infrequent shoppers. 536 international tourists were intercepted while shopping at the major luxury shopping malls in Dubai. These malls offer a wide selection of internationally known retailers. In different setting, Peter and Anandkumar (2016) discussed the shopping experience of international tourists during shopping festival. 603 international tourists were approached during Dubai Shopping Festival to understand their travel motives.

Some studies on tourist's shopping behaviour were analysed based on tourist nationalities. For example, Kozak (2016) identified the bargaining behaviour of British tourists visiting Turkey. The discussion in the study was directed towards shopping experience of the tourists and their bargaining behaviour while shopping in tourism destination. Taking into consideration of the dominant previous study which focused on Western tourists, a study by Zhu, Xu and Jiang (2016) discussed the shopping behaviour from the traditional Chinese culture. China has been recorded as the emerging market in the shopping landscape. China has been recorded as the largest spender on global travel (UNWTO, 2014). In line with the spectacular growth of the Chinese travellers, the travel industry is battling to understand the profile and characteristics of this market.

Besides nationality, tourists' shopping behaviour also was investigated based on their expenditure pattern. Amir, Osman, Bachok and Ibrahim (2016) studied the inbound and outbound tourist's expenditure towards the local economy of Melaka, Malaysia. Tourists' expenditure was calculated from their spending in transportation and shopping. Unfortunately, tourists demonstrate a low level of expenditure in shopping and contributing less benefits to the local economy as most of them prefer to walk in the city.

Although shopping has been proven by scholars as one of the most enjoyable and entertaining activities while travelling, there is a study that discusses on the opposite side of it. For instance, Regi, Ratz and Michalko (2016) explored the anti-shopping tourists' attitudes in Hungary. The concept of 'anti-shopping tourism' refers to the resistant attitude concerning consumption and spending money during shopping-related tours. In this case, tourists' motivations, attitudes and behaviour were analysed during one-day coach trip.

Apart from that, a study by Wong and Lam (2016) examined the role of retail stores in cross border shopping. The behaviour of individual retail stores does play a central role in attracting tourists. As tourists travel to different destination, their choice of destination is influenced by specific needs and motives. Tourists are likely to choose a tourism destination that aligns with their needs and motives. Therefore, a study on tourists' shopping behaviour would be of practical to the retailers to understand their potential customers as well as the Destination Management Organization (DMO) in positioning the destination. For instance, differences were identified from among different nationalities, needs, motives and expenditure patterns. The tourists seem to be more demanding in their search for a tourism destination and because of that, nowadays they seek for extra information about travel using social media,

travel blog and other online platform. Therefore, it is vital for the DMO to control as well as maintain the positive image of the destination.

In 2017, the research on tourists' shopping behaviour decreased to less than five. As compared to 2016, besides the main dominant research on shopping behaviour, other related research were directed towards culture and spending pattern, shopping risk and value, as well as in store shopping experience. There are two previous researches on shopping behaviour discussed from the cultural perspective. Su, Min, Chen and Swanger (2017) bridged the gap in shopping tourism research by looking at how cultural differences between two countries might potentially influence tourist's shopping behaviour as well as their shopping expenditures in Hong Kong. In other study on culture, Szytniewski, Spierings, and Van der Velde (2017), analysed feelings of socio-cultural proximity and distance with a specific focus on the tourist experience in cross-border shopping between Dutch–German border region. Both previous studies on cultural distance between two countries show the potential influences of tourist's shopping behaviour. Synthesizing with the previous studies, Choi, Law and Heo (2017) also agreed that tourists' shopping behaviour while travelling abroad differs from ordinary shopping in one's home country. Taking a step forward, their study on shopping behaviour focused on shopping risk and shopping value. The findings from the study concluded that trust in a shopping destination positively influences perceptions of the destination's value.

In 2018, the research on tourists' shopping behaviour increased to five. The focus of tourists' shopping behaviour studies was mainly on online shopping, shopping value, shopping experience, motivation, satisfaction and souvenir shopping. As shopping gradually becoming a significant component of travel (Moscardo, 2004), it can be seen that the research on tourists' shopping behaviour were not only focusing on the tourist's behaviour, but it has gone beyond it by focusing on online platform. There are three scholars who discussed the concept of online shopping and they focused on Asian countries. The adoption of technology in travel industry urged Chen, Ku and Yeh (2018) to discuss on online shopping behaviour on tourism websites. Chen et al. (2018) study presented a model to illustrate how certain websites quality might influence impulsive shopping behaviour in the context of online tourism. Besides shopping tourism activities through online tourism websites, other studies have investigated on mobile social tourism (MST). Notting the importance of mobile application, Hew, Leung, Tan, Lee and Ooi (2018) investigated MST shopping for tourism products and services among Malaysian domestic tourists. This study subsequently assisted Tourism Malaysia in promoting Malaysia at national and international levels. MST is also regarded as the latest and trendy way to purchase the tourism products and services. Considering the proliferation of smart mobile devices and the current trends of online shopping, in similar study, Tan and Ooi (2018) discussed how gender and age might moderate the mobile shopping behaviour in Malaysia.

In 2019, only one study discussed the tourists' shopping behaviour. The study is on shopping behaviour which is directed towards shopping satisfaction. Taking into account that the previous research on shopping tourism

overlooked asymmetric effect when assessing the relationships between shopping attributes and satisfaction, Lee and Choi (2019) examined the asymmetric effect of multi-shopping tourism attributes on overall shopping destination satisfaction among Chinese tourists who had visited Korea. Furthermore, the other two studies conducted on shopping tourism discussed on online shopping post and luxury shopping. In a qualitative study conducted by Jin, Moscardo and Murphy (2019), they analysed shopping related posts in 40 travel blogs from Chinese online travel communities. The sample was the Chinese outbound tourist who had an experience shopping in Australia. Shopping related texts and images were coded and themed qualitatively. In different study, Hung, Guillet and Zhang (2019) directed the research of Chinese tourists from the context of luxury shopping. In this study, the authors presented the market preferences of mainland Chinese tourists in choosing destination for their luxury shopping. It can be seen from both studies that the Chinese tourist has emerged as the world's biggest market and increasingly received an attention among scholars. Jin, Moscardo and Murphy (2019) strongly noted that the research on Chinese outbound tourist shopping remains underexplored in the tourism literature.

Moving forward, table 1 illustrates the meta-analysis approach that systemizes the range of shopping tourism related studies between 1991 and 2015. The search for shopping tourism study was conducted using several academic databases such as Science Direct, EBSCO Host, SAGE, Emerald Insight, Taylor and Francis, as well as a Google Scholar.

No	Authors	Year	SB	SS	SA	OS	SE	SM	SC	SV	SP	LS	CS	Quan	Qual	Mixed
1	Egresi & Polat	2016			✓											✓
2	Albayrak, Caber & Comen	2016	✓											✓		
3	Kong & Chang	2016						✓						✓		
4	Garcia, Vazquez, Verdugo & Guizar	2016		✓										✓		
5	Makkonen	2016											✓		✓	
6	Suhartanto, Ruhadi & Triyuni	2016			✓									✓		
7	Kim, Chung & Preis	2016	✓											✓		
8	Zaidan	2016	✓											✓		
9	Peter & Anandkumar	2016	✓											✓		
10	Amir, Osman, bachok & lbrahim	2016	✓											✓		
11	Kozak	2016	✓												✓	
12	Regi, Ratz & Michalko	2016	✓												✓	
13	Zhu, Xu & Jiang	2016	✓												✓	
14	Wong & Lam	2016	✓											✓		
15	Choi, Law & Heo	2017												✓		
16	Correria, Kozak & Kim	2017	✓											✓		
17	Vasquez, Verdugo & Garcia	2017			✓									✓		
18	Su, Min & Swanger	2017							✓					✓		
19	Szythiewski, Spierings & Velde	2017							✓						✓	
20	Diaz, Gomez & Molina	2017	✓											✓		
21	Sohn & Lee	2017	✓											✓		
22	Brida & Tokarchuk	2017	✓											✓		
23	Correria, Kozak & Kim	2018	✓											✓		
24	Choi, Rob & Heo	2018								✓				✓		
25	Brochado, Oliveira, Rita & Oliveira	2018					✓								✓	
26	Hew, Leong, Tan, Lee & Ooi	2018				✓								✓		
27	Chen, Ku & Yeh	2018				✓								✓		
28	Cui & Choo	2018						✓						✓		
29	Suhartanto	2018		✓										✓		
30	Tan & Ooi	2018				✓								✓		
31	Kim	2018	✓											✓		
32	Lee, Hightcock & Way	2018	✓												✓	

**Table 1: Meta-analysis of shopping tourism research key areas 2016-2019**

\*SB: Shopping behaviour; SS: Souvenir shopping; SA: Shopping satisfaction; OS: Online shopping, SE: Shopping experience, SM: Shopping motivation,

*SC: Shopping culture, SV: Shopping value, SP: Shopping post, LS: Luxury shopping, CS: Cross-border shopping*

*Source: Author*

Table 2 reviews the summary of key areas and methodologies used in previous studies pertaining to shopping tourism research between 2016 and 2019. Key areas help to denote ideas or concept employed by the researchers in discussing their studies, while methodologies refer to the data collection and data analysis methods. Some clear trends can be seen in the list of concepts adopted as displayed in Table 2. The most frequent key area of research used was shopping behaviour using quantitative methods. In response to that, a study by Meng and Xu (2012) reviewed and investigated the major trends of tourism shopping behaviour. The study concluded that tourism shopping intention and actual purchase behaviour can be influenced by various factors; this includes planned behaviour, impulsive behaviour and experiential behaviour. In terms of methods used by previous study, both quantitative and qualitative research methodologies have been employed to investigate on the shopping tourism study. However, quantitative studies continue to be dominant. There is limited number of researches on shopping tourism conducted in qualitative and mixed methods.

**Table 2: Summary of key areas and methodologies in the selected shopping tourism research**

Key Areas	Frequency	Quantitative Methods	Qualitative Methods	Mixed Methods
Shopping behaviour	18	14	4	
Souvenir shopping	3	3		
Shopping satisfaction	4	2		2
Online shopping	3	3		
Shopping experience	1		1	
Shopping motivation	2	2		
Shopping culture	2	1	1	
Shopping value	1	1		
Shopping post	1		1	
Luxury shopping	1			1
Cross-border shopping	1		1	

*Source: Author*

## 6.0 Research Gaps and Future Research

This section identifies the research gaps from the current reviews and provides the future research direction as follows. First, most research focused on tourist retailing in stores, malls and duty-free shops. This in turn leaves other areas as understudied. Unique areas of research such as night market, bazaar, borderlands and tourist shopping village can be considered as an alternative setting for research. Timothy (2014) suggested a farmer market as one of the alternative shopping sites because of its important attraction, not only for the tourists, but also for the academics to conduct a research. The idea of tourist shopping village as a shopping site for future studies has long been suggested by Getz (1993). Nevertheless, research which embarks on these shopping sites

is almost absent. Therefore, future research can consider these shopping sites as part of their data collection.

Second, most of the previous studies on shopping tourism covered shopping activities only in the context of physical format. In place of technology continues to impact globally, so does shopping activities. Tourists nowadays start to shop online. From shopping viewpoints, this phenomenon is called virtual shopping or indirect shopping (Swanson & Timothy, 2012). Tourists do not need to travel physically to buy souvenirs, they can just order online using the travel intermediaries. The travel intermediaries in this case are the online retailers. Since limited number of researches were conducted focusing on online shopping, it does require further attention.

Third, souvenirs are among the most pervasive elements of travel experience and it remains as the most purchased items by tourists while travelling. Most of the previous studies were centre of souvenirs. There are a growing number of tourist shops for general items, luxury goods, as well as groceries while travelling. Considering the unique features of other goods and the importance of understanding preferences of this type of consumer, the research on shopping for general items should be conducted.

Fourth, the study on the relationship between tourists' shopping behaviour and culture differences involving different regions. Although the cultural differences of tourist shopping have been widely noted in previous studies, the comprehensive effect of key cultural dimensions on shopping expenditure and everyday life practices in border regions has rarely been discussed.

Fifth, most of the methods lean towards empirical research with quantitative studies with limited number of qualitative and mixed methods. Therefore, in-depth comprehensive studies on different methods should be conducted. Besides that, there are a limited number of previous studies concerning the supply side of tourism, as most of the shopping tourism research used tourists as the respondents. A perspective from the destination management organization, local communities and retailers deem the importance to create broad understanding between demand and supply. Therefore, a follow-up study from the perspective of supply in shopping tourism is vital.

Sixth, although many articles were presented in this study from 2000 to 2019, there is a lack of comprehensive review to understand the tourism shopping research. Each of the review paper used different methods. Even though an increasing number of researchers start to ensue tourism and retailing as their major areas of studies, most scholars agreed that shopping tourism research is still at the early stage. Future research should start to consider having review using any statistical analyses tools since there is no software used in the previous reviews and current reviews.

Seventh, the terms used for key areas, keywords and key terms of shopping, tourism and retailing remain unclear. Although numerous past studies focused on shopping tourism, tourism shopping and tourist shopping, these studies



were conducted mostly with a single case analysis and there is limited discussion on the definition. Given the current literature and the niches status of shopping in tourism industry, the academic definition of it remains an emerging avenue that urgently needs attention.

## 7.0 Conclusions

This study highlights the significance of shopping tourism research in academic world. The research on shopping tourism has been seen as an important opportunity for both destination and retailers. The growth of shopping tourism received an attention by academics and destination organization. As shopping tourists are extremely demanding nowadays, it is critical for the destination and retailers to clearly position themselves. A specific marketing technique should be applied to attract tourists to shop in the destination. Since it has become a trend for the tourists to shop in the destination globally, it is now equally important for the destination management organization to understand, not only the retail environment, but also the different needs of consumer while visiting their destination. A retail sector on the other hand should employ a tourism expert or a consultant to better understand their consumers. In response to the changing trends of consumer needs and wants; a research on consumer behaviour needs to keep track on any changing segment from different markets.

This review paper is expected to help orientate academics to diverse body of existing literature on selected shopping tourism research between 2000 and 2019. Shopping tourism researches have been analysed from many disciplinary perspectives. With the marketing perspectives being the predominant topic and consumer behaviour being the major subtopic focused by the academics. The majority of empirical studies have utilized the quantitative data and statistical analyses to understand the tourists' activities. This includes their shopping patterns, experience and behaviour using mainly primary data. Besides consumer behaviour as a major subtopic chosen by the academics, research on online shopping related to purchase tourism goods has started to increase in response to the technology embedded in retailing industry. The demand on online shopping unfolds different types of tourist consumers.

The amount of academic research pertaining to consumer behaviour in shopping tourism research keeps on growing ever since. Among the reasons for this growing number is the changing trend of different tourist's groups. Tourism and retailing is one of the increasing businesses of tourism industry. The opportunities of retailing within the shopping tourism pose a challenge within the industry itself. Among the challenges for the tourism practitioners and retailers are to understand how the tourists' shopping behaviour and how to capture their buying power. In understanding the behaviour of the tourists, most of the previous studies, especially the empirical research may assist the destination management organization and retailers in comprehending and predicting the actual shopping behaviour of tourist consumers. For industry

practitioners, this review paper may assist to guide the development of successful tourist shopping preferences, expectation, and experience.

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