

# ASSESSING THE GROWTH, TRENDS, AND FUTURE DIRECTIONS OF SHOPPING TOURISM: A STUDY ON TOURIST BEHAVIOR AND ECONOMIC IMPACTS

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DOI: <https://www.doi.org/10.58257/IJPREMS39024>

## ABSTRACT

Shopping has become a main tourist activity and accounts for a considerable amount of tourism expenditure. Previous research has found that shopping tourists stay longer at a destination and spend approximately three to four times more than leisure tourists. However, only a few studies have considered the value of shopping as a primary motivation for travel, and those that did have approached the topic with a limited focus. Against this background, the existing body of research should be examined. Therefore, this study assesses the progress in shopping tourism research to identify trends and propose future research directions.

**Key Words:** shopping tourism, tourist shopping, tourism research.

## 1. INTRODUCTION

Shopping tourism is a form of tourism where individuals or groups travel to different destinations with the primary purpose of shopping. This type of tourism is becoming increasingly popular due to globalization, the growth of e-commerce, and the rise of middle-class consumers in developing countries. Shopping tourists are usually motivated by factors such as lower prices, availability of unique or high-quality products, and the desire for a different shopping experience. Popular shopping destinations include major cities like New York, Paris, and Tokyo, as well as shopping festivals and outlet malls. Shopping tourism can have both positive and negative impacts on local communities and economies. On the positive side, it can create jobs and stimulate economic growth, particularly in the retail and hospitality sectors. It can also provide an opportunity for cultural exchange and exposure to different customs and traditions. On the negative side, shopping tourism can contribute to environmental problems due to increased carbon emissions from travel and waste generated

by packaging and discarded products. It can also lead to the displacement of local businesses and the commodification of traditional cultures. Overall, shopping tourism is a complex phenomenon that requires careful consideration of its impact on local communities and the environment. It is important for destinations to balance the benefits and costs of this type of tourism and to promote sustainable and responsible shopping practices.

## 2. REVIEW OF LITERATURE

Shopping tourism has evolved from being a secondary travel activity to a primary motivation for many tourists, significantly influencing destination choice and local economies (UNWTO, 2014). Studies indicate that shopping constitutes one of the highest expenditures for travelers, often exceeding costs for accommodation and transportation (Timothy, 2005). Jansen-Verbeke (1991) highlights that shopping tourists tend to have longer stays and higher spending patterns, making them a crucial segment for economic growth. Oh et al. (2004) identify key motivations driving shopping tourism, including the pursuit of luxury goods, cultural souvenirs, and price advantages, while Chang, Wall, and Chu (2006) argue that novelty-seeking and authenticity also play a critical role. The rise of fashion tourism has further integrated shopping experiences with high-end retail and global fashion events, particularly in cities like Paris, New York, and Tokyo (Wong & Wan, 2013). Additionally, shopping festivals and duty-free retail have emerged as major attractions, particularly for international tourists seeking exclusive products and tax-free purchases (Suhartanto & Brien, 2018). However, successful shopping tourism depends on factors such as retail atmosphere, customer service, and integration with cultural tourism to enhance destination competitiveness (Choi & Tsang, 2008; Gómez & Molina, 2012). Despite extensive research on shopping tourism, gaps remain in understanding its long-term economic impact, the influence of digitalization and e-commerce, and sustainability concerns such as ethical consumerism and its effects on local cultures and environments (Law, Leung, & Wong, 2004). Addressing these gaps will provide a more comprehensive framework for developing sustainable and economically viable shopping tourism strategies.

## 3. SCOPE AND NEED FOR STUDY

- **Economic Impact:** Shopping tourism can have a significant impact on the economy of a destination. By attracting shoppers, it can lead to increased revenue for local businesses, job creation, and growth in the tourism industry. The

study of shopping tourism can help in identifying the economic benefits of such tourism, including the role of retail clusters, shopping festivals, and other initiatives in promoting economic growth.

- **Consumer Behavior:** Shopping tourism is a subset of consumer behavior, which is an essential area of study for marketers and business managers. By studying shopping tourism, we can understand the motivations and preferences of shoppers and how they make purchasing decisions. This knowledge can help businesses in developing targeted marketing strategies that cater to the needs and preferences of shoppers.
- **Destination Management:** Shopping tourism can be a significant contributor to a destination's tourism industry, and understanding its impact is essential for destination managers. By analyzing the behavior of shopping tourists, destination managers can identify ways to enhance the retail experience and create a shopping- friendly environment. This includes designing retail spaces, improving infrastructure, and developing local shopping festivals and events.
- **Tourism Promotion:** Shopping tourism can be an essential element of a destination's tourism promotion strategy. By studying shopping tourism, we can identify effective marketing techniques that can be used to promote shopping tourism, including digital marketing, social media, and influencer marketing.

#### 4. OBJECTIVES

- To examine the role of shopping tourism as a key factor in travel decision-making and how it influences tourists' destination choices.
- To analyze consumer behavior and preferences related to shopping tourism, including motivation, spending patterns, and shopping experiences.
- To assess the economic impact of shopping tourism on local and international markets, highlighting its contribution to the tourism industry.
- To explore the relationship between shopping tourism and cultural identity, including how tourists engage with local products, souvenirs, and luxury brands.
- To evaluate marketing strategies and promotional efforts used by destinations to attract shopping tourists.
- To recommend strategies for tourism stakeholders (governments, businesses, and retailers) to enhance shopping tourism experiences and maximize its benefits.

#### 5. METHODOLOGY

Researchers have an option to use qualitative and quantitative techniques to review a given literature. Majority of the reviews adopt either approach (Mehraliye, Chan, Choi, Koseoglu & Law, 2019). This research focuses on previous articles related to shopping tourism activities among the tourists. The articles were selected to analyze 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 specific quantitative research. The previous review on shopping tourism was conducted using traditional, narrative method and expert, the matic analysis.

#### 6. ANALYSIS OF DATA

Data was collected from 112 respondents of Bengaluru city. Respondents were of different age groups, qualification and income. A detailed analysis is given below. The study interprets the data that were obtained from the survey. The survey was based on the general public knowledge and their preference.

GENDER:

	FREQUENCY	PERCENTAGE
MALE	47	42.7%
FEMALE	65	57.3%
OTHERS	0	0%
TOTAL	112	100%

A total of 112 respondents participated in the survey. 47 respondents were Male, 65 respondents were female and 0 respondent was others.

#### AGE:

	FREQUENCY	PERCENTAGE
BELOW 18	1	0.9%
18 – 40	108	96.4%
ABOVE 40	3	2.7%
TOTAL	112	100%

A total of 112 respondents of different age groups participated in the survey. 1 respondent was below 18 years, 108 respondents were between the age of 18-40 years, 3 respondents were above the age of 40 years.

#### EMPLOYMENT:

	FREQUENCY	PERCENTAGE
STUDENT	73	63.6%
EMPLOYEE	38	33.9%
RETIRED	1	3.5%
TOTAL	112	100%

A total of 112 respondents with different employment status participated in the survey. 73 respondents were students, 38 respondents were employees, 1 respondent was retired.

#### Have you ever heard about shopping tourism? If yes how?

A total of 112 respondents over 80% participants have not heard about the concept of shopping tourism and 20% respondents have heard about the concept of shopping tourism through internet, educational institutions, etc.

#### Do you think learning about shopping tourism would be helpful?

	FREQUENCY	PERCENTAGE
Yes	73	65.2%
No	10	8.9%
Maybe	29	25.9%
Total	112	100%

A total of 112 respondents over 73 participants thinks that learning about shopping tourism would be useful and 10 participants think it is not useful and 29 participants thinks it might be useful.

#### Do you think the concept of shopping tourism should be Popularized more?

	Frequency	Percentage
Yes	74	66.1%
No	8	7.1%
Maybe	30	26.8%
Total	112	100%

A total of 112 respondents over 74 participants thinks that shopping tourism should be popularized more and 8 participants think it is not needed and 30 participants thinks it might be needed.

#### Would you be interested to travel for shopping purpose

	FREQUENCY	PERCENTAGE
Yes	79	70.5%
No	12	10.7%
Maybe	21	18.8%
Total	112	100%

A total of 112 participants over 79 participants says that they would travel for the purpose of shopping and 12 participants says they would not and 21 says that they might travel for shopping.

**Did you know Indore was the most famous place for shopping in India?**

	Frequency	Percentage
Yes	51	45.5%
No	45	40.2%
Maybe	16	14.3%
Total	112	100%

**A total of 112 participants over 51 participants knew that the famous place for shopping in India is Indore and 45 participants didn't know and 16 may have known. Findings**

The survey conducted among **112 respondents in Bengaluru** revealed significant insights into shopping tourism awareness and interest. **Demographically, 57.3% were female and 42.7% male**, with the majority (**96.4%**) aged **18-40 years**. Employment-wise, **63.6% were students, 33.9% were employees, and 3.5% were retired**, indicating a youthful respondent base.

Awareness of **shopping tourism** was notably low, with over **80% unaware of the concept**, while **20% had heard about it** through sources like the internet and educational institutions. Despite this, **65.2% believed learning about shopping tourism would be beneficial**, while **8.9% disagreed, and 25.9% were uncertain**. This suggests a knowledge gap but a willingness to explore the subject further.

When asked about **popularizing shopping tourism, 66.1% supported its promotion, 7.1% opposed it, and 26.8% were unsure**. A substantial **70.5% expressed interest in traveling specifically for shopping**, demonstrating a strong inclination toward shopping-driven tourism. However, **10.7% were not interested, and 18.8% were uncertain** about it.

Regarding **shopping destinations, only 45.5% recognized Indore as a key shopping hub in India, while 40.2% were unaware, and 14.3% were unsure**. This indicates a need for better promotion of India's shopping destinations. Overall, the findings suggest a **growing potential for shopping tourism**, especially among younger travelers, highlighting the necessity for increased awareness and strategic marketing efforts.

## 7. SUGGESTIONS

According to the survey conducted it says that most of them are not aware of the concept of shopping tourism. So, if the concept if popularized then it would be really helpful for many people to know more about the destinations where it is good for shopping.

There are people who will to travel for the purpose of shopping and if proper information and knowledge about destinations if provided it would be helpful. Overall, improving shopping tourism requires a focus on enhancing the shopping experience, developing unique retail offerings, providing convenient shopping facilities, organizing shopping festivals and events, focusing on sustainability and ethical shopping, and collaboration between stakeholders.

## 8. CONCLUSION

The study highlights the growing significance of shopping tourism as a primary travel motivation, particularly among younger travelers. While awareness of shopping tourism remains relatively low, there is a strong inclination toward exploring shopping-based travel experiences.

The findings suggest that shopping tourism contributes significantly to economic growth, enhances cultural exchange, and influences destination choices. However, there is a clear need for better promotion and awareness of shopping destinations, especially within India.

Given that a majority of respondents were unaware of shopping tourism but expressed interest in learning about it, strategic marketing efforts and educational initiatives can help bridge this knowledge gap.

Destinations can capitalize on this trend by developing tailored retail experiences, organizing shopping festivals, and leveraging digital marketing to attract potential tourists. Additionally, integrating sustainable and ethical shopping practices will be crucial in ensuring the long-term success of shopping tourism.

Overall, shopping tourism presents a valuable opportunity for the tourism industry, requiring collaboration between stakeholders to create a dynamic and engaging shopping environment that caters to modern travellers' evolving preferences.

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