



UNIVERSITI TEKNOLOGI MARA

Tourism Shopping Behavior From The Perspectives of
Planned and Impulsive Consumption Behaviors: The
Case Study of Dataran Pahlawan Melaka Megamall

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AUTHOR'S DECLARATION

I declare that the work in this dissertation was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledged as referenced work. This dissertation has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Undergraduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

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ABSTRACT

Shopping tourism has a major impact towards the economy of a destination and it contribute to the tourism and retail industries. The activity also one of the favoured activities of tourists when the travel. There are significances and contributions shopping as a tourist activity to tourism destination, but the function has been long underrepresent and the research shows that shopping tourism is confined and still in an explorative stage. The study on human social behaviour include tourist shopping behaviour are significant to determine their contribution towards tourism activities. This research aims is to explore the efficacy tourist shopping integrative research framework and to determine the major contributor towards shopping experience for the tourist. This research is based on data obtained from a survey questionnaire that were distributed among shopper who visit Dataran Pahlawan Melaka Megamall and the data was analysed by using the WarpPLS 5.0. The research suggested shopping tourism behaviour from the perspectives planned and impulsive consumption behaviours that were determine by several variables which are attitude, subjective norm, perceived behavioural control, store environment and situational factors. However, the result of the study show that the efficacy of tourist shopping integrative research framework is not effective.

Keywords: Shopping, Actual purchase behaviour, purchase intention, tourist behaviour, planned and impulsive behaviour, Theory of Planned Behavior (TPB), WarpPLS 5.0, measurement model, structural equation model, Dataran Pahlawan Megamall.

TABLE OF CONTENTS

	Page
AUTHOR'S DECLARATION	I
ABSTRACT	IV
ACKNOWLEDGEMENT	V
TABLE OF CONTENTS	VI
LIST OF TABLES	VIII
LIST OF FIGURES	IX
CHAPTER ONE: INTRODUCTION	
1.1 Introduction.....	1
1.2 Background of the study.....	1
1.3 Problem statement.....	2
1.4 Research objective.....	3
1.5 Research questions.....	3
1.6 Scope of study.....	4
1.7 Significance of the study.....	4
CHAPTER TWO: LITERATURE REVIEW	
2.1 Introduction.....	5
2.2 Tourism and Shopping.....	5
2.3 Purchase Intention and Consumer Behavior.....	6
2.4 Shopping as a Planned Behavior.....	6
2.5 Shopping as an Impulsive Behavior.....	7
2.6 Theory.....	8
2.7 Conceptual framework.....	11
CHAPTER THREE: RESEARCH METHODOLOGY	
3.1 Introduction.....	13
3.2 Research Design.....	13

3.3 Population and Sampling.....	13
3.4 Instrumentation.....	14
3.5 Study Procedure.....	16
3.6 Data Collection.....	16
3.7 Data Analysis.....	17
CHAPTER FOUR: FINDING	
4.1 Introduction.....	19
4.2 Sample Characteristic.....	19
4.3 Data Analysis.....	24
4.4 Measurement Model.....	24
4.5 Structural Model.....	28
CHAPTER FIVE: CONCLUSION AND DISCUSSION	
5.1 Introduction.....	30
5.2 Conclusion and Discussion.....	30
5.3 Recommendations.....	32
5.4 Limitations.....	32
REFERENCES.....	34
APPENDIX.....	39