

UNIVERSITI TEKNOLOGI MARA

**SHOPPING STYLES AND
PREFERENCES AMONG LOCAL
AND INTERNATIONAL
TOURISTS IN KUALA LUMPUR**

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ABSTRACT

Shopping is one of the tourist's favourite activities and has become a significant economic contributor to the tourism and retail industry. Tourist tends to look for souvenir and purchase it as a symbol and memory of their vacation or trip. However, souvenir is no longer the primary product that tourist purchases. Therefore, the aim of this study is to examine the interrelationship between tourist shopping preferences, tourist demographic, and tourist shopping styles during their visit to Kuala Lumpur. This study adapts quantitative data collection method, whereby 471 tourists had participated. Administrative questionnaires were distributed personally and the mall intercept surveys had been used to conduct this study. The data was analyzed by using the Statistical Program for the Social Science (SPSS) to answer the research objectives and research questions. The findings revealed that there is significant relationship between demographic characteristics and tourist preferences towards tourist's shopping style. Both local and international tourists prefer to buy clothing while they are in Kuala Lumpur. In terms of their shopping styles, the international tourists tend to be Novelty-seeking and local tourists tend to be Price Conscious, "Value for Money" during their shopping. The study concludes that understanding the tourist shopping styles according to their preferences and demographic characteristics is beneficial for tourism and retail industry.

Keywords: shopping tourism, tourist shopping styles, tourist shopping preferences,
tourist shopping styles typology, Kuala Lumpur

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CHAPTER ONE

INTRODUCTION

1.0 INTRODUCTION

This chapter constrains the overview of the study, formulating of the research objectives, research questions, and hypothesis regarding tourist shopping styles and preferences in Kuala Lumpur. The chapter begins with the discussion on retailing industry and then central to shopping tourism as part of the retailing business. Operational defines of key terms of the end of the chapter help the reader to stay within the research boundary.

1.1 OVERVIEW OF THE STUDY

Retailing is a business deal in which buyer intends to use the goods or services for the sake of individual, family or household. On the other hand, retailers are business firms involved in offering goods and services directly to consumer. Since 1995, Committee on Wholesale and Retail Trade under the supervision of the Ministry of Domestic Trade and Consumer Affairs (MDTCA) Malaysia, was formed to control the industry, including foreign participation in the sector. Approval from the committee is needed for foreign companies who wish to set up wholesale or retail operations locally and for the opening and replacement of branches. Consumers nowadays are differing from last five years demand due to several factors such as product choosing, service, value, and environment. According to the data from CEIC's Global Database on the Timely Malaysia retail sales data report (2015), Malaysia retail sales was reported at 11.32 %, a rise of 0.34% compared to the previous reported retail on 2014 which is 10.98%.

In Malaysia, the positive growth in number of shopping malls is represented by the developments in retailing operated by the growth of the population and the economic achievement of Malaysia as middle-income country. At present, people in Malaysia prefer to spend time visiting shopping mall (Ahmed, Ghingold & Dahari, 2007; Md. Isa, 2008). These shopping malls provide an opportunity for social