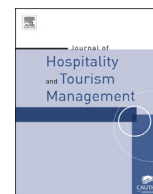




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The decision-making processes of duty-free shop users using a goal directed behavior model: The moderating effect of gender

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ABSTRACT

This study aimed to predict the behavioral intentions of duty-free shop users by examining the relative influence of cognitive, emotional and behavioral intentions. In particular, this study endeavored to determine whether there were differences in behavioral intentions by gender. The authors conducted a survey on duty-free shop users and analyzed 297 questionnaires using a structural equation. The results showed that there were no differences between the male group and the entire sample. Attitude turned out to have significant effects on both desire and behavioral intention while subjective norms only had an effect on desire. In the goal-directed behavior model, desire, a major variable acting in a mediating role, had a significant effect and the overall strongest influence on behavioral intention. In the female group, attitude, subjective norms and perceived behavioral control all had a statistically significant effect on desire. The primary factors effecting behavioral intention for both groups were attitude and desire. Since desire played a major role as a mediating variable in both groups, it was concluded that desire should be generated in order to increase the use of duty-free shops. This study has academic significance because it illuminated the factors influencing the decision-making processes of duty-free shop users with a focus on a goal-directed behavior model with relevance to integral psychology.

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1. Introduction

The number of overseas travelers decreased in 2008 and 2009 in the aftermath of the global financial crisis but increased rapidly starting in 2010, maintaining the status quo. The increase in outbound travelers from Korea can be explained by the stronger Korean won, a decrease in global oil prices, diverse marketing strategies (including from low-cost carriers) and an increased cultural trend of families travelling abroad. Despite most industries suffering from a recession last year, Korea's duty-free shop business flourished. According to the World Tourism Organization, Korea's duty-free market showed a market share increase of over 10% in 2012 and 2013, respectively, ranking first in the world. This growth continued in 2014, where it defended the first-place position with an annual turnover of around 7.9 billion dollars (The Travel Retail Business, 2015). In 2014, among foreigners, Chinese and Japanese duty-free shopping accounted for 43.1% and 16.1% of the total,

respectively (Moodie, 2015). Structurally, duty-free shops are similarly influenced by foreign tourists as well as native travelers. This makes cooperation between government and industry an essential component in promoting the duty-free industry. Given that the duty-free industry contributes significantly to the national economy, it is of the utmost importance to understand and predict the behavior of duty-free shop users. Despite its obvious importance, there are limited empirical studies on the shopping behavior of duty-free shop users.

Previous studies on consumer behavior have defined the characteristics of goal-directed behavior (Bandura & Cervone, 1986). Goal-directed behavior refers to action with a certain purpose or goal, and a positive intention to accomplish it. As the goal becomes more specific, the propensity to accomplish it appears to be stronger. In duty-free shops in particular, places where individuals can purchase inexpensive products with limited qualification and time, are chiefly used by consumers with definite sets of goals. Accordingly, this study analyzes the behavioral intentions of duty-free shop users by employing the goal-directed behavior model using an integral perspective to explain human behavior. The goal-directed behavior theory considers a person's emotional as well as

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cognitive aspects, which are considered helpful in understanding behavior. This study will apply this theory to duty-free shops in order to grasp the relative influences of attitude, subjective norms, perceived behavioral control, desire and behavioral intention.

When shopping, gender influences both motivation and behavior (Grewal, Baker, Levy, & Voss, 2003; Otnes & McGrath, 2001). Despite gender-derived differences, research on the subject is still inadequate with respect to analyzing the decision-making processes of duty-free shop users (Lu, 2014). In particular, duty-free shops benefit from establishing an identity and differentiating themselves from their competitors. This makes understanding gender, one of the major characteristics determining shopper decision-making processes, extremely important. Accordingly, the ultimate purpose of this research was to contribute to this understanding.

2. Theory development and research model

In understanding the psychological processes of duty-free shop user decision-making, it is first necessary to discuss the two major theories used in behavioral studies – reasoned action and planned behavior. The theory of reasoned action was initially proposed by Fishbein and Ajzen (1975), who were investigating the relationship between attitude and behavior based on the expectancy-value theory. Subsequent studies concluded that the direct determinant of behavior was not the attitude towards an action, but rather the intention to perform that action, while the action was determined by attitude and subjective norms (Dodor & Rana, 2009; Norman & Smith, 1995). These assertions claimed that since people were rational and reasonable, behavior was influenced by attitudes towards behavior that affected one's own actions. However, this occurs too frequently; a person's social actions are not the result of will alone. The theory of reasoned action fails to consider the potential actual behavior and its concomitant circumstances, instead emphasizing “uncertainty” and “insufficiency” (Leone, Perugini, & Ercolani, 1999; Sapp & Jensen, 1997).

To address these limitations, Ajzen (1991) expanded the theory of reasoned action by taking into consideration unintended influences such as time, expense and technology, i.e. variables of perceived behavioral control. Ajzen called this the theory of planned action. In observing a specific action, a consumer's behavioral intention can be predicted by looking at three factors – attitude, subjective norms and perceived behavioral control (Casaló, Flavián, & Guinalíu, 2010). Perceived behavioral control is identical to the self-efficacy concept proposed by Bandura and Cervone (1986), and it includes a prediction of the essential factors needed to conduct an action or interfere with an action, as well as past experience (Ajzen, 1991; Hoffman & Novak, 1996). Self-efficacy is the belief that one can successfully perform the action required to produce a certain result (Bandura, 1982). In particular, where both the attitude toward behavior and subjective norms indirectly affect behavior through the medium of behavior intention, perceived behavioral control has both direct and indirect effects on behavior.

Although the theory of planned behavior has been widely accepted in the academic community, a new argument against it has suggested a need to consider new factors (Conner & Armitage, 1998). One of the problems indicated was that the constructs of the theory of planned behavior did not have significant explanatory power. According to Armitage and Conner (2001), among the three core variables of the theory of planned behavior, subjective norms showed the lowest explanatory power. Accordingly, it was suggested that the explanatory variable of social psychology could be employed to overcome this deficiency (Johnston & White, 2003; Terry, Hogg, & White, 1999). Thus, Perugini and Bagozzi (2001) proposed a new theory by adding desire, a mediator variable, to

overcome the limitations of the two conventional theories being used to explain rational decision-making processes – reasoned action and planned behavior. This was an improvement because desire calls forth motive (Bagozzi, 1992). This emphasizes that human behavior is determined by inner psychology as well as external factors (Moscarello, Ben-Shahar, & Ettenberg, 2010). Desire, the most important factor in this model, is an inherent motive and a strong affective element of behavior, as well as an intense emotional feeling towards the subject of behavior as the state of mental motive (Perugini & Bagozzi, 2004). Perugini and Bagozzi (2001) showed that desire was a variable that had a larger effect on behavioral intention than attitude, subjective norms or perceived behavioral control. With the added input of desire, the explanatory power of the goal-directed behavior model improved. It considers an individual's cognitive and emotional aspects, and it is now being highlighted in research across multiple fields. Using a duty-free shop is a goal-directed act. Therefore, the attitude-behavior theory is not applicable unless it is used to explain the factor of motivation related to achieving goals.

Goal-directed behavior is influenced by psychology and the external environment (Moscarello et al., 2010). In the goal-directed behavior model, “expected effect” is added alongside desire as a variable. This refers to the effects an individual perceived in uncertain circumstances before carrying out an action (Carrus, Passafaro, & Bonnes, 2008). These two variables made it possible to better explain human emotions, thereby overcoming a limitation of the theory of planned behavior. The model also includes the number of times a past action is carried out and the recentness of past behavior. However, the present study excludes expected effects and the number of past action iterations. Instead, it analyzes the influences of the intention of duty-free shop use by focusing on desire. Users of duty-free shops seek price discounts via the shop's ‘duty-free’ status. Thus, it is reasonable to assume that expected emotions and past actions are not tightly related to the decision-making processes of duty-free shop users (Mintel Report Airport Retailing Review, 2000). Accordingly, the present study emphasizes desire at the expense of other non-essential variables. Attitude is a concept derived from expected effects, but duty-free shops are limited to individuals planning an aerial voyage. Outbound passengers use duty-free shops because of the price advantage. Accordingly, past iterations and the recentness of past behavior do not play a large role in their decision-making.

Attitude is an overall evaluation on behavior, opinion, and state of mind immediately before action, and can be in itself the motivation to carry out an action (Eagly & Chaiken, 1993). Additionally, it is a set of beliefs that involves positives and negatives with continued emotions toward a certain object, person, or situation (Ajzen, 1991). As a person's attitude toward a certain behavior becomes more favorable, the intention to perform the act becomes stronger (Moore & Benbasat, 1991). Subjective norms refer to the opinions of the group that exerts perceived social pressure on an individual attempting to perform a certain action (Thompson, Haziris, & Alekos, 1994). In other words, these norms are an individual's perception of the opinions of neighbors they regard as important regarding actions they should or should not perform. Subjective norms increase with more support from neighbors (Ajzen, 1991; Fishbein & Ajzen, 1977). Perceived behavioral control is the degree to which one feels that an action is under his/her private control. Similar to the concept of perceived self-efficacy in Bandura and McClelland's (1977) social learning theory, perceived behavioral control is defined as a person's perception of whether it will be easy or difficult to perform an action. Inner factors affecting perceived control are individual difference, information, technology, competence, will power, emotion and impulse; while outer factors include time, opportunity and neighbors' influence (Ajzen,

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