CROSS BORDER SHOPPING INTENTION: AN INVESTIGATION OF MALAYSIAN BORDER TOWN (PADANG BESAR)
NURAINI BINTI MOHD AMIN

POSTGRADUATE DEGREE
UNIVERSITI UTARA MALAYSIA
[2014]
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06010 UUM Sintok
Malaysia
Abstrak


Hasil kajian ini hubungan antara empat faktor yang mempengaruhi membeli-belah merentas sempadan di kalangan pelancong. Kajian ini boleh membuat kesimpulan kualiti perkhidmatan, kepuasan dan norma subjektif adalah hubungan yang signifikan positif dengan membeli-belah sempadan. Dan hasilnya antara sikap dan niat membeli-belah merentas sempadan hubungan yang signifikan negatif.
Abstract

Cross border tourism can be modeled from the neo-classical economics theoretical demand framework based on an individual tourist/consumer visiting neighboring countries with the purpose of directly consuming goods and services which are cheaper in that country and/or are unavailable in the country of origin. The border areas between Thailand and Malaysia are dynamic in terms of cross border activities. The study an intention cross border shopping behavior involve in four element factors: service quality, satisfaction, attitude and subjective norms. These factors can influence the tourist intention cross border shopping behavior to borderland which is province of Padang Besar and Thailand.

The data collection was conducted at Perlis state area and Padang Besar during weekend. The number of the sample was calculated based on the population in Perlis state. The actual numbers of respondents approached for this study were 190 but responses from only 111 could be used.

The result of this study the relationship between four factors that influences cross border shopping among tourist. This study can conclude the service quality, satisfaction and subjective norm are positive significant relationship with cross border shopping. And the result between attitude and intention cross border shopping is negative significant relationship.
Acknowledgement

Alhamdulillah, thank you Allah for giving me the wisdom, strength, environment, and people to support me over the years to complete my Master study. Many people have played a role in the completion of this thesis. It could not have been written without the academic, professional and personal support of the following people. Firstly, I would like to express my deep appreciation to my supervisor, Dr Mohd Sobri Don@A. Wahab.

Secondly, to my parent, Mohd Amin B Taib and Robeah Bt Othman and my parent - in – law, Shazali B Yahya and Salamah Bt Yasin. Special thanks for my beloved husband, Mohd Shafik Affandy B Shazali and my little Khalif, Muhammad Irfan B Mohd Shafik Affandy for supporting, and encouraging me all this time. Thank you to my sibling understanding and concern. Lastly, thank you for my entire friend who has a lot to support me during study along master journey while in difficult to found the solution in study that help me completing my thesis. Thank you to my international business colleague for your advice and support and to other people those are indirectly helpful to complete my thesis. I am really grateful because having all of you in my life and really appreciate what have all of you done for me.
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CHAPTER ONE

INTRODUCTION

1.1 INTRODUCTION

Shopping is a popular and pervasive contemporary tourist activity (Ryan 1991; Timothy and Butler 1995; Turner and Reisinger 2001; Goeldner, Ritchie and McIntosh 2000; Kent, Shock and Show 1983; Timothy 2005) and a big component of travel expenditures. For instance, over 60% of domestic and 85% of international tourists participates in shopping (OTTI 2004; Moscardo 2004). Statistics show that on average, a tourist spends nearly one-third of their total tourism spending on shopping (TIAA 2005). For international tourists, shopping accounts for nearly 50% of the spending at the destination (Mak, Tsang and Cheung 1999). In addition, recent research indicates that shopping during vacations is one of the important planned activities of tourists prior to travel (Hwang 2005), and shopping is one of the top most often searched keywords for travel information seekers on destination web sites (Pan and Fesenmaier 2006). In addition, recent studies show that one of the key activities planned by travelers during vacation is shopping. Nearly 50% of the expenses while traveling have been used for shopping by foreign tourists. Therefore, it is not amaze that tourist shopping behavior is a trend of growing importance and attention to tourism scholars and the industry.
The contents of the thesis is for internal user only
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Appendix I

QUESTIONNAIRE

SURVEY QUESTIONNAIRE

Kajian Soal Selidik

Cross Border Shopping: An Investigation at Northern Malaysia Border (Padang Besar)

1. This questionnaire concerns on intention Tourist Shopping behavior:
   The Investigate North Malaysia Borderlands’ (Padang Besar).

2. All information given in this questionnaire will be kept STRICTLY CONFIDENTIAL.


2. Segala informasi yang diberikan dalam kajian ini adalah SULIT.

Nuraini Bt Mohd Amin
Student of MSc International Business
College of Law, Government and International Studies (COLGIS)
University Utara Malaysia

Thank you for participating in this study.
Terima kasih atas kerjasama anda dalam kajian ini.
Section 1: Trip Profile

1. Is this your first visit borderlands?
   Yes   No

2. What is your main purpose for visiting Padang Besar? (tick one box only)
   - Vacation/Leisure
   - Visiting relatives
   - Business/Meeting/Field study/Training
   - Shopping
   - Visiting friends
   - Sightseeing
   - Other (Please specify)

3. Your current visit to Padang Besar is:
   - A fully packaged tour
   - A partially packaged tour with transport and accommodation only
   - Non-packaged/independent travel
   - Arranged by company
   - Other (Please specify)

4. Is this trip to borderlands being paid by your company or the government?
   Yes   No

5. How many people are traveling with you on this trip? (including yourself)
   Total: | Children under18: | Adult females: | Adult males:

6. As of today, approximately how much you spend on SHOPPING in borderlands?
   MYR___________
   BAHT___________

7. As of now, which of the following items have you purchased in Borderlands this time? (You can choose more than one option)
   - I did not make any purchases
   - Clothing and footwear
   - Electronic appliances and electronic products
   - Arts and crafts and souvenirs
   - Cosmetics and beauty products
8. Which one of the following categories best describes the shop that you visited Immediately BEFORE this interview? (please choose only one)

- Clothing and footwear
- Electronic appliances and electronic products
- Arts and crafts and souvenirs
- Cosmetics and beauty products
- Medicine and health products
- Food and beverages (exclude restaurants)
- Gold, jewelry, and watches
- Handbags, luggage, and leather goods
- Department store
- Other

9. Which of the following best describes your purchase from the shop?

- I did not make any purchases
- Solely purchased for myself
- Solely purchased on behalf of others
- Solely purchased as gifts for others
- Partly purchased for myself and partly as gifts or purchases for others

Section 2: Service Quality

We would like to find out your evaluation of the shops in borderland. Based on the answer have been choose in question 8. Please indicate how well you agree with the following statements describing your perception of the quality of the shop. Circle the number that represents the level of agreement with the statements. 1= strongly disagree and 5=strongly agree

<table>
<thead>
<tr>
<th>Shop attributes</th>
<th>Strongly disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 The location of the shop and transportation network are convenient</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>2 The environment of the shop is comfortable</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td>The environment of the shop is safe</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>---</td>
<td>-----------------------------------</td>
<td>---</td>
<td>---</td>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>4</td>
<td>The environment of the shop is clean</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>5</td>
<td>The shop has a good reputation</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>6</td>
<td>The display of products are attractive</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>7</td>
<td>The shop provides opportunities to try the products</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>8</td>
<td>The opening hours of the shop are convenient</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>9</td>
<td>The refund/ return policy is simple and convenient</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>10</td>
<td>The shop has a quality and service guarantee</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>11</td>
<td>Product are of the latest style/model</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>12</td>
<td>The quality of product is good</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>13</td>
<td>There is a good variety of product</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>14</td>
<td>The staff have good product knowledge</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>15</td>
<td>The staff have a good service attitude</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>16</td>
<td>The staff provide prompt service</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>17</td>
<td>The price of the product generally appropriate</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>18</td>
<td>The prices of products are clearly displayed</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>19</td>
<td>The staff clearly explained the product information</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>20</td>
<td>The shop has attractive discounts and promotions</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>21</td>
<td>The shop gives out gifts or sample</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>22</td>
<td>Special prices for the products are available</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
</tbody>
</table>

Circle the number that best represents your OVERALL EVALUATION of the QUALITY of the Shop mentioned in section 2.

<table>
<thead>
<tr>
<th>Extremely Low Quality</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>Extremely High Quality</th>
</tr>
</thead>
</table>

95
## Section 3: Satisfaction

Please indicate how well you agree with the following statements describing the value that you have attained through the shopping experience that you mentioned in section 2. Circle the number that represents the level of agreement with the statement. 1=strongly disagree and 5=strongly agree.

<table>
<thead>
<tr>
<th>Value attained through the shopping experience</th>
<th>Strongly disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Shopping in this shop was relaxing</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>2 Shopping in this shop made me feel like I was in another world</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>3 I got so involved when I shopped at this shop that I forgot everything else</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>4 Shopping in this shop was fun</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>5 I got a good quality product for a reasonable price</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>6 I got my money’s worth for the money I spent</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>7 I enjoyed the interaction with other customers</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>8 I enjoyed the interaction with staff</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>9 I enjoyed touching and trying the products</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>10 Shopping in this shop helped me understand myself and her products that are suitable for me</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>11 Taking advantage of a price deal made me feel good</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>12 I got a lot of pleasure from knowing that I have</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>
I enjoyed shopping in this shop because I drove a good bargain

<p>| | | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>13</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
</tbody>
</table>

Circle the number that best represent your overall feeling about the experience

<table>
<thead>
<tr>
<th></th>
<th>Extremely dissatisfied</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>24</td>
<td>Extremely satisfied</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Extremely displeased</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>25</td>
<td>Extremely pleased</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Extremely unfavorable</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>26</td>
<td>Extremely favorable</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Section 4: Attitude about shopping in borderlands in the future**

Please circle the number that best represents your attitude toward shopping in borderland in the future

To me shopping in borderland in the future would be

<table>
<thead>
<tr>
<th></th>
<th>Extremely bad travel activity</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Extremely good travel activity</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Extremely unpleasant</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>Extremely pleasant</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Section 5: Subjective Norms

Please indicate how well you agree with the following statements describing your perceptions about how others view your shopping in borderland in the future. Circle the number that represents the level of agreement with the statements 1=strongly disagree and 5=strongly agree

<table>
<thead>
<tr>
<th></th>
<th>Strongly disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Most people who are important to me think I should shop at the same shop in the future</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>2</td>
<td>Most people who are important to me think I should shop in borderland in the future</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>3</td>
<td>The people in my life whose opinion I value would approve of my shopping at the same shop in the future</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>4</td>
<td>The people in my life whose opinion I value would approve of my shopping in borderland in the future</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
</tbody>
</table>
**Section 6: Behavior Intention**

Circle the number that indicates how likely you are to take the following actions.

1=strongly disagree and 5=strongly agree

<table>
<thead>
<tr>
<th></th>
<th>Say positive things about the shop to other people</th>
<th>Strongly disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Make purchase from the shop again in the future</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>2</td>
<td>Encourage friends and relative to visit the shop</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>3</td>
<td>Visit the shop again even if the prices are</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>4</td>
<td>higher than other shop selling similar</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>product</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>say positive things about shopping in Malaysia</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
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Section 7: Demographic

Finally, we would like to conclude this survey by asking some basic information about you. Please check ONE option that best describes you for each question.

1. Gender:  [ ] male  [ ] female

2. Your age:  [ ] below 18  [ ] 18-25  [ ] 26-33  
   [ ] 34- [ ] 42- [ ]
   50 and above.

3. What is your marital status?
   [ ] Single  [ ] married  [ ]
   other__________

4. Education level:  [ ] primary or under  [ ]
   middle school  [ ]
   college/university  [ ] Master/PHD

5. Your MONTHLY HOUSEHOLD INCOME falls into which of the following categories?
   [ ] Less than MYR1500  [ ] MYR1600-MYR2000  [ ]
   MYR2100-MYR2500  [ ] MYR2600-MYR3000  [ ] MYR3100 or above
Appendix II: Frequencies Analysis

(a) Statistic

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(b) Sex / Gender

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(c) Age

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(h) Purpose visit

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<tr>
<td>business/meeting/field study/training</td>
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<td>a partially packaged tour with transport and accommodation only</td>
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<td>arranged by company</td>
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(j) Sponsored

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(k) People on trip

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Appendix III: Correlation

### Descriptive Statistics

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### Correlations

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** Correlation is significant at the 0.01 level (2-tailed).
* Correlation is significant at the 0.05 level (2-tailed).

---

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Appendix IV: Regression

Regression

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## Correlations

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## Model Summary

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<th>Change Statistics</th>
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a. Predictors: (Constant), SUBJECTIVE NORMS, SATISFACTION, ATTITUDE, SERVICE QUALITY
b. Dependent Variable: BEHAVIOR INTENTION

## ANOVA

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a. Dependent Variable: BEHAVIOR INTENTION
b. Predictors: (Constant), SUBJECTIVE NORMS, SATISFACTION, ATTITUDE, SERVICE QUALITY
### Coefficients

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*a. Dependent Variable: BEHAVIOR INTENTION*

### Residuals Statistics

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*a. Dependent Variable: BEHAVIOR INTENTION*