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Exploring Value of Time, Shopping Behavior and Shopping Motivation of International Tourists in the Chatuchak Weekend Market

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Abstract**—**The purpose of this study was to explore the demographic differences of international tourists according to three main factors, including the value of time, shopping behavior and shopping motivation. The Chatuchak Weekend Market is known as one of the biggest weekend markets in the world. Too little academic studies had been conducted in this area of weekend market, despite its growth and continuous development. In general, both domestic visitors and international tourists are attracted to the perception of cheap and bargaining prices the weekend market. However, systematic research study can provide reliable understanding of the perception of the visitors.

This study focused on the group of international tourists who visited the market and aimed to provide better insights based on the differences in their demographic factors. Findings indicated that several differences in value of time, shopping behavior, and shopping motivation were identified by gender, income and age. Research implications and directions for further studies were discussed.

Keywords**—**Value of Time, Shopping Behavior, Shopping Motivation, Chatuchak Weekend Market.

I. Introduction

ONE of the important activities for tourists is shopping as shown in many tourism promotion websites. In addition, tourist expenditure in shopping category has been one of the main focuses of several national tourism organizations in order to support the national income from tourism activities. According to Eroglu [1], shopping is an increasingly important tourist activity reported that two-third of visitor expenditure is on shopping. In international tourism, the second most important expenditure item is shopping, following accommodation. In some international markets, for example Hong Kong, shopping is even more important than accommodation and ranks number one in terms of tourist expenditure [2].

Tourists are satisfied when their needs are met. The psychology of tourist spending is important. The tourists are consciously searched for unique gifts and products to take home and concern about several factors, for example, the brand names and logos, product and package size, price, purchase time, location of stores, and product advertising [3].

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The Chatuchak Weekend Market is one of the world's largest weekend markets covering area of 27 acres and divided into 27 sections, which including more than 15,000 booths where shoppers can find goods from all parts of Thailand [4]. The Chatuchak Weekend Market is very popular shopping center for Thai people and has become a popular place to international tourists and foreigners who stay in Bangkok. There are over 200,000 visitors each day, both on Saturday and Sunday, and 30% are foreigners [5].

The main purpose of this study is to identify differences in demographic factors of international tourist when they shop at the Chatuchak Weekend Market. Little empirical research has been conducted to understand the value of time, shopping motivation and shopping behavior in the context of the weekend market, especially in the Chatuchak Weekend Market, which is one of the biggest markets in its category.

II. Problem Statement

The Chatuchak Weekend Market attracts more attention among tourist every year and is considered to be the topmost favorite shopping destination in Thailand as it is well known due to wide variety of products and its cheap price [4]. However, limited number of study in this related field was conducted, concerning international tourists' shopping behavior at the Chatuchak Weekend Market in tourism industry. Therefore, having a better understanding on tourist shopping behavior is an important step to explore the Chatuchak Weekend Market potentials and promote gastronomy tourism in Thailand.

Findings of the current study are expected to provide a deeper understanding about tourist shopping behavior at the Chatuchak Weekend Market, Thailand. The Chatuchak Weekend Market was considered the potential destination to attract more tourist arrival for Thailand [4]. This study aims to give more information to government on how international tourists view the weekend market. Therefore, government can use this information to improve Thailand's tourism sector to become more efficient, since it is one of the significant income distributors for the country [6]. Furthermore, although there are varieties of product offered in the Chatuchak Weekend Market, vendors and retailers should know the shopping behaviors, value of time and shopping motivation of the customers and try to satisfy them. At the same time, international tourists may have different perspectives on the Chatuchak Weekend Market and those perspectives are worth of exploring.

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Since there are still few researches in this particular area, the investigation is highly important in order to have clear perception of the international tourists of the Chatuchak Weekend Market.

For decades, the Chatuchak Weekend Market has become better known among international tourists and known as one of the important tourism destinations. However, there is no empirical research attempting to explore the preferences of the tourists in important areas of tourist shopping characteristics, including value of time for the tourists spending at the market, their shopping behaviors and shopping motivation.

III. Literature Review

A. Shopping Behavior

Tourist shopping behaviors are various, and these behaviors influence the decision making to choose a store. In order to shop, the tourists usually start from considering a set of store characteristics or store image attributes. Tourist often uses these characteristics to determine whether or not the retailers can satisfy their specific needs. Tourists are likely to avoid the stores that lack the desired shopping environment and continue to find a more preferable store to enter [7]. There are eight characteristics that contribute to favorable or unfavorable consumer attitudes toward the stores. These attributes are merchandise, service, clientele, physical facilities, convenience, promotion, store atmosphere, and post-transaction satisfaction [8]. In addition to identifying those characteristics, two types of shopping behaviors can be classified, which are approach and avoidance behaviors [9]. Approach behaviors include positive behaviors that might be directed at the environment; for example a desire to remain in a store and explore the offered products. Approach behaviors are suggested by increased willingness to interact with others such as salesperson in an environment, increased willingness to spend time and come back to an environment, and increase willingness to spend money. Avoidance behaviors show the opposite responses. It is a desire to leave a store or not to explore [10]. People are expected to have greater approach behaviors in good environment that creates positive effects and greater avoidance behaviors in unpleasant environment, which creates negative effects.

In this study, shopping behavior can be classified into two types which are approach behavior and avoidance behavior. Tourists perform approach behavior in the good environment and avoidance in the unpleasant environment.

B. Shopping Motivation

Shopping motivation is categorized in many aspects, such as leisure, functional, and symbolic. For example, for cross-border shopping, taking the advantage of price differences was a motivation, but was not the sole motivation for cross-boarder shopping when considering the travel expenses incurred [11]. The added value of escaping from a routine living environment and experiencing a different culture is considered to be another motivation. Mok and Iverson [12] attributed some type of tourists' satisfaction of shopping to their cultural value of maintaining social relationships by giving gifts. There are some observations, generally in social networking as well as in Japanese culture, that the tradition of exchanging gifts plays an important role [13]. As a result, souvenir shopping by Japanese tourists was very popular. Anderson and Littrell [14] noted that souvenir shopping had strong symbolic value for tourists and tourism memories are psychologically more important for female tourists. Shopping motivation can also be summarized into four categories: taking advantage of the unique goods provided or bargaining price offered; being motivated by the favorable exchange rate; purchasing goods and products that represent the identity of the destination that would preserve a memory and strengthening social and family connections by giving gifts and souvenirs to relatives, friends, or colleagues [13].

In this study, shopping motivation was defined as the tourist's desire to shop. The motivation can be classified into four major categories, which are taking advantage of the unique goods, being motivated by the favorable exchange rate, purchasing products that represent the identity of the destination, and strengthening social and family connections by giving gifts and souvenirs to relatives, friends, or colleagues.

C. Value of Time

Value of time also plays an important role in consumers' decision making [15]. Consumers spend time on every activity relating to consumption, including search, information acquisition, selection, purchase, and consumption itself [16]. Shopping time begins when the consumers leave to go shopping and end when they return [17]. Time-stressed shoppers, such as those who spend a significant amount of time for information research on the product they want, are less inclined to search for prices and tend to use simple tactics, which can be "buy what you bought last time" [15]. Those consumers may also base their decisions on impulse and not spend much effort to find better prices [18]. Consumers with low value of time tend to do more searches for price than those with high value of time [19]. However, consumers with high value of time may still find price as important as those with low value of time. Furthermore, consumers with high value of time for whom price is important prefer to shop at 'Everyday Low Price (EDLP) outlets [20].

In this study, value of time was determined by the international tourists in that the tourists with low value of time tend to search for price and spend time on shopping more than the tourists with high value of time. In contrast, the tourists with high value of time have less time spending on shopping, but still find the price as important as the tourists with low value of time.

IV. Research Methodology

Based on the objective of the study, quantitative approach was undertaken to describe the characteristics of the variables. Descriptive study helps to understand the characteristics of a group in a given situation. Frequency and percentage for each group were used to describe the details of the samples. In order to test differences by demographic factors, independent sample

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t-test and ANOVA (with post hoc multiple comparison) were applied. The population in this study was international tourists 200,000 visitors each day and 30% are foreigners. The respondents were international tourists who shopped at the Chatuchak Weekend Market. The sample size was 306 international tourists from Europe, Asia and others.

V. Results

A. Descriptive Statistics

In the gender category, most respondents involved in the study were female, which was 55.2%. In the age category, international tourist aged between 21 and 30 was the largest group (115 respondents or 37.6%). In terms of income per month category, the respondents with income per month between $1,001 and $1,500 were the largest group of respondents (49.7%).

B. Gender

About gender effect on value of time, shopping behavior and shopping motivation, the results were provided as follows.

TABLE I
T-Test Results of Value of Time by Gender

	Gender	N	Mean	Std. Deviation
Shopping wastes my time.	Female	169	4.18	1.775
	Male	137	3.66	1.637
I make shopping trips fast.	Female	169	3.71	1.222
	Male	137	3.47	1.225
I shop because I have free time.	Female	169	5.03	.948
	Male	137	4.81	1.128

For value of time, female tourists indicated significantly higher mean than male tourists ($p<0.05$).

TABLE II
T-Test Results of Shopping Behavior by Gender

	Gender	N	Mean	Std. Deviation
I prefer to shop in attractive shopping atmosphere.	Female	169	5.22	1.184
	Male	137	4.94	.847
I prefer to spend time at the place and explore the offered product.	Female	169	4.96	.944
	Male	137	4.40	.781
I tend to purchase more each time of visit.	Female	169	4.89	1.024
	Male	137	4.35	.990

Regarding shopping behaviors, female tourists indicated higher means, comparing to male tourists in the statements shown in the table above ($p<0.05$).

TABLE III
T-Test Results of Shopping Motivation by Gender

	Gender	N	Mean	Std. Deviation
I prefer to shop because I want to experience new culture.	Female	169	5.17	1.027
	Male	137	4.91	.890
I prefer to shop because I can gain benefit from exchange rate.	Female	169	5.22	.754
	Male	137	5.05	.942
I prefer to shop because I am bored of my routine shopping.	Female	169	4.63	.937
	Male	137	4.24	1.320
I prefer to shop because I can find unique goods.	Female	169	5.49	.810
	Male	137	4.80	.890
I prefer to buy souvenirs because I want to preserve memory.	Female	169	5.08	1.020
	Male	137	5.34	1.059
I prefer to buy souvenirs to relatives, friends, or colleagues.	Female	169	5.20	1.021
	Male	137	5.01	1.144

Female tourists were found to have significantly higher means than male tourists in the aspects of shopping to experience new culture, gaining benefit from exchange rate, being bored of routine shopping, finding unique goods and buying souvenirs for relatives, friends or colleagues ($P<0.05$). However, male tourists had more preference in buying souvenirs to preserve memory than the female tourists.

C. Age Level

TABLE IV
ANOVA Results of Value of Time by Age Level

		Sum of Squares	df	Mean Square	F	Sig.
Shopping wastes my time.	Between Groups	113.002	4	28.251	10.613	.000
	Within Groups	801.263	301	2.662		
	Total	914.265	305			
I make shopping trips fast.	Between Groups	69.418	4	17.355	13.396	.000
	Within Groups	389.941	301	1.295		
	Total	459.359	305			

Regarding “Shopping wastes time”, young tourists aged 20 years old or below(different from those aged 31-40 and 41-50) felt that shopping was not really the activities that they enjoyed comparing to older groups of tourist. While the tourists aged 51-60 had higher mean than the group aged 41-50 (mean difference= 3.091) About the topic of making shopping trip fast, tourists aged 20 or below had higher mean than the tourists aged 21 -30, 31-40 and 41-50.

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TABLE V
ANOVA RESULTS OF SHOPPING BEHAVIOR BY AGE LEVEL

		Sum of Squares	df	Mean Square	F	Sig.
I prefer to shop in attractive shopping atmosphere.	Between Groups	33.889	4	8.472	8.356	.000
	Within Groups	305.170	301	1.014		
	Total	339.059	305			
I prefer to spend my time at the place and explore the offered product.	Between Groups	11.107	4	2.777	3.403	.010
	Within Groups	245.586	301	.816		
	Total	256.693	305			
I tend to purchase more each time of visit.	Between Groups	86.257	4	21.564	26.458	.000
	Within Groups	245.328	301	.815		
	Total	331.585	305			

For shopping in attractive shopping atmosphere, tourists aged 21-30 had higher mean than those aged 20 or below, 31-40 and 41-50. Tourists aged 20 or below had the lowest mean comparing to all other groups when asking them about "I prefer to spend time at the place and explore the offered product.". The difference was also found in the aspect of "purchasing more each time of visit" in that tourists aged 20 or below had higher mean than those aged 21-30, 31-40 and 41-50.

TABLE VI
ANOVA RESULTS OF SHOPPING MOTIVATION BY AGE LEVEL

		Sum of Squares	df	Mean Square	F	Sig.
I enjoy shopping just for fun of it.	Between Groups	175.678	4	43.919	88.689	.000
	Within Groups	149.058	301	.495		
	Total	324.735	305			
I prefer to shop because I want to experience new culture.	Between Groups	35.130	4	8.783	10.361	.000
	Within Groups	255.135	301	.848		
	Total	290.265	305			
I prefer to shop because I can gain benefit from exchange rate.	Between Groups	21.785	4	5.446	3.338	.000
	Within Groups	196.597	301	.653		
	Total	218.382	305			
I prefer to shop because I am bored of my routine shopping.	Between Groups	47.671	4	11.918	10.303	.000
	Within Groups	348.189	301	1.157		
	Total	395.859	305			
I prefer to shop because I can find unique goods.	Between Groups	29.064	4	7.266	9.761	.000
	Within Groups	224.051	301	.744		
	Total	253.114	305			
I prefer to shop because I can bargain for the lowest price.	Between Groups	55.648	4	13.912	15.969	.000
	Within Groups	262.234	301	.871		
	Total	317.882	305			
I prefer to buy souvenirs because I want to preserve memory.	Between Groups	55.096	4	13.774	14.960	.000
	Within Groups	277.139	301	.921		
	Total	332.235	305			
I prefer to buy souvenirs to relatives, friends, or colleagues.	Between Groups	26.129	4	6.532	5.965	.000
	Within Groups	329.636	301	1.095		
	Total	355.765	305			

Tourists in the age group of 20 years old or below considered "Shopping just for fun" at the lower degree than tourists in the age group of 21-30, 31-40 and 41-50. Tourists aged 21-30 and 31-40 had higher mean for the statement of "shopping for experiencing the new culture" than those aged 20 years or below. Tourists aged 41-50 concerned more about gaining benefit from exchange rate than those in the age group of 20 or below and 31-40 years old. The results indicated that tourists aged 31-40 and 41-50 were bored of routine shopping at the higher degree than the tourists age 21-30. About bargaining for the lowest price, tourists who were 20 years old or below concerned more about this aspect than those aged 41-50 and 51-60. Young tourists aged 20 or lower concerned more about finding unique goods than those aged 41-50 and 51-60. For buying souvenir to preserve memory, tourists aged 31-40 and 41-50 were more interested in doing so than the tourists aged 21-30. The findings also demonstrated the significant difference about buying souvenir for relatives, friends, or colleagues. The tourists aged 21-30 and 31-40 were more interested than those aged 20 or younger.

Income Level

For the income level, the findings showed significant differences as follows.

TABLE VII
ANOVA RESULTS OF VALUE OF TIME BY INCOME LEVEL

		Sum of Squares	df	Mean Square	F	Sig.
I shop because I have free time.	Between Groups	41.902	5	8.380	8.801	.000
	Within Groups	285.657	300	.952		
	Total	327.559	305			

There was only one difference in value of time related to the statement "I shop because I have free time." and the result provided that lower income tourists, for those with income of $500 or below and $501-$1,000, had higher means than those making $1,001-$1,500.

TABLE VIII
ANOVA RESULTS OF SHOPPING BEHAVIOR BY INCOME LEVEL

		Sum of Squares	df	Mean Square	F	Sig.
I prefer to shop in attractive shopping atmosphere.	Between Groups	37.994	5	7.599	7.572	.000
	Within Groups	301.065	300	1.004		
	Total	339.059	305			
I prefer to spend my time at the place and explore the offered product.	Between Groups	13.618	4	2.724	4.454	.001
	Within Groups	183.441	300	.611		
	Total	197.059	305			
I tend to purchase more each time of visit.	Between Groups	91.620	4	18.324	33.302	.000
	Within Groups	165.073	301	.550		
	Total	256.693	305			

About shopping in attractive shopping atmosphere, tourists who earned $500 or below had higher mean scores than those earning $501-$1,000 and $1,001-$1,500 and $2,001-$2,500 per month. Tourists earning $1,501-$2,000 per month had lower mean scores than the tourists in the income range of $500 or below, $501-$1,000 and $1,001-$1,500 for the issues of preference to have interaction with salesperson and preference to spend time at the place and to explore the offered products.

TABLE IX
ANOVA RESULTS OF SHOPPING MOTIVATION BY INCOME LEVEL

		Sum of Squares	df	Mean Square	F	Sig.
I enjoy shopping just for fun of it.	Between Groups	18.310	5	3.662	3.585	.004
	Within Groups	306.426	300	1.021		
	Total	324.735	305			
I prefer to shop because I want to experience new culture.	Between Groups	20.434	5	4.087	4.544	.001
	Within Groups	269.831	300	.899		
	Total	290.265	305			
I prefer to shop because I can gain benefit from exchange rate.	Between Groups	16.793	5	3.359	4.998	.000
	Within Groups	201.589	300	.672		
	Total	218.382	305			
I prefer to shop because I am bored of my routine shopping.	Between Groups	32.781	5	6.556	5.417	.000
	Within Groups	363.079	300	1.210		
	Total	395.859	305			
I prefer to shop because I can find unique goods.	Between Groups	24.518	5	4.904	6.435	.000
	Within Groups	228.597	300	.762		
	Total	253.114	305			
I prefer to shop because I can bargain for the lowest price.	Between Groups	60.404	5	12.081	14.076	.000
	Within Groups	257.479	300	.858		
	Total	317.882	305			
I prefer to buy souvenirs because I want to preserve memory.	Between Groups	67.578	5	13.516	15.321	.000
	Within Groups	264.657	300	.882		
	Total	332.235	305			
I prefer to buy souvenirs to relatives, friends, or colleagues.	Between Groups	28.653	5	5.731	5.256	.000
	Within Groups	327.112	300	1.090		
	Total	355.765	305			

The international tourists with monthly income of $500 or below considered shopping to experience new culture at the higher degree than those earning monthly income of $1,001-$1,500. About the issue of gaining benefit from exchange rate, the tourists with the monthly income of $500 or below and $1,001- $1,500 had higher mean scores than those making more than $2,500 per month. When asked about shopping at weekend market because they are bored of routine shopping, the tourists with income per month of $500 or below indicated higher mean scores than those with income range of $501-$1,000 and $1,001-$1,500 per month. Lower income tourists ($500 or below) showed higher mean scores for the statement of "I prefer to shop because I can bargain for the lowest price" than those earning $2,001-$2,500 and more than $2,500 per month. For shopping for unique goods, lower income group ($500 or below) indicated higher degree of agreement than those in the group of $501-$1,000 and $1,001-$1,500 per month. The international tourists in the income levels of $501-$1,000 and $2,001-$2,500 per month concerned more about buying souvenir to preserve memory than those with the income level of $500 or below. The tourists earning $2,001-$2,500 per month preferred to buy souvenir for relatives, friends, or colleagues more than those earning $501-1,000 and $1,001- $1,500.

VI. DISCUSSION

There were differences found in all demographic factors in relation to value of time, shopping behaviors and shopping motivation. The research findings were supported by several previous studies. Significant differences on personal demographic background, such as age, sex, income, and nationality can affect shopping behavior of international tourists [13]. The next factor is about differences among age groups. According to Crawford and Godbey [21], the respondents under 35 years old and the middle-aged groups of 45 to 55 seemed to have the most positive attitude toward shopping. Furthermore, older people may use fewer stores to facilitate shopping and seem to have persistent shopping habit. These older tourists gave higher value on the benefits of store-specific knowledge of layout and prices, comparing to the younger tourists. One of the important factors directly related to shopping characteristics of international tourist was income. Lehto, Cai, O'Leary and Huan [22] defined that income was the indicator of consumption possibilities and it determined the importance of price in product and store choice decisions, and greater income reduced the need for shopping around for better prices and deal. Tourists with higher income were able to emphasize more on location convenience, product quality, and

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better shopping experience [23]. In contrast, tourists with lower income tended to search for better prices and deals [24].

VII. Conclusions and Further Recommendations

This study has achieved its objectives in identifying and understanding the differences in demographic factors of international tourists in the weekend market. The Chatuchak Weekend Market is known as one of the biggest weekend markets in the world. The empirical study for better understanding in shopping characteristics of the tourists is crucial to provide more in-depth understandings for further study. Due to the special characteristics of the weekend market, past studies, which investigated shopping behaviors, were not suitable to explain the actual characteristics of tourist shoppers. This study, therefore, filled the gap of knowledge with the results from the investigation.

There are several research practical contributions from the current study. Firstly, it provides greater understanding on the behaviors of international tourists shopping at the weekend market and the tourism organization or government can utilize the information to improve the weekend markets to better support the needs of the shopping tourists, resulting in generating income for the country through many ways, such as taxes. Secondly, it offers additional insights about the tourist shopping behaviors, especially beneficial for retailers to attract international tourists. Lastly, it provides better information about key factors motivating the tourists to shop at the Chatuchak Weekend Market.

For directions for further study, future research studies can focus on other factors of international tourists shopping at the weekend markets in order to enhance understanding about international tourists, including the concepts of shopping satisfactions and tourists' shopping loyalty toward the weekend markets. In addition, researchers may explore the differences in shopping characteristics between domestic and international tourists to understand more clearly about shopping motivations or other important factors affecting their decisions to shop at the weekend markets.

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