CHINESE TOURISTS SHOPPING BEHAVIOUR

IN NEW ZEALAND:

THE CASE OF HEALTH AND BEAUTY PRODUCTS

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Edward Paul Commons

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ABSTRACT

This thesis presents the findings of the shopping behaviours of Chinese tourists in New Zealand with specific reference to health and beauty products. This research investigates both the general shopping behaviour, familiarity, and purchase patterns of health and beauty brands, as well as the purchasing decisions, preferences, and post purchase evaluations when shopping in New Zealand. This study provides new insight into the most popular brands to the Chinese, how they are making their decisions about these brands, and what their overall shopping experiences are like with local health and beauty products.

This study adopted an exploratory sequential mixed-methodology approach, which was used to answer the research objectives of this thesis. The study was conducted in two phases, Stage 1 consisted of 13 in-depth interviews with current Chinese university students based in China, who were past visitors to New Zealand. Stage 2 was a survey completed by 402 Chinese tourists at Christchurch International Airport.

A thematic analysis was used to interpret the findings from the in-depth interviews. General themes were extracted from the interviews to be collated into the survey. The survey responses were analysed using several tests of associations (e.g. chi-square tests) and multi-variate techniques, including independent *t*-tests, ANOVA, factor analysis, and multiple regression. The results provide an overview of the behaviour and preferences of Chinese tourists when shopping in New Zealand, with several significant findings highlighted and discussed.

The findings from this research provide a new understanding of the behaviour and preferences of Chinese tourists when shopping in New Zealand for health and beauty products. This study will be beneficial to custodians of health and beauty brands, including retailers, Christchurch International Airport, destination marketers, Tourism New Zealand, and the wider tourism sector to better guide the development of New Zealand products and how to better market and sell them to Chinese travellers.

Keywords: Chinese tourists; shopping behaviour; foreign brands; country of origin; New Zealand; China; health and beauty products.

1. INTRODUCTION

"Chinese outbound tourists have become the most important emerging market globally"

(Zhu, Xu, & Jiang, 2016, p. 293)

Over the past two decades, China has experienced prosperous economic and social growth, which has transformed it into a key part of the world economy. Part of the Chinese economic success is the emergence of its outbound tourism market, which saw 130 million outbound Chinese travellers spending an estimated USD115 billion overseas in 2017 (Hailin, 2018). These numbers cement China as the world's leading outbound tourism market that has unsurprisingly received notable attention from worldwide marketers (Nielson, 2017; World Tourism Organisation Institute [UNWTO], 2017; Wyman, 2017). This growth has also attracted a wide body of research literature, all attempting to explain this phenomenon and understand the evolving needs of this fast-paced transformative market (Arlt, 2013; Li, Lai, Harrill, Kline, & Wang, 2011). Because of this boom in outbound tourism, Chinese tourists are now travelling further abroad, experiencing unique diverse destinations, observing new cultures, and engaging in a variety of shopping activities. This has resulted in an interest in Chinese tourist shopping behaviour, which has been identified as one of the most important activities for their travel experiences (Huang & Hsu, 2005; Li, Lai, et al., 2011; Meng & Zhang, 2016). This interest in Chinese tourist shopping habits is the foundation for this study.

Several studies have provided reasoning behind Chinese tourists avid shopping behaviour (Brown & Liangying, 2012; Choi, Liu, Pang, & Chow, 2008; Davis, Qiu, & Davis, 2017; Gao, Huang, & Brown, 2017; Guo et al., 2008; Jiang, 2017; Meng & Zhang, 2016; Wang, 2012; Xu & McGehee, 2012; Zhang, 2013; Zhu et al., 2016). The studies collectively investigated the motivations, purchasing decisions, attitudes, perceptions, and overall experiences of the tourists in different destinations; however, some studies identified that there is limited information available on their shopping behaviours (Meng & Zhang, 2016; Xu & McGehee, 2012; Zhu et al., 2016). These limitations have made it difficult for tourism and hospitality providers to deploy successful marketing strategies, fine-tune targeting strategies, and enhance positioning of brands for the Chinese tourist market. These shortcomings provided an opportunity for an exploration of this topic in this study to expand on the current

information available. This study is targeted at a gap in the research on shopping behaviour with respect to brand attitudes and shopping preferences (e.g. choice of retailer and brands purchased). In addition, the influence of demographics on shopping behaviour, on-site shopping behaviour (including product information sources), shopping locations, and predictions of future behaviour patterns are also explored.

New Zealand, a small country of only 4 million people, welcomed 444,864 Chinese visitors from April 2017 to April 2018 with their total expenditure approaching NZD2 billion (Tourism New Zealand [TNZ], 2018). Over the same period, more than 300,000 arrived in New Zealand for a holiday and had an average stay length of 9 days, and an average spend of NZD3,719 (TNZ, 2018). China is New Zealand's second largest inbound international tourism market after Australia (TNZ, 2018). These statistics highlight the importance of the Chinese market to New Zealand and the opportunities they provide to New Zealand brands, retailers, and destination marketers. Limited academic studies available on Chinese tourist shopping behaviour specifically in New Zealand (Ryan, Minghui, & Xiaoyu, 2013) have also indicated further studies are warranted.

One New Zealand product category that has been popular to the Chinese market is health and beauty products (Tan, 2017). The value and importance of these products to the Chinese is captured in the trade literature (Gifting, 2017; Tan, 2017; Tapaleao, 2016); however, there is limited academic literature that specifically focuses on New Zealand. The major research limitations of many of the findings of the above-cited projects are the lack of in-depth explanations into the shopping behaviour of such visitors, particularly in respect to health and beauty products. This gap provides a unique opportunity for this study to expand the knowledge of Chinese tourists shopping behaviours in New Zealand, while being able to provide practical implications for brands, retailers, and destination marketing organisations.

In summary, the primary objective of this study is to explore the shopping behaviour of outbound Chinese tourists in New Zealand towards local health and beauty brands. The study will enhance current knowledge on their shopping behaviour in New Zealand across a range of attributes. First, the research will provide guidelines for product developers by highlighting Chinese consumers' motivations, preferences, tastes, and desires towards these products. Second, it will help to identify the influence of branding on the tourists and this will

explain why some brands are more popular than others. Third, it will help predict the future behavioural intentions of first-time and repeat Chinese visitors to New Zealand based on their shopping behaviour. Fourth, the research will address how markets should advertise, position, and market these brands better to capture a wider audience of consumers. This study will recommend how New Zealand should position its health and beauty products to provide a better overall shopping experience for Chinese visitors.

1.1 CONTEXT TO THE RESEARCH

China is the most important market globally and the largest outbound travel market (UNWTO, 2017) with research forecasting this growth to continue to increase (Lin, Liu, & Song, 2015). The development of this market has contributed to a wide body of literature, collectively highlighting its significant growth. Authors have suggested that the emergence and growth of this market is the result of an increase in disposable income, the emergence of the growing Chinese middle class, and the growth in leisure time available to travel (Arlt, 2013; Jian-jun, & Nas, 2014; Li, Harrill, Uysal, Burnett, & Zhan, 2010). These factors have increased the opportunity for Chinese citizens to travel freely outside the country (Li, Lai, et al., 2011). In general, studies on Chinese outbound tourism have encompassed a number of different research areas, including: (i) motivation (Jiang, Scott, Ding, & Zou, 2012; King & Gardiner, 2015), (ii) satisfaction (Li & Ryan, 2015; Lim & Bendle, 2012), (iii) barriers/constraints (Lai, Li, & Harrill, 2013; Sparks & Pan, 2009), (iv) attitude (Chen & Gassner, 2012; Chow & Murphy, 2008), (v) travel preferences and destination image (Lin, Chen, & Park, 2012; Wang & Davidson, 2010), (vi) destination choice/experience (Cheng & Foley, 2017; Li, McCabe, & Chen, 2017), (vii) perception (Hsu & Song, 2012; Yun & Joppe, 2011), (viii) information sources (Choi, Lehto, Morrison, & Jang, 2012; Kambele, Li, & Zhou, 2015), (ix) shopping (Xu & McGehee, 2012; Zhu et al., 2016), and (x) behavioural studies (Chen & Lin, 2012; Wu, 2015). Even within the literature; however, there have been research limitations that have affected the credibility and accuracy of the results. These have been highlighted in several research reviews (Jin & Wang, 2016; Jørgensen, Law, & King, 2017; Keating, Huang, Kriz, & Heung, 2015).

A common theme throughout the Chinese outbound tourism literature is the importance of shopping to travellers. Shopping as a tourist activity has been well documented

(LeHew & Wesley, 2007; Meng & Zhang, 2016; Timothy, 2005; Wong & Wan, 2013; Wu, Wall, & Pearce, 2014). Some studies have also suggested shopping to be the single most important activity abroad (Huang & Hsu, 2005; Yüksel & Yüksel, 2007). Yet other studies have found shopping to account for a considerable portion of the tourists' total travel expenditure (Meng & Zhang, 2016; Zhu et al., 2016). The literature on shopping can be divided into two categories: (i) shopping as the main purpose for a trip and (ii) shopping used as a tourist activity (Lehto, Chen, & Silkes, 2014). This study primarily focuses on the latter because many Chinese visitors to New Zealand have been found to engage in some form of shopping as part of their tourism experience, but it has not been the sole reason for travelling to New Zealand (Ryan & Mo, 2001; Sun, 2013; Sun, Ryan, & Pan, 2014, 2015; Zhao, 2006).

Several studies have examined why the Chinese like to shop overseas (Choi et al., 2008; Jiang, 2017; Meng & Zhang, 2016; Upchurch & Liu, 2014; Xu & McGehee, 2012). Collectively, these studies have found that culture, quality, price, gifts, country of origin, and product authenticity mainly influence the motivations and purchasing decisions made by Chinese tourists overseas. Further studies have also measured Chinese outbound shopping as a single push item in the push-pull model of motivation (Huang & Hsu, 2005), arguing that since shopping is only a single item it does not provide much depth into the shopping behaviour of the visitors and more importantly their choice of brands (Huang & Hsu, 2005). Although these studies provide useful information around their shopping overseas, there remain several questions unanswered because literature focussing on shopping behaviour is limited (Meng & Zhang, 2016; Xu & McGehee, 2012; Zhu et al., 2016). This represents an important knowledge gap that needs to be addressed because shopping is no longer becoming a key priority for Chinese tourists (Wyman, 2017).

Outbound Chinese tourism consumption trends have found that beauty products and health products are among the most purchased products internationally (Nielson, 2017). While in New Zealand, Chinese tourists are attracted to local health and beauty products (Ryan et al., 2013). A health product is defined as, "any product that is, or appears to be, manufactured for human use; and for the primary purpose of bringing about a health benefit to the person who uses the product" (NaturalHealthProductsNZ, n.d.). A beauty product is defined as, "any substance or preparation for human use for the purpose of cleansing, beautifying or altering the appearance" (intertek, n.d.). The Chinese are purchasing these

products because of their high-quality, uniqueness to New Zealand, and for their own personal health reasons (Nadkarni, 2017a; Ryan et al., 2013; Sun, Zhang, & Ryan, 2015; Tan, 2017). When travelling to New Zealand, the Chinese are encouraged to buy natural products, health products, and cosmetics to be purchased as gifts for family and friends back home (Ryan et al., 2013; Sun et al., 2014). The key omission from current research knowledge to date is there have been no academic studies either in general or of New Zealand that examine Chinese tourists brand preferences and on-site behaviours, and then how this influences their future behaviour with respect to recommending and revisiting New Zealand.

1.2 RESEARCH OBJECTIVES

The following four objectives were designed to guide this study:

(i) **Objective 1:** To understand what motivated Chinese tourists to shop in New Zealand for health and beauty products.

(ii) **Objective 2:** To identify the familiarity levels and purchase preferences of Chinese tourists towards New Zealand health and beauty brands.

(iii) **Objective 3:** To predict the future shopping behaviour of repeat Chinese tourists based on their shopping behaviour in New Zealand

(iv) **Objective 4:** Explain the differences in shopping behaviour of Chinese tourists based on their demographic characteristics.

1.3 RESEARCH METHODOLOGY

This research utilised a sequential exploratory mixed-methodology design to answer the objectives of this study. An exploratory sequential design begins with the qualitative data collected first and analysed, with its themes used to help design the quantitative method instrument (Creswell & Clark, 2007). The discussion of the methodology and the results is split into two parts: Part A: in-depth interviews and Part B: survey.

For Part A, there were 13 interviews conducted with current students at Zhejiang Gongshang University in Hangzhou, China. The interviews were held in August 2017. This stage was used as a pilot study to understand better the shopping experiences and behaviours of the students when they visited New Zealand. This group of students were chosen because

they were engaged in shopping activities in New Zealand that included the purchase of health and beauty products. The interview questions examined their motivations to shop, experiences with health and beauty products (in terms of what they bought, why, who they were for) and their choice of local brands. The answers that were generated from the interviews were then calibrated into the survey that followed.

Part B was a survey. With the support from Christchurch International Airport, the data collection was conducted at the airport. This took place from December to January 2017/18. The survey questions were split into four parts, (i) propensity to shop overseas, (ii) New Zealand health and beauty brands, (iii) purchasing decisions and preferences and (iv) post evaluation shopping experiences. The survey respondents were asked to complete the survey via an intercept method, while they waited to check-in on their China Southern flight departing to Guangzhou from Christchurch. Once the data collection was completed, 402 useable responses were further analysed using IBM SPSS Software, which is an online platform offering advanced statistical analyses. Several statistical measures were utilised to examine the data and interpret the findings.

1.4 RESEARCH CONTRIBUTIONS

1.4.1 THEORETICAL CONTRIBUTIONS

Previous research has identified the importance of shopping to outbound Chinese tourists (Huang & Hsu, 2005; Li, Lai, et al., 2011; Meng & Zhang, 2016; Song, Liu, & Huang, 2016, Xu & McGehee, 2012; Zhu et al., 2016). One aim of this study is to expand on these findings to determine the importance of shopping in this study, with focus on brands, demographic influences, country of origin, and future purchase intentions.

International research on Chinese outbound shopping highlighted the most well researched destinations to be Hong Kong (Choi et al., 2008; Liu, Choi, & Lee, 2008; Lo & Qu, 2015; Tsang, Lee, & Liu, 2014), United States of America (Davis et al., 2017; Jiang, 2017; Meng & Zhang, 2016; Xu & McGehee, 2012) and Europe (Brown & Liangying, 2012; Zhu et al., 2016). Because New Zealand has received little attention with only the study from (Ryan et al., 2013), exploring their shopping behaviour, this research contributed to this study by providing new insight into a new market.

International studies (Guo et al., 2008; Jiang, 2017; Meng & Zhang, 2016; Xu & McGehee, 2012; Zhang, 2013; Zhu et al., 2016) have highlighted the demand and consumption of health and beauty products to Chinese outbound tourists; however notably no study to date has used this product category as a catalyst to specifically explain the shopping behaviour of Chinese tourists.

Lastly, trade literature (Gifting, 2017; Tan, 2017; Tapaleao, 2016) identified a strong demand for New Zealand health and beauty brands by Chinese consumers. Although, there is insufficient knowledge in academia to support this, with limited studies (Ryan et al., 2013; Sun et al., 2014) only briefly mentioning that New Zealand health and beauty products are attractive to Chinese tourists. This research thesis expands on the work by Ryan et al. (2013) by exploring brand familiarity and purchase patterns, purchasing decisions and preferences, and post evaluation experiences by Chinese tourists with local health and beauty products.

1.4.2 PRACTICAL CONTRIBUTIONS

This study provides contributions to several commercial organisations that may benefit from the findings of this study. The four main groups of organisations are health and beauty brands and retailers, Christchurch International Airport, destination marketers, and Tourism New Zealand.

New Zealand health and beauty products are among the most popular items to Chinese consumers (Tan, 2017). This study will help educate brands and retailers as to this preference and what Chinese tourists desire from their shopping experiences in New Zealand. This study aims to achieve this by investigating the most popular brands, the shopping behaviour of the tourists towards these products and why made in New Zealand brands are chosen over internationally recognised brands. This information will also be resourceful to other brands in other product categories looking to expand their target market to include Chinese tourists.

This study will help Christchurch International Airport to prioritise which brands should be sold in the duty free shop and how best to advertise these brands to increase sales.

New Zealand destination marketers will find this study useful as it will be able to uncover the shopping behaviours of tourists and their key needs. For example, accessibility of information on the different shopping locations, packaging, communications, merchandise and other key elements within the shopping behaviours of Chinese tourists in New Zealand.

Tourism New Zealand will also find the results from this study useful. They could understand expenditure levels and how much expenditure on health and beauty brands contribute to the overall Chinese tourists' spend on shopping in New Zealand. This will be particularly important as Chinese visitor numbers to New Zealand are expected to continue to increase in the future (Ministry of Business, Innovation, & Employment [MBIE], 2017). This study aims to support Tourism New Zealand to understand better the shopping behaviours of the tourists in New Zealand to be better able to serve this important market.

Overall, this research will contribute to developing an enhanced selling point for New Zealand, that of shopping and health and beauty products that matches the country's natural beauty. It will create awareness and knowledge on the value of Chinese spending on health and beauty products.

1.5 THESIS OUTLINE

This thesis is divided into six chapters as follows:

(i) **Chapter 1** introduces the research project, the topic, the background to the study and a discussion on the contributions that this study makes to existing research on the topic.

(ii) **Chapter 2** is the literature review, with the purpose of exploring the relevant literature around this topic. The literature review focuses on Chinese outbound tourism, Chinese outbound shopping behaviours, country of origin and health and beauty products.

(iii) **Chapter 3** presents the methodology and findings from the qualitative phase of the research project.

(iv) **Chapter 4** introduces the quantitative phase of the research that focuses on the methodology for the survey.

(v) **Chapter 5** presents the findings from the quantitative survey.

(vi) **Chapter 6** discusses the findings of the research, clarifying the limitations of this study, and makes recommendations for future research opportunities on the same topic.

2. LITERATURE REVIEW

2.1 INTRODUCTION

This chapter provides the theoretical background of the key literature that was used to form the basis of this thesis. The purpose of the literature review was to provide an overview of the relevant studies to help support and achieve the objectives of this research as discussed in chapter one (section 1.2). It was also important for the comparison of the key findings found in the literature with the results of this research found later in chapter three and five. This review encompassed four streams of literature, which first began with a brief introduction into outbound tourism from China, including its history, development and growth generally and with focus on the New Zealand market (Arlt, 2013; Fountain, Espiner, & Xie, 2010; Keating et al., 2015; Lim & Wang, 2008; Ryan & Mo, 2001; Sun et al., 2014; Zhang, 2009). The next section introduces the concept of tourists outbound shopping, exploring the history and development (Jansen-Verbeke, 1991; Jin et al., 2017), with the latter focussed on Chinese tourist shopping (Zhang, 2009; Smith Maguire & Hu, 2013). The Chinese outbound tourist segment incorporates their propensity to shop overseas, the different demographic of shoppers, their shopping behaviour and preferences, and lastly their brand familiarity. The results from this section indicate that they were influenced by country of origin as an external cue in their decision to purchase a product overseas (Ryan et al., 2013; Xu & McGehee, 2012; Zhu et al., 2016). The last stream examines New Zealand health and beauty products, and how they are perceived by Chinese tourists (Ryan et al., 2013). Lastly, gaps identified in the literature search are highlighted, indicating several areas within the current literature, which this research will make theoretical contributions to.

2.2 CHINESE OUTBOUND TOURISM

"Chinese outbound tourism refers to overseas trips made by Mainland Chinese"

(Jin & Wang, 2016, p. 440)

Until the introduction of the open-door policies in 1979 by the Chinese government, only Chinese government representatives and diplomats were permitted to leave the country

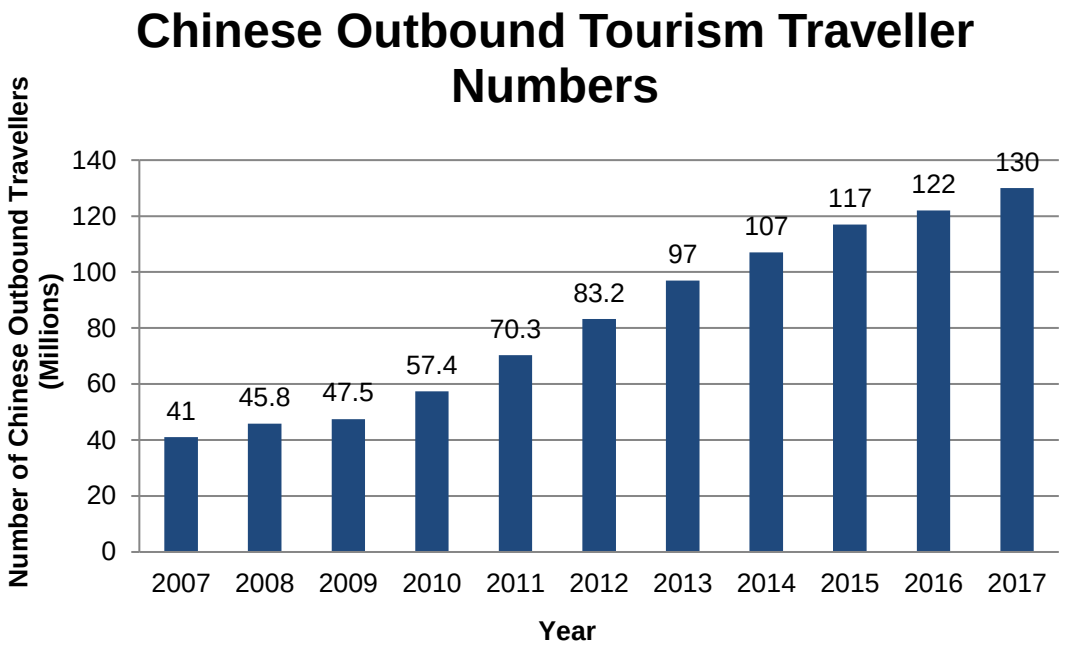
(Zhang, 2009). With the death of Chairman Mao in 1976 and the Chinese economic struggles prevalent at that time, the new Chinese leader, Deng Xiaoping instigated open-door policies, which was a shift from a Soviet style centrally controlled economy to a more free-market orientated system (Lim & Wang, 2008). These movements enabled the Chinese government in 1983 to allow recreational travel to the neighbouring so-called Chinese satellites, Hong Kong and Macau (Keating et al., 2015). The purpose of the policy was to allow foreign investment into China and to initiate foreign trade capabilities. Because of these favourable government policies and subsequent economic growth, the Chinese people became increasingly able to travel abroad freely and explore life outside of China (Huang, Keating, Kriz, & Heung, 2015; Li, Lai, et al., 2011).

According to Zhang and Heung (2002), the consensus is that Chinese outbound tourism has undergone three stages of development. The first stage began in 1983, when Macau and Hong Kong become the first overseas travel destinations for the Chinese to visit family and friends. The second stage began in 1990, when Asian neighbouring countries, Singapore, Thailand, and Malaysia became popular travel destinations to visit (all countries have significant Chinese populations). The stage commenced in 1999, when non-Asian countries such as Australia and New Zealand were recognised as approved destinations in the Approved Destination System (ADS) government scheme in China. The ADS system is a bilateral tourism agreement between China and overseas destinations, which allows the Chinese to travel freely to those destinations (Lim & Wang, 2008). The introduction of the ADS system was the birth of long-haul Chinese outbound travel to Western countries.

Today, the Chinese outbound tourism market is now described as being in the second stage, as travellers are becoming richer, better educated, and increasingly curious to experience the unknown (Arlt, 2013). This astronomic growth is akin to a tsunami and has encouraged marketers and researchers to better understand the characteristics, and personalities of Chinese outbound travellers, with the purpose of improving marketing strategies so that their unique and evolving needs are better met. This significant growth can be seen in (Figure 2-1), as China has experienced explosive growth in outbound tourism numbers in the past decade. In 2015, tourists from China became the world's largest tourism market with an overseas spend of NZD412 billion in 2015 (Kim, Schuckert, Im, & Elliot, 2017).

To put this growth into perspective, in 1993 there were 3.7 million Chinese outbound travellers (Lim & Wang, 2008), which increased to 30 million in 2005 (Breakey, Ding, & Lee, 2008), and by 2017 this had increased to 130 million (Hailin, 2018) with studies suggesting that the number will continue to increase (Lin, Liu, et al., 2015).

Figure 2-1: Chinese Outbound Tourism Numbers



Source: (Jian-jun & Nas, 2014; UNWTO, 2017; Hailin, 2018)

As Figure 2-1 shows, the growth in Chinese outbound travel has continued to increase and this could explain why it has received an overwhelming interest from academic researchers and practitioners. This growth can be explained by two main reasons. Firstly, the Chinese now have government permission to take the opportunity to travel abroad (Huang et al., 2015; Li et al., 2010; Li, Lai, et al., 2011; Zhang & Qu, 1996). Secondly, there has been an increase in household income, the emergence of the Chinese middle class, and time for discretionary travel (Jian-jun & Nas, 2014). These reasons have resulted in the Chinese becoming more aware, better educated, and increasingly interested in experiencing the unknown.

Findings from the literature have also been valuable in explaining behind the demographics of the Chinese outbound travellers and the importance they place on their travels. Chinese tourists are a very distinct and unique tourist type, as they pay more attention

to the basic tourism facilities and services, such as transport, accommodation, Chinese speaking staff, as well as the safety and weather in the destination (Jian-jun & Nas, 2014). In addition, they place secondary importance on tourism attractions as many Chinese travellers do not have a high level of overseas experience and therefore the necessities of the trip are more important to them (Jian-jun & Nas, 2014). More recently; however, the driving force behind Chinese outbound travel has been the emergence of the post 1980's generation of consumers, with research widely predicting that this number will increase significantly over the next five to ten years (Cheng & Foley, 2017). This generation of tourists share a lot of things in common with their Western counterparts, including their on-site behaviour, preferences, and shopping patterns (Cheng & Foley, 2017). These results and predictions highlight the significant transformation from the once dominant Chinese senior leisure travellers, travelling in groups and preferring slow-paced, short stay trips that are not filled with activities (Chen & Gassner, 2012). In comparison, the younger, free and independent travellers are after experiences, which are more adventurous and thrill-seeking (Sykes, 2014). This provides an exciting and unpredictable future in Chinese outbound travel with significant transformations having already begun.

2.2.1 LITERATURE DEVELOPMENT

The availability and development of literature on Chinese outbound tourism has evolved, changed and adapted with time. Huang et al. (2015) indicated that Chinese outbound tourism literature did not officially begin until the mid – 1990's and has developed in three definitive evolutionary stages. The first stage, crawling out was from 1983 – 1992, when the literature had only just started to recognise the future potential of China as a source of international tourists. The second stage, scurrying about was from 1993 – 2002, which focussed on describing the potential of the market, with the late part of the decade focussed on the needs and motivations of the Chinese travellers. The last stage, walking erect was from 2003 – 2012, which transformed the literature into the behavioural and organisational issues of Chinese outbound tourism that have been fundamentally important for international tourism providers to understand how to exploit the Chinese tourism opportunity. Table 2-1 shows the different research focus areas which have been studied recently, indicating that we are now moving into the fourth stage (2008 – present).

Table 2-1: Outbound Chinese Tourist Behaviour Literature

Research Focus	Author(s)
Motivation	Assiouras, Skourtis, Koniordos, & Giannopoulos, 2015; Chang, Kivela, & Mak, 2010; Chen & Lin, 2012; Corigliano, 2011; Fu, Cai, & Lehto, 2015; Hsu, Cai, & Li, 2010; Hua & Yoo, 2011; Jiang et al., 2012; King & Gardiner, 2015; Lee, Jeon, & Kim, 2011; Li & Ryan, 2015; Li & Cai, 2012; Li, Wen, & Leung, 2011; Li, Zhang, Xiao, & Chen, 2015; Park, Lee, & Miller, 2015; Prayag, Cohen, & Yan, 2015; Prayag, Disegna, Cohen, & Yan, 2015; Prideaux, Cave, Thompson, & Sibtain, 2012; Ruhanen, Whitford, & McLennan, 2015; Song et al., 2016; Wong & Rosenbaum, 2012; Wu, 2015; Yang, Reeh, & Kreisel, 2011; Ye, Qiu, & Yuen, 2011; Zeng, Prentice, & King, 2014; Zhang & Peng, 2014
Satisfaction	Chen, Chen, & Lee, 2009; Chen, Mak, & Li, 2013; Lee et al., 2011; Li & Ryan, 2015; Lim & Bendle, 2012; Mao & Zhang, 2014; Pan, Ting, & Bau, 2014; Park, Lee, & Miller, 2015; Song & Hsu, 2013; Truong & King, 2009
Barriers/Constraints	Chen & Gassner, 2012; Lai et al., 2013; Lin, Zhang, Gu, & Peng, 2017; Sparks & Pan, 2009; Wu, 2015
Attitude	Agrusa, Kim, & Wang, 2011; Chen & Gassner, 2012; Chow & Murphy, 2008; Huang & Hsu, 2009; Liu, Choi, Au, & Hui, 2011; Mohsin, 2008; Packer, Ballantyne, & Hughes, 2014; Ruhanen et al., 2015, Sparks & Pan, 2009
Travel Preferences and Destination Image	Hsu et al., 2010; Lin et al., 2012; McCartney, Butler, & Bennett, 2009; Sparks & Pan, 2009; Stepchenkova & Li, 2012; Wang & Davidson, 2010
Destination Choice/Experience	Cheng & Foley, 2017; Hsu et al., 2010; Li et al., 2017; Li, Lai, et al., 2011; Lin, He, & Vlachos, 2015
Perception	Hsu & Song, 2012; Pan et al., 2014; Yang et al., 2011; Yu & Ko, 2012; Yun & Joppe, 2011
Information Sources	Choi et al., 2012; Kambele et al., 2015
Shopping	Brown & Liangying, 2012; Jiang, 2017; Lloyd, Yip, & Luk, 2011; Meng & Zhang, 2016; Wang, 2012; Xu & McGehee, 2012; Zhang, 2013; Zhu et al., 2016
Research Reviews	Huang et al., 2015; Jørgensen et al., 2017; Keating et al., 2015; Leung, Li, Fong, Law, & Lo, 2014; Tse, 2015
Behavioural Studies	Agrusa et al., 2011; Chen & Lin, 2012; Chiang, King, & Nguyen, 2012; Gu, Zhang, King, & Huang, 2017; Huang & Tian, 2013; Li & Cai, 2012; Li, Wen, et al., 2011; Wen, Meng, Ying, Qi, & Lockyer, 2018; Wu, 2015; Zeng et al., 2014

In summary, Table 2-1 shows the recent studies on outbound Chinese tourism, which have focussed on an in-depth and specific analysis of tourist behaviour characteristics at

locations through detailed interviews or quantitative surveys. These studies are limited in that they did not sufficiently explore the Chinese psyche or attitude towards travel, venturing out to unknown parts of the world, whether there is a national sense of curiosity, spirit of adventure, or innate drive to explore.

Several Chinese outbound tourism review articles have been published that highlight the development of the literature and provide suggestions for future research (Jin & Wang, 2016; Jørgensen et al., 2017; Keating et al., 2015). Jin and Wang (2016) found one common theme throughout the literature to be the use of Western paradigms in the Chinese setting. It can be suggested that this academic neo-colonialism could result in lost opportunities for developing new theoretical perspectives based on Asian cultural traditions (Pearce, 2014), especially as research practice treats non-Western scenarios as a field of theory extension rather than a source of theory generation.

Jørgensen et al. (2017) found the following themes in their research review: (i) current research does not reflect the evolving travel patterns of the Chinese outbound tourist and therefore, future research needs to be carried out in Asian destinations and equally outside Asia to reduce ambiguity, and to increase the reliability of the findings. (ii) There needs to be an increase in qualitative studies and mixed-method studies, because 70% of all Chinese outbound tourism literature uses quantitative methods. (iii) Existing factors often assume that culture is the deciding factor, when it is already known in the public eye that the Chinese are unique and culturally distinct from other nationalities. (iv) The existing body of literature is somewhat fragmented.

Similarly, Keating et al. (2015) also provided limitations and gaps in the current literature for future research. They found the following: (i) the availability of literature yields a solid theoretical base to explain the huge growth of Chinese outbound travel; however, much of the existing literature is descriptive in nature and needs to change to a more critical approach. (ii) There appears to be a need for research that challenges traditional tourism theory, which has been largely developed in a Western context. (iii) Future research could address these limitations by seeking to develop theory that is endogenous (from within China) to the Chinese context.

To summarise, it is clear from Table 2-1 that Chinese outbound tourism has been a widely researched and investigated topic in academia. The key findings from the research reviews (Jin & Wang, 2016; Jørgensen et al., 2017; Keating et al., 2015) provide direction for future studies to expand the information available on this topic. This research thesis is one such study that has used the recommendations from these reviews to expand the knowledge base in the direction of health and beauty products in New Zealand. One particular recommendation from Jørgensen et al. (2017) that this study has used is conducting a mixed method design to provide more detailed and reliable findings in relation to the shopping behaviours of Chinese tourists.

2.2.1.1 TRAVEL DESTINATION LITERATURE

The rising Chinese demand for outbound travel has also resulted in a growing body of publications and research that focussed on the travel of Chinese tourists to specific destinations, presented in Table 2-2. Collectively these studies show the differences, the similarities, and the unique behaviours of Chinese tourists at different locations. Their motives for travel, general experiences, and perceptions of the destinations. The Chinese behave differently in familiar Chinese markets such as Macau and Hong Kong (Huang & Hsu, 2005) in comparison to Western markets such as the United States of America (Agrusa et al., 2011) or Europe (Zhu et al., 2016). The reasons for the explosive growth in visits to these countries have been well traversed and agreed. The unique cultural elements in Chinese behaviour have received a plethora of studies and appear changing as the Chinese become more sophisticated and experienced travellers. One country that has experienced significant recent growth in Chinese visitors is New Zealand.

Table 2-2: Outbound Chinese Tourism Destination Literature

Research Focus	Author(s)
Hong Kong	Chen, Schuckert, Song, & Chon, 2016; Choi et al., 2008; Correia, Kozak, & Kim, 2017; Hanqin & Lam, 1999; Huang & Hsu, 2005, 2009; Li, Wen, et al., 2011; Liu & McKercher, 2016; Liu et al., 2011; Liu et al., 2008; Qu & Lam, 1997; Qu & Li, 1997; Shen, Li, Luo, & Chau, 2016; Tsang et al., 2014; Tse & Tse, 2015; Wang, 2004; Wong & Law, 2003; Wong & Lau, 2001; Ye et al., 2011; Zhang & Chow, 2004; Zhang & Heung, 2002; Zhang, Heung, & Yan, 2009
Macau	Park et al., 2015; Wong & Rosenbaum, 2012; Zeng et al., 2014
Asia	Chan, 2006; Chen & Lin, 2012; Chen et al., 2009; Kim & Prideaux, 2005; Lee et al., 2011; Li & Ryan, 2015; Lim & Bendle, 2012, Lin at al., 2017; Lin, Chen, & Park, 2012; Lin & Lin, 2006; Liu, Sirikanchanarak, Xie, & Sriboonchitta, 2017; Pan et al., 2014; Song & Hsu, 2013; Song et al., 2016; Truong & King, 2009; Untong, Ramos, Kaosa-Ard, & Rey-Maquieira, 2015; Wang, Fong, & Law, 2016; Yu & Ko, 2012
Australia	Breakey et al., 2008; Chen, Dwyer, & Firth, 2015; Chow & Murphy, 2011; Gu, Qiu Zhang, King, & Huang, 2017; Mao & Zhang, 2014; Pan & Laws, 2002; Pham, Nghiem, & Dwyer, 2017; Ruhanen et al., 2015; Weiler & Yu, 2008; Wu, 2015; Zhang & Peng, 2014
New Zealand	Becken, 2003; Chan, 2009; Che, 2014; Cone, 2005; Coventry, 2008; Fountain et al., 2010; Howison, Higgins-Desbiolles, & Sun, 2017; Ryan & Mo, 2001; Sun et al., 2014, Sun, Ryan et al., 2015; Zhang & Shelton, 2015; Zhu, 2006
North America	Agrusa et al., 2011; Cai, Lehto, & O'leary, 2001; Hua & Yoo, 2011; Jang, Yu, & Pearson, 2003; Johanson, 2008; Lai et al., 2013; Li et al., 2011; Lu, 2011; Meng & Zhang, 2016; Xu & McGehee, 2012
Europe	Assiouras et al., 2015; Brown & Liangying, 2012; Corigliano, 2011; Huang & Tian, 2013; Lojo, 2016; Prayag, Cohen et al., 2015; Prayag, Disegna et al., 2015; Skivalou & Filippidi, 2015; Wen et al., 2018; Xiang, 2013; Yang et al., 2011; Zhu et al., 2016

2.2.2 NEW ZEALAND

New Zealand emerged as a viable tourist destination for the Chinese in 1999, when the ADS agreement was signed. Since then the number of Chinese tourists visiting New

Zealand has continued to increase at a fast pace. In 2010 there were 105,191 Chinese visitors (Fountain et al., 2010), which has grown over 400% to 444,864 from April 2017 to April 2018 (TNZ, 2018). With a further 26 million who have identified New Zealand as a possible travel destination tourism from China is on the increase (Bradley, 2017). Of these, 75% are for holiday purposes and 88% of the Chinese tourists are aged 25 – 75 years of age, who come from a high-income bracket. One third of all growth in New Zealand tourism is fuelled by Chinese demand, with China now becoming New Zealand's second largest source of tourists, with the total value of visitor expenditure in New Zealand approaching $2 billion (NZD) (TNZ, 2018). This number of tourists are forecasted to reach nearly 1 million by 2022 (MBIE, 2017). The statistics alone highlight the importance of the Chinese market to New Zealand.

In addition to China being an important source of tourism, its multilateral and bilateral relationship is so fundamental to New Zealand's future growth and development. China is New Zealand's largest trading partner and largest source of international students (Ministry of Foreign Affairs & Trade, 2017). Perhaps this is reflected on the fact that New Zealand was the first developed country to commence a Free Trade Agreement (FTA) with China, which was signed in by the 2008 Ministry of Foreign Affairs & Trade.

Given the emerging importance of the Chinese market to New Zealand's tourism sector (Sun et al., 2014; Sun, Ryan et al., 2015), there has been a growing body of academic literature which has helped to understand and synthesise the motivations and experiences that Chinese tourists have had in New Zealand. One of the earlier studies, Ryan and Mo (2001) found that Chinese visitors to New Zealand are motivated primarily for sightseeing purposes and to have a relaxing holiday. Subsequent studies (Chan, 2009; Cone, 2005; Zhu, 2006) have emphasised the importance of stunning landscapes, natural beauty and iconic landscapes. In addition, Chinese travellers perceive that New Zealand is a safe environment to travel in, which is an important factor they consider when travelling (Coventry, 2008). Further studies have found the Chinese to be attracted to the multi-cultural nature of society in New Zealand (Fountain et al., 2010; Sun et al., 2014; TNZ, 2018) and would like to experience a new and different lifestyle (Che, 2014). New Zealand is a country full of friendly people and this has encouraged Chinese people to visit (Bradley, 2017). Lastly, when Chinese tourists are in New Zealand, Long (2012) and Sun (2013) found that the Chinese cultural norms played an

important role in the expectations, decision-making, and preferences of Chinese tourists in New Zealand. All these studies suggest that New Zealand has become a country of interest to the Chinese for multiple reasons, which makes it a very attractive and desirable country for visiting.

Today the pattern of Chinese travel is changing in New Zealand. There has been a notable reduction in the number of tourists travelling to New Zealand as part of an organised group and an increase in the FIT (Free Independent Traveller). The length of stay in New Zealand has increased from 5.1 days to 8.7 days (TNZ, 2018); however, this figure was inconsistent with Fieger, Prayag, and Bruwer (2017) who found that Chinese tourists only stay in New Zealand for 5 days on average, from the International Visitor Survey for New Zealand, administrated by the Ministry of Business, Innovation and Employment. On average per visit, a Chinese tourist will spend between NZD3,657 (Fieger et al., 2017) to NZD3,719 per person (TNZ, 2018). The next section focuses on outbound tourist shopping generally and with focus on the Chinese outbound market.

2.3 OUTBOUND TOURIST SHOPPING

Outbound tourist shopping is defined as, "an activity which tourists purchase goods to take home during their travel" (Jin et al., 2017, p. 120). It was not until the early 1990's that academics started to believe that shopping abroad was considered an important motivation for travel. Now shopping has been described as a crucial part of tourists' activities while overseas (Mehta, Jain, & Jawale, 2014; Wong & Wan, 2013). Brown and Liangying (2012) declared shopping to be amongst the most popular enjoyable activities for travellers and often considered one of the main motivations for cross-border shopping. The idea of shopping in a tourism setting was first investigated by Jansen-Verbeke (1991) who proposed the concept of shopping tourism. He claimed that, "leisure shopping as a tourist activity has always existed, but the shopping element has recently become an important instrument in the promotion of tourist places" (p. 10).

Since the study by Jansen-Verbeke (1991), the development of shopping tourism has expanded into three key terms, (i) shopping tourism, (ii) tourism shopping, and (iii) tourist shopping (Jin et al., 2017). Timothy (2005) defined shopping tourism as a form of tourism with

the distinct purpose of travelling to a destination for shopping alone. This entails that people who travel abroad for the sole purpose to shop or to a destination where shopping is recognised as an important tourist activity (Timothy, 2005). Although, Jin et al. (2017) has suggested that the other two terms, tourism shopping and tourist shopping have yet to be consistently defined, as authors have used both terms interchangeably based on different research objectives and settings.

Shopping in the 21st century has been identified as a primary and major tourism motive, which has grown in importance in recent years (Jin et al., 2017). Shopping has also been classified as a major leisure and social activity for many tourists (Yüksel & Yüksel, 2007), with several studies suggesting shopping to be one of the major reasons for outbound travel (Huang & Hsu, 2005; Timothy, 2005; Meng & Zhang, 2016; Zhu et al., 2016). Furthermore, it can be said that a trip without shopping opportunities does not provide the overall experience that people desire (LeHew & Wesley, 2007; Wu et al., 2014). Contrary to this are tourism studies that have found reason to believe that shopping is not as important as what other studies have claimed (Murphy et al., 2011). This implies that shopping is still valued and considered an important activity when travelling but not to the same extent previously identified in the earlier literature (Beck, 1998; Huang & Hsu, 2005; Jansen-Verbeke, 1991; Timothy, 2005; Timothy & Butler, 1995; Yüksel & Yüksel, 2007). As this research is focussed on outbound tourist shopping, it will be able to identify whether shopping is still considered an important tourist activity or whether it has lost value like the literature suggests.

The literature has also found studies that have provided general trends and characteristics of outbound shopping in years that are more recent. Park, Reisinger, and Noh (2010) found that tourists who reported shopping participation as their main reason for outbound travel, showed positive attitudes towards different shopping malls. In addition, Murphy et al. (2011) identified women to spend more and participate more frequently in shopping activities during their trip, as opposed to males. Furthermore, Lyu and Noh (2016) found younger tourists are more willing to participate in shopping activities overseas and have a list of the shopping that they would like to do in a sequential manner.

2.3.1 CHINESE OUTBOUND TOURIST SHOPPING

Overseas shopping has become a popular activity for outbound Chinese tourists (Song et al., 2016). Chinese outbound tourist shopping has followed a similar path to their outbound tourism, through the development and growth of outbound travel opportunities. Similarly, outbound shopping opportunities were born when the Chinese population were permitted to leave China (Zhang, 2009). Since then, there has been a steady growth and development of consumer culture in China, largely attributed to their growing interest in shopping overseas (Smith Maguire & Hu, 2013). The Chinese interest in overseas shopping first began in the neighbouring regions, such as Hong Kong and Macau, with Hong Kong being identified as an early shopping paradise in the eyes of many Chinese tourists (Huang & Hsu, 2005). This was attributed to the availability of luxury Western brands that were of great interest (Huang & Hsu, 2005).

With the opportunity for travel expanding to developed countries in the past decade, shopping has now become an integral activity for Chinese travellers (Zhu et al., 2016). Along with this expansion in tourism there has also been an increase in literature, investigating shopping behaviours in Western countries, such as the United States of America, France, Switzerland, Germany and New Zealand (Brown & Liangying, 2012; Davis et al., 2017; Jiang, 2017; Meng & Zhang, 2016; Ryan et al., 2013; Xu & McGehee, 2012; Zhu et al., 2016). Collectively, these studies have explored different aspects of the shopping experience of Chinese tourists, including their motivations, shopping attributes, what they purchased, and overall shopping experiences. Furthermore, these studies have been useful in providing real world point of view experiences from Chinese tourists to generate and conceptualise the understanding of their behaviour and preferences. Table 2-3 presents a summary of the studies based on the destination.

Table 2-3: Chinese Outbound Shopping Research

Country/Region	Author(s)
Asian Regions	Hsieh & Chang, 2006; Fangxuan & Ryan, 2018; Kim & Kim, 2016; Lin & Lin, 2006; Wang, 2012
China	Choi, Heo, & Law, 2016; Guo et al., 2008; Zhang, 2013
Europe	Brown & Liangying, 2012; Zhu et al., 2016
Hong Kong	Choi et al., 2008; Correia et al., 2017; Heung & Cheng, 2000; Liu et al., 2008; Lo & Qu, 2015: Tsang et al., 2014; Tse & Tse, 2015; Yeung & Yee, 2012
Macau	Kong & Chang, 2016; Wong, 2013
New Zealand	Ryan et al., 2013
United States of America	Davis et al., 2017; Jiang, 2017; Meng & Zhang, 2016; Xu & McGehee, 2012

Asian Regions = Taiwan, North Korea, Thailand **Europe** = Germany, France and Switzerland

Studies presented in Table 2-3 suggest that shopping will continue to be the most popular activity for Chinese tourists and will account for the largest proportion of their tourism expenditure (Meng & Zhang, 2016; Xu & McGehee, 2012; Zhu et al., 2016). A media report from Oliver Wyman has forecast that despite overall tourism spending increasing, shopping will no longer become a key priority for Chinese tourists, who have now begun to shift their spending towards more meaningful dining or sightseeing experiences (Wyman, 2017). This report found that shopping is now third on the list of motivations in 2016, behind sightseeing and recreation/entertainment activities. Furthermore, it found that in 2016, Chinese tourist overseas shopping expenditure per capita decreased by 17% with the average spend of a Chinese tourist dropping from RMB8,050 (NZD1,826) to RMB6,705 (NZD1,521) (Wyman, 2017). The main reason for this was the decline in daigou shopping (shopping on behalf of someone). With these recent developments, it appears that it has become increasingly difficult for Chinese tourists to get an authentic, unique shopping experience, because everything is becoming readily available because of online and daigou shopping. Future studies are likely to find a reduction in the avid shopping expenditure experienced by Chinese tourists while shopping abroad and see changes in their behaviours.

The following subsections explore the available literature more closely regarding the overseas shopping behaviour of Chinese tourists overseas. This is split into four parts, consisting of (i) propensity to shop overseas, (ii) demographics of overseas shoppers, (iii) shopping behaviour, purchasing decisions, and preferences and (iv) brand familiarity. These parts closely aligned with the main research objectives of this study.

2.3.1.1 PROPENSITY TO SHOP OVERSEAS

To be able to explore the literature on Chinese tourists shopping behaviour with relevance and context, firstly there is a need to understand what they value from shopping overseas. Shopping is one of the most important motivations for travel (Kozak & Correia, 2016). Jansen-Verbeke (1995) was one of the early researchers to explore this topic and stated that tourists' shopping motivations can be divided into four distinct categories: (i) strengthening social ties, (ii) taking advantage of the unique goods provided or bargain prices offered, (iii) purchasing goods and products that represent the identity of the destination, and (iv) being motivated by a favourable exchange rate.

Since the work by Jansen-Verbeke (1995), recent authors have developed new theories and findings to support the changing motivations for outbound shopping. Yuan, Fowler, Goh and Lauderdale (2013) found that people shop abroad for two main reasons: economic reasons and personal or social reasons. Jin et al. (2017) grouped tourist motivations into two groups as either instrumental or expressive. The instrumental motives are shopping for necessities associated with travel to meet social obligations and the expressive motives communicate the need to escape, relax, and change the pace of life through shopping. Yüksel and Yüksel (2007) had similar findings and suggest that shopping motives can be explained by either hedonic or utilitarian shopping values. Lastly, Sundström, Lundberg, and Giannakis (2011) found the possibility of getting a bargain and the chance to explore a wide variety of goods as motivators. Collectively, these studies have introduced several different reasons as to what motivates consumers to shop overseas, which have also been found to be relevant in the Chinese outbound shopping research; however, the relationship between motivation and other behavioural constructs, such as expectation and attitude has yet to be comprehensively explored (Hsu et al., 2010). Furthermore, literature with focus on motivation and comparing

it with on-site behaviours has not been well researched, like retail location, where they buy from or their brand awareness.

In relation to the Chinese outbound tourism market, there have been several studies, which have identified what motivates them to shop overseas (Tsang et al., 2014; Upchurch & Liu, 2014; Xu & McGehee, 2012). Xu and McGehee (2012) found three main reasons to shop in the United States of America, including: (i) to purchase gifts for friends and family, (ii) take advantage of unique products and price differences, and (iii) make good use of travel time. Upchurch and Liu (2014) proposed four motivations, including: (i) to purchase goods for themselves, family, friends or other close acquaintances, (ii) to build or maintain networks by showing respect and concern for others, (iii) to gain social status, and (iv) enhance foreign social and cultural experiences. Furthermore, Tsang et al. (2014) found five motivations to shop in Hong Kong including: (i) physiological, (ii) safety and security, (iii) enhancement of relationship, (iv) self-esteem, and (v) self-development and self-actualisation. These studies have provided several different reasons why Chinese tourists like to shop overseas; these are presented in Table 2-4, along with other studies.

Table 2-4: Chinese Tourists Motivation to Shop Overseas

Motivation Reason	Author(s)
Access Western lifestyle	Tian & Dong, 2011
Authenticity	Ryan et al., 2013; Xu & McGehee, 2012; Zhu et al., 2016
Country of origin	Ryan et al., 2013; Xu & McGehee, 2012; Zhu et al., 2016
Culture	Chow & Murphy, 2008; Fugmann & Aceves, 2013; Jiang, Scott, & Ding, 2015; Mok & DeFranco, 2000; Ryan et al., 2013; Tsang et al., 2014; Upchurch & Danqing, 2014; Wang, Doss, Guo, & Li, 2010
Foreign brands/products	Choi et al., 2008; Li, Lai, et al., 2011; Li & Stepchenkova, 2012; Rovai, 2014, 2016; Upchurch & Danqing, 2014
Materialism	Sharma, 2011
Memorial significance	Guo et al., 2008
Not available in China	Guo et al., 2008; Brown & Liangying, 2012
Price differences	Brown & Liangying, 2012; Choi et al., 2008; Davis et al., 2017; Guo et al., 2008; Jiang, 2017; Meng & Zhang, 2016; Wang, 2012; Xu & McGehee, 2012; Zhu et al., 2016
Product trustworthiness	Jiang, 2017
Quality	Brown & Liangying, 2012; Davis et al., 2017; Xu & McGehee, 2012; Zhu et al., 2016
Shopping opportunities	Brown & Liangying, 2012; Xu & McGehee, 2012
Social status	Ding & Ao, 2017; Mok & DeFranco, 2000; Upchurch & Danqing 2014; Wang, 2012; Zhu et al., 2016
Gifts or souvenirs for family and friends	Fangxuan & Ryan, 2018; Gao et al., 2017; Guo et al., 2008; Kong & Chang, 2016; Li, Lai, et al 2011; Meng & Zhang, 2016; Ryan et al., 2013; Wang, 2012; Xu & McGehee, 2012; Zhu et al., 2016

As shown in Table 2-4, Chinese tourists were motivated to shop overseas for several reasons, with four main reasons found consistently in previous studies. These reasons included: (i) culture, (ii) price differences, (iii) quality, and (iv) gifts or souvenirs for family and friends. The following paragraphs explored these motivations in more detail reflecting on how they affected the shopping behaviour of the tourists and the implications that they provided.

Taking advantage of price differences was found to be an important motivation for cross-border shopping (Timothy & Butler, 1995). Chinese tourists enjoy taking advantage of the opportunity to purchase goods at lower prices when they are travelling abroad (Brown & Liangying, 2012; Wang, 2012; Xu & McGehee, 2012). This is because foreign products available in China are more expensive than if they were to purchase them overseas. This is illustrated in Xu and McGehee (2012) with Chinese tourists finding that many items that were made in the United States of America cost at least 10% less retailed in the US than in China. Furthermore, international branded watches are cheaper in Europe, because they originate from there (Zhu et al., 2016). These results are consistent with Keown, Jacobs, and Worthley (1984), who identified that price was an important attribute affecting the buying decisions of tourists.

Research suggests that many tourists want to purchase the highest quality products when they are away from home (Lehew & Wesley, 2007). This is no different in Chinese culture as this motivation featured dominantly throughout the literature. What was found is when the Chinese are away from home, they take comfort from stronger copyright, patents, and other intellectual property (IP) laws when purchasing products overseas (Xu & McGehee, 2012). Studies confirm this purchasing behaviour in both Europe and North America (Brown & Liangying, 2012; Davis et al., 2017; Meng & Zhang, 2016; Xu & McGehee, 2012; Zhu et al., 2016). The conclusion from these studies is the importance of quality when the Chinese are shopping overseas, which arguably has been the result of Western brands being of a superior quality to that of Chinese brands (Klein, Ettenson, & Morris, 1998; Zhou & Hui, 2003).

Buying gifts or souvenirs for family and friends was also well documented in the literature. For Chinese tourists, purchasing souvenirs as gifts is a culturally embedded tradition (Gao, Huang, & Brown, 2014; Mok & DeFranco, 2000) and is considered an obligatory activity in Chinese society (Fangxuan & Ryan, 2018; Gao et al., 2017). This culturally embedded tradition was also noted in Ryan et al. (2013), as one interview participant said, “Because of our culture, we have to buy some gifts for relatives.” (p. 21) In addition, Meng and Zhang (2016) found that 77% of the total expenditure of Chinese tourists shopping in the United States of America was spent on gifts for family and friends. This study also found that bringing back gifts for others was the least important shopping attribute, suggesting that this

shopping behaviour is performed more based on an obligation rather than a personal interest. Also acknowledged throughout the literature is that Chinese gift purchase behaviour is different from Western consumers in the way that purchasing decisions are made (Guo et al., 2007; Timothy, 2005) because the Chinese will spend more time and effort making decisions on gifts to ensure that they are well received by the receivers (Gao et al., 2014). Lastly, in the Chinese culture, because not everyone in China can travel overseas, it is crucial that those who do bring back a special token to remember their travels to give to those that do not have the opportunity to travel. Xu and McGehee (2012), Ryan et al. (2013) and Zhu et al. (2016) suggested that this was a reason why the Chinese tourists shopped in the United States of America, New Zealand and Europe. All the motivations outlined are consistent with Jansen-Verbeke's (1995) four categories of shopping motivations, suggesting a good alignment with previous literature.

The last significant influencer was culture, which has been widely acknowledged in the literature (Chow & Murphy, 2008; Gao et al., 2017; Jiang et al., 2015; Mok & DeFranco, 2000; Wang et al., 2010). There is a lot of overlap with culture and the purchase of souvenirs or gifts for family and friends because culture is a driving factor behind ensuring that social relationships are maintained and further enhanced through bringing back gifts for family and friends (Gao et al., 2017; Jiang et al., 2015). Tsang et al. (2014) noted that the enhancement of relationships with family and friends was an important motivation to shop in Hong Kong. Because China is a culture driven society, one of the major drivers of this behaviour is Confucianism with "Saving Face" acknowledged as the key reason for this (Chow & Murphy, 2008; Mok & Defranco, 2000). "Saving Face" was found to be one of the most important motivations for Chinese tourists to shop in Hong Kong (Tsang et al., 2014). As the participants in Tsang et al. (2014) highlighted, psychological personal developments including self-esteem, establishing a self-identity, and feeling more confident shopping were obtained through their shopping experience in Hong Kong. Furthermore, because of their cultural orientation, Chinese people place a great emphasis on authority, respectfulness to the elderly and the maintenance of interpersonal relationships. This has meant that personal and social factors have been proven to influence their purchasing decisions abroad (Fugmann & Aceves, 2013). For example, Ding and Ao (2017) highlighted the importance of social factors, because group conformity and group mentality were proven to affect the buying behaviour and attitudes of

their shopping in Bangkok. This literature on culture as a motivation for Chinese outbound shopping is aligned with previous introductory academic articles (Ackerman & Tellis, 2001; Schütte & Ciarlante, 1998) that found cultural orientation to play an instrumental role in shaping the shopping motives of consumers.

2.3.1.2 DEMOGRAPHICS OF OVERSEAS SHOPPERS

Within the Chinese outbound shopping literature, the demographic characteristics of visitors were also investigated to help achieve objectives of studies. For example, Xu and McGehee (2012) purposively recruited ten Chinese tourists who had participated in a tour of the East Coast cities of the United States of America to uncover their shopping behaviours there. There was an even split of five males and five females, who were all mostly married, college-educated, middle aged, and from the middle class. One observation Xu and McGehee (2012) made was that other international research used different demographic samples that made it a challenge to find consistent global commonalities because of the research objectives. Also highlighted in Xu and McGehee (2012) and other studies were the limited comparisons made from analysing how Chinese tourists shopping behaviour was different across demographic characteristics, such as gender, age, income, and highest level of education.

Several studies have uncovered some interesting features from the Chinese tourist demographic. Guo et al. (2008) found that most young Chinese people dominate the market for outbound shopping. Meng and Zhang (2016) commented on the future of Chinese outbound travel and suggested that free independent travellers and the growing Chinese middle class will become the most prolific demographic of Chinese tourists. With a focus on brands, Choi et al. (2008) found that Shanghai tourists in Hong Kong were most concerned about brand image when making their shopping decisions in Hong Kong. The key omission in the academic literature is that no studies to date have specifically explored the impact of demographics on the shopping behaviour of Chinese tourists overseas. Because this is a research objective of my study, it will introduce new academic findings on whether the demographics of the tourists influence their shopping behaviour towards local health and beauty products in New Zealand.

2.3.1.3 SHOPPING BEHAVIOUR, PURCHASING DECISIONS, AND PREFERENCES

When exploring the shopping behaviour of Chinese tourists in outbound destinations, previous literature has established that their behaviour is significantly different from that of other countries (Li, Lai, et al., 2011; Xu & McGehee, 2012). This was found in studies that identified their shopping behaviour was noticeably different to Western tourists (Guo, Seongseop Kim, & Timothy, 2007; Timothy, 2005; Zhu et al., 2016). Western tourists in Europe are known to buy handcrafts at small local shops, while the Chinese are more attracted to shop in modern shopping malls, duty free shops, and boutique stores (Zhu et al., 2016). Chinese tourists have been identified as information gatherers as they are continually wandering the streets to different shops and comparing prices (Zhu et al., 2016). In Hong Kong Chinese tourists do not value service or product quality the most as do the local shoppers, but rather perceive risk and price as the most influential to their satisfaction and behavioural intentions (Lloyd et al., 2011). A further significant difference (discussed in Section 2.3.1.1) is when Chinese tourists make shopping decisions overseas, they are strongly influenced by the recommendations that they are given from friends and family (Beerli & Martin, 2004; Gao et al., 2017; Guo et al, 2008; Hsu, Kang, & Lam, 2006; Sparks & Pan, 2009). Both Zhu et al. (2016) and Guo et al. (2008) discussed the impact of family and friend recommendations in the purchasing decisions made overseas.

Acknowledged through the purchasing decisions is that the Chinese are drawn to a wide range of different products (Brown & Liangying, 2012; Guo et al., 2008; Jiang, 2017; Xu & McGehee, 2012; Zhu et al., 2016). A key observation from these studies was that the purchasing decisions in terms of the types of products they purchase and who they were purchased for was heavily influenced by the destination location of where they were shopping. For example, the way they shopped in Europe (Zhu et al., 2016) was different to the way they shopped in the United States of America (Xu & McGehee, 2012). Zhu et al. (2016) found that the products they purchased in Europe were grouped into three categories: (i) functional goods that are items bought for everyday life, for example, milk powder, garments, tobacco pipes, shoes, and kitchenware; (ii) adornment goods that are items used to decorate people's lives, for example, jewellery, watches, wine, cosmetics, and perfume; (iii) social goods that are gifts bought for family and friends back in China. In addition, Guo et al. (2008)

found the most desired product category was electrical/digital gadgets, with 53.5% of the respondents acknowledging that they spent money on this product category; however, other studies highlight that fashion and apparel were the most popular products abroad (Brown & Liangying, 2012; Jiang, 2017; Meng & Zhang, 2016). In addition, studies note that health and beauty products were purchased by half of the Chinese tourists (Brown & Liangying, 2012; Jiang, 2017; Meng & Zhang, 2016). These studies confirm that indeed the Chinese are drawn to different types of products, based on the destination they are visiting.

As identified, Chinese tourists are drawn to a wide range of products when they shop overseas (Brown & Liangying, 2012; Guo et al., 2008; Jiang, 2017; Xu & McGehee, 2012; Zhu et al., 2016). The literature highlights that they are motivated to shop in destinations for different reasons and to purchase different products (Choi et al., 2008; Meng & Zhang, 2016; Ryan et al., 2013; Xu & McGehee, 2012; Zhu et al., 2016). Zhu et al. (2016) found that the Chinese viewed shopping as an essential activity in Europe with product quality and world known brands the reasons for what they shop for. Although in the United States of America they had similar shopping ambitions compared with Europe, as Meng and Zhang (2016) and Xu and McGehee (2012) found interview participants reported also shopping for world known brands with competitive pricing and high-quality and trustworthy products. In New Zealand; however, they are drawn to health and beauty products (Ryan et al., 2013; Sun et al., 2014). Choi et al. (2008) summarise that luxury brands in Hong Kong are the main attraction for Chinese tourists. Collectively, all these studies suggest that quality, price and world known brands were the driving factors behind their avid shopping in these destinations. The significant takeaway from these studies is that the major differences between what Chinese tourists buy and where they buy them from will depend on the authenticity and country of origin of the products they wish to purchase.

2.3.1.4 CHINESE TOURISTS POST PURCHASE BEHAVIOUR

Various studies have also provided insight into the Chinese tourists post consumption behaviour to understand their overall experiences and satisfaction (Guo et al., 2008; Meng & Zhang, 2016; Ryan & Mo, 2001; Wang, 2012; Xu & McGehee, 2012; Yüksel & Yüksel, 2007; Zhu et al., 2016). Early research indicated there was a lack of Chinese speaking staff and Chinese signage that affected their overall shopping experience (Ryan & Mo, 2001). Later

studies confirmed the importance of these factors (Guo et al., 2008; Xu & McGehee, 2012). Xu and McGehee (2012) attributed positive shopping experiences in the United States of America to the Chinese tourists not feeling like they were being misled or pushed by tour guides to shop. In addition, Wang et al. (2010) found the importance of reliability of services to contribute to positive shopping experiences. Lastly, a number studies highlighted the overall positive experiences that the Chinese tourists had during their travels, which can be the result of more reliable services provided, better shopping opportunities, and having more fun (Guo et al., 2008; Lo & Qu, 2015; Meng & Zhang, 2016; Wang, 2012; Xu & McGehee, 2012).

2.3.1.5 BRAND FAMILIARITY

Brand familiarity and outbound Chinese tourism has been an area within the shopping behaviour literature with conflicting views and arguments. Already established was the notion that foreign brands have been considered of a superior quality to that of Chinese brands (Klein et al., 1998; Zhou & Hui, 2003). For this reason, Chinese tourists have long been attracted to foreign brands when they travel overseas because the quality and reliability of the brands are assured. Studies have found the importance of familiarity of brands in the shopping behaviour overseas (Brown & Liangying, 2012; Choi et al., 2008; Guo et al., 2008; Meng & Zhang, 2016; Zhu et al., 2016), while other studies have found that familiarity is not as important as one would imagine (Brown & Liangying, 2012; Zhu et al., 2016). This provided a compelling reason to analyse the effects of brand awareness and brand familiarity of Chinese tourists in this study.

The literature has highlighted the influence that brands have on the shopping behaviour of Chinese tourists. In a study of shopping in Hong Kong, it was found that the tourists brand familiarity towards retail brands in Hong Kong, such Giordano, Espirit, Baleno and Bossini (Choi et al., 2008), was a contributing factor to their motivations and shopping behaviour in Hong Kong. It was also found that the four most familiar international brands were Louis Vuitton, Gucci, Burberry, and Christian Dior because of their history and reputation. These results suggest that their shopping behaviour is driven by the familiarity that they have towards brands. Furthermore, Meng and Zhang (2016) found that Chinese tourists in the United States of America shopped mainly for internationally recognised brands

that were trendy and unique but unavailable in China; however, in different destinations and based on different shopping purposes, the familiarity towards brands is not as influential.

Found in some situations was Chinese tourists were willing to purchase unfamiliar brands, because they trusted the brands being sold at that destination. Studies in Hong Kong (Choi et al., 2008) and Europe (Brown & Liangying, 2012; Zhu et al., 2016) confirm this. An interesting finding from Zhu et al. (2016) was that they were drawn to buy international brands in Europe and associated these brands with Western countries. Therefore, you would assume that they were familiar with the brands they chose to purchase; however, the study found that in fact many of the respondents did not understand the brands they had purchased (Zhu et al., 2016). This suggested that country of origin and reputation of a destination encouraged tourists to make decisions even if they were not familiar with the product. These findings contradict broader marketing literature that found a link between brand familiarity leading to purchase intention (Laroche, Kim, & Zhou, 1996; Park & Stoel, 2005).

A recurring theme from the literature on shopping behaviours was the direct influence that country of origin had on the decisions and preferences of outbound Chinese tourists. This was illustrated in studies where the shopping behaviours changed based on the origin of a brand or product (Ryan et al., 2013; Xu & McGehee, 2012; Zhu et al., 2016). This was evident in Ryan et al. (2013) who found that Chinese tourists souvenir shopping in New Zealand focussed around the central theme of buying New Zealand things emphasising the importance of country of origin. This is explored in more detail in the next section by initially introducing the concept with its history and development and why it is important to Chinese tourists.

2.4 COUNTRY OF ORIGIN

Country of origin is defined as, "any influence that the country of production, assembly, or country which designed the product has on consumer perception and behaviour" (Anastasiei & Chiosa, 2014, p. 219). This concept is one of the most widely researched topics in literature on marketing in exploring the impacts of perception and behaviour on product selection (Pharr, 2005). Before 1960, consumers only used price and brands to evaluate the quality of products (Kalicharan, 2014), but since then country of origin

has caught the eye of many academics and practitioners who have all helped grow the literature to where it stands today. Literature on country of origin can be traced back to 1965, with Schooler (1965) acknowledged by academics as the first credited to document the effect of country of origin on the behaviour of consumers. He found there were statistically significant differences among the evaluations of products by Guatemalan participants, which were based off the national origin of those products. Since this breakthrough, the literature on country of origin has been widespread and has synthesised developments in several key areas, which included: consumer perceptions towards product quality (Hanzaee & Khosrozadeh, 2011), consumer buying decisions (Diamantopoulos, Schlegelmilch, & Palihawadana, 2011), and brands (Agrawal & Kamakura, 1999). These different sub topics within country of origin have built the basis for an introductory understanding around the relevant effect that country of origin has towards consumers' perceptions and behaviour towards products.

It has also been established that products from developing countries or regions, like Asia have always been considered of a lower quality than developed countries (Amine, Chao, & Arnold, 2005; Biswas & Chowdhury, 2011; Jap, 2013; Kalicharan, 2014). This encouraged consumers in less developed countries to buy foreign brands from more developed countries because these brands represent a high-quality and trustworthy standard (Papadopoulos, 1993). Subsequently, this has contributed to the stigma of made-in that has been proven to affect the consumer decision making process in several ways, including product evaluation, quality perception, and purchase intention (Yasin, Noor, & Mohamad, 2007; Papadopoulos, 1993). In contrast, studies that are more recent suggest with the development in country of origin and increase in globalisation, consumers prefer products manufactured locally due to reasons such as ethnocentrism and patriotism (Kalicharan, 2014).

Several studies (Kalicharan, 2014; Liefeld, 2004; Wall, Liefield, & Heslop, 1991) have found that the purchasing decisions of consumers have also been affected by country of origin. Liefeld (2004) found that only a small number of respondents felt that country of origin affected their product purchasing decisions toward products in their study. Kalicharan (2014) contradicted this and noted that when consumers were aware of certain country characteristics, they were more inclined to use country of origin as an external cue in

evaluating product quality and guiding their purchasing decision process. In addition, Wall et al. (1991) found that information on country of origin was more important to consumers than price or brand when assessing and comparing quality of products from certain developed countries. This new development highlighted the impact of globalisation because consumers are becoming more aware and knowledgeable about what they are buying so therefore, they take a greater interest in not just the product but where it originates.

Another facet of country of origin that affects the purchasing decisions of consumers is country of image (Anastasiei & Chiosa, 2014; Laroche, Papadopoulos, Heslop, & Mourali, 2005; Magnusson, Westjohn, & Zdravkovic, 2011; Papadopoulos, 1993). These authors have highlighted that a country's image has a strong influence in the purchasing decisions of all consumers, both domestic and international. For example, Anastasiei and Chiosa (2014) found that consumers form expectations about a product from the perceived image of the country where the product comes from. In addition, Magnusson et al. (2011) found that the product country image of the consumers perceived brand origin strongly affects brand attitudes. These studies provide evidence to suggest a strong connection between country image and brand origin. This means that consumers are now becoming increasingly aware where the brand originates from and where the product is manufactured (Ahmed & d'Astous, 2008).

As pointed out by Hamlin and Leith (2006), most of the literature that relates to country of origin was historically conducted in developed countries, with the sole focus on products made in developing countries. More recently, there has been a growing body of literature investigating the impact of country of origin from travellers from developing nations, like China (Ryan et al., 2013; Xu & McGehee, 2012; Zhu et al., 2016).

2.4.1 COUNTRY OF ORIGIN IN CHINESE OUTBOUND TOURIST SHOPPING

The effect of country of origin on the Chinese market has been a relatively new phenomenon, as much of the research was previously conducted in developed Western countries (Hamlin & Leith, 2006). Zhang and Qu (1996) was the first study to investigate the impact of country of origin in China, which focussed on how it contributed to their consumer evaluations, attitudes, and purchasing decisions towards foreign brands. Specifically, the

study used shirts and television sets from the United States of America, Japan, and South Korea as a medium to investigate how Chinese consumers reacted and evaluated foreign products differently. The results of the study found that country of origin influenced the reactions of Chinese consumers towards foreign products because the origin of where the products came from significantly influenced their decisions (Zhang & Qu, 1996). Since this introductory study and the growth of consumer culture in China, more studies have supported this original theory by focussing on the impacts of product/brand origin, product authenticity, personal memory, and country image. The following findings were explored in relation to the general country of origin literature previously discussed to highlight the similarities and differences.

The origin of a product or brand influences the shopping decisions of Chinese tourists (Ryan et al., 2013; Xu & McGehee, 2012; Zhu et al., 2016). Xu and McGehee (2012) found that Chinese tourists shopping in America felt dissatisfied after purchasing Nike products, an American brand, because they learned after their purchase, that these products were manufactured in China or some other Asian country, not the United States of America. A similar situation occurred in Europe, with Zhu et al. (2016) finding that a tourist felt disappointment when they realised that a Liverpool football team mascot that they had purchased was made in China. In addition, in New Zealand, Ryan et al. (2013) found that when Chinese tourists were shopping they were only interested in buying products that were from New Zealand and unavailable elsewhere. These examples affirm the importance of originality of overseas products to Chinese tourists, as they take great pleasure from buying products from the places where they come from. In contrast, as mentioned in Xu and McGehee (2012) and Zhu et al. (2016), country of origin can be a contributing factor towards negative shopping experiences.

Throughout the same studies there were connections made between country of origin, authenticity, and personal memory. Zhu et al. (2016) found this connection through their interview respondent answers, which were, “Switzerland is the home country of clocks and watches for a long time” (p.302) and “Each time I wear this comforter, it always reminds me that it comes from the UK” (p.302). These answers illustrated the clear connection between country of origin, authenticity, and personal memory because the tourists were

drawn to purchase watches that originate and are authentic to Switzerland that can also be used as a personal memory from their travels. Studies in the United States of America (Xu & McGehee, 2012) and New Zealand (Ryan et al., 2013) confirmed these findings. These results support ground theories which acclaimed products that are unique and encompass symbolic features can further enhance the tourist experience by giving them a special memory from their travels (Anderson & Littrell, 1995; Turner & Reisinger, 2001).

Although the previous examples given have confirmed the importance of country of origin in the decisions to purchase products overseas, further findings highlight that the country of image factor contributes to the shopping behaviours of Chinese tourists. Identified in the previous paragraph was that the Chinese are attracted to foreign brands and products from where they originate from (Ryan et al., 2013; Xu & McGehee, 2012; Zhu et al., 2016), with research further findings suggesting that the country of image can affect their shopping behaviour. Studies in Europe confirmed this (Brown & Liangying, 2012; Zhu et al., 2016), with Zhu et al. (2016) finding that the number one reason for purchasing gifts for family and friends in Europe was because of the destination reputation of where they were purchased from. Chinese tourists emphasised wine, chocolate, and coffee as products unique to Europe, so these were the chosen gift items that the respondents identified as purchasing based on the destination reputation of where they originated from (Zhu et al., 2016). The United States of America was a place where they could purchase luxury fashion products (Li & Stepchenkova, 2012). Sparks and Pan (2009) who investigated potential Chinese outbound tourists to Australia indicated that natural beauty and icons of a destination were among the five most important factors valued by Chinese tourists when making shopping decisions. Within the context of New Zealand, Ryan et al. (2013) found the destination image being pure, clean, and natural influenced the purchasing decisions towards souvenir shopping. Collectively, these studies illustrate the stark importance that Chinese tourists place on destination image as a contributor to their shopping decisions overseas. In addition, country of image was perceived differently by the Chinese tourists among the different countries where they travelled. This supports the findings from Anastasiei and Chiosa (2014) who found that consumers form expectations about a product from the country's image of where it originates.

From the examples provided from this section it is concluded that country of origin is an important external cue that affects the shopping behaviour of the Chinese. By comparing these findings to the general literature, the perceptions of country of origin to Chinese tourists has now begun to change. Negative experiences found in Xu and McGehee (2012) and Zhu et al. (2016), have supported (Kalicharan, 2014) in that they do not always have to purchase foreign brands compared with local brands. In addition, Chinese tourists have already begun to evaluate foreign brands by more than just their quality or trustworthy features, which contradicts Papadopoulos (1993) as product features are not the end all in the decision-making process.

The last section investigates why health and beauty products have become a popular product category to Chinese consumers.

2.5 HEALTH AND BEAUTY PRODUCTS

The last stream of literature in this review explores the information available on health and beauty products. The search provided limited academic findings, but sufficient trade and news articles were able to solidify the importance and growth of health and beauty products to Chinese consumers. General literature found Korean cosmetic products to be a driver behind the growth in Chinese tourists to Korea (Kim, Yu, & Kim, 2012), with other studies investigating the purchasing behaviour of the Chinese towards cosmetics (Chun & Chun, 2014). Most of the literature on health products focussed on the medicinal properties as opposed to the context of shopping and this presented an opportunity for this study to provide academic implications.

2.5.1 PREVIOUS STUDIES

Health and beauty products have been included in several Chinese outbound tourist studies when determining what types of products have been purchased overseas (Brown & Liangying, 2012; Guo et al., 2008; Meng & Zhang, 2016; Zhu et al., 2016). The themes that emerged from these studies were that health and beauty products are attractive to the Chinese. For example, Zhu et al. (2016) found that of the 17 participants that were interviewed in their study, 11 mentioned buying health or beauty products from Europe as gifts for family and friends. In addition, 58% of Chinese tourists in the United States of America

bought cosmetics/beauty care products and 25% purchased health products (Meng & Zhang, 2016), while 53.1% of the survey respondents in Germany bought cosmetic products (Brown and Liangying, 2012). Although, Guo et al. (2008) only found 8.7% of respondents to have bought cosmetic beauty care products and 1.6% purchased health products on their most recent international trip. For this reason, the demand for health and beauty products fluctuates based on the destination that they were visiting, but a common theme is that these products are popular gifts for family and friends. What is missing in these studies is that although they have established how popular these products are in overall shopping, they do not explore why this could be. In addition, there is no mention of the types of products purchased, brands purchased, brand familiarity or how they affected the shopping behaviour which this research uncovers.

2.5.2 NEW ZEALAND HEALTH AND BEAUTY BRANDS/PRODUCTS

In keeping with the trend noted above there are limited previous general studies on health and beauty products and even less academic research on these products in New Zealand. Only two studies have provided findings regarding these types of products (Ryan et al., 2013; Sun et al., 2014). Ryan et al. (2013) has been the only study that has explored the shopping behaviours of Chinese tourists in New Zealand and that was in relation to their souvenir shopping. This welcomed an opportunity for this research thesis to expand on this work by introducing new theoretical implications and recommendations.

In addition, several news articles have provided reasons to explain the significant growth and development of the New Zealand health and beauty product sector of the past decade (Gifting, 2017; Tapaleao, 2016). The interest shown in New Zealand brands by Chinese consumers has meant that a pair of former daigou shoppers (shopping on behalf of someone else) women shoppers in New Zealand have recently opened their own store in Auckland selling these health and beauty products to Chinese tourists (Tapaleao, 2016). In addition, a former Chinese student studying in New Zealand has established his own daigou business, Health Element from the booming growth that the market has been enduring (NZHerald, 2016). These findings present some evidence on the importance of these products to Chinese consumers, given that the Chinese themselves are opening their own stores in New Zealand.

The daigou industry worldwide was worth around NZD10 billion in 2016 (Bain & Company, 2016) with that number forecasted to increase in future years.

As one of the key research objectives of this study is to find out which New Zealand brands are the most popular to the Chinese tourists, this was explored in the literature. Ryan et al. (2013) found the two most popular health brands to Chinese online consumers were Comvita and Good Health. The study attributed the popularity to the online presence that both brands have been able to develop in China. The popularity was also attributed to the importance of having physical stores in China that Comvita has, with two stores in Beijing shopping malls (Ryan et al., 2013). Comvita's popularity can further be attributed to it being New Zealand's largest manuka honey producer. The sheer size of the brand helps it occupy a large market share in China (Gray, 2017), as well as the brand has been around since 1974, giving it ample time to grow and expand. Apart from these brands, academic literature has not found any further information on different brands and their popularity.

With scarce findings on brands, research has found that when Chinese tourists come to New Zealand they purchase a wide range of different New Zealand health and beauty products. Adams (2016) found the most popular New Zealand products to be: Comvita Manuka honey, Trilogy skincare products, Healtheries vitamin supplements and Antipodes moisturiser. Honey and cosmetic products were found attractive in Sun et al. (2014). These products were also found in Ryan et al. (2013) who further acknowledged that the products were purchased most often as gifts or souvenirs for family and friends. In the same study of the 45 Chinese tourists in New Zealand, 10 purchased honey, 13 purchased lanolin creams, 4 purchased propolis and 6 purchased fish oil showing that the tourists were interested in a variety of different New Zealand products (Ryan et al., 2013).

The importance of New Zealand health and beauty products for the Chinese has also been explored. A survey by the New Zealand-Chinese company Magic Group in 2017 found health and skincare products manufactured in New Zealand as the preferred choice by Chinese consumers (Tan, 2017). The study found that New Zealand and/or Australian products as the most popular for Chinese respondents among other international brands, with 30.5% preferring New Zealand/Australia products, followed by Japan/Korea (24.7%) and USA/Europe (22.3%).

Chinese consumers purchase New Zealand health and beauty products for several reasons as found by Ryan et al (2013). The most notable reason was as gifts for family and friends back home in China. The respondents identified that it is an obligation to bring back gifts and to buy souvenirs that were requested by their family or friends. Other reasons were: (i) the products were trustworthy and reliable, (ii) health reasons, and (iii) the New Zealand government laws and restrictions. One of the major reasons for the purchase patterns and behaviour of buying products in New Zealand was for the assurance that products were trustworthy and prices were realistic. The emergence of daigou shoppers has seen New Zealand products being smuggled into China, sold at higher prices with a possible dilution of the product (Ryan et al., 2013). Other academic and trade articles support these reasons (Nadkarni, 2017a; Pete, 2017; Sun et al., 2015; Sun, Zhang, et al., 2015; Tan, 2017). An additional reason found by Karinja (2018) is that New Zealand made products are viewed within the Asian market as “clean and environmentally green”.

Packaging of health and beauty products has been proven to affect the popularity of New Zealand brands, through the influence it has on the behaviour and purchasing intentions of Chinese consumers. Tan (2017) found that packaging health and beauty products in black is putting off potential Chinese consumers, because they associate black with sadness and mourning. Although, the colour black is synonymous with leading New Zealand sports teams. For example, the world champion All Blacks rugby team has a significant brand value in excess of NZD200 million despite its colour of choice (Stutchbury, 2017). This effect of packaging on shopping behaviour of Chinese consumers can be attributed to the Chinese demographic becoming richer and as a result, they not only place more emphasis on the quality of the product but also packaging when shopping. Chinese consumers are more inclined to choose white, green, pink, and other light colours. The colour red symbolises happiness and health to the Chinese (Tan, 2017). Therefore, the chosen colour for packaging needs to match the type of products contained.

Several news articles have highlighted the issue of mandatory animal testing in China that this sector has faced imposed by the Chinese government (Cropp, 2016; Yan, 2017. It is a requirement for cosmetic and skincare products to submit compulsory animal tests in Chinese government labs, prior to the releasement of the product to the market (Yan, 2017).

New Zealand organisations do not condone testing because it is illegal and could risk backlash from markets, such as China (Cropp, 2016). To circumvent Chinese government regulations for mandatory animal testing, brands can sell direct to retailers in China. This method will subsequently open a greater market (Cropp, 2016). One brand that has been able to do this is Linden Leaves. Due to free trade agreement between New Zealand and China, they can have their products available online in China. They also have a duty-free shop in Shanghai where their products are not tested on animals. With the issue of mandatory animal testing, Chinese tourists are more motivated to buy overseas, where they know that there is products have not received animal testing.

2.6 RESEARCH GAPS AND OBJECTIVES

The main findings from the literature review informed the methodology and context for this research. The objectives of the research (section 1.2) were ascertained by the gaps identified in the literature review. The following discussion summarises the areas within the literature that this research will contribute to.

Established in the literature was shopping being identified as one of the favourite activities for Chinese tourists (Brown & Liangying, 2012; Choi et al., 2008; Davis et al., 2017; Jiang, 2017; Liu et al., 2008; Lloyd et al., 2011; Meng & Zhang, 2016, Wang, 2012; Xu & McGehee, 2012; Zhang, 2013; Zhu et al., 2016). Although, studies also mentioned that there was limited information available on Chinese tourist shopping which encouraged the development of their research (Meng & Zhang, 2016; Xu & McGehee, 2012; Zhu et al., 2016). This provided an opportunity for this research to uncover shopping behaviour patterns and preferences not well explored in previous research.

Secondly, this study will uncover aspects of the Chinese tourist outbound shopping behaviour that have limited findings. The exploration into brand awareness and familiarity was limited. In addition, there were limited findings on the impact of different purchasing factors on the behavioural intentions of Chinese tourists. Lastly, previous studies did not explore the impact of demographics on the outcomes of shopping behaviour.

Thirdly, this study will make significant contributions to the literature available in New Zealand. Only Ryan et al. (2013) has investigated the shopping behaviour of Chinese tourists

in New Zealand. This study expands on the findings of souvenir shopping by providing theoretical contributions to the overall shopping behaviour of Chinese tourists. Lastly, country of origin was established in the literature as a key factor in the outbound shopping decisions of Chinese tourists (Ryan et al., 2013; Xu & McGehee, 2012; Zhu et al., 2016). This research expands on those findings with a focus on health and beauty products.

It was apparent through the literature review and gaps discussed, that this research will provide useful information to both academic and trade literature. This research will provide a comprehensive analysis of the shopping behaviours of Chinese tourists in New Zealand towards New Zealand health and beauty brands. Specifically, it will examine in detail the shopping behaviours of Chinese tourists focussing on their brand familiarity, demographic influences, behavioural intentions, purchasing decisions and preferences, and overall shopping experiences to create a holistic impression of Chinese tourists shopping in New Zealand.

2.7 LITERATURE REVIEW SUMMARY

This literature review provided the theoretical foundations for this research and identified the key areas of literature that are relevant to this thesis. The literature review began with a discussion on Chinese outbound travel, highlighting the extraordinary growth this sector has experienced during the past two decades and the impact that it has had on the New Zealand market. The next section introduced the concept of outbound tourist shopping, with a focus on the Chinese market. This section encompassed the shopping behaviours, motivations, and general findings from Chinese tourists outbound shopping. In addition, within this section, country of origin was discovered to be a strong factor that has influenced the shopping behaviour of outbound Chinese tourists. This resulted in a section investigating the country of origin concept with a brief introduction into its relevance, while incorporating how the concept has affected the shopping behaviour of tourists. As this research is focussed on the health and beauty product category, a discussion on the available literature on this product category was included to determine what has been found. The academic literature on health and beauty products was limited; however, trade and news articles introduced several key findings, supporting the growth of this product category to the Chinese. Lastly, there was a discussion generated on the knowledge gaps prevalent in the literature search

and how this research will attempt to fill these shortfalls. The next chapter explains the qualitative methodology and presents the findings from the in-depth interviews.

3. QUALITATIVE PHASE

3.1 INTRODUCTION

This chapter describes the methodology and presents the findings from the qualitative phase of the data analysis. The qualitative method chosen was 13 in-depth interviews with current Chinese students from Zhejiang Gongshang University in Hangzhou, China. As highlighted in the literature review, research focussed on Chinese outbound tourism shopping in New Zealand has been limited therefore, an exploratory sequential mixed methodology design was chosen for the data collection. This group of students were targeted to participate in the interviews because they had previously travelled to New Zealand and therefore, it was a good opportunity to ask them questions about their shopping experiences. Furthermore, previous Chinese outbound tourism to New Zealand and general Chinese outbound tourism have found the use of students in studies valuable in generating insightful research findings (Chen et al., 2015; Gardiner & Kwek, 2017; King & Gardiner, 2015; Ryan and Zhang, 2007). The decision to choose this method is first presented in this chapter, which includes a brief definition and relevance of using qualitative research. The in-depth interview procedure is outlined next, addressing the discussion guide used, participants selection, method procedure, and interview questions. Lastly, the findings from the interviews are presented using a thematic analysis to identify the themes and general patterns from the data generated. Several of the findings from the interviews were later calibrated into the survey design, discussed in chapter four.

3.2 RESEARCH DESIGN

This study adopted a mixed methodology design, defined as "a research design that uses both quantitative and qualitative data to answer a particular question or set of questions" (Hesse-Biber, 2010, p.3). This design was implemented because it was considered the best method to answer the research objectives because of the limited research previously available on the topic as highlighted in the literature review (chapter two). The use of this design was adopted for a number of reasons, including: (i) all methods have their own associated limitations, the use of multiple methods can neutralise or cancel limitations from

other methods, (ii) social phenomena is so complex that different kinds of methods can help with understanding complexities, (iii) it can help the researcher answer confirmatory or exploratory results at the same time, and (iv) it can provide explanations for conflicting results that are the result of using different methods (Byrne & Humble, 2007). This study is also following recommendations from Khoo-Lattimore, Mura, and Yung (2017) who did a systematic review on mixed methods research in tourism outlining improvements for future studies wishing to adopt this method. Lastly, this study further used a sequential exploratory mixed method design because it enables the researcher to explore the topic to make initial discoveries before the inclusion of the major data collection method of the survey.

An exploratory sequential design is a form of mixed method, where the researcher first collects qualitative data followed by quantitative data (Creswell & Clark, 2007). The purpose of this design is to firstly explore the qualitative phenomenon and then collect the data from the quantitative results to explain the relationships found in the qualitative data (Creswell & Clark, 2007). For this study, the way that the sequential design was adopted was different to how it was defined by Creswell and Clark (2007), because the qualitative data acted as an information generator to gather insights into the topic, with the general themes and answers being embedded in the quantitative method instrument. Therefore, the purpose of the quantitative data in this study was not to only explain the relationships found in the qualitative data (Creswell & Clark, 2007) but rather to use the statistical data findings to compare them with the qualitative findings and the literature. This type of method design has rarely been used in Chinese outbound tourism research that made this study different and unique to the outbound shopping literature.

3.2.1 CHINESE OUTBOUND TOURISM METHODS

The decision to use this research design was also considered appropriate when examining the methods used from previous Chinese outbound tourism studies. Most of the studies have adopted either quantitative or qualitative research approaches, while few have opted for a mixed method design (Table 3-1). This is presented in Jorgensen et al. (2017) who did a critical assessment of China's outbound tourism research that was highlighted in the literature review. Jorgensen et al. (2017) found that 70% of all Chinese outbound tourism studies have used a quantitative method and 54% of those studies were based in Asian

destinations. These findings were expected as the development of Chinese tourism in Asia has resulted in the earlier focus of studies with this region and quantitative dominant methods. Although, this has presented opportunities for recent studies to use qualitative or mixed method studies in western regions to expand on existing knowledge and generate new findings. Several studies (Brown & Liangying, 2012; Davis et al., 2017; Ryan et al., 2013; Xu & McGehee, 2012; Zhu et al., 2016) have already done this by emphasising the reasons for a qualitative rather than a quantitative approach was a desire to generate deeper and more meaningful information.

The development of Chinese outbound tourism has also resulted in studies that have used mixed methods. Meng and Zhang (2016) adopted an explanatory sequential design of the shopping behaviours of Chinese tourists in the United States of America by firstly surveying tourists and then conducting a series of interviews to provide a more detailed understanding of their shopping behaviours. The study argued that a mixed method approach would provide a more detailed understanding of Chinese tourists shopping behaviour beyond the results of numerical findings. This was also the case with Corigliano (2011) who investigated Chinese tourism in Italy. What these studies suggest are quantitative studies are powerful in the way that they statistically explain relationships between different variables; however, they fail to comprehend and articulate these findings with real meaning and purpose alone. Due to these reasons, a mixed method approach provides more reliable and accurate answers because it can explain relationships through statistical procedures and explain practically why these relationships exist. Based on these justifications it was appropriate to conduct an exploratory sequential mixed method approach in the context of this research.

Several previous studies have also adopted an exploratory approach to their study confirming the effectiveness of using this design in the context of Chinese outbound tourism (Chow & Murphy, 2011; Gao et al., 2014; Li & Cai, 2008; Li, Wen, et al., 2011; Li et al., 2011; Long, 2012).

Table 3-1: Chinese Outbound Tourism Studies Methods

Method	Studies
Qualitative	Chang, 2012; Chiang et al., 2010, 2011; Fu et al., 2015; Fugmann & Aceves, 2013; Jiang et al., 2012; Kwek & Lee, 2010, 2013, 2015; Li & Ryan, 2015; Li, Lai, et al, 2011; Ma, Qu, Hsiao, & Jin, 2015; Ong & du Cros, 2012; Pan et al., 2014; Song & Hsu, 2013; Sun, Zhang, et al., 2015, Tse, 2011; Tse & Zhang, 2013; Wu, 2015; Xu & McGehee, 2012; Ye et al., 2011; Zhu et al., 2016
Quantitative	Agrusa et al., 2011; Assaker, 2014; Assiouras et al., 2015; Chen & Lin, 2012; Chen & Gassner, 2012; Chen et al., 2013; Chiang et al., 2012; Choi et al., 2016; Choi et al., 2012; Chou, Hsieh, & Tseng, 2014; Corigliano, 2011; Han, Lee, & Lee, 2011; Hua & Yoo, 2011; Huang & Tian, 2013; Huang & Cai, 2015; Jiang et al., 2012; Jiang, 2017; Jin, Lin, & Hung, 2014; Kambele et al., 2015; King & Gardiner, 2015; Lai et al., 2013; Lee et al., 2011; Li, Song, Chen, & Wu, 2012; Li & Cai, 2012; Li, Wen, et al., 2011; Li et al., 2015; Li et al., 2010; Lim & Bendle, 2012; Lin, Liu, et al., 2015; Liu et al., 2011; Lu, 2011; Mao & Zhang, 2014; McCartney & Pinto, 2014; Packer et al., 2014; Park & Reisinger, 2012; Park et al., 2015; Prayag, Cohen, et al., 2015; Prayag, Disegna, et al., 2015; Prideaux et al., 2012; Rittichainuwat, 2011; Stepchenkova & Li, 2012; Su, Lin, & Liu ,2012; Wang, 2012; Wong & Rosenbaum, 2012; Wong, 2013; Yan, Kong, & Guo, 2013; Yang et al., 2011; Yang & Wu, 2014; Ye, Zhang, & Yuen, 2012, 2013; Yeung & Yee, 2012; Yu & Ko, 2012, Yun & Joppe, 2011; Zeng et al., 2014
Mixed Method	Arlt, 2013; Brown & Liangying, 2012; du Cros & Jingya, 2013; Meng & Zhang, 2016; Pearce, Wu, & Chen, 2015; Ruhanen et al., 2015; Sun et al., 2014; Sun, Ryan, et al., 2015; Tsang et al., 2014; Tse & Zhang, 2013)

Source: (Jørgensen et al., 2017)

3.3 IN-DEPTH INTERVIEWS

For the qualitative phase of the research design, in-depth interviews were chosen as the mode for data collection. The primary aim was to obtain a preliminary understanding of the shopping behaviours and preferences of the tourists in New Zealand. In-depth interviews can be defined as an interview in which a single respondent is questioned by an interviewer (Malhotra, 2014). They have been a frequently employed qualitative method, suggesting how effective this data collection method has been for several different research designs (Crouch

& McKenzie, 2006). Interviews have an advantage over other methods of targeting respondents' perceptions and feelings about a topic or situation, rather than the social conditions surrounding those experiences (Crouch & McKenzie, 2006). Therefore, part of the primary aim of in-depth interviews is to "generate data which gives an authentic insight into people's experiences" (Silverman, 1993, p. 91). These advantages contributed to the decision to adopt in-depth interviews as the qualitative research method for this study.

Within the Chinese outbound tourism literature, many studies had adopted in-depth interviews to achieve the objectives of their research (Table 3-1). For example, Zhu et al. (2016) used in-depth interviews to "provide a relatively complete picture that concentrates on the narrator's story in a certain social context" (p. 298). Xu and McGehee (2012) indicated that they used qualitative research to obtain an initial understanding of the tourists' feelings and perceptions of their shopping experiences in the United States of America. Furthermore, Meng and Zhang (2016) conducted in-depth interviews to "provide a more detailed understanding of Chinese tourists' shopping behaviour in the United States of America" (p. 232). Collectively these studies opted to use interviews because they were more interested in gaining real thoughts and opinions from the shopping experiences of a few tourists rather than making generalisations from a much larger sample size through the quantitative method.

Within this study, interviews were used because it gave the researcher the ability to construct questions to ensure multiple in-depth discussions with the participants. Literature on Chinese outbound tourism collectively advocates the importance of conducting in-depth interviews for a qualitative study to uncover the real feelings, perceptions, and opinions of Chinese tourists towards a topic (Meng & Zhang, 2016; Xu & McGehee, 2012; Zhu et al., 2016). This form of qualitative research is particularly adopted in destinations with limited previous information known on Chinese tourist shopping behaviours to generate quick and reliable information on the topic. An example of this is of Xu and McGehee (2012) that was one of the earliest studies on shopping behaviours of Chinese tourists in the United States of America.

3.3.1 TARGET POPULATION AND SAMPLING TECHNIQUE

A total of 13 participants were recruited by the researcher to be involved in the in-depth interviews. The sample size of 13 was in line with the eight suggested by McCracken (1988) as sufficient for generating themes and findings for qualitative research. In addition, it

also met the principle of data saturation requirements of at least 12 interviews that ensured adequate data had been collected for a detailed analysis (Guest, Bunce, & Johnson, 2006).

The participants selected were current Chinese students at Zhejiang Gongshang University, in Hangzhou, China. The group of students were recruited because they had travelled to New Zealand, where they visited Christchurch and the University of Canterbury in February 2017. Their trip to New Zealand was part of the MGMT229 educational course offered by their university, with the purpose of sending a group of students to experience New Zealand, participate in classes at the University of Canterbury, and engage in other tourist activities. This program was the reciprocal trip to the MGMT228 course offered at the University of Canterbury. The MGMT228 course was a Chinese business practices and culture study tour to China that involves three weeks at Zhejiang Gongshang University and one week in Shanghai.

The sampling technique of recruiting the students for the interviews was judgemental sampling. Judgemental sampling is a form of convenience sampling where the target population are purposively selected by the researcher (Malhotra, 2014). The main reason behind this decision was that the researcher knew the group of students through his own personal involvement with the MGMT228 and MGMT229 courses. The sample of students were classified as educational tourists because they travelled to New Zealand for educational purposes, as opposed to recreational reasons. An educational tourist is identified as someone who indicated that they took part in a study tour or attended workshops or classes to acquire new knowledge and develop skills while on an international holiday (Gibson, 1998). When the students were in New Zealand they participated in several shopping activities that gave the researcher a good opportunity to ask them questions based on their local experiences.

Furthermore, the decision to use students in this study came from the insight that this segment of consumers is the right target market to explore shopping behaviours. Firstly, Chinese generation Y (millennial) consumers are labelled the most important market segment in the world today who account for two thirds of all Chinese outbound tourism (Beard, 2017). Secondly, the younger generation of Chinese consumers have become major shoppers of brands, with research finding reasons that affect their brand status and brand attitudes (O'Cass & Choy, 2008). Lastly, research suggests that the younger Chinese consumers are the

core market for the consumption of health and beauty products (HKTDC Research, 2017). Therefore, the younger generation of Chinese consumers have become powerful, so understanding their shopping behaviours is most apt.

Table 3-2 presents the demographics of the students who participated in the interviews.

Table 3-2: Demographics of Students

Student (S)	Gender	Age	Degree
S1	Female	20	Land Resource Management
S2	Female	20	Public Administration
S3	Female	21	Public Administration
S4	Male	21	Public Administration
S5	Female	22	Cultural Industry Management
S6	Female	23	Social Work
S7	Female	23	Public Administration
S8	Female	23	Labour and Social Security
S9	Female	21	Land and Resource Administration
S10	Female	21	Finance
S11	Male	21	Public Administration
S12	Female	20	Land Resource Management
S13	Female	21	Land and Resource Administration

3.3.2 IN-DEPTH INTERVIEW PROTOCOL

With the students based in China, the interviews were organised remotely by using the social media application, WeChat. Each student was video called and participated in the interview on a face-to-face basis with the researcher and a Chinese interpreter. The interpreter facilitated the interviews communicating with the students in Chinese and informing the researcher with the answers given by the students to allow the opportunity for any further probing questions. All the interviews were conducted from the 22nd to 27th August 2017.

The interviews were audio recorded, with prior consent given by the students. The audio recordings were done to ensure that nothing important said by the students was missed

when the interview transcripts were being written. This process was performed previously in Chinese tourist shopping studies (Xu & McGehee, 2012). The audio recordings were stored on the researcher's phone during the translation process, but promptly deleted once the interview transcripts were completed. The length of the interviews ranged from 15 minutes to 45 minutes depending on the student's answers. Once each interview was completed, the Chinese interpreter transcribed the interviews. When the transcripts were completed in both English and Mandarin Chinese versions, they were sent to the students for verification.

Through the students' voluntary involvement in the research, they each went into the draw to win one or three RMB250 cash prizes. The cash was transferred to the winners by WeChat, through the Chinese interpreters WeChat account.

3.4 ETHICAL CONSIDERATIONS

The use of in-depth interviews met the ethical standards set by the University of Canterbury Human Ethics Committee (Appendix 8.1.1). To comply with these enforced practices, there were several provisions put in place. The students were sent a detailed information sheet and consent form prior to the interviews (Appendix 8.2.1). They were required to sign and return the consent form to the researcher before the interview commenced. The information sheet explained the rights of withdrawal, anonymity, and the storage of their responses to ensure that the students felt confident that their personal identities would not be revealed. The students were eligible to win cash prizes for their involvement in the interviews but had the option to opt out at their discretion. The winners were given their cash prizes through a money transfer between WeChat accounts which was prearranged and verified by the students.

3.5 INTERVIEW QUESTIONS

The interview questions were split into three sections, with 17 questions. The first section focussed on general overseas shopping to create a feel for what the students' valued and found important from their shopping experiences overseas. The health and beauty product section followed that included the students' knowledge of these products, while investigating what products and brands were most popular to them. Finally, the last section

focussed specifically on the New Zealand market to capture the students' experience using and buying local health and beauty products.

As highlighted in the literature review (section 2.5), there were limited academic studies that found information on health and beauty products. Therefore, most of the questions asked came from general overseas Chinese shopping literature (Brown & Liangying, 2012; Choi et al., 2008; Guo et al., 2008; Jiang, 2017; Liu et al., 2008; Meng & Zhang, 2016; Ryan et al., 2013; Xu & McGehee, 2012; Zhang, 2013; Zhu et al., 2016). The questions derived from these studies were used as a framework, with the inclusion of questions focussed on health and beauty products that made this research unique to previous studies. Table 3-3 presented the list of questions and order they were asked in.

Table 3-3: Interview Questions

Questions		Reference
Shopping when Travelling	**旅行中的购物**	
1. What do you like about shopping generally?	1.通常来讲，你为什么喜欢购物？	(Zhu et al., 2016)
2. How important is shopping when you travel overseas and why?	2.当你在海外旅行时，购物对于你来说，有多重要？	(Zhu et al., 2016)
3. What are the three main reasons why you shop overseas?	3.请问你在海外购物的主要三个原因是什么？	(Brown & Liangying, 2012; Guo et al., 2008; Tsang et al., 2014; Upchurch & Liu, 2014; Xu & McGehee, 2012; Zhu et al., 2016)
Health and Beauty Products		
4. What do you know and understand about health and beauty products?	4.请问你对美容与保健品的了解有多少？	(Mirosa & Mangan-Walker, 2018)
5. What types of health/beauty products do you use and how often do you use them?	5. 请问您目前正在使用哪些新西兰护肤品或保健品？是否方便告知您的使用频率？	No Reference
6. What are your favourite brands of health/beauty products and why?	6.请问您最喜欢的新西兰护肤品或保健品有哪些？喜欢的原因是什么？	(Brown & Liangying, 2012; Choi et al., 2008)

New Zealand Specific Questions		
7. Were you aware of any New Zealand health and beauty products before your trip to New Zealand? If **YES**, what were those products and how you were informed about them?	7.在你来新西兰之前，你是否对新西兰的美容与保健品十分了解？**如果**“**是**”，请**你告**诉**我**，**它**们都是哪些产品？你是怎么知道这些产品的？	(Brown & Liangying, 2012; Choi et al., 2008)
8. What health and beauty products did you purchase in New Zealand?	8.请问您在新西兰买了哪些护肤品或保健品？	(Brown & Liangying, 2012; Meng & Zhang, 2016; Xu & McGehee, 2012)
9. What were the brands of these New Zealand products that you bought?	9.请问你买的这些产品的品牌是什么？	(Brown & Liangying, 2012; Choi et al., 2008; Liu et al., 2008)
10. What were the reasons why you purchased these products in New Zealand?	10.请问你在新西兰买这些产品的原因是什么？	(Xu & McGehee, 2012)
11. Why did you choose these New Zealand brand(s), compared with other New Zealand brands?	11.和其它新西兰品牌相比，你为什么会选择这些品牌？	(Choi et al., 2008; Liu et al., 2008)
12. What is the **MAIN** difference between these New Zealand brands compared with other international brands selling the same health and beauty products?	12. 相比较于市场中其他的非新西兰美容与保健品品牌，新西兰品牌有哪些**主要的**不同？	(Choi et al., 2008; Ryan et al., 2013)

13. Where did you purchase these products from and why did you choose these locations?	13.请问你是从哪里购买到这些产品的？你为什么会选择在那里购物的原因？	(Brown & Liangying, 2012; Choi et al., 2008; Guo et al., 2008)
14. How much money did you spend on health and beauty products while you were in New Zealand? How much did you spend on shopping in total?	14.请问您在新西兰旅游期间，在购物上大概花了多少钱？其中，在买护肤品或保健品上大概花费多少钱？	(Guo et al., 2008; Meng & Zhang, 2016)
15. Based on your experiences of these health and beauty products, would you purchase them again? – if no/yes why?	15.基于你的使用情况，你还会再次购买吗？-是/否　为什么？	(Meng & Zhang, 2016; Xu & McGehee, 2012)
16. Can you please give a rough estimate of how much money you spent on health and beauty products each month?	16. 请问你每个月在美容与保健品上，大概的花销是多少？	(Choi et al., 2008; Guo et al., 2008)
17. Overall, what was your shopping experience like in New Zealand, what did you like/dislike about it?	17.总体来说，您在新西兰的购物体验怎样？是否有哪些令您印象深刻或者觉得美中不足的地方？	(Guo et al., 2008; Meng & Zhang, 2016; Xu & McGehee, 2012; Zhu et al., 2016)

3.6 DATA ANALYSIS

A thematic analysis was used to interpret the findings from the in-depth interviews. Thematic analysis is a useful and flexible method for qualitative data analysis (Braun & Clarke, 2006). It has been widely used in analysing qualitative data in tourism research and is an effective tool for understanding meaning from the information gathered (Braun & Clarke, 2006; du Cros & Jingya, 2013; Ong & du Cros, 2012; Ryan & Collins, 2008). The key difference in thematic analysis from other analytic methods is that it seeks to describe patterns across qualitative data (Braun & Clarke, 2006). This method was deemed the best for this research because of its purpose to find general patterns in qualitative data and comment on those recurring themes that emerged from the interviews. Furthermore, as the purpose of the in-depth interviews was to generate initial understanding around the topic, the thematic analysis was powerful to extract general themes and patterns that provided quick and reliable results. Lastly, as the in-depth interviews were only used as a prelude for the major data collection method, the analysis was useful with the survey design through generalising the results into common themes and patterns.

This thematic analysis followed several steps to make the data analysis easier and more effective. The steps used came from the work by Braun and Clarke (2006), while also following the thematic analysis approach used by Zhu et al. (2016) in their study exploring the shopping experiences of Chinese tourists in Europe. Table 3-4 outlines the steps used in this thematic analysis.

Table 3-4: Thematic Analysis

Steps	Description of Steps
1. Familiarising yourself with the data	All the scripts were transcribed from Chinese into English. Next, the transcribed versions were read to make sure they made sense and to search for initial themes.
2. Generating initial codes	All the codes or themes from all the answers were found and noted down.
3. Searching for themes	The same or similar codes were then grouped together into different themes.
4. Reviewing the themes	This was a checking stage, done to ensure that the themes generated worked in relation to the question asked, while double checking validity and accuracy of results.
5. Defining and naming themes	All the themes found are confirmed and clear names and definitions are given to each theme.
6. Producing the report	The final step involves the write up of the analysis, relating it back to the research question and how the findings is important.

Source: (Braun & Clarke, 2006)

Table 3-5 is an example of how a quote was analysed and what themes emerged from it. The example used was the first question asked in the interviews, which was, “What do you like about shopping generally?” Included in the table was the answer from the student in Mandarin Chinese and the translated answer in English. The key themes from the answer are bolded in the table. Next, the themes that emerged from the answer are listed. Lastly, a typical report write-up is presented, articulating and synthesising the themes found. All the important quotes captured from the interviews used this process to interpret the findings.

Table 3-5: Thematic Analysis Example

Question	**Shopping when Travelling: 1. What do you like about shopping generally?**
Initial answer	主要是为了满足自己在物质上和精神上的需求，尤其是当买到的东西超出我的期望的时 候更有动力去购买新的东西。这种满足感是我经常去购物的一大原因 (Student #4)
Translated answer	Mainly to meet my **material and spiritual needs**, especially when buying things **beyond my expectations**, more **motivated to buy new things**. This feeling of **satisfaction** is one of the big reasons why I often go shopping.
Themes emerged	1. Motivated to buy new things 2. The feeling of satisfaction from shopping 3. Materialistic and spiritual needs
Write up	Student #4 overall likes shopping overseas. They are motivated to buy new things which are not available in China, to acquire the feeling of satisfaction which can be attributed to shopping overseas and to satisfy their materialistic and spiritual needs through buying a product which exceeds their expectations.

3.7 RESULTS FROM THE INTERVIEWS

The results section provides the main findings from the interviews that closely align with the literature found in chapter two. This section was separated into three parts: (i) propensity to shop overseas, (ii) health and beauty products, and (iii) New Zealand health and beauty products. This section was structured to firstly understand what motivated and interested the students to want to shop overseas. Secondly, to gather an indication of how familiar the students were with health and beauty products. Lastly, the third part focussed on local New Zealand health and beauty brands to understand the importance of these products to the students and their shopping behaviours. Findings were consistent with previous literature identified in chapter two and unique contributions from the interviews were highlighted and explained.

3.7.1 PROPENSITY TO SHOP OVERSEAS

The notion that shopping has become an important activity for outbound Chinese tourists is widely recognised throughout previous Chinese outbound shopping literature (Choi et al., 2008; Guo et al., 2008; Meng & Zhang, 2016; Song et al., 2016; Zhu et al., 2016). This has been well supported by the interview findings, with students providing succinct reasoning and displaying shopping behaviour that confirms shopping to be an important tourist activity. A number of these reasons highlighted in the interviews have already been found in the previous literature findings of what motivates Chinese tourists to shop overseas, shown in chapter two (section 2.3.1 – Table 2-4). This suggests that there is close alignment between how the students viewed shopping overseas with what has already been established in the literature. Although, the main acknowledgement through the interview findings was shopping considered as an important tourist activity, but not the main trip focus. This supports Wyman (2017) who found that shopping would no longer become a key priority for Chinese tourists as they are focussed more on meaningful dining or sightseeing experiences.

The students provided a range of reasons explaining what they liked about shopping that is grouped into two themes. Firstly, they were attracted to shop overseas for social reasons, which included buying gifts for family and friends back home, maintaining or further enhancing their image in society through their shopping behaviours, and to prove they have been to that destination. Secondly, the students were drawn to the product value, offered by foreign products. This included higher quality, the cheaper prices overseas, the products overseas that are not available in China, local/authentic products belonging to the country, and the variety of different product choices. As mentioned in the previous paragraph, these reasons have been widely acknowledged throughout the literature.

From these student responses, several key themes emerged. There was an overwhelming importance placed on buying souvenirs or gifts for family and friends, with 85% of the students suggesting this as one of the three main reasons why they shopped overseas. This supported previous findings (Ryan et al., 2013; Xu & McGehee, 2012; Zhu et al., 2016) that also showed that this was an important shopping activity for Chinese tourists. Further, general Chinese literature has found that purchasing souvenirs as gifts from a destination is a culturally embedded tradition (Fangxuan & Ryan, 2018; Gao et al., 2017; Gao et al., 2014).

The interviews reflected this as the students mentioned that making conscious efforts to take gifts back home were part of their cultural obligations affecting their ability to enhance interpersonal relationships and how they were perceived in society. This finding also supports the view that culture is still very important to the younger generation of Chinese consumers, and that it is not only valued by older generations. Furthermore, from the importance of souvenirs and gift giving, a couple students shopped to prove that they had been to a destination or for a specific brand. This is an interesting finding, as on one hand, they are motivated to purchase souvenirs for family and friends, but it is not a priority to purchase their own memento. This suggested that the students valued more the personal experiences rather than the material memorabilia.

The student participants valued the uniqueness of foreign products not available in China. Xu and McGehee (2012) found that Chinese tourists in the United States of America were motivated to purchase American brands not available in China, supported this fact. This observation was also noted in studies conducted in Europe and New Zealand (Ryan et al., 2013; Zhu et al., 2016). The interesting connection between uniqueness of foreign products and products not available in China appeared to be that Chinese travellers are open to trying new things that result in meaningful shopping experiences. Collectively, this finding shows an increased awareness of products and brands that they value and then recommend to family and friends or may purchase online at a future date.

Furthermore, students provided reason to believe that they shop for a self-fulfilment or a spiritual requirement. These had limited findings in previous literature. For example, “To satisfy basic physiology needs of using beauty products daily and the feeling of self-fulfilment. Self-fulfilment being the feeling that you have when you buy a good product” – S1 or “To meet spiritual needs, especially when buying things beyond my expectations” – S4. These interview answers suggest there is a new motivation to shop overseas emerging in the younger generation of Chinese consumers. Alongside the product features and social reasons, there is a strong focus on personal and physiological benefits. These included the feeling of connectedness with the products, self-fulfilment, and happiness. This could be the result of a growing trend in the younger Chinese consumers who have become more independent and are able to express individually their values and desires more freely. This finding was

mentioned in Tsang et al. (2014), who found that physiological and self-actualisation were two of the motivations for Chinese tourists to shop in Hong Kong.

3.7.2 HEALTH AND BEAUTY PRODUCTS

Overall, the students were able to demonstrate their understanding of health and beauty products. This was evident with examples provided of locally available products that they were familiar with and used. Interestingly most of the students did not currently use health products because they perceived the products to be more useful to young or old generations of people and those with health concerns. Two students provided these observations, "I don't use health products because I think I'm still young, there is no point for me to buy health products for myself. I feel confident in my physical condition" – S10 or "I feel I'm still healthy, so I don't need health products at my age" – S11. This suggested that health products are not generally used across all demographics of Chinese consumers, such as vitamins or health supplements.

The students mentioned fish oil and vitamins to be the most popular health products used. Vitamins have already been established as a popular New Zealand product to Chinese consumers online (Adams, 2016); however, fish oil has not had the same level of interest. Other products like grapeseed or honey were also identified suggesting some familiarity and use. Beauty products were found to be more popular, which is not surprising given a dominant female sample and the traditional use and value of beauty products to females. The most popular beauty products included skincare and make up. Beauty products were described to enhance their attractiveness and improve their self-esteem and personal confidence.

The students were then asked to identify their favourite health and beauty brands. Several students did not use health products; however, two brands were mentioned. These were Swisse and Centrum, described as high-quality, reliable, and popular brands amongst friends and family. The main reason for using Swisse and Centrum was its strong brand presence in the Chinese market. The most popular beauty brands were La Roche – Posay, Estee Lauder, Innisfree, Shiseido, Mac, Caltrate, EltaMD, IPSA, and Lancome. The common reasons for their use were like the health brands as they were perceived to be of a good quality, reliable, affordable, used by family and friends, and had a strong brand presence and availability in China. It was significant that none of the students mentioned a Chinese brand

as one of their favourites, suggesting the attraction and desire to buy and use international brands.

3.7.3 NEW ZEALAND HEALTH AND BEAUTY PRODUCTS

A common theme throughout the interview findings was the limited knowledge students had about New Zealand health and beauty products prior to their visit. Although, a few students did mention that they were aware of some local products through online searching and information from family and friends. This implied the importance of social communication and technology. One student's response was, "I was aware of milk powder, vitamins, honey, deep sea fish oil, and was informed about them on Taobao and Tmall sites when I searched health care products" – S4. When questioned further about what they knew about New Zealand, they referred to the country's natural beauty and dairy products. This supported the study from Ryan et al. (2013) who found Chinese tourists were generally familiar with the country's natural beauty, but when asked about local health and beauty products, they were only aware of milk products.

With the focus on the shopping behaviours of the students in New Zealand, Table 3-6 presented a summary of the key findings from the interviews. The findings in the table included: (i) what brands they purchased, (ii) reasons for purchasing health and beauty products from New Zealand, (iii) main differences with the local brands versus international brands, (iv) where they purchased the products from, and (v) the reasons why they had a positive shopping experience in New Zealand.

Table 3-6: Summary of Students Shopping Experiences in New Zealand

Question Themes	Student Responses
1. Brands purchased	Alpine Silk Antipodes Comvita Good Health Go Healthy Royal Nectar Wild Ferns
2. Reasons for purchase	Quality assurance Gifts for family and friends Authentic and unique Trustworthy and reliable Well-known brands Good price
3. Main difference with international brands	Stricter government policies Good quality and cheaper Reliable and trustworthy products Well-known brands Products are organic, natural and safe
4. Shopping location	Supermarket Chinese supermarket Duty free at the airport Souvenir Shop Online shop
5. Reasons for a good shopping experience in New Zealand	Quality of product No language barrier Products are cheap, reliable and trustworthy Gifts for family and friends Shopping environment was safe

The students listed a range of different health and beauty products that they purchased from New Zealand. The health products included honey, vitamins, health

supplements and grape powder. The beauty products included creams (including lanolin), lotion, facial cleanser/moisturiser, lipstick, facial mask, lip ointment and eye gel. Their consumption tastes were confirmed in Ryan et al. (2013) and Sun et al. (2014), who found that Chinese tourists had a liking for the skincare products, lanolin creams and mudpacks, honey and propolis to be purchased as gifts or souvenirs. The products purchased by the student participants included the following brands: Alpine Silk, Go Healthy, Antipodes, Healtheries, Good Health, Comvita, Wild Ferns, and Royal Nectar. The purchases of Comvita and Good Health products reinforced their popularity in the Chinese market, as Ryan et al. (2013) found that these brands were marketed and available online in China and accessible through flagship stores in China to the public. Many of the students purchased specific brands because of recommendations from family and friends. This further emphasised the influence of opinions and recommendations of persons they respect and value when making their shopping decisions.

The students' brand selections were grouped into two themes: (i) souvenirs/gifts and/or (ii) product features. Almost half of the students purchased their products as gifts for family and friends back in China. This supports the importance of gifts and souvenirs, found in Ryan et al. (2013). This also suggested that New Zealand health and beauty products are desired more by the Chinese for souvenir and gift giving purposes, rather than personal use as noted in other international studies where Chinese tourists appear to shop for branded products for a wider range of uses (Meng & Zhang, 2015; Xu & McGehee, 2012; Zhe et al., 2016). The other reasons were categorised around the theme of product features that included buying products authentic and unique to New Zealand, buy products real and not fake, buy brands that are well known, try products, and the quality assurance of the products. These reasons have all been highlighted in previous Chinese outbound shopping studies.

Several key takeaways emerged from the reasons why they purchased these local products. Firstly, the students were motivated to buy products that were authentic and unique to New Zealand only. This meant that the country of origin was important to the students when they shopped, because they wanted to buy New Zealand products, which is supported in previous research (Ryan et al., 2013; Xu & McGehee, 2012; Zhu et al., 2016). Secondly, even though the students were unaware of these products they were still interested in trying them, which supports the notion that the millennial generation of Chinese

consumers value unique experiences and trying new things (Parulis-Cook, 2017). Lastly, students emphasised the importance of buying the real deal as opposed to buying online, as on-site purchases guarantee the reliability and quality of the products, "New Zealand products leave a safe impression on me", P3. This is also found in Ryan et al. (2013), where it was found that tourists were encouraged to make more on-site purchases in New Zealand to ensure reliability of New Zealand products as they fear that there is risk of product dilution and interference like in China.

Guaranteed quality through the credibility of the New Zealand Government was widely acknowledged by the students as a reason that differentiated New Zealand brands from other international brands. This was well explained by a student,

> *"I think the New Zealand Government is stricter in the quality control of health care products. The quality of New Zealand brand products will be more guaranteed, and the raw materials will be pure natural and pollution free. I believe the NZ Government has a well-established regulation to ensure the products selling in the market are safe to the customers, S4."*

Students mentioned buying these products from a range of different locations including the supermarket, Chinese supermarket, souvenir shops and duty free at the airport. They gave realistic reasons for their decisions to use these different locations, suggesting that the students were well informed with what they would expect from the different locations. As mentioned in previous literature (Choi et al., 2016; Choi et al., 2008; Guo et al., 2008), the most popular shopping location was the supermarket. Like Choi et al. (2008), accessibility was a major reason for this location choice, while the volume and variety of products were also considered reasons for making their purchases at the supermarket. In addition, the supermarket provided further benefits to the students including cheaper prices, availability to do other shopping, and not feeling like they were pushed to make purchases. The Chinese supermarket was also well acknowledged by the students signifying the use of Chinese speaking staff as a likeable attribute, as one student mentioned, "I bought them from a Chinese shop, it is cheap and also there are Chinese in the shop, so that it is easy for me to communicate" – S1. They also mentioned that if they were not sure about which products to purchase then could consult the sales assistant in the shop which made them feel more

comfortable in that shopping environment. Purchases made at the souvenir shop or duty free were also made, but to a lesser extent as the students mentioned price, a reduction in variety of products and accessibility as drawbacks from these locations.

While studies have found how much money Chinese tourists have spent on shopping overseas (Guo et al., 2008; Meng & Zhang, 2015), no study has investigated the money spent on health and beauty products and shopping overall in New Zealand. The average spend on shopping for health and beauty products was between RMB1500 – 2000 (NZD335 - 450) mark and around RMB4000 (NZD900) on shopping overall in New Zealand. A clear finding was the more money spent on shopping overall meant the more spent on these products. In addition, a significant proportion of their shopping expenditure was spent on gifts and souvenirs for family and friends, again emphasising this importance.

Overall, the students enjoyed their shopping experience in New Zealand and if given the opportunity, they would happily return to New Zealand to purchase more products. This positive shopping response has been well supported in previous literature, suggesting a liking that Chinese tourists have towards shopping in Western markets (Guo et al., 2008; Jiang, 2017; Meng & Zhang, 2016; Wang, 2012; Xu and McGehee, 2012), with this study being the first of its kind to use health and beauty products to evaluate tourist shopping experiences. Consistent responses of what the students liked about their shopping included the reliability, good quality of the products, no language barriers in the shops, ability to buy gifts for their family and friends, the shopping environment is safe, and the products were cheap and not fake. Quality, price and the products not being fake were the most mentioned reasons. These reasons were consistent in the previous literature (Guo et al., 2008; Meng & Zhang, 2016; Ryan & Mo, 2001; Wang, 2012; Xu & McGehee, 2012; Yüksel & Yüksel, 2007; Zhu et al., 2016) indicating that these reasons were common in other destinations also. The students also provided a few aspects of their shopping experience that they disliked, including the product signage not being displayed in Chinese, the shops closing too early, the tour guides providing false information about where they can get the best deals, and the local food. Previous literature has acknowledged product signage and tour guide barriers in their studies (Ryan & Mo, 2001; Guo et al., 2008; Xu & McGehee, 2012). Local food and the shops closing too early have not been found in previous studies that are unique to the New Zealand shopping market.

The results from the students' shopping experiences in New Zealand provide a few observations that are unique to this study and require further investigation. Firstly, there was a direct correlation between what the students liked about shopping generally and what factors influenced their shopping experiences in New Zealand. This comparison indicated that the students judged their shopping experiences off what the attraction or desire was for them to shop overseas in the first place. For example, many of the students indicated the importance of buying products that were not fake when they shopped overseas and this was used as a reason to evaluate their shopping experiences in New Zealand. Secondly, the students expressed that they had no issues with potential language barriers when they shopped. This suggested that the New Zealand government has recently made efforts to better accommodate the needs of Chinese tourists, as Ryan and Mo (2001) previously found this as a problem for Chinese tourists in New Zealand. This improvement could also be the result of a growing younger generation of outbound Chinese tourists who are capable English speakers.

3.8 CHAPTER SUMMARY

The purpose of this chapter was to present the methodology and discuss the findings for the qualitative phase of the data collection. This chapter was split into two parts with the first part focussing on the methodology of the in-depth interviews, followed with the results section. Before the methodology section was discussed, there was a brief explanation into why a sequential mixed method design was implemented. Following this the method design was introduced, with discussions on the method instrument, participants, selection criteria and method procedure. Next was the overview of the interview questions asked and the findings from the interview responses. After this, the results from the interviews were presented by synthesising the general themes and trends from the interview participants. This was done in alignment with the literature review, highlighting the consistent findings with the literature and acknowledging the new findings. The main findings from this chapter are highlighted in detail in chapter six, alongside the survey results and interview findings.

4. QUANTITATIVE PHASE

4.1 INTRODUCTION

This chapter describes the methodology for the quantitative phase of this study. The quantitative method was a survey completed by Chinese tourists at Christchurch International Airport as they waited to board flights to depart New Zealand. The decision to use the airport to collect survey responses was made because the airport represents the exit point for tourists and provided an opportunity to target a larger volume of Chinese tourists within one location (Bauer, 2014). This chapter firstly introduces the method design, including a brief overview of quantitative research and how it has been used in previous Chinese outbound tourism studies. The sampling design is discussed, the sampling technique and data collection method. The survey design is outlined, introducing the set of questions included in the survey and their relevance in this research context. Lastly, a summary of the pre-test is discussed.

4.2 QUANTITATIVE RESEARCH

Quantitative research is "a methodology that seeks to quantify the data and typically applies some form of statistical analysis" (Malhotra, 2014, p. 174). This method has several advantages, including the ability to explore and analyse the findings from a large sample size. In addition, it uses statistical methods to analyse the data in a fast, easy way that is much simpler and easier to determine the data compared with a qualitative approach. (Malhotra, 2014).

Quantitative research has dominated the literature on Chinese outbound tourism studies, with 70% of all methods adopting this research approach, which is seen in Table 3-1 (section 3.2.1). Most studies have suggested this survey instrument has been invaluable in gathering responses from large sample sizes and enabling statistical analyses.

This research method chosen was a survey. Such a survey is "a structured questionnaire given to a sample of a population and designed to elicit specific information from respondents" (Malhotra, 2014, p. 211). Survey research has several advantages,

including being easy to administer, using fixed response questions to reduce variability in the answers, and the data is analysed which makes the interpretation of the findings simpler and more easily understood.

The survey was used to verify the findings from the in-depth interviews as they could provide a numeric description of the patterns, trends, attitudes or opinions of Chinese tourists in New Zealand (Creswell, 2014), which can only be achieved through the survey method. The survey further seeks to explore, articulate, distinguish and better understand the shopping behaviours of Chinese tourists in New Zealand, through exploring relationships between attributes by using statistical techniques. A survey would ensure that the results could directly answer the research objectives of this study. Most of the questions incorporated into the survey were derived from the interview findings and the literature review (chapter two and three).

4.3 SAMPLING DESIGN

A sampling design is a framework that serves as the basis for the selection of a survey sample that can affect other steps involved in the survey design (Lavrakas, 2008). The design involves five steps, (i) define the population, (ii) determine the sampling frame, (iii) select the sampling technique(s), (iv) determine the sample size, and (v) execute the sampling process (Malhotra, 2014). The following sub sections mirror the steps involved in a sampling design presented by Malhotra (2014).

4.3.1 TARGET POPULATION AND SAMPLING FRAME

The target population for the survey was Chinese tourists visiting New Zealand. To ensure responses collected from the target population were accurate, reliable, and relevant to this research, a sampling frame was developed. This resulted in the development of a list of sample requirements to identify the target population. These requirements were that Chinese tourists needed to be aged 18 years of age or older, from Mainland China (excluding Hong Kong or Macau), visiting New Zealand for a short period of time, and had purchased New Zealand health and/or beauty products while they had been in New Zealand at the time of completing the survey.

To ensure the survey respondents met these eligibility conditions, screening questions were included at the beginning of the survey, to ascertain whether the respondents met the requirements. Respondents were required to answer yes to all the screening questions to be able to participate in the rest of the survey. If they selected no to one of the questions, they took no further part in the survey (Appendix 8.3.1. or 8.3.2).

4.3.2 SAMPLING TECHNIQUE

A convenience sampling technique was chosen as the medium to collect the survey responses. Convenience sampling is "a nonprobability sampling technique that attempts to obtain a sample of convenient elements" (Malhotra, 2014, p. 377). This means that the researcher chooses the sampling units to include or not include in the sample. The researcher decided upon this sampling technique because previous Chinese outbound tourism studies in New Zealand have also used this technique. Ryan and Zhang (2007) used convenience sampling for both qualitative and quantitative methods to explore the holiday behaviours of Chinese students in New Zealand, with only Waikato University student participants. In addition, due to the uncertainty and costs of having to access many tourists at different locations throughout the country, it was deemed more appropriate to target tourists at an efficient single point of departure from the country, where a significant number of tourist would need to pass through.

This sampling technique was chosen in collaboration with Christchurch International Airport. This meant that the airport allowed the researcher to use the international departure lounge, check-in area and food court to collect convenience survey responses. As the researcher was unable to speak Mandarin, the airport's Chinese employees and two University of Canterbury Chinese students gave support and assistance to the researcher. During the data collection phase, tourists present in the food court area or waiting in the check-in line for the China Southern flight to Guangzhou were approached to complete the survey. The airport employees and university students approached the tourists using the convenience sampling technique to ask whether they would be interested in participating in the study. This method had an advantage in that the tourists typically had spare time during their time at the airport as they queued and waited for the various departure processes.

The researcher chose the airport as the data collection location for three main reasons. Firstly, tourists are likely to be at the end of their trip when they are using the airport, as airports around the world represent the entry and exit points for travellers (Bauer, 2014). Therefore, there was a high probability the tourists met the eligibility requirements of the study as they were leaving the country and have already engaged in shopping activities. Secondly, there was a good opportunity to target many tourists in one space. Bauer (2014) found that one of the benefits of airport surveys was the chance of a high response rate. Thirdly, previous studies on Chinese outbound tourism have used an airport as the location for their data collection (Guo et al., 2008; Kim, Guo, & Agrusa, 2005; Lu, 2011). From these studies, they encouraged the use of an airport for quick and easy responses. In addition, from October 2016 to October 2017, Christchurch International Airport had 86,775 arrivals and departures by Chinese residents from the airport, further suggesting the convenience and effectiveness of using an airport to collect data (Christchurch Airport, 2017).

The tourists completed the survey on one of eight iPads hired from the University of Canterbury. The researcher used Qualtrics to conduct the survey research, which is an online web-based survey tool. This meant that the survey was created on the online platform and when answers were submitted, they could be reviewed and analysed through the application. The decision to use Qualtrics came from the ability it gave the researcher to control the survey. This was further persuaded by the format of Qualtrics the freedom to choose response options to ensure completed surveys and the ability to analyse the responses without having to administrate a paper-based survey system. The tourists simply completed the survey on the Qualtrics application, answering the questions by touching buttons on the iPad screens. The application directed them through the survey quickly and efficiently.

4.3.3 DATA COLLECTION

To conclude the sampling process the data collection phase was executed. This took place from 14th December 2017 to 13th January 2018. In total there were 444 surveys distributed for completion over this period, with approximately 1,200 tourists asked to complete the survey. Although, 42 of the tourists did not meet the eligibility requirements of the study or failed to complete the survey. This left 402 valid responses to be further analysed.

The 402 valid responses exceeded the 384-sample size requirement recommended for a 95% Confidence Interval to provide accurate and reliable results (Devane, Begley, & Clarke, 2004).

4.4 ETHICAL CONSIDERATIONS

Similarly, with the in-depth interviews, the survey met the ethical standards set by the University of Canterbury Human Ethics Committee (Appendix 8.1.2). For the survey to comply with these ethical practices, there were several requisite provisions and processes put in place. The survey respondents were required to read the cover page before beginning to answer the questions. This was the same method carried out by the respondents who were involved in the pre-tests (Appendix 8.2.2). The information sheet was also similar to the one used for the in-depth interviews, again highlighting the rights of withdrawal, anonymity, and the storage of their responses, to ensure the respondents personal identities were confidential. The respondents also had the option to go into the draw to win cash prizes for their involvement. Respondents were asked to leave their email address if they wanted to go into the draw. All winners were given their cash prizes through a money transfer between WeChat accounts. Although the information was attached to the respondent's data, they were assured that their email addresses were only used for the purposes of the distribution of the prizes.

4.5 SURVEY DESIGN

4.5.1 SURVEY FORMAT

The survey was split into five sections with 46 questions. The screening and incentive questions were asked first. If the respondent failed to answer yes to all four screening questions, they were ineligible to participate and were directed to the end of the survey without completing any further questions. When a respondent confirmed their eligibility for the study, the respondent was asked if they were interested in going in the draw to win a prize for their involvement.

The first main section of the survey focussed on several general shopping questions. These questions were asked to test the respondent's knowledge of what they value from shopping overseas, including his/her motivations, factors influencing his/her purchasing

decisions and how important shopping was compared with other tourist activities. The questions used a 5-point Likert scale: 1 = strongly disagree to 5 = strongly agree and 1 = not at all important to 5 = very important.

The next section focussed on the purchasing decisions and preferences of the Chinese tourists shopping in New Zealand. Firstly, the respondents were presented with several New Zealand health and beauty brands. They were asked to identify how familiar they were with the different brands, again using a 5-point Likert scale, with 1 = not at all familiar to 5 = very familiar. They also selected which brands they had/will purchase while they are in New Zealand. After this, a series of questions were asked in relation to the health and beauty brands they had purchased. These were what information they knew about the brands prior to purchase, who they purchased the brands for, where they were bought from and their reasons for purchasing health and beauty products from New Zealand (this was a 5-point Likert scale question, from strongly disagree to strongly agree).

After the respondents had established their shopping decisions and preferences towards New Zealand health and beauty brands, they were asked to evaluate their shopping experience and level of satisfaction in New Zealand. Firstly, they answered another 5-point Likert scale question from not at all likely to very likely about their overall experiences buying and using New Zealand health and beauty products. These were their intention to recommend these products, how likely they were to come back to New Zealand to buy more of these products, and how likely they were to continue using these brands compared with other international brands. In addition, to understand the value that they placed on their shopping, the respondents were asked to disclose the amount of money that they spent on shopping overall and on health and beauty products.

The last section was the demographic questions, which were developed to determine the sample characteristics and patterns encapsulated within the sample. There were seven questions.

The survey did not ask the respondent to reveal their personal identity, confirming the anonymous nature in which the study was conducted. In addition, the survey was initially designed in English with the translation done into Simplified Chinese. An employee from the University of Canterbury Chinese Confucius Institute professionally translated this. The survey

was designed to take 5 to 10 minutes to complete (Appendix 8.3.1 and 8.3.2 for both English and Chinese versions).

4.5.2 FACTORS BEHIND THE PROPENSITY TO SHOP QUESTIONS

The first section in the survey was used as an introduction to understand the importance and value that the Chinese place on shopping when they travel overseas. This section was designed to expand the knowledge and provide new findings on the importance of shopping overall, what aspects of overseas shopping and the products purchased are valued by Chinese tourists and how shopping is viewed as a tourist activity to engage in.

4.5.2.1 MOTIVATION TO SHOP OVERSEAS

The purpose of this question was to understand what motivates the tourists to shop overseas as shopping has been widely acknowledged as an important tourist activity (Choi et al., 2008; Guo et al., 2008; Meng & Zhang, 2016; Song et al., 2016; Zhu et al., 2016). This question used a 5-point Likert scale from strongly disagree to strongly agree to measure what extent the 13 items influenced the tourist's motivation to shop overseas. A general understanding of what motivational items to include were sourced from previous Chinese outbound tourists shopping literature (Guo et al., 2008; Upchurch & Liu, 2014; Xu & McGehee, 2012). In addition, several more general studies were considered for the development of the scale (Brown & Liangying, 2012; Choi et al., 2008; Jiang, 2017; Liu et al., 2008; Meng & Zhang, 2016; Ryan et al., 2013; Zhu et al., 2016).

Table 4-1: Motivation to Shop Overseas Scale Items

Coding	**Likert Items** (Strongly Agree/Strongly Disagree)
M_1	I want to buy the highest quality products when I am shopping overseas
M_2	I consider my cultural orientation to play an instrumental role in my shopping motives and preferences overseas
M_3	I want to buy products at a comparatively lower price overseas than offered back at home
M_4	I shop overseas to buy products which are unavailable in China and authentic to the location they were bought from
M_5	When I shop overseas it is important to me to buy gifts for family and friends to maintain those interpersonal relationships back home
M_6	I buy foreign products to access the Western lifestyle and ideologies, express a modern lifestyle and enhance my social status
M_7	I believe foreign products are of a superior quality to that of Chinese branded products
M_8	I am motivated to buy foreign products that provide me with a memory of the location where it was bought from
M_9	Shopping overseas brings me the feelings of happiness and satisfaction which I value
M_10	I consider product trustworthiness important to me as I don't want to buy counterfeit products when I am overseas
M_11	When I travel overseas I value the discretionary time available to me to shop
M_12	I shop overseas to access world known brands
M_13	I find that shopping overseas provides products that are better designed and offer more variety in choices

4.5.2.2 PURCHASING FACTORS INFLUENCING OVERSEAS DECISIONS

To support the findings from the motivational items was what factors influenced the shopping decisions of the tourists overseas. Studies have found the differences in the way that the Chinese shop compared to their Western counterparts (Guo et al., 2007; Timothy, 2005; Zhu et al., 2016) and the influence that country of origin has on their shopping behaviour (Ryan et al., 2013; Xu & McGehee, 2012; Zhu et al., 2016). As a result, there has become a growing interest to understand what factors are the most influential to the

purchasing decisions of tourists. The tourists were asked to identify how important 14 items were when they were considering buying a foreign product overseas. Similarly, to the first question, the scale used a 5-point Likert scale, ranging from not at all important to very important. The design and development of the scale closely followed several previous Chinese outbound shopping studies (Guo et al., 2008; Jiang, 2017; Meng & Zhang, 2016; Zhang, 2013).

Table 4-2: Factors Influencing Overseas Purchasing Decisions Scale Items

Coding	**Likert Items** (Not at all Important/Very Important)
PC_1	Quality
PC_2	Price
PC_3	Value for money
PC_4	Authenticity of the product
PC_5	Brand name
PC_6	Store it was purchased from
PC_7	How the product functions
PC_8	It is not available in China
PC_9	Country of origin of the product
PC_10	Packaging
PC_11	Design of the product
PC_12	Image of the product
PC_13	How the product makes you feel
PC_14	Status of the product

4.5.2.3 TOURIST ACTIVITIES

The last question within this section was to determine which travel activities were the most important to the tourists when they travel overseas. This question was incorporated to better understand how much they value shopping compared with other activities. This Likert scale question was the same as the purchasing factors question, as it ranged from not at all important to very important. The items included in this question were all sourced from different studies on Chinese outbound tourism. The options came from the following sources: sightseeing (Cai et al., 2001; Zhang, 2009; Guo et al., 2008; Ryan et al., 2013), scenic beauty and natural environment (Kim et al., 2005; Prayag, Cohen, et al., 2015; Ryan et al., 2013), shopping (Guo et al., 2008; Kim et al., 2005; Prayag, Cohen, et al., 2015), culture and history

or the destination and entertainment activities (Cai et al., 2001; Du & Zhang, 2003; Yun & Joppe, 2011) and food and drink (Chang et al., 2010).

Table 4-3: Tourist Activities Scale Items

Coding	**Likert Items** (Not at all Important/Very Important)
TA_1	Sightseeing
TA_2	Scenic beauty and natural environment
TA_3	Shopping
TA_4	Culture and history of the destination
TA_5	Entertainment activities
TA_6	Food and drink

4.5.3 PURCHASING DECISIONS AND PREFERENCES QUESTIONS

The second section was designed to explore the actual shopping behaviours, decisions and preferences of the tourists in New Zealand. These questions firstly encompassed the brand familiarity and purchase patterns of health and beauty brands. Following this were questions designed to put the shopping behaviours of the tourists into perspective regarding their decisions and preferences. These questions included what information they knew about the products prior to purchase, who they were purchased for, where they bought the products from, and the reasons for why they purchased these products from New Zealand. These questions used either a Likert scale and single or multiple responses to capture the respondent's answers.

4.5.3.1 FAMILIARITY TOWARDS NEW ZEALAND HEALTH AND BEAUTY BRANDS

Research found New Zealand health and beauty products to be the most popular international brands to Chinese consumers (Tan, 2017); however, there has been limited international research that has included brands in Chinese outbound shopping studies (Brown & Liangying, 2012; Choi et al., 2008; Liu et al., 2008; Xu & McGehee, 2012). Thus, the inclusion of brands in this study is a relatively new concept. For these questions the tourists were shown a brand logo with one of its products and asked to identify how familiar they were with that brand. The images for these brands were sourced from google images online. These questions used a 5-point Likert scale, from not at all familiar to very familiar. The question

included nine health and nine beauty brands (Table 4-4). The brands included in this scale came from several different sources. Ryan et al. (2013) and Gray (2017) found Comvita and Good Health to be the most popular brands to the Chinese. Go Healthy, Antipodes, Healtheries, Good Health and Comvita were all purchased by interview participants when they shopped in New Zealand. The other brands included in the scale, were regularly found in shopping locations like duty free at Christchurch International Airport, souvenir shops, Chinese supermarkets, pharmacies, and regular supermarkets.

Table 4-4: New Zealand Health/Beauty Brand Scale Items

Coding (Health)	**Likert Items** (Not at all Familiar / Very Familiar)		**Coding (Beauty)**
H_1	Go Healthy	Wild Ferns	**B_1**
H_2	Healtheries	Linden Leaves	**B_2**
H_3	J.Friend and Co.	by nature	**B_3**
H_4	Manuka Health	Essano	**B_4**
H_5	Comvita	Evolu	**B_5**
H_6	Good Health	Skinfood	**B_6**
H_7	Thompson's	Trilogy	**B_7**
H_8	Streamland	Antipodes	**B_8**
H_9	Watson & Son	Alpine Silk	**B_9**

4.5.3.2 HEALTH AND BEAUTY BRAND PURCHASES

Outbound Chinese tourist shopping literature has found what products Chinese tourists have purchased while they are at an overseas destination (Brown & Liangying, 2012; Meng & Zhang, 2016; Xu & McGehee, 2012; Zhu et al., 2016). Although, these studies only broadly asked the tourists what brands they purchased without factoring in the number of products purchased from each brand. Therefore, after the respondents had identified their familiarity with the brands, they selected which ones they purchased. This was a multiple-choice question to capture all the brands purchased as several the tourists would purchase multiple brands.

Table 4-5: Brand Purchases

Coding (Health)	**Multiple Choice Items** (*What New Zealand Health/Beauty brands have you purchased?)*		**Coding (Beauty)**
HBB_1	Go Healthy	Wild Ferns	**BBB_1**
HBB_2	Healtheries	Linden Leaves	**BBB_2**
HBB_3	J.Friend and Co.	by nature	**BBB_3**
HBB_4	Manuka Health	Essano	**BBB_4**
HBB_5	Comvita	Evolu	**BBB_5**
HBB_6	Good Health	Skinfood	**BBB_6**
HBB_7	Thompson's	Trilogy	**BBB_7**
HBB_8	Streamland	Antipodes	**BBB_8**
HBB_9	Watson & Son	Alpine Silk	**BBB_9**
HBB_10	Other (please specify)	Other (please specify)	**BBB_10**

4.5.3.3 INFORMATION LOCATION

One important component from the literature that is missing is where the Chinese tourists received their information from, prior to making their shopping decisions. This topic of enquiry is addressed via two questions, with the first one asking the tourists where they first heard about these products. The subsequent question identified the sources of information the respondents used to obtain their knowledge of these products. Respondents who selected China would answer the questions relating to how they first heard about the products in China. This would be the same but New Zealand for the respondents who selected New Zealand. If they selected both New Zealand and China, the respondent would answer both questions in relation to both countries.

The items included for the second question (Table 4-7) were directly drawn from the answers provided in the interviews. Participants highlighted that when they were in New Zealand shopping, their information about products either came from the sales assistant in the shop or their travel companions (fellow students). In addition, recommendations from friends and family have been a significant contributor to what information the respondents had prior to their purchases (Guo et al., 2008; Zhu et al., 2016).

Table 4-6: Information Acquisition from which Country

Coding	General Question (*Before you made your purchase, in which country did you first hear about these products?*)
IL_1	China
IL_2	New Zealand
IL_3	Both New Zealand and China
IL_4	Other countries

Table 4-7: Information Acquisition from China vs New Zealand

Coding	General Question (*How did you first hear about these products in China/New Zealand?)*		Coding
China			**New Zealand**
ILC_1	Friends or family	Sales assistant in the shop	**ILNZ_1**
ILC_2	Online shopping	Fellow traveller	**ILNZ_2**
ILC_3	Social media	Media advertisements	**ILNZ_3**
ILC_4	Media advertisements	Tour guide	**ILNZ_4**
ILC_5	Travel agency	Friends or family	**ILNZ_5**
ILC_6	Other	Social media	**ILNZ_6**
		Other	**ILNZ_7**

4.5.3.4 BRAND RECIPIENTS

The scale for this question came from Gao et al. (2017) who found Chinese tourists purchased gifts while overseas for their family, friends, partner/spouse or work colleagues. This question was included to examine which group of people the most popular recipients of products were purchased.

Table 4-8: Who the Brands were purchased for

Coding (Health)	**Multiple Choice Items** (*Who did you buy these products for?)*		**Coding (Beauty)**
HBB_1	Myself	Myself	**BBB_1**
HBB_2	Friends	Friends	**BBB_2**
HBB_3	Family	Family	**BBB_3**
HBB_4	Spouse/Partner	Spouse/Partner	**BBB_4**
HBB_5	Work colleague	Work colleague	**BBB_5**
HBB_6	Other (please specify)	Other (please specify)	**BBB_6**

4.5.3.5 LOCATION OF PURCHASE

To understand what the most popular shopping locations were for these products, the tourists were asked to identify why they made their purchases. Several the shopping locations from previous studies were used (Choi et al., 2016; Choi et al., 2008; Guo et al., 2008). The location items included a brand shop, supermarket, and duty-free shop. In addition to these shopping locations, Chinese supermarket, souvenir shop, sightseeing location, where the product was made, and pharmacy were also included as these were popular locations for the sales of these products in New Zealand. Where the product was made means the actual location where the product is manufactured, e.g. lavender farms for the lavender creams or beehives for the Manuka honey. This was a multiple-choice question, where the tourists selected the locations of where they had made their shopping purchases.

Table 4-9: Shopping Location

Coding	**Multiple Choice Items** (*Of the products you have purchased in New Zealand, where did you buy them?*
SL_1	Supermarket
SL _2	Chinese supermarket
SL _3	Brand shop
SL _4	Duty free at the airport
SL _5	Souvenir shop
SL _6	Sightseeing location
SL _7	Where the product was made
SL _8	Pharmacy
SL _9	Other

4.5.3.6 SHOPPING PREFERENCES

This scale question was included to understand the reasons why Chinese tourists purchased health and beauty products from New Zealand. This question used a Likert scale; from strongly disagree to strongly agree. Initially the findings from other Chinese outbound shopping studies included items in the scales from previous studies (Meng & Zhang, 2016; Xu & McGehee, 2012; Zhu et al., 2016). Furthermore, the remaining items were mostly sourced from trade literature which helped to explain what draws the Chinese to shop in New Zealand for local products (Nadkarni, 2017a; Pete, 2017; Ryan et al., 2013; Sun et al., 2014; Tan, 2017).

Table 4-10: New Zealand Purchasing Decision Scale Items

Coding	**Likert Items** (Strongly Disagree/Strongly Agree)
PD_1	They are made from 100% natural ingredients
PD_2	They are better quality
PD_3	They are affordable
PD_4	They were recommended by a friend or family member
PD_5	The product/brand has a good reputation in China
PD_6	The products are genuine and not fake
PD_7	The brands are reliable and trustworthy
PD_8	These products are not available in China
PD_9	They were recommended by the sales assistant
PD_10	These products are better than other international brands
PD_11	I bought them because I was in New Zealand and they were available
PD_12	I bought these products as souvenirs for my family and friends at home
PD_13	I liked the design of the packaging
PD_14	These products are authentic and are unique to New Zealand
PD_15	I bought them to prove I have been to New Zealand

4.5.4 POST PURCHASE EVALUATION QUESTIONS

The fourth section was to capture the experiences of the Chinese tourists towards the products and their post purchase shopping intentions. This included two questions: (i) future shopping intentions for local health and beauty products and (ii) their shopping expenditure shopping overall and towards the products in New Zealand.

4.5.4.1 FUTURE SHOPPING INTENTIONS

Chinese tourists were then asked to rate their intentions to shop again for New Zealand health and beauty products based on their experiences buying and using them. Again, this was a 5-point Likert scale question from not at all likely to very likely. The idea for this question came from Xu and McGehee (2012), Meng and Zhang (2016) and Jiang (2017); however, the future shopping intentions was a relatively new concept used in this study.

Table 4-11: Shopping Experiences Scale Items

Coding	**Likert Items** (Not at all Likely/Very Likely)
NZE_1	How likely are you to recommend New Zealand health and beauty products?
NZE_2	Based on your experiences buying and using these products, how likely are you to come back to New Zealand to buy more?
NZE_3	Based on your experiences using these products, how likely are you to continue using them as compared with other international brands?

4.5.4.2 SHOPPING EXPENDITURE

To capture a clear and concise understanding of the value that Chinese tourists place on shopping in New Zealand, two shopping expenditure questions were asked. These questions were derived from Lehto, Cai, O'Leary, and Huang (2004) who found tourist expenditure behaviours can be influenced by different demographic variables, like party size or travel purposes. One of the questions was based on how much they have spent/will spend on these local products and the second on how much they have spent overall on shopping. The scale used for this question was sourced from Tsang et al. (2014), who studied Chinese shopping in Hong Kong.

Table 4-12: Shopping Expenditure

Shopping for Health and Beauty Products		**Shopping Overall**	
Coding	**Money Category (RMB)**	**Money Category (RMB)**	**Coding**
SHB_1	Less than 500	Less than 1,000	**SO_1**
SHB_2	500 – 999	1,000 – 1,999	**SO_2**
SHB_3	1,000 – 1,999	2,000 – 3,999	**SO_3**
SHB_4	2,000 – 2,999	4,000 – 5,999	**SO_4**
SHB_5	3,000 – 3,999	6,000 – 7,999	**SO_5**
SHB_6	4,000 or greater	8,000 or greater	**SO_6**

4.5.5 DEMOGRAPHICS

The last section was for the demographic respondent measures. This included seven questions designed to investigate the possible impacts of respondent answers owning to the variation of the demographics in the scale. These questions used scales and measures from

previous literature on Chinese outbound tourism. The first question asked what the respondents gender was. This was followed by their age, with the scale of 18-24, 25-34, 35-44, 45-54, 55-64, and 65 and older, taken from (Wang, 2012). What part of China the respondents currently reside in was captured next, with 31 Mainland China provinces/regions and cities for the respondents to choose from. This question scale was unlike previous Chinese outbound tourism studies (Meng & Zhang, 2016; Zhu et al., 2016; Choi et al., 2016; Guo et al., 2008; Liu et al., 2008), who only targeted Chinese outbound tourists from specific regions in their studies. This change was an attempt to include all regions in China and see if the shopping behaviour of the tourists is different based on which region they are from. Next, the main reason for the respondents travel to New Zealand was questioned, with the scale being like previous studies (Guo et al., 2008; Lu, 2011; Prayag, Cohen, et al., 2015). Following this, the respondents were asked how many times they had been to New Zealand. This was designed to see whether their shopping behaviour changed because of their prior experience in New Zealand. Occupation of the respondents was captured next, with options sourced from the literature, including white/blue collar workers and students from (Liu et al. 2008) and civil servant and teacher from (Kim et al., 2005). The last question asked was the average monthly personal income of the respondents. A number of these questions were later recoded for easier interpretation purposes and the ability to use several statistical tests to better explore the findings.

4.5.6 FINANCIAL INCENTIVE

To encourage participation in the study, a financial incentive was offered. All respondents were required to leave a personal email address if they wanted to go into the draw to win one of ten RMB250 cash prizes. The researcher contacted the 10 winners and sent them their cash prizes after the data collection stage had concluded. This was February 2018.

4.6 PRE-TEST

A pre-test was carried out prior to the launch of the main survey from November 20th December 1st 2017. The purpose of the pre-test was to test the understanding, order of the questions and the structure and functionality of the survey. In total there were 25 responses

from the pre-tests, with 17 meeting the eligibility requirements of the study. The respondents in the pre-test were the same students from Zhejiang Gongshang University who had participated in the interviews. In addition, the students who had travelled to New Zealand in 2016 on the same university visit were also asked to complete the survey. The students were contacted via email and given a personal link to the survey which was available online on Qualtrics. Most of the students that were emailed completed the survey, without providing any feedback. From the analyses of the pre-test, there were no changes made to the main survey.

4.7 DATA ANALYSIS TECHNIQUES

To analyse the findings from the survey responses several different statistical methods were used, including descriptive statistics, tests for association and multivariate techniques. The descriptive statistics included the frequency counts, percentages, mean and standard deviation of scores. The test for association was conducted using a chi-square test. The multivariate techniques included independent *t*-tests, ANOVA, factor analysis and multiple regression. These different techniques were used to provide an in-depth data analysis and report the significant findings.

4.8 CHAPTER SUMMARY

The purpose of this chapter was to provide an overview of the quantitative methodology implemented to achieve the research objectives of this study. The chapter first introduced the quantitative method, by providing a definition, listing its advantages and discussing previous Chinese outbound tourism studies which have used this approach. The design of the sampling method was outlined next, encompassing the key attributes and method of data collection. This was followed with the survey design which outlined the structure and order of the questions, while also providing reason for why the questions were included. Several questions included in the survey have not been asked before providing new findings to be added to the Chinese outbound tourism shopping literature. The results from the pre-test were discussed, highlighting that there were no major amendments required for the final survey. Lastly, the data analysis techniques were discussed. Chapter Five will present the findings and analyses from the survey.

5. QUANTITATIVE FINDINGS

5.1 INTRODUCTION

This chapter presents the findings from the quantitative phase of the study to answer the research objectives outlined in chapter one (section 1.2). This chapter begins with an overview of the sample demographic characteristics such as gender, age, current place of residence, main reason for travel to New Zealand and income. This is followed by the main findings from the results that are presented in five different parts, including: (i) underlying factors behind the propensity to shop, (ii) health and beauty brand familiarity and purchases, (iii) findings regarding the purchasing decisions and preferences, (iv) post purchase evaluation, and (v) predicting shopping expenditure and intentions. All the findings were presented together in separate stages to provide a holistic impression of the Chinese tourists shopping behaviour and experiences purchasing New Zealand health and beauty products.

5.2 NORMALITY OF DATA DISTRIBUTION

Before the analysis of the findings begins, the normality of the data was tested to ensure that it met the normal distribution requirements. Measures of skewness and kurtosis scores were used to confirm whether the data was normal. For this dataset, the three Likert scales, from the propensity to shop overseas section (motivation, purchasing decisions and tourist activities) were used to test for normality (section 5.4). Based off the results (Appendix 8.3.5) the skewness and kurtosis scores are within the +/- 1 and 3 range therefore, normality can be claimed for this dataset (Hair, Black, Babin, Anderson, & Tatham, 2006). Furthermore, ensuring the normality assumption is met, is a requirement for the use of certain multi-variate techniques (Hair et al., 2006), like the logistic and hierarchical regression which are used later in this chapter.

5.3 SAMPLE DEMOGRAPHIC AND TRAVELLING CHARACTERISTICS

5.3.1 DEMOGRAPHIC VARIABLE RECODING

Before the findings were explored, it was deemed appropriate for a few reasons to recode the categories of a number of demographic variables. Firstly, by recoding the variables

it made it easier to understand and interpret the meanings of some of the findings presented. Secondly, as a number of statistical techniques, like ANOVA and the chi-square test are used in this data analysis, they are more effective testing variables with fewer categories (Pallant, 2013). ANOVA is used to test whether there is a significant difference in the mean scores between more than two groups of variables (Pallant, 2013). The chi-square test is used to determine if any significant associations are present between categorical variables (Pallant, 2013). In addition, for the chi-square test, one requirement is that each cell must have a minimum of five respondents, otherwise it cannot be used (Pallant, 2013). Therefore, by reducing the number of categories for a few variables, it allowed a more comprehensive analysis of the data.

There were five variables recoded, with age and current occupation left in their original forms. The variables in their updated categories can be seen in Table 5-1, presented in the next section. These are the variables in their updated categories:

(i) Age – recoded into three categories (18-34, 35-54, 55+)
(ii) Current place of residence – recoded into the six regions of China, (North China, Northeast China, East China, South Central China, Southwest China or Northwest China).
(iii) Main reason for travel to New Zealand – recoded into five categories with the other category combining with education (leisure/holiday, education, business, visiting family or friends or sport).
(iv) Number of times to New Zealand – recoded into two categories (first time or repeat visitor). This variable was renamed visitor status.
(v) Monthly personal income – recoded into three categories (Less than RMB9,999, RMB10,000 – 39,999 or RMB40,000 or greater) and renamed income.

5.3.2 SAMPLE COMPOSITION SUMMARY

Table 5-1 presents a summary of the demographics of the tourists. Among the 402 respondents, there were 245 females and 156 males, suggesting a slight skew towards females with 60.9% of the sample size, compared with 38.8% of males. There was also a considerably higher percentage of respondents aged 18 – 34, with 71.4% showing a young

travelling demographic. The majority of the respondents were from either East China (37.6%) or South Central China (27.4%), with a large proportion coming from Guangzhou, Beijing and Shanghai, China's largest populated cities. There were a large number of first time visitors to New Zealand with 67.4% and 70.4% of all respondents travelled to New Zealand for the main purpose of a leisure/holiday. The most common occupation was a white-collar worker (39.1%), which is typically office based work or in another administrative setting. The next most common profession was a student (21.4%). Lastly, the respondents earned a range of incomes: 44.5% less than RMB9,999 and 37.3% earning RMB10,000 or greater, indicating New Zealand was attractive for different income brackets.

Table 5-1: Chinese Tourists Sample Composition

Variable	Category	Count	Percentage (%)
Gender	Male	156	38.8
	Female	245	60.9
	Other	1	0.2
Age	18-34	287	71.4
	35-54	99	24.6
	55 and older	16	4.0
Current place of residence	North China	77	19.2
	Northeast China	21	5.2
	East China	151	37.6
	South Central China	110	27.4
	Southwest China	34	8.5
	Northwest China	9	2.2
Main reason for travel to New Zealand	Leisure/Holiday	283	70.4
	Education	75	18.7
	Business	13	3.2
	Visiting family or friends	31	7.7
Visitor status	First time	271	67.4
	Repeat visitor	131	32.6
Current occupation	Student	86	21.4
	Retired	27	6.7
	Blue-Collar worker	21	5.2
	White-Collar worker	157	39.1
	Civil servant	21	5.2
	Teacher	18	4.5
	Unemployed	8	2.0
	Entrepreneur	25	6.2
	Other	39	9.7
Income (RMB)	Less than 9,999	179	44.5
	10,000 – 39,999	141	35.1
	40,000 or greater	9	2.2
	Prefer not to say	73	18.2

5.3.3 ASSOCIATION BETWEEN DEMOGRAPHIC VARIABLES

To see whether there were any initial relationships between the demographic variables, several chi-square tests were run. A chi-square test is useful to determine whether there are any significant associations between categorical variables (Pallant, 2013).

The results from the chi-square tests found that there were significant associations between gender versus income (X^2= 9.93, p = 0.01) and age versus main reason for travel to New Zealand (X^2= 53.91, p = 0.00). The association between gender and income shared that more males (57%) earn a higher income (RMB10,000 or greater) compared with females (39%). The association between age and reason for travel revealed the tourists aged 55 or older are more likely to travel to New Zealand for a holiday (80%) as opposed to tourists aged 18 – 34 (68%) and 35 – 54 (63%). In addition, tourists aged 55 or older are more likely to visit family or friends (38%), compared with tourists aged 18 – 34 (4%) and 35 – 54 (14%). (Appendix 8.3.4 for full results)

5.4 FACTORS BEHIND PROPENSITY TO SHOP OVERSEAS

The first part of the findings section explains how much Chinese tourists value shopping when they travel overseas. This was done to understand how they viewed shopping as a tourist activity and whether that affected their actual shopping behaviour in New Zealand. This section was separated into three 5-point Likert scale questions based on (i) what motivated the tourists to shop overseas, (ii) what factors influenced their purchasing decisions buying a product overseas, and (iii) how important shopping was compared to other tourist activities.

The findings from this section were analysed initially via calculating means and standard deviations of the items to determine the scores with the highest and lowest ratings on their respective 5-point Likert scales. Secondly, factor analyses were used to identify the underlying dimensions and describe the variability among the different items included in the scales. The structure and reliability were examined with a principal component analysis, and the Cronbach's alpha. The Cronbach's alpha requires a value of 0.7 or higher to ensure reliability but a value of 0.6 is considered adequate in exploratory studies, as suggested by (Hair et al., 2006). Item loadings of less than 0.4 were suppressed for further analysis, factors

with eigenvalues greater than one and commonality scores above 0.4 are considered adequate, also suggested by Hair et al. (2006).

After reporting the findings from the descriptive statistics (means and standard deviations) and factor analysis, independent *t*-tests and ANOVA are conducted to see whether there are significant differences between the demographic variables and the different factors. The demographic variables: gender, age, visitor status, main reason for travel to New Zealand and income were investigated. Independent *t*-tests are used to see whether there is a significant difference in the mean scores of two different groups, and an ANOVA analysis is for the same purpose but for three or more groups (Field, 2013). Tukey's post hoc comparisons are used in the ANOVA analyses to compare all the means of all the comparisons of pairs of groups, to identify between which pairs of groups the significant difference(s) are found (Field, 2013).

5.4.1 MOTIVATION TO SHOP OVERSEAS

Table 5-2 presented the results from which factors motivated the Chinese tourists to shop overseas. By observing the mean and standard deviation scores, the most agreed motivational item was, "I consider product trustworthiness important to me as I don't want to buy counterfeit products when I am overseas" (M=4.43, SD=0.80). This finding implied that Chinese tourists are most motivated to shop overseas for quality assurance reasons, as they do not want to buy fake, unreliable products. This reason has also been found in previous literature (Jiang, 2017). Other popular items revolve around product quality, price differences and products unavailable in China, all considered important in previous studies (Brown & Liangying, 2012; Choi et al., 2008; Davis et al., 2017; Guo et al., 2008; Jiang, 2017; Meng & Zhang, 2016; Wang, 2012; Xu & McGehee, 2012; Zhu et al., 2016).

A factor analysis was then applied to identify the underlying dimensions of motivation for the tourists. The Kaiser-Meyer-Olkin test of sampling adequacy (0.87) and Bartlett's test of sphericity (X^2 = 1903.20, $p < 0.00$) confirmed the suitability of the data for factorization. Items: "I consider my cultural orientation to play an instrumental role in my shopping motives overseas and preferences overseas" and "When I travel overseas I value the discretionary time available to me to shop", were removed from the analysis as they were identified as

items loading on two or more factors. The analysis was rerun showing three underlying dimensions, explaining 63% of the total variance. Composite scores were then created from the factor analysis to determine whether there were any significant mean score differences between the factors and other variables. From the analysis all factors were considered internally consistent based on Cronbach's alpha values of 0.7 and above except for factor 3 (social reasons), which met the lower requirement of 0.6 and above.

The three factors identified after the factor analysis were labelled as the following: factor one (M1) was labelled "Economic motives" factor two (M2) labelled "Personal values" and factor three (M3) labelled "Social reasons". As identified in Table 5-2, the values that were bolded were grouped into the different factors. The economic motives factor included the major motivations for Chinese tourists to shop overseas, including quality of products, price differences and authenticity of products. The personal values factor encompassed the items that the respondent values and finds important to themselves on a more personal, subjective note. The social reasons factor focussed on the importance of personal relationships and perception in society.

The findings from the analysis found that the tourists motivations were driven by three factors. The main driver is economic which incorporated the same reasons that were also identified as the most popular to the tourists (quality, price, product trustworthiness, and products available in New Zealand). The findings also show that tourists are motivated for personal and social reasons, indicating that with the emergence of the generation Y Chinese consumers they are becoming more independent making their own shopping decisions, but they also consider social reasons like to enhance their social status or buying gifts as important too.

Table 5-2: Motivations to Shop Overseas

Motivation Item	M1	M2	M3	Communalities	Mean(M)	Standard Deviation(SD)
I consider product trustworthiness important to me as I don't want to buy counterfeit products when I am overseas	**0.83**	0.26	- 0.02	0.76	4.43	0.797
I want to buy the highest quality products when I am shopping overseas	**0.74**	0.24	0.14	0.62	4.26	0.828
I shop overseas to buy products which are unavailable in China and authentic to the location they were bought from	**0.69**	0.01	0.41	0.65	4.18	0.951
I want to buy products at a comparatively lower price overseas then offered back at home	**0.75**	0.13	0.10	0.59	4.09	0.927
I shop overseas to access world-known brands	0.37	**0.61**	0.19	0.55	3.69	0.955
I find that shopping overseas provides products that are better designed and offer more variety in choices	0.25	**0.65**	0.23	0.54	3.56	0.972
Shopping overseas brings me the feelings of happiness and satisfaction which I value	0.16	**0.81**	0.14	0.71	3.53	0.929
I am motivated to buy foreign products that provide me with a memory of the location where it was bought from	0.05	**0.80**	0.17	0.68	3.38	0.966
When I shop overseas, it is important to me to buy gifts for family and friends to maintain those interpersonal relationships back home	0.27	0.05	**0.76**	0.65	3.69	0.920
I buy foreign products to access the Western lifestyle and ideologies,	- 0.06	0.40	**0.71**	0.66	2.88	1.004

express a modern lifestyle and enhance my social status						
I believe foreign products are of a superior quality to that of Chinese branded products	0.14	0.27	**0.63**	0.48	3.23	0.964
Variance Explained (%)	39.3	13.7	9.5			
Eigenvalues	4.32	1.51	1.04			
Cronbach's Alpha	0.80	0.81	0.63			

***M1 = Economic motives / M2 = Personal values / M3 = Social reasons**

5.4.1.1 MOTIVATION TO SHOP OVERSEAS FACTORS AND DEMOGRAPHIC VARIABLES

The findings from the *t* tests found no statistically significant differences between gender and the three motivation factors. Although, there was a statistically significant difference found between visitor status and both economic motives and personal values. On average Chinese tourists who were first time visitors to New Zealand agreed more with economic motives (M=4.32, SE=0.66) and personal values (M=3.60, SD=0.76) than repeat visitors for economic motives (M=4.08, SD=0.73) and personal values (M=3.42, SD=0.71). The results for economic motives t (400) = 3.32, p = 0.00 and personal values t (400) = 2.23, p = 0.03 were both statistically significant.

The findings from the ANOVA analyses found no statistically significant differences between age and income with the three motivation factors. There was a difference found between main reason for travel to New Zealand and personal values. A significant mean difference between main reason for travel to New Zealand was found with personal values, F (3, 398) = 2.19, p = 0.01. The difference was identified between leisure/holiday and education, finding that on average, Chinese tourists who travelled to New Zealand for leisure/holiday (M= 3.61, SD=0.72) agreed more with personal values then those who travelled for education purposes (M=3.28, SD=0.77).

5.4.2 PURCHASING DECISION FACTORS

Table 5-3 presented results from the most important factors that would influence the purchasing decisions of Chinese tourists when they shop overseas. The most important factor was "Authenticity of product" (M=4.66, SD=0.53), followed with "Quality", "Value for money"

and "Price". What can be immediately highlighted with these results is that they are similar to the findings from the motivational scale, indicating the factors that influence the motivations for the tourists to shop overseas also influences their purchasing decisions.

A factor analysis was then applied to identify the underlying dimensions of the most important purchasing factors to the tourists. The Kaiser-Meyer-Olkin matrix value (0.84) and Bartlett's test of sphericity ($X^2 = 1996.73$, $p < 0.01$) confirm the suitability of the data for factorization. The items: "It is not available in China" and "Packaging" are not included in the analysis as they are identified as loading on two or more factors. "How the product functions" is removed because it does not appear to fit in with the other items in factor 2 (P2) and "Country of origin of the product" as its communality score was < 0.4. After these factors were removed, the analysis was rerun showing three underlying dimensions, explaining 63% of the total variance.

The three factors identified were labelled as the following: factor one (P1) was labelled "Purchase perceptions", factor two (P2) labelled "Purchase motives" and factor three (P3) labelled "Brand selection". Again, the values that were bolded corresponded to the factor that it was assigned to. The purchase perceptions factor loaded on the items that encompass how a product is regarded, understood or felt to the tourists. The purchase motives factor were the items that would be the major reasons for purchasing a product overseas, like quality and price. Lastly, the brand selection factor loaded on the items that would influence a tourist's decision on a brand and the location of purchase. Composite scores were created, and all factors are considered internally consistent based on Cronbach's alpha values of 0.7 and above, except for factor 3 (brand selection), which met the lower requirement of 0.6 and above.

The findings from the factor analysis provided results that have already been discovered. The results show that there were three factors that influenced the purchasing decisions of Chinese tourists towards buying a product overseas. The purchase motives factor was the most popular factor with all the factors, including price, quality, value for money, and authenticity of the product having the highest mean scores also. The findings also highlighted that the Chinese tourists purchasing decisions can be influenced by which brands they choose and their own personal perceptions of a product. This suggested that alongside the main

factors found in the purchase motives, the tourists could also be influenced by external factors that are subjective to everyone.

Table 5-3: Factors that Influence Purchasing Decisions Overseas

Purchasing Factors	P1	P2	P3	Communalities	Mean(M)	Standard Deviation (SD)
Design of the product	**0.86**	0.09	0.15	0.77	3.61	0.838
Image of the product	**0.83**	0.08	0.28	0.77	3.67	0.819
How the product makes you feel	**0.81**	0.24	- 0.02	0.71	3.98	0.752
Status of the product	**0.63**	- 0.40	0.32	0.51	3.39	0.925
Quality	0.05	**0.84**	0.00	0.71	4.60	0.547
Price	0.15	**0.65**	0.35	0.56	4.23	0.649
Value for money	- 0.01	**0.76**	0.17	0.61	4.41	0.622
Authenticity of product	0.19	**0.76**	- 0.15	0.63	4.66	0.528
Brand name	0.22	0.08	**0.82**	0.72	3.79	0.826
Store it was purchased from	0.19	0.08	**0.77**	0.64	3.47	0.992
Variance Explained (%)	35.9	19.3	11.2			
Eigenvalues	3.6	1.9	1.1			
Cronbach's Alpha	0.83	0.76	0.64			

***P1 = Purchase perceptions / P2 = Purchase motives / P3 = Brand selection**

5.4.2.1 PURCHASING DECISIONS FACTORS AND DEMOGRAPHIC VARIABLES

The findings from the *t* tests found statistically significant differences in both gender and visitor status. The difference identified with gender was with purchase motives, finding that on average females (M=4.52, SD=0.44) were more likely to find purchase motives more important in the decision to purpose a product overseas, compared with male tourists (M=4.40, SD=0.45). This was found to be statistically significant, t (399) = - 2.53, p = 0.01. There was a statistically significant difference found with visitor status and both purchase motives and brand selection. On average Chinese tourists who were first time visitors were more likely to find purchase motives (M=4.52, SE=0.44) and brand selection (M=3.73, SE=0.73) more important in the decision to purchase a product overseas, compared with repeat visitors for purchase motives (M=4.39, SE=0.46) and brand selection (M=3.42,

SE=0.76). The results for purchase motives *t* (400) = 2.58, *p* = 0.01 and brand selection *t* (400) = 3.94, *p* = 0.00 were both statistically significant.

The ANOVA analyses for age, main reason for travel to New Zealand and income did not have any statistically significant differences with the three purchasing decision factors.

5.4.3 TOURIST ACTIVITIES

The most important tourist activity to the Chinese tourists was, "Scenic beauty and natural environment" (M=4.55, SD=0.590), with the results presented in Table 5-4. To examine further how important shopping is to Chinese tourists, compared with other tourist activities, a factor analysis was applied to identify the underlying dimensions of tourist activities for Chinese tourists. The Kaiser-Meyer-Olkin matrix value (0.67) and Bartlett's test of sphericity ($X^2 = 586.77$, $p < 0.00$) confirm the suitability of the data for factorization. Based on the factor values and commonality scores, no items are removed from the analysis. The results show two underlying dimensions, explaining 64% of the total variance. Composite scores were created, and all the factors were considered internally consistent based on Cronbach's alpha values of 0.6 and above, except for factor 2 (leisure), which met the lower requirement of 0.6 and above.

The two factors identified were labelled as the following: factor one (T1) was labelled "Adventure" and factor two (T2) was labelled "Leisure". Adventure loaded on the items that a tourist would engage in overseas to have unique exciting experiences overseas. Leisure loaded on the items that a tourist would participate in if they wanted a more relaxing trip. No items in the analysis were removed.

The findings from the factor analysis showed that Chinese tourists are motivated to travel overseas for two main reasons: adventure and leisure. What this suggested is that there are two types of travellers, one being interested in engaging in my action packed, thrill-seeking and sightseeing purposes and one for an opportunity to shop and enjoy the more leisure orientated activities. One interesting conclusion was that shopping was the least important activity, which contradicts shopping to be considered an important activity for Chinese tourists found in previous studies (Choi et al., 2008; Guo et al., 2008; Meng & Zhang, 2016; Song et al., 2016; Zhu et al., 2016).

Table 5-4: Tourist Activities

Activity	T1	T2	Communalities	Mean(M)	Standard Deviation(SD)
Sightseeing	**0.87**	0.09	0.76	4.45	0.635
Scenic beauty and natural environment	**0.89**	0.01	0.79	4.55	0.590
Culture and history of destination	**0.67**	0.23	0.51	4.19	0.713
Shopping	- 0.08	**0.78**	0.62	3.50	0.913
Entertainment activities	0.20	**0.77**	0.64	3.76	0.885
Food and drink	0.21	**0.71**	0.55	4.17	0.757
Variance Explained (%)	40.55	23.71			
Eigenvalues	2.43	1.42			
Cronbach's Alpha	0.75	0.64			

***T1 = Adventure / T2 = Leisure**

5.4.3.1 TOURIST ACTIVITIES FACTORS AND DEMOGRAPHIC VARIABLES

There were significant differences found in both gender and visitor status from the independent *t* tests. The statistically significant difference identified with gender was with leisure, finding that on average females (M=3.90, SD=0.64) were more likely to find leisure tourist activities more important when they travel overseas, compared with male tourists (M=3.67, SD=0.66). This was found to be statistically significant, t (399) = - 3.36, p = 0.00. There was a difference with visitor status and both adventure, finding that on average first-time visitors (M=4.49, SD=0.48) were more likely to find adventure tourist activities more important when they travel overseas than repeat visitors (M=4.21, SD=0.57). This was statistically significant, t (400) = 5.17, p = 0.00.

The findings from the ANOVA analyses found no statistically significant difference with main reason for travel to New Zealand and income the two tourist activity factors. There was a difference found with age and leisure F (2, 399) = 4.38, p = 0.01. The difference was found between the age groups 18-34 and 55+ finding that on average, Chinese tourists aged 18-34 (M=3.89, SD=0.67) found leisure activities more important when they travelled overseas compared with tourists aged 55+ (M=3.52, SD=0.49).

5.5 HEALTH AND BEAUTY BRANDS

The second part of the findings shows the results from the brand familiarity and brand purchases by the Chinese tourists. Firstly, the brand familiarity section is presented through using means and standard deviations to find the most and least familiar brands. The familiarity scale within this question was later recoded into two categories, unfamiliar or familiar to explain further the familiarity of the tourists. Secondly, the brands purchased section is explained using frequency counts to find the most and least purchased brands.

After reporting the findings from the descriptive statistics (means, standard deviations and frequency counts), chi-square tests are conducted to see whether there are any statistically significant associations between the different brands and the demographic variables, for both brand familiarity and brand purchases. The demographic variables are the same used as per the previous section (gender, age, main reason for travel to New Zealand, visitor status and income). The recoded categories of unfamiliar and familiar are used for the brand familiarity part, the brand purchases part has two categories, purchased or not purchased. With a number of statistically significant associations found, a few of the relationships from each of the demographic variables were explained with what their associations meant, followed by a summary highlighting how the findings affected the brand behaviour of the tourists.

5.5.1 FAMILIARITY TOWARDS HEALTH AND BEAUTY BRANDS

Table 5-5 presented a summary from the results of how familiar the Chinese tourists were towards different New Zealand health and beauty brands. Comvita (M=3.59, SD=1.37) was the most familiar health brand and Trilogy was the most familiar beauty brand (M=3.10, SD=1.39). Comvita was the only brand that the respondents were at least 50% familiar with, suggesting that the remaining 17 brands need to focus on increasing their brand awareness to Chinese consumers. This finding also supports the literature and interview findings suggesting that Comvita and Trilogy are popular brands to the Chinese consumers (Nadkarni, 2017b; Ryan et al., 2013). Lastly, the level of familiarity overall towards the health brands was higher than the beauty brands.

To distinguish clearly between the numbers of tourists who were familiar versus unfamiliar with a brand, the familiarity scale was recoded from scale variables to categorical variables explained in the footnote of the table. The familiarity scale is also explained in the footnote.

Table 5-5: Brand Familiarity (Sample Size: N=402)

Brand	1(%)	2(%)	3(%)	4(%)	5(%)	Unfamiliar (%)	Familiar (%)	Mean (M)	Standard Deviation (SD)
Health Brands									
Comvita	11.2	15.4	9.0	32.3	32.1	35.6	64.4	3.59	1.37
Manuka Health	21.1	24.1	15.7	24.1	14.9	60.9	39.1	2.88	1.38
Good Health	18.9	26.9	15.9	22.6	15.7	61.7	38.3	2.89	1.37
Healtheries	21.1	30.1	12.2	25.9	10.7	63.4	36.6	2.75	1.33
Go Healthy	19.4	27.4	17.9	24.1	11.2	64.7	35.3	2.80	1.31
Thompson's	24.6	31.3	14.4	15.7	13.9	70.4	29.6	2.63	1.37
Watson & Son	21.9	29.9	18.9	22.1	7.2	70.6	29.4	2.63	1.25
Streamland	25.6	34.1	15.2	13.4	11.7	74.9	25.1	2.51	1.32
J.Friend and Co	38.6	46.5	9.7	3.7	1.5	94.8	5.2	1.83	0.86
Beauty Brands									
Trilogy	17.4	21.4	12.4	30.8	17.9	51.2	48.8	3.10	1.39
Alpine Silk	22.1	23.1	14.4	26.6	13.7	59.7	40.3	2.87	1.39
Antipodes	22.6	28.6	12.4	20.9	15.4	63.7	36.3	2.78	1.41
Wild Ferns	18.7	29.4	22.6	26.4	3.0	70.6	29.4	2.66	1.14
Skinfood	31.8	32.1	15.4	17.2	3.5	79.4	20.6	2.28	1.18
by nature	31.1	34.6	18.2	14.4	1.7	83.8	16.2	2.21	1.19
Evolu	38.3	38.6	12.2	9.2	1.7	89.1	10.9	1.98	1.02
Linden Leaves	34.1	46.8	9.5	8.0	1.7	90.3	9.7	1.97	0.96
Essano	36.6	41.8	12.4	6.7	2.5	90.8	9.2	1.97	0.99

***Please note:** 1 = Not at all familiar, 2 = Not familiar, 3 = Neither not familiar nor familiar, 4 = Familiar and 5 = Very familiar. Unfamiliar = 1+2+3 / Familiar = 4+5

5.5.1.1 HEALTH AND BEAUTY BRAND FAMILIARITY AND DEMOGRAPHIC VARIABLES

Table 5-6 presented a summary of the statistically significant associations between the different brands familiarity results and the demographic variables. As there were several significant associations found, one from each demographic variable (gender, age, main reason

for travel to New Zealand and visitor status) is explained. These associations are the ones bolded in the Table 5-6 and listed below:

- Healtheries and gender (X^2= 7.86, p = 0.005)
- Go Healthy and main reason for travel to New Zealand (X^2= 62.51, p = 0.000)
- Go Healthy and visitor status (X^2= 49.89, p = 0.000)
- by nature and age (X^2= 8.00, p = 0.018)

The association between Healtheries and gender found that more males (72%) were unfamiliar with the brand compared with familiar (28%). The association between Go Healthy and main reason for travel to New Zealand found that all Chinese tourists who travelled to New Zealand for leisure purposes, (77%) were more unfamiliar with Go Healthy compared with the other reasons for travel, education (39%), business (46%) and visiting family and friends (26%). The association between Go Healthy and visitor status found that first time visitors (76%) were more unfamiliar with the brand compared with repeat visitors (41%). Lastly, the association between by nature and age found that tourists aged 55+ were more unfamiliar (88%) with the brand, than familiar (12%).

To summarise the key observations from the chi-square tests was that income did not have any significant relationships and both gender and age only had a few. Indicating these demographic variables had little effect how familiar the tourists were with the brands. Main reason for travel to New Zealand and visitor status had several significant relationships with the brands, indicating that overall, they influenced the brand familiarity. The finding from main reason for travel was that Chinese tourists who travelled to New Zealand for business purposes were most familiar with a large proportion of the brands compared with the other reasons, e.g. leisure/holiday, student or visiting family or friends. The outcome from visitor status was that Chinese tourists who were repeat visitors for all brands were more familiar than first-time visitors.

Table 5-6: Health and Beauty Brand Familiarity and Demographics

Health Brand	Demographic Variable	Chi-Square	P-Level
Healtheries	**Gender**	**7.86**	**0.005***
Go Healthy	**Main reason for travel to New Zealand**	**62.51**	**0.000****
Healtheries	Main reason for travel to New Zealand	48.14	0.000**
Manuka Health	Main reason for travel to New Zealand	25.58	0.000**
Comvita	Main reason for travel to New Zealand	16.23	0.001*
Good Health	Main reason for travel to New Zealand	37.58	0.000**
Thompson's	Main reason for travel to New Zealand	52.36	0.000**
Streamland	Main reason for travel to New Zealand	12.08	0.007*
Watson & Son	Main reason for travel to New Zealand	14.25	0.003*
Go Healthy	**Visitor status**	**49.89**	**0.000****
Healtheries	Visitor status	47.21	0.000**
J.Friend and Co	Visitor status	8.67	0.003*
Manuka Health	Visitor status	16.88	0.000**
Comvita	Visitor status	17.09	0.000**
Good Health	Visitor status	20.76	0.000**
Thompson's	Visitor status	31.88	0.000**
Streamland	Visitor status	11.95	0.001*
Beauty Brands	**Demographic Variables**	**Chi-Square**	**P-Level**
Skinfood	Gender	4.39	0.036*
Trilogy	Gender	17.22	0.000**
Antipodes	Gender	12.79	0.000**
Alpine Silk	Gender	6.30	0.012*
by nature	**Age**	**8.00**	**0.018***
Skinfood	Age	11.12	0.004*
Antipodes	Age	8.88	0.012*
Linden Leaves	Main reason for travel to New Zealand	25.52	0.000**
by nature	Main reason for travel to New Zealand	8.99	0.029*
Essano	Main reason for travel to New Zealand	30.25	0.000**
Trilogy	Main reason for travel to New Zealand	18.14	0.000**
Antipodes	Main reason for travel to New Zealand	22.75	0.000**
Alpine Silk	Main reason for travel to New Zealand	13.64	0.003**

Linden Leaves	Visitor status	16.48	0.000**
Essano	Visitor status	10.84	0.001*
Evolu	Visitor status	8.72	0.003*
Trilogy	Visitor status	22.20	0.000**
Antipodes	Visitor status	5.32	0.021*
Alpine Silk	Visitor status	15.61	0.000**

***p < 0.05 / **p < 0.001**

5.5.2 HEALTH AND BEAUTY BRAND PURCHASES

Table 5-7 showed the results from the number of purchases of these brands that the tourists made. The most purchased health brand was Go Healthy, and the most purchased beauty brand was Trilogy. By observing the results, the findings concluded that the brand purchases are like the previous findings from the familiarity levels also. It confirms that there is a greater importance of health products verses beauty products with more purchases of health brands (671), compared with beauty brands (513). Also, the Chinese tourists only purchased the brands that they were familiar with, which can be seen with the more familiar the brand was the more purchases made and vice versa. Trilogy was both the most familiar and the most purchased beauty brand, with almost double the number of Chinese tourists purchasing this brand compared to others. This suggests that with Trilogy's online presence on Alibaba (Nadkarni, 2017b), it can capture an audience of potential buyers before they come to New Zealand, which is an area that other brands need to exploit.

Table 5-7: New Zealand Health and Beauty Brands Purchased

Beauty Brand	Rank	Count	Percentage (%)	Health Brand	Rank	Count	Percentage (%)
Trilogy	1	143	35.6	Go Healthy	1	130	32.3
Antipodes	2	86	21.3	Comvita	2	128	31.8
Wild Ferns	3	82	20.4	Healtheries	3	99	24.6
Alpine Silk	4	66	16.4	Good Health	4	91	22.6
Skinfood	5	50	12.4	Thompsons'	5	72	17.9
by nature	6	30	7.5	Manuka Health	6	70	17.4
Linden Leaves	7	27	6.7	Watson and Son	7	58	14.4
Essano	8	16	4.0	Streamland	8	25	6.2
Evolu	9	13	3.2	J.Friend and Co	9	6	2.5
Other brands		10	2.5	Other brands		10	2.5
Did not buy any		117	29.1	Did not buy any		87	21.6

***Please note:** Did not buy any = Number of tourists who did not purchase any health or beauty brands.

5.5.2.1 HEALTH AND BEAUTY BRAND PURCHASES AND DEMOGRAPHIC VARIABLES

Like the familiarity section (section 5.5.1.1), Table 5-8 presented the summary of the statistically significant associations between the different brands purchased and the demographic variables. Again, since there were several significant associations found, one from either demographic variable (gender, age, main reason for travel to New Zealand, visitor status and income) were explained. These associations are bolded in the table and listed below:

- Go Healthy and gender (X^2= 4.06, p = 0.044)
- Go Healthy and main reason for travel to New Zealand (X^2= 31.82, p = 0.000)
- Go Healthy and visitor status (X^2= 14.32, p = 0.000)
- Watson & Son and income (X^2= 6.88, p = 0.032)

The association between Go Healthy and gender found that the highest percentage of tourist males did not purchase the brand (74%) compared with purchasing the brand (26%). The association between Go Healthy and main reason for travel found that tourists travelling to New Zealand for leisure/holiday purposes were more likely to not purchase the brand (75%) than purchase the brand (25%). The association between Go Healthy and visitor status

found tourists who were first time visitors did not purchase the brand more (74%) than purchasing the brand (26%). The association between Watson & Son and income found that tourists who earned a monthly personal income of less than RMB9,999 were more likely to not purchase the brand (87%), than if they did purchase the brand (13%).

These results found several findings that were like the brand familiarity and demographics section. Firstly, income still had little influence on the brands purchased. Secondly, main reason for travel to New Zealand and visitor status had several significant relationships with the brands, indicating that they both overall influenced the brand familiarity and the brands purchased. Although, this time the main reason for travel to New Zealand could not pinpoint exactly which reason was the most popular e.g. leisure/holiday, education, business or student. Although, visitor status found repeat visitors to purchase more brands.

Table 5-8: Health and Beauty Brand Purchases and Demographics

Health Brand	Demographic Variable	Chi-Square	P-Level
Go Healthy	**Gender**	**4.06**	**0.044***
Healtheries	Gender	7.48	0.006*
Go Healthy	**Main reason for travel to New Zealand**	**31.82**	**0.000****
Healtheries	Main reason for travel to New Zealand	18.39	0.000**
Comvita	Main reason for travel to New Zealand	12.35	0.006*
Good Health	Main reason for travel to New Zealand	40.18	0.000**
Thompson's	Main reason for travel to New Zealand	29.78	0.000**
I have not bought any	Main reason for travel to New Zealand	15.88	0.001*
Go Healthy	**Visitor status**	**14.32**	**0.000****
Healtheries	Visitor status	26.24	0.000**
Comvita	Visitor status	15.60	0.000**
Good Health	Visitor status	24.20	0.000**
Thompson's	Visitor status	26.47	0.000**
I have not bought any	Visitor status	5.84	0.016*
Watson & Son	**Income**	**6.88**	**0.032***
Beauty Brand	**Demographic Variable**	**Chi-Square**	**P-Level**
Trilogy	Gender	19.46	0.000**
Antipodes	Gender	13.02	0.000**
I have not bought any	Gender	12.73	0.000**
Skinfood	Age	18.41	0.000**
Antipodes	Age	10.36	0.006*
Linden Leaves	Main reason for travel to New Zealand	16.06	0.001*
Essano	Main reason for travel to New Zealand	10.65	0.014*
Trilogy	Main reason for travel to New Zealand	12.97	0.005*
Linden Leaves	Visitor status	4.89	0.027*
Skinfood	Visitor status	4.68	0.031*
Trilogy	Visitor status	14.96	0.000**

***p < 0.05 / **p < 0.001**

5.6 FINDINGS REGARDING THE PURCHASING DECISIONS AND PREFERENCES

The third part of the findings section documented the results from the Chinese tourists purchasing decisions and preferences towards New Zealand health and beauty brands. This will incorporate four parts: (i) where they acquired their information about these products from prior to their purchases, (ii) who they purchased these products for, (iii) the location of where they purchased the products from, and (iv) why they purchased these products from New Zealand. Mean, standard deviation, percentages, and frequency counts were used to document the findings, with the addition of a factor analysis used to explain the reasons behind why they purchased these products from New Zealand.

5.6.1 INFORMATION LOCATION

Table 5-9 presented the results from which countries the tourists acquired their information from about the health and beauty products that they intended to purchase in New Zealand. The results suggest that the respondents seldom made their shopping decisions based off obtaining the information alone in New Zealand, with only 60 (14.9%) confirming this. Therefore, most of the respondents acquired their information from China or both New Zealand and China showing that the Chinese tourists were well informed about what they intended to buy from New Zealand before they arrived.

Table 5-9: Information Location

Countries	Count	Percentage (%)
China	130	32.3
New Zealand	60	14.9
Both New Zealand and China	208	51.7
Other countries	4	1.0

After establishing that an overwhelming amount of the tourists (85.1%) acquired part of their information from China, it was useful to understand where this information came from. Table 5-10 presented the results from what sources of information the respondents had used to guide their shopping decisions. Like the interview findings and the literature (Beerli & Martin, 2004; Gao et al., 2017; Guo et al, 2008; Hsu et al., 2006; Sparks & Pan, 2009) the

Chinese tourists were heavily influenced by friends or family in the decision to purchase health and beauty products. Online shopping was also considered important if they acquired their information from China, which supports the previous findings indicating the need for brands to have an online presence in China to be success. With focus on the New Zealand sources, sales assistant in the shop was not an important information source for Chinese tourists, but it has found to be in their home market (Huang et al., 2006).

Table 5-10: Information Sources from China and New Zealand

China			**New Zealand**		
Information Source	**Count**	**Percentage (%)**	**Information Source**	**Count**	**Percentage (%)**
Family or friends	170	50.3	Sales assistant in shop	36	13.4
Online shopping	96	28.4	Fellow traveller	46	17.2
Social media	43	12.7	Media advertisement	23	8.6
Media advertisements	21	6.2	Tour guide	9	3.4
Travel agency	1	0.3	Family or friends	125	46.6
Other sources	7	2.1	Social media	18	6.7
			Other sources	11	4.1
Sample Size: N=338			**Sample Size: N=268**		

5.6.2 BRAND RECIPIENTS

Table 5-11 presented the results from what groups of people the tourists purchased these products for. The findings align consistently with the interview findings and literature. Family and friends for both products were the overwhelming intended receiver of these products. The key takeaway here is that the respondents acquired a substantial amount of their knowledge about these products from family and friends that undoubtedly were ideas for gifts etc. Therefore, most of the recipients of the products were family and friends receiving a souvenir or gift from New Zealand. Myself was considered important also, signifying that Chinese tourists are not only drawn to purchase these products for the sole reason of gifts for family and friends but also for their own use too.

Table 5-11: Brand Recipients

Beauty Brands			Health Brands		
Recipient	**Count**	**Percentage (%)**	**Recipient**	**Count**	**Percentage (%)**
Myself	259	64.4	Myself	262	65.2
Family	318	79.1	Family	325	80.8
Friends	270	67.2	Friends	260	64.7
Spouse/Partner	88	21.9	Spouse/Partner	98	24.4
Work colleague	100	24.9	Work colleague	94	23.4
Other people	7	2.5	Other people	19	4.7

5.6.3 LOCATION OF PURCHASE

The most popular location for the purchase of these products was the supermarket that supports the interview findings and previous literature (Choi et al., 2016; Choi et al., 2008; Guo et al., 2008). This shows that locations that have a large volume of products available with a variety of choices, convenient shopping locations, easily accessible and offering cheap prices, were the most desired locations for the purchase of these products. Table 5-12 presented the full results.

Table 5-12: Location of Purchase

Location	Count	Percentage (%)
Supermarket	309	76.9
Chinese supermarket	184	45.8
Brand shop	136	33.8
Duty free at airport	139	34.6
Souvenir shop	95	23.6
Sightseeing location	80	19.9
Where the product was made	73	18.2
Pharmacy	176	43.8
Other locations	5	1.2

5.6.4 SHOPPING PREFERENCES FOR NZ HEALTH AND BEAUTY PRODUCTS

Table 5-13 presented the results from why the respondents chose to purchase health and beauty products from New Zealand. As observed in the table the most popular reason

was "The products are genuine and not fake" (M=4.47, SD=0.67), while other reasons like quality and price were popular. These findings align with the results established in the factors behind the propensity to shop overseas section (section 5.4), indicating that the reasons why the tourists bought these New Zealand products were closely aligned with the reasons why they shop overseas in general.

Again, like the factors behind the propensity to shop overseas section, a factor analysis was used to further explore the results and identify the underlying dimensions of New Zealand purchasing decisions for Chinese tourists. The Kaiser-Meyer-Olkin matrix value (0.90) and Bartlett's test of sphericity ($X^2 = 2995.18$, $p < 0.00$) confirmed the suitability of the data for factorization. The items: "They were recommended by a friend or family member", "The product/brand has a good reputation in China", "These products are not available in China" and "I bought them because I was in New Zealand and they were available" are removed from the analysis as they were identified as items loading on two or more factors. The analysis was rerun showing two underlying dimensions, explaining 62% of the total variance. Composite scores were created from the factor analysis to be used to see whether there are any significant mean scores difference between the factors and other variables. All the factors were considered internally consistent based on Cronbach's alpha values of 0.7 and above.

The two factors identified were labelled as the following: factor one (NZ1) was labelled "Product features" and (NZ2) labelled "External influencers". As identified in Table 5-13, the values that were bolded were grouped into the different factors. The product features encompassed the items that that are product characteristics that the brand has direct control over. The external influencers included all the items that the product or brand does not have control over and are influenced by other people's perceptions or reasons for purchasing.

The results from the factor analysis showed two distinct reasons why the tourists were drawn to buy New Zealand health and beauty products. The first and most popular reason was the quality, price, genuineness and reliability of the products and how they are made. Secondly, their own perceptions, opinions and reasons for wanting to purchase these products were also considered important. Thus, suggesting that tourists are motivated to purchase these brands because of its distinct product features or to satisfy a personal or social need.

Like the factors behind the propensity to shop overseas section (section 5.3), independent *t*-tests and ANOVA analyses were conducted to see whether there were any significant differences between the demographic variables and the two factors behind why the tourists purchased health and beauty products from New Zealand.

Table 5-13: Shopping Preferences for Health & Beauty Products from New Zealand

Reason Item	NZ1	NZ2	Communalities	Mean(M)	Standard Deviation(SD)
They are made from 100% natural ingredients	**0.75**	0.19	0.59	4.36	0.725
They are better quality	**0.90**	0.06	0.82	4.46	0.615
They are affordable	**0.82**	0.11	0.68	4.33	0.660
The products are genuine and not fake	**0.86**	0.04	0.75	4.47	0.666
The brands are reliable and trustworthy	**0.82**	0.12	0.69	4.39	0.673
They were recommended by the sales assistant	- 0.03	**0.77**	0.59	3.06	1.028
The products are better than other international brands	0.27	**0.64**	0.49	3.77	0.944
I bought these products as souvenirs for family and friends at home	0.27	**0.62**	0.45	3.91	0.821
I liked the design of the packaging	- 0.01	**0.80**	0.64	3.17	1.048
These products are authentic and are unique to New Zealand	0.34	**0.65**	0.53	3.88	0.960
I bought them to prove I have been to New Zealand	- 0.06	**0.78**	0.61	2.98	1.170
Variance Explained (%)	39.7	22.5			
Eigenvalues	4.36	2.48			
Cronbach's Alpha	0.89	0.82			

***NZ1 = Product Features / NZ2 = External Influencers**

5.6.4.1 SHOPPING PREFERENCES FACTORS AND DEMOGRAPHIC VARIABLES

There were statistically significant differences found in both gender and visitor status from the independent *t* tests. The difference identified with gender was with both factors, product features and external influencers. On average female tourists agreed more with the product features (M=4.48, SD=0.69) and external influencers (M=3.53, SD=0.69) as to why they purchased these products from New Zealand, compared to males for product features (M=4.28, SD=0.65) and external influencers (M=3.34, SD=0.75). The difference was found to be statistically significant for product features t (399) = - 3.58, p = 0.00 and external

influencers *t* (399) = - 2.51, *p* = 0.01. The difference found in visitor status was with external influencers. On average first time visitors agreed more with the external influencers (M=3.53, SD=0.74) as to why they purchased these products from New Zealand, compared to repeat visitors (M=3.32, SD=0.67). The difference was statistically significant for external influencers *t* (400) = 2.68), *p* = 0.01.

The ANOVA analyses for age, main reason for travel to New Zealand and income did not have any statistically significant differences with the three purchasing decision factors.

5.7 POST PURCHASE EVALUATION AND PREDICTING SHOPPING

The fourth part of the findings section documented the results from the Chinese tourists post purchase evaluations of their shopping experiences in New Zealand. Firstly, the result from how much money they spent on shopping and health and beauty products was presented. Secondly, exploring the future shopping intentions of the tourists based on their experiences with these products.

5.7.1 SHOPPING EXPENDITURE

Table 5-14 presented the results from how much money the tourists spent on their shopping in New Zealand. The results suggest that there was an equal spread of high vs low spending for both shopping overall and for health and beauty products. In addition, the more money that the tourists spent on shopping overall the more they spent on health and beauty products. This was illustrated with a chi-square test that found a significant association (X^2= 181.54, *p* = 0.00), with the results showing support to this finding.

Table 5-14: New Zealand Shopping Expenditure

Shopping for Health and Beauty Products			Shopping Overall		
Money Category (RMB)	**Count**	**Percentage (%)**	**Money Category (RMB)**	**Count**	**Percentage (%)**
Less than 500	37	9.2	Less than 1,000	30	7.5
500 – 999	64	15.9	1,000 – 1,999	77	19.2
1,000 – 1,999	95	23.6	2,000 – 3,999	91	22.6
2,000 – 2,999	101	25.1	4,000 – 5,999	93	23.1
3,000 – 3,999	33	8.2	6,000 – 7,999	37	9.2
4,000 or greater	72	18.0	8,000 or greater	74	18.4

5.7.2 FUTURE SHOPPING INTENTIONS

The results presented in Table 5-15 suggested that the tourists overall were likely to recommend New Zealand health and beauty products, come back to New Zealand to buy more and use these products over other international brands (based on the Likert scale: 1 = not at all likely, 5 = very likely). Furthermore, after recoding the variables into two categories (not likely / likely), the following results are outlined:

(i) 70.4% are likely to recommend New Zealand health and beauty products.

(ii) 69.2% are likely to come back to New Zealand to buy more products.

(iii) 78.4% are likely to continue using these products over other international brands.

Table 5-15: Experience with New Zealand Health and Beauty Products

Future Intention Item	Mean(M)	Standard Deviation(SD)
How likely are you to recommend New Zealand health and beauty products?	3.82	0.89
Based on your experiences buying and using these products, how likely are you to come back to New Zealand to buy more?	3.81	0.84
Based on your experiences buying and using these products, how likely are you to continue using them as compared with other international brands?	3.92	0.74

5.8 PREDICTING SHOPPING EXPENDITURE AND INTENTIONS

The last part of the findings section focuses on understanding further the relationship between behavioural intentions and past/current decisions related to shopping behaviour of the Chinese tourists in New Zealand. Specifically, the variables that could significantly predict aspects of behavioural intentions of the Chinese tourists were examined. Several relationships were evaluated using multiple regression analysis, which suggests that an outcome variable can be predicted by a linear combination of two or more predictor variables (Field, 2013). Three regression models were built based on the literature that was identified in chapter two and these models help to explain what variables within the dataset significantly influenced the shopping decisions of the Chinese tourists in New Zealand. The three models specified the outcome (dependent) variable as (i) total money spent on overall shopping (Model 1), (ii) shopping for health and beauty products (Model 2), and (iii) how likely you are to recommend New Zealand health and beauty products (Model 3).

Model 1 and 2 were binary logistic regression models which are models where the outcome variable is categorical with exactly two categories (Field, 2013). These two models had the desired purpose to see what variables significantly affected how much money the Chinese tourists spent. Model 3 was a hierarchical regression model, which is a multiple regression method in which the order of which predictors are entered into the model is determined by the researcher (Field, 2013). The latter model is based on the idea that propensity to shop overseas behaviours such as shopping motivation, purchasing decisions and priority of various tourist activities influenced the intention of the Chinese tourists to recommend New Zealand health and beauty products.

5.8.1 MODEL 1: TOTAL MONEY SPENT ON SHOPPING

The first model was a binary logistic regression, with the variable total money spent on shopping in New Zealand as the dependent variable. As the original variable, total money spent on shopping in New Zealand, was a nominal variable with multiple categories, it was transformed into a binary categorical variable to allow its use in a binary logistic regression. The variable was recoded into two groups, group 1 had Less than RMB4,000 and group 2 had Greater than RMB4,000.

The model estimated three blocks of different variables that were all entered sequentially into the model at different stages. Block 1 included all the demographic variables that were used as control variables, as the purpose of this model was to find out what other variables besides demographic characteristics could explain the total amount of money spent on overall shopping in New Zealand, (e.g. propensity to shop or purchasing decisions and preferences variables). Block 2 included the propensity to shop variable factors, such as the motivation, purchasing decisions and tourist activity factors and the familiarity levels with the different health and beauty brands. Block 3 included a number of the purchasing decisions and preferences variables, such as the brands purchased, brand recipients, location of purchase and shopping preferences.

The results from model 1 confirmed that several variables could predict the total amount of money spent on shopping by the Chinese tourists in New Zealand. Only the results of block 3 are interpreted because this is the final model. Some of the variables were statistically significant, X^2 (78, N = 328) = 148.41, $p < 0.05$ in predicting the outcome variable, indicating that the model was able to identify variables within the data set that were significant. The result from the Nagelkerke R Square found that 48.5% of the variance in shopping overall can be explained by all the variables in block 3 (Table 5-16), which improved significantly from block 1, with only the demographic variables explaining 8.8% of the variance. This means that with inclusion of the propensity to shop factors and the purchasing decisions and preferences variables significantly improved the strength of the model and the ability of the model to predict total amount of money spent on shopping. The Hosmer and Lemeshow test, which evaluates the goodness of fit of a logistic regression model confirmed that the model was a good model fit (p=0.88, not significant).

As shown in Table 5-16, there were only seven independent variables that made a statistically significant contribution to the model. These variables were gender, income, Linden Leaves (familiarity), by nature (familiarity), Antipodes, work colleague (health) and Chinese supermarket. The significant findings found that males spent less money on shopping overall, compared with females. Chinese tourists who earned a higher income spent more than the lower income earners. More money was spent if the Chinese tourists were less familiar with the brand Linden Leaves. If the brands by nature and Antipodes were purchased

more money was spent on shopping. If a product was purchased for a work colleague, the buyer spent less on shopping. Lastly, if a Chinese tourist purchased a product from the Chinese supermarket, they spent relatively more money.

Table 5-16: Total Amount of Money Spent on Shopping Overall in New Zealand

Block	Predictors	Coefficient (B)	S.E.	Wald	Sig.	Exp (B)
1	Constant	0.23	0.79	0.08	0.77	1.26
	Gender	0.68	0.25	7.74	**0.01***	0.51
	Age	0.13	0.22	0.35	0.55	1.14
	Current place of residence	- 0.09	0.10	0.92	0.34	0.91
	Main reason for travel to New Zealand	- 0.09	0.15	0.32	0.57	0.92
	Visitor status	0.13	0.27	0.22	0.64	1.14
	Current occupation	0.10	0.05	3.56	0.06	1.11
	Income	0.36	0.22	2.77	0.10	1.44
2	Constant	1.17	1.77	0.44	0.51	3.22
	Gender	- 0.74	0.25	8.52	**0.00**	0.48
	Age	0.13	0.22	0.36	0.55	1.14
	Current place of residence	- 0.11	0.10	1.23	0.27	0.90
	Main reason for travel	- 0.10	0.15	0.41	0.52	0.91
	Visitor status	- 0.06	0.29	0.05	0.83	0.94
	Current occupation	0.09	0.06	2.53	0.11	1.09
	Income	0.42	0.22	3.60	0.06	1.53
	Economic motives	- 0.27	0.21	1.59	0.21	0.76
	Personal values	0.35	0.21	2.72	0.10	1.41
	Social reasons	- 0.21	0.20	1.10	0.29	0.81
	Purchase perceptions	0.05	0.22	0.04	0.84	1.05
	Purchase motives	0.40	0.33	1.51	0.22	1.49
	Brand selection	- 0.23	0.20	1.31	0.25	0.80
	Adventure	- 0.46	0.26	3.08	0.08	0.63
	Leisure	0.24	0.22	1.18	0.28	1.27
3	(Constant)	1.81	2.91	0.39	0.54	0.29
	Gender	- 1.23	0.43	8.04	**0.01***	1.14
	Age	0.13	0.31	0.17	0.68	0.81
	Current place of residence	- 0.21	0.13	2.49	0.12	0.65
	Main reason for travel	- 0.44	0.25	3.10	0.08	0.41
	Visitor status	- 0.89	0.45	3.97	0.05	1.15
	Income	0.87	0.33	6.87	**0.01***	2.38

Economic motives	- 0.21	0.28	0.54	0.46	0.82
Personal values	0.45	0.30	2.26	0.13	1.57
Social reasons	- 0.41	0.28	2.04	0.15	0.67
Purchase perceptions	0.55	0.32	2.90	0.89	1.73
Purchase motives	0.27	0.52	0.28	0.60	1.31
Brand selection	- 0.56	0.30	3.58	0.58	0.57
Adventure	- 0.51	0.37	1.88	0.17	0.60
Leisure	0.11	0.31	0.13	0.72	1.12
Wild Ferns	- 0.13	0.43	0.10	0.76	0.88
Linden Leaves	- 1.67	0.80	4.38	**0.04***	0.19
by nature	- 0.05	0.60	0.01	0.94	0.95
Essano	- 0.75	0.76	0.99	0.32	0.47
Evolu	0.74	0.69	1.14	0.29	2.09
Skinfood	0.94	0.51	3.35	0.07	2.55
Trilogy	- 0.23	0.48	0.22	0.64	0.80
Antipodes	0.51	0.51	1.01	0.31	1.67
Alpine Silk	- 0.36	0.40	0.82	0.37	0.70
Go Healthy	0.96	0.55	3.01	0.08	2.60
Healtheries	- 0.56	0.57	0.96	0.33	0.57
J.Friend and Co	- 0.16	0.87	0.04	0.85	0.85
Manuka Health	0.12	0.42	0.08	0.78	1.12
Comvita	0.22	0.41	0.29	0.59	1.25
Good Health	0.61	0.53	1.32	0.25	1.84
Thompson’s	- 0.81	0.65	1.58	0.21	0.45
Streamland	- 0.28	0.50	0.30	0.59	0.76
Watson & Son	0.73	0.44	2.75	0.10	2.08
Wild Ferns	0.93	0.52	3.22	0.07	2.53
Linden Leaves	0.58	0.82	0.50	0.48	1.79
by nature	2.02	0.78	6.64	**0.01***	7.50
Essano	0.31	1.12	0.08	0.78	1.37
Evolu	- 1.73	1.22	2.03	0.16	0.18
Skinfood	0.62	0.68	0.84	0.36	1.86
Trilogy	0.27	0.50	0.29	0.59	1.31
Antipodes	1.16	0.53	4.72	**0.03***	3.18

Alpine Silk	0.11	0.51	0.05	0.83	1.12
Not bought any (beauty)	- 0.16	0.57	0.08	0.78	0.85
Other beauty brands	1.21	0.81	2.21	0.14	3.34
Go Healthy	0.10	0.47	0.04	0.84	1.10
Healtheries	-0.78	0.50	2.40	0.12	0.46
J.Friend and Co	0.24	1.66	0.02	0.88	1.27
Manuka Health	- 0.45	0.53	0.74	0.39	0.64
Comvita	0.17	0.43	0.15	0.70	1.18
Good Health	0.74	0.53	1.97	0.16	2.09
Thompson's	0.65	0.57	1.28	0.26	1.91
Streamland	- 0.73	0.85	0.74	0.39	0.48
Watson & Son	- 0.44	0.54	0.66	0.42	0.64
Not bought any (health)	- 0.52	0.57	0.84	0.36	0.59
Other health brands	- 1.46	1.09	1.81	0.18	0.23
Product features	0.39	0.42	0.83	0.36	1.47
External influencers	- 0.32	0.32	0.97	0.32	0.73
Myself	- 0.59	0.50	1.41	0.24	0.55
Family	- 0.23	0.45	0.25	0.62	0.80
Friends	0.86	0.44	3.72	0.05	2.35
Spouse/Partner	0.48	0.60	0.64	0.42	1.61
Work colleague	0.23	0.57	0.17	0.68	1.26
Other people	- 0.07	1.46	0.00	0.96	0.94
Myself	0.44	0.50	0.77	0.38	1.56
Friends	0.10	0.44	0.05	0.82	1.11
Family	- 0.37	0.53	0.49	0.49	0.69
Spouse/Partner	0.42	0.63	0.43	0.51	1.52
Work colleague	- 1.66	0.60	7.67	**0.01***	0.19
Other people	- 1.14	0.89	1.64	0.20	0.32
Supermarket	0.20	0.40	0.25	0.62	1.22
Chinese supermarket	1.17	0.40	8.65	**0.00***	3.22
Brand shop	0.57	0.38	2.26	0.13	1.76
Duty free at airport	- 0.05	0.37	0.02	0.89	0.95
Souvenir shop	- 0.57	0.43	1.72	0.19	0.57
Sightseeing location	0.38	0.47	0.65	0.42	1.47

Where the product was made	0.02	0.45	0.00	0.97	1.02
Pharmacy	- 0.55	0.38	2.21	0.14	0.58
Other location	- 1.79	1.62	1.21	0.27	0.17
Pseudo *R*-Square (Cox & Snell = 0.36, Nagelkerke = 0.49)					
Classification Accuracy: 77.7%, Hosmer and Lemeshow test: 3.72 (sig=0.88)					

Note: *p* < 0.05*

5.8.2 MODEL 2: MONEY SPENT ON HEALTH AND BEAUTY PRODUCTS

The second model also used a binary logistic regression, with the variable total amount of money spent on shopping for health and beauty products as the dependent variable. The different categories of the dependent variable were also transformed into a binary category. This was done through creating two groups, group 1 had less than RMB2,000 and group 2 had greater than RMB2,000. The purpose of this model was the same as model 1, but instead of predicting the amount of money spent on shopping in New Zealand, the model evaluated specifically the expenditure on New Zealand health and beauty products. All the variables included and entered in the model were the same as model 1.

Similarly, with model 1, the results provided some significant findings. Block 3 confirmed that the model contained some predictors that were statistically significant, X^2 (78, N = 328) = 161.51, $p < 0.05$ in explaining the outcome variable, indicating that the model was able to identify variables within the data set which significantly predicted shopping for health and beauty products. The result from the Nagelkerke R Square found that 51.8% of the variance in shopping overall can be explained by all the variables in block 3 (Table 5-17), which improved significantly from block 1, with only the demographic variables explaining 4.9% of the variance. This again meant that the inclusion of the propensity to shop factors and the purchasing decisions and preferences variables, significantly improved the strength of the model and the ability of the model to predict the money spent on health and beauty products. The Hosmer and Lemeshow test confirmed that the model was a good model fit (p=0.14, not significant).

As shown in Table 5-17, there were only six independent variables that made a statistically significant contribution to the model. These variables were gender, main reason for travel to New Zealand, income, Wild Ferns (familiarity), Watson & Son (familiarity) and

Comvita (purchased). The significant findings found with gender that females spent more money than males on health and beauty products. Chinese tourists who travelled to New Zealand for leisure or education purposes spent less on these products compared to those who travelled for business or to visit family and friends. Income had the same result as shopping overall, with a higher income equalling more money spent on these products. The more familiar the Chinese tourists were with the brands Wild Ferns and Watson & Son the more money they spent. Lastly, the respondents who purchased Comvita spend more money than those who did not buy the brand.

Table 5-17: Total Amount of Money Spent on New Zealand Health and Beauty Products

Block	Variable	Coefficient (B)	S.E.	Wald	Sig.	Exp (B)
1	Constant	- 0.18	0.79	0.06	0.82	0.83
	Gender	- 0.33	0.24	1.83	0.18	0.72
	Age	0.02	0.21	0.01	0.92	1.02
	Current place of residence	- 0.00	0.10	0.00	0.98	1.00
	Main reason for travel to New Zealand	- 0.25	0.15	2.76	0.10	0.78
	Visitor status	0.24	0.27	0.80	0.37	1.27
	Current occupation	0.02	0.05	0.18	0.67	1.02
	Income	0.44	0.22	4.15	**0.04***	1.56
2	Constant	- 2.47	2.14	1.34	0.25	0.09
	Gender	- 0.51	0.29	3.17	0.08	0.60
	Age	- 0.11	0.25	0.17	0.68	0.90
	Current place of residence	0.01	0.11	0.00	0.95	1.01
	Main reason for travel to New Zealand	- 0.47	0.19	5.96	**0.02***	0.62
	Visitor status	0.08	0.36	0.05	0.82	1.08
	Current occupation	0.03	0.06	0.22	0.64	1.03
	Income	0.63	0.25	6.20	**0.01***	1.88
	Economic motives	- 0.32	0.24	1.81	0.18	0.73
	Personal values	0.19	0.23	0.66	0.42	1.20
	Social reasons	0.22	0.22	0.92	0.34	1.24
	Purchase perceptions	- 0.42	0.25	2.83	0.09	0.66
	Purchase motives	0.72	0.36	4.00	0.05	2.06
	Brand selection	0.12	0.22	0.30	0.58	1.13
	Adventure	- 0.16	0.28	0.31	0.58	0.86
	Leisure	- 0.38	0.24	2.45	0.12	0.68
	Wild Ferns	0.88	0.33	7.26	**0.01***	2.42
	Linden Leaves	- 0.39	0.56	0.50	0.48	0.68
	by nature	0.75	0.42	3.25	0.07	2.12
	Essano	- 0.83	0.57	2.16	0.14	0.44
	Evolu	- 0.26	0.50	0.27	0.60	0.77
	Skinfood	0.66	0.35	3.52	0.06	1.94
	Trilogy	- 0.43	0.34	1.65	0.20	0.65

	Antipodes	0.58	0.36	2.55	0.11	1.78
	Alpine Silk	- 0.45	0.31	2.05	0.15	0.64
	Go Healthy	0.84	0.38	4.95	**0.03***	2.31
	Healtheries	0.26	0.39	0.44	0.51	1.30
	J.Friend and Co	- 0.41	0.69	0.35	0.55	0.67
	Manuka Health	- 0.05	0.33	2.35	0.13	0.61
	Comvita	0.37	0.31	1.43	0.23	1.44
	Good Health	- 0.04	0.39	0.01	0.92	0.96
	Thompsons	0.78	0.42	3.41	0.07	2.17
	Streamland	- 0.11	0.39	0.09	0.77	0.89
	Watson & Son	0.41	0.32	1.64	0.20	1.51
3	(Constant)	- 0.15	2.95	0.00	0.96	0.38
	Gender	- 0.98	0.41	5.72	**0.02***	0.79
	Age	- 0.23	0.33	0.50	0.48	0.97
	Current place of residence	- 0.03	0.14	0.05	0.82	0.53
	Main reason for travel to New Zealand	- 0.64	0.26	6.19	**0.01***	0.67
	Visitor status	- 0.40	0.48	0.69	0.41	1.16
	Current occupation	0.15	0.09	3.05	0.08	2.33
	Income	0.85	0.35	6.02	**0.01***	0.58
	Economic motives	- 0.54	0.30	3.19	0.07	1.25
	Personal values	0.23	0.29	0.62	0.43	1.45
	Social reasons	0.37	0.29	1.61	0.21	0.73
	Purchase perceptions	- 0.32	0.33	0.97	0.33	1.85
	Purchase motives	0.61	0.51	1.48	0.22	1.03
	Brand selection	0.03	0.32	0.01	0.92	1.19
	Adventure	0.17	0.38	0.20	0.66	0.60
	Leisure	- 0.52	0.32	2.57	0.11	2.54
	Wild Ferns	0.93	0.45	4.34	**0.04***	0.65
	Linden Leaves	- 0.43	0.82	0.28	0.59	2.91
	by nature	1.07	0.60	3.13	0.08	0.31
	Essano	- 1.17	0.73	2.57	0.11	0.97
	Evolu	- 0.03	0.76	0.00	0.96	2.00
	Skinfood	0.69	0.49	1.97	0.16	0.92
	Trilogy	- 0.09	0.47	0.03	0.86	0.81

Antipodes	- 0.22	0.50	0.18	0.67	0.59
Alpine Silk	- 0.53	0.41	1.63	0.20	2.40
Go Healthy	0.88	0.56	2.41	0.12	1.00
Healtheries	0.00	0.56	0.00	1.00	0.55
J.Friend and Co	- 0.61	0.93	0.43	0.51	0.54
Manuka Health	- 0.62	0.47	1.79	0.18	0.83
Comvita	- 0.18	0.44	0.18	0.67	1.14
Good Health	0.13	0.52	0.06	0.80	1.16
Thompson's	0.15	0.60	0.06	0.80	0.77
Streamland	- 0.26	0.52	0.25	0.62	3.15
Watson & Son	1.15	0.48	5.69	**0.02***	1.14
Wild Ferns	0.14	0.52	0.07	0.80	0.31
Linden Leaves	- 1.19	0.88	1.84	0.18	6.01
by nature	1.79	0.92	3.77	0.05	5.76
Essano	1.75	1.12	2.43	0.12	0.32
Evolu	- 1.13	1.44	0.62	0.43	1.53
Skinfood	0.43	0.66	0.42	0.52	0.34
Trilogy	- 1.07	0.54	3.97	0.05	2.83
Antipodes	1.04	0.55	3.56	0.06	1.33
Alpine Silk	0.29	0.54	0.28	0.60	0.33
Not bought any (beauty)	- 1.12	0.59	3.64	0.06	0.37
Other beauty brands	- 1.01	0.88	1.31	0.25	1.38
Go Healthy	0.32	0.50	0.42	0.52	1.25
Healtheries	0.22	0.53	0.18	0.67	0.01
J.Friend and Co	- 4.99	3.17	2.48	0.12	1.17
Manuka Health	0.16	0.56	0.08	0.78	3.15
Comvita	1.15	0.47	5.93	**0.02***	1.43
Good Health	0.35	0.52	0.46	0.50	1.98
Thompson's	0.68	0.58	1.38	0.24	2.88
Streamland	1.06	0.99	1.14	0.29	0.40
Watson & Son	- 0.93	0.57	2.60	0.11	0.49
Not bought any (health)	- 0.72	0.62	1.33	0.25	1.58
Other health brands	0.46	1.11	0.17	0.68	1.25
Product features	0.22	0.41	0.29	0.59	0.86

External influencers	- 0.15	0.33	0.20	0.65	1.45
Myself	0.37	0.47	0.63	0.43	1.26
Family	0.23	0.46	0.26	0.61	0.77
Friends	- 0.26	0.44	0.34	0.60	1.69
Spouse/Partner	0.53	0.62	0.72	0.40	1.13
Work colleague	0.12	0.56	0.05	0.83	0.00
Other	- 21.00	15162.41	0.00	1.00	0.71
Myself	- 0.34	0.49	0.49	0.49	1.68
Friends	0.52	0.45	1.30	0.26	0.80
Family	- 0.22	0.56	0.16	0.69	0.89
Spouse/Partner	- 0.12	0.63	0.03	0.85	0.55
Work colleague	- 0.60	0.58	1.07	0.30	0.51
Other	- 0.68	0.97	0.49	0.48	0.57
Supermarket	- 0.56	0.41	1.92	0.17	2.00
Chinese supermarket	0.69	0.39	3.10	0.08	0.86
Brand shop	- 0.15	0.38	0.17	0.69	0.73
Duty free at airport	- 0.32	0.37	0.73	0.39	1.09
Souvenir shop	0.08	0.46	0.03	0.85	0.48
Sightseeing location	- 0.73	0.49	2.22	0.14	1.38
Where the product was made	0.33	0.46	0.51	0.48	1.03
Pharmacy	0.03	0.38	0.01	0.94	0.31
Other locations	- 1.19	1.35	0.78	0.38	0.86
Pseudo *R*-Square (Cox & Snell = 0.39, Nagelkerke = 0.52)					
Classification Accuracy: 81.7%, Hosmer and Lemeshow test: 12.34 (sig = 0.14)					

Note: *p* < 0.05*

5.8.3 MODEL 3: INTENTION TO RECOMMEND HEALTH AND BEAUTY PRODUCTS

The last model was a hierarchical regression model used to test which variables predicted the intention of Chinese tourists to recommend New Zealand health and beauty products. The dependent variable from this model came from the previous section (section 5.7.2), where the respondents had to identify how likely they were to recommend New Zealand health and beauty products, based on their experiences buying these products. A

hierarchical regression model was chosen for this model because the dependent variable was a scale variable and it allowed the researcher to enter the variables into the model at different stages. Before the regression analysis was considered appropriate to use, several underlying normality assumptions needed to be met. These assumptions were: (i) normally distributed errors, (ii) multi-collinearity, (iii) homoscedasticity and (iv) independent errors. All these assumptions are met and can been seen in the (Appendix 8.3.6).

This model was also different to model 1 and 2 with what variables were entered in the model, with the one exception being the demographic variables also entered in the model first. Block 2 consisted of the propensity to shop variables, such as the motivation, purchasing decisions and tourist activity factors. Block 3 included the shopping preferences and brand familiarities. The brand familiarities were in their original scale (not at all familiar to very familiar) as opposed to their recoded versions used in model 1 and 2 (not familiar or familiar). In addition, for block 3, the brands Linden Leaves, Essano, Evolu, J.Friend and Co, Streamland and Watson & Son were left out of the model, because their familiarity level was less than 2, so the Chinese tourists found these brands unfamiliar.

Table 5-18 presents the model summary for this hierarchical regression. The demographic variables were entered first into the model, explaining 4% of the intention to recommend. After entry of the propensity to shop factors, the total variance explained by the model increased to 17%. Lastly, with the inclusion of the purchasing decisions and preferences variables, the model explained 25% of the total variance, F (29, 298) = 3.38, $p < 0.05$ (Appendix 8.3.7). The propensity to shop factors such as the motivation, purchasing and tourist activity factors explained 13% of the additional variance, after controlling for the demographic variables, R squared change = 0.13, F change (8, 312) = 6.02, $p < 0.05$. With both the demographic and factor variables controlled for in block 3 of the model the purchasing decisions and preferences variables explained only 8% of the additional variance, R squared change = 0.08, F change (14, 298) = 2.15, $p < 0.05$. The results found that the propensity to shop overseas factors (e.g. economic motives, personal values etc.) explained the most variance in the intention of the Chinese tourists to recommend; however, 75% of the total variance remained unexplained.

Table 5-18: Hierarchical Regression Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. Change
1	0.21	0.04	0.02	0.85	0.04	2.07	7	320	0.04
2	0.41	0.17	0.13	0.80	0.13	6.02	8	312	0.00
3	0.50	0.25	0.17	0.78	0.08	2.15	14	298	0.01

Table 5-19 presents the findings from the model, with only three significant independent variables found, which were purchase motives, leisure and Skinfood. The more important the Chinese tourists found the factor purchase motives in their decision to purchase a product overseas the more they recommended New Zealand health and beauty products. In addition, the more important leisure activities were to them, the more they recommended. Lastly, the more familiar they were towards Skinfood, the more they recommended the products.

Table 5-19: Intention to Recommend New Zealand Health and Beauty Products

Block	Predictors	B	S.E.	β	Sig.
1	Constant	3.62	0.33		0.00
	Gender	0.10	0.10	0.06	0.32
	Age	- 0.10	0.09	- 0.07	0.24
	Current place of residence	- 0.03	0.04	- 0.05	0.41
	Main reason for travel to New Zealand	0.18	0.06	0.17	**0.00***
	Visitor status	0.05	0.11	0.03	0.66
	Current occupation	0.04	0.02	0.10	0.09
	Income	- 0.11	0.09	- 0.07	0.21
2	Constant	0.46	0.67		0.50
	Gender	0.04	0.10	0.03	0.64
	Age	- 0.04	0.08	- 0.03	0.61
	Current place of residence	- 0.05	0.04	- 0.08	0.16
	Main reason for travel to New Zealand	0.17	0.06	0.16	**0.01***
	Visitor status	0.13	0.11	0.07	0.25
	Current occupation	0.01	0.02	0.04	0.52
	Income	- 0.11	0.09	- 0.07	0.21
	Economic motives	- 0.04	0.08	- 0.04	0.59
	Personal values	0.10	0.08	0.09	0.21
	Social reasons	0.13	0.08	0.11	0.10
	Purchase perceptions	- 0.13	0.08	- 0.10	0.13
	Purchase motives	0.41	0.12	0.21	**0.00***
	Brand selection	0.09	0.07	0.08	0.23
	Adventure	0.03	0.10	0.02	0.73
	Leisure	0.21	0.08	0.16	**0.01***
3	(Constant)	0.07	0.69		0.92
	Gender	- 0.04	0.10	- 0.03	0.66
	Age	- 0.02	0.09	- 0.02	0.78
	Current place of residence	- 0.07	0.04	- 0.09	0.09
	Main reason for travel to New Zealand	0.12	0.06	0.12	0.05
	Visitor status	- 0.03	0.12	- 0.02	0.77
	Current occupation	0.01	0.02	0.04	0.53

Income	- 0.11	0.09	- 0.07	0.19
Economic motives	- 0.04	0.08	- 0.03	0.63
Personal values	0.04	0.08	0.04	0.61
Social reasons	0.15	0.08	0.13	0.05
Purchase perceptions	- 0.13	0.09	- 0.10	0.14
Purchase motives	0.33	0.13	0.17	**0.01***
Brand selection	0.07	0.08	0.06	0.39
Adventure	0.05	0.10	0.03	0.62
Leisure	0.18	0.08	0.14	**0.03***
Product features	0.16	0.10	0.10	0.11
External influencers	0.00	0.08	0.00	0.97
Wild Ferns	0.03	0.05	0.04	0.51
by nature	- 0.00	0.05	- 0.00	0.95
Skinfood	0.10	0.05	0.13	**0.04***
Trilogy	0.03	0.05	0.05	0.56
Antipodes	0.02	0.05	0.03	0.75
Alpine Silk	0.04	0.04	0.07	0.28
Go Healthy	0.08	0.05	0.12	0.11
Healtheries	- 0.03	0.06	- 0.04	0.66
Manuka Health	- 0.08	0.05	- 0.13	0.08
Comvita	0.07	0.04	0.11	0.09
Good Health	0.00	0.06	0.00	0.96
Thompson's	0.01	0.05	0.01	0.91

Note: $p < 0.05$*

5.9 CHAPTER SUMMARY

The objective of this chapter was to present the findings from the quantitative phase of the data collection. The chapter first introduced the sample size and composition showing a very young and female dominate sample size, with several relationships between the demographic variables found. The main findings from the survey were then introduced, by splitting up the results into five parts. Factors behind the propensity to shop overseas highlighted several factors that influenced the perceptions of shopping overseas by the tourists. The familiarity and purchases of the different health and beauty brands found the

most popular brands to the Chinese. The purchasing decisions and preferences towards the consumption of these products showed the tourists were well prepared for their shopping in New Zealand before they arrived and family and friends were influential in the decisions they made. The post purchase evaluation indicated that if given the opportunity the tourists would purchase more health and beauty products from New Zealand. The prediction of the shopping expenditure and intentions found a few variables that influenced the tourists' shopping behaviour. All the results used several different statistical methods, such as descriptive statistics, chi-square analysis, factor analysis, ANOVA, independent *t*-tests, and multiple regressions, providing insight into whether there were significant relationships between certain variables and groups. The results from this chapter are discussed in the next chapter, alongside the findings from the qualitative results and with reference to literature.

6. DISCUSSION AND CONCLUSION

6.1 INTRODUCTION

This chapter collates and discusses the key findings from this study to provide a holistic portrayal of the shopping behaviour of Chinese tourists in New Zealand regarding health and beauty products. The major findings are discussed based on the results from the qualitative method (in-depth interviews) and quantitative method (survey) with reference to literature. The findings are also explored in the context of the research objectives (section 1.2). Both the theoretical implications of the findings are discussed in tandem with more managerial/practical contributions from the research. The limitations of the research are presented and recommendations are made in regards to potential areas of further research.

6.2 DISCUSSION AND THEORETICAL IMPLICATIONS

Throughout the discussion of the main findings, there are three main theoretical implications that this research contributes to. Firstly, this study will expand on the current knowledge of health and beauty products found in a number of previous international studies (Guo et al., 2008; Jiang, 2017; Meng & Zhang, 2016; Xu & McGehee, 2012; Zhang, 2013; Zhu et al., 2016). These studies were limited to only providing a comparison between how popular health and beauty products were in relation to other products, such as electronics, clothing apparel, and jewellery. Secondly, the study has a focus on brands including the most popular New Zealand brands to the Chinese. This expands on the study of Choi et al. (2008) that focused on the most purchased brands in Hong Kong by Mainland Chinese tourists. Lastly, academic research exploring the shopping behaviour of Chinese tourists towards local New Zealand products are limited to only the study of Ryan et al. (2013). Therefore, these findings expand on the work of this study by identifying familiarity with health and beauty brands and those purchased by tourists while visiting New Zealand. In the existing trade literature (Gifting, 2017; Tan, 2017; Tapaleao, 2016), it has been noted that there is a strong demand for health and beauty products from Chinese tourists. This chapter hence explains the factors driving demand based on the findings of the study.

6.2.1 MOTIVATIONS TO SHOP OVERSEAS

The survey results from the propensity to shop (section 5.4) and reasons for purchasing New Zealand health and beauty products (section 5.6.4) provide several similarities and differences with the qualitative results and with reference to the literature.

The tourists reported that product authenticity, uniqueness, trustworthiness, quality, and unavailability in China were the main reasons why they shop overseas. These motivations are supported in studies conducted in Europe, Hong Kong, and the United States of America (Brown & Liangying, 2012; Choi et al., 2008; Davis et al., 2017; Guo et al., 2008; Jiang, 2017; Xu & McGehee, 2012; Zhu et al., 2016), suggesting that some of these motives are germane to Chinese shopping behaviour. In addition, the findings also showed that the most important motivations also influence tourists' decisions to purchase a product. An example from the findings was "Quality", because it was the second most valued motivation to shop overseas and factor influencing the purchasing decisions. Therefore, a potential connection was identified between motivations and purchasing decisions. Furthermore, this connection seems to show an alignment between motivation and shopping attributes found in previous Chinese tourist shopping studies (Choi et al., 2008; Davis et al., 2017; Guo et al., 2008; Jiang, 2017; Meng & Zhang, 2016; McGehee, 2012; Zhu et al., 2016).

The study found the reasons why tourists purchased New Zealand health and beauty products. The quantitative results found genuine products of superior quality and reliability were the most valued reasons for purchasing local New Zealand products. The results from the qualitative method support this finding and further indicated the importance of price, brand status, authenticity, 100% pure ingredients, and the products being useful for gifts as how New Zealand brands were perceived differently to international brands. This study confirms and updates findings from academic and trade literature by identifying the specific reasons why the Chinese purchase New Zealand health and beauty products. (Nadkarni, 2017a; Ryan et al., 2013; Pete, 2017; Sun et al., 2015; Sun, Zhang et al., 2015; Tan, 2017). In addition, the quantitative findings shows another potential alignment with the motivations to shop overseas and factors influencing the purchasing decisions of the tourists, with "Quality" again ranked highly as an important reason for purchasing New Zealand products.

The influence of country of origin of products for purchasing decisions provided conflicting results across the quantitative and qualitative findings. The quantitative results found that (i) country of origin was the sixth ranked most important factor in the decision to purchase a product overseas and (ii) the seventh most important reason why the tourists purchased New Zealand health and beauty products. This suggested that the origin of products was not overly important to the Chinese when they shop overseas. In contrast, the students demonstrated that they were attracted to purchasing authentic and unique New Zealand products because they wanted to try new things, have unique experiences, and buy gifts for family and friends. Based on the qualitative results, it assumes country of origin is still considered important to the Chinese when they shop, but product features like quality, price, and product reliability are valued more highly. Overall, this result provides an update on the influence of country of origin, expanding on previous studies (Ryan et al., 2013; Xu & McGehee, 2012; Zhang & Qu, 1996; Zhu et al., 2016), to suggest that while it is still important, it is not a major factor in the shopping behaviour of Chinese tourists. This reason could be the result of when Chinese tourists purchase products in New Zealand they believe that the origin of the product is guaranteed, so therefore, not considered one of the major drivers for their shopping behaviour. In contrast, in international markets, such as Europe or the United States of America, country of origin is not always guaranteed, so tourists find it more important (Xu & McGehee, 2012; Zhu et al., 2016).

The study was able to make a contemporary contribution to the body of literature that cites the importance of the Chinese cultural tradition of buying gifts for family and friends. The survey found that buying gifts for family and friends was the fifth strongest shopping motivation and one of the top three motivations for 85% of students from the qualitative results. This suggested that the Chinese obligation to buy gifts for others, identified in previous studies (Fangxuan & Ryan, 2018; Gao et al., 2017; Gao et al., 2014) is still very much a strong driver of shopping behaviour when travelling abroad. In addition, the young age of the participants in this study still shows that the traditional Chinese kinship relationships or guanxi valued in previous studies (Guo et al., 2008) is still important for today's generation of shoppers.

Tourists reported that sightseeing, scenic beauty and natural environment, and culture and history of the destination were their most valued activities when traveling abroad

irrespective of market. This finding is consistent with the literature that studied Chinese tourism specifically in New Zealand (Chan, 2009; Cone, 2005; Zhu, 2006; Fountain et al., 2010; Ryan & Mo, 2001; Sun et al., 2014). It is also similar to the top ranked tourist activities from Tourism New Zealand, who found observing wild life, walk/hike/tramp, and Maori cultural experience as the most important tourist activities to the Chinese (TNZ, 2018).

In contrast, shopping was the least valued activity reported by tourists. This provides a new theoretical contribution to suggest that shopping is not as important as identified in previous studies (Choi et al., 2008; Meng & Zhang, 2016; Song et al., 2016; Zhu et al., 2016). The qualitative results also found shopping not to be the main focus of their trip. The finding also supports (Wyman, 2017), who found that shopping is no longer becoming a key priority for Chinese tourists. Wyman (2017) mentioned that Chinese tourists have now begun to shift their spending towards more meaningful dining or sightseeing experiences. When factor analysis was applied to the different activities, two broad groups of Chinese travellers were identified: (i) adventure tourists and (ii) leisure tourists. Despite the low overall ranking, shopping was nonetheless identified as a key pleasure for leisure tourists. Therefore, this finding shows that shopping was important for some travellers but definitely not for all.

6.2.2 HEALTH AND BEAUTY BRANDS

The findings from the health and beauty brands (section 5.5) are unique to this study and provide a number of theoretical contributions.

Tourists indicated a low level of familiarity with brands (33.7% for health brands and 24.6% for beauty brands). The qualitative results showed that the students' demonstrated limited knowledge of New Zealand brands, prior to and during their trip. The most familiar health brand was Comvita (64.4%) and beauty brand was Trilogy (48.8%). Comvita was the only brand in the study that had a familiarity level of greater than 50%, further confirming the tourists were less familiar with the vast majority of brands. This finding provides three important contributions. Firstly, Chinese tourists are not familiar with New Zealand health and beauty brands. Secondly, this finding was supported by previous studies who found that Chinese tourists are unfamiliar with international brands when shopping overseas in Europe or Hong Kong (Brown & Liangying, 2012; Choi et al., 2008; Zhu et al., 2016). Thirdly, a number of the more familiar brands identified in the study (Antipodes, Comvita, Good Health, and

Trilogy) have also been previously recognised as popular brands to the Chinese (Adams, 2016; Ryan et al., 2013; Shaw, 2018; Tan, 2017).

The 402 Chinese tourists that were surveyed indicated that they purchased an average of 3 specific brands from the survey list of 18 leading local brands. This indicated the tourists were not drawn to buying products from just one single brand, but rather a selection of brands. The most purchased health brand was Go Healthy (32.3%) and beauty brand was Trilogy (35.6%). An observation from the findings was the percentage of tourists who did not purchase both types of products (21.6% did not purchase health brands and 29.1% did not purchase beauty brands). This shows that some tourists were only interested in purchasing health brands or beauty brands, but not both. The qualitative results confirmed this finding, with the students showing a preference towards health products because they considered these products more useful for gift-giving purposes. When comparing the findings between the two types of brands, health brands were purchased more (57%), than beauty brands (43%) with four of the top five most purchased brands being health brands (Go Healthy, Comvita, Healtheries, and Good Health). Ironically, the most purchased brand in the study was actually Trilogy, a beauty brand. This suggested that some beauty brands were popular to the Chinese, but not as numerous as health brands. The inclusion of the brand purchases in this study scope was an expansion on the research of Choi et al. (2008) with two significant differences identified as (i) the study focused on health and beauty brands and (ii) the location was in New Zealand that had not been studied before.

When comparing the brand familiarity and purchases findings, two key contributions were found. Firstly, the more familiar the Chinese tourists were regarding a brand, the more they purchased the brand (e.g. Trilogy was the most familiar and the most purchased beauty brand). This finding contradicts previous Chinese outbound tourism studies (Brown & Liangying, 2012; Choi et al., 2008; Zhu et al., 2016), who found in their research that the tourists would still purchase brands overseas even if they were not familiar with them. Although this finding supports the broader marketing literature that found a link between brand familiarity leading to purchasing intention (Laroche et al., 1996; Park & Stoel, 2005). Therefore, this result confirms with general literature but expands on the Chinese outbound tourism literature, suggesting tourists shopping in New Zealand prefer to be familiar with brands before purchasing them. Secondly, health brands were more popular than beauty

brands. This is because of two reasons: (i) health brands are more desirable as gifts for family and friends (Ryan et al., 2013) and (ii) New Zealand beauty brands face more competition with international brands being more popular and familiar to Chinese consumers. An example of this insight was found in the qualitative results because a student indicated that they would not continue to use New Zealand beauty brands, because Korean brands are more suited to their skin. The range of New Zealand beauty products would benefit from including varieties that suit the skin types of tourists.

6.2.3 PURCHASING DECISIONS AND PREFERENCES

The purchasing decisions and preferences towards New Zealand health and beauty brands were mainly driven by the recommendations and influences of the reference groups of family and friends (section 5.6). Reference groups influenced the choice of brands purchased, the shopping location and whom the products were intended for. This finding supported the literature that identified the significant importance of family and friend influences in the shopping decisions made by Chinese tourists (Beerli & Martin, 2004; Gao et al., 2017; Guo et al, 2008; Hsu et al., 2006; Sparks & Pan, 2009; Xu & McGehee, 2012; Zhu et al., 2016). This finding was also confirmed in the qualitative results because the students were expected to bring back gifts for their family who were financially supporting their trip to New Zealand. Overall, the study provides an update to confirm that the influence of reference groups is still a driving factor in the shopping behaviour of Chinese tourists today.

The source of product information used to guide the tourist shopping decisions followed two themes. Firstly, the majority of the shopping decisions were already predetermined before leaving China, most notably through reference groups, social media, and online shopping experiences. This meant that the tourists were well prepared for their shopping experience in New Zealand before they arrived. Secondly, based on the lack of interest or confidence in utilising local sales assistants or tour guides found in the study, it showed the tourists displayed distrust or were unable to access New Zealand based sources of information. This has been identified as a common theme affecting tourists' experiences across different countries (Ryan & Mo, 2001; Ryan et al., 2013; Guo et al., 2008; Xu & McGehee, 2012). Although, sales assistants in have been found to add value to the shopping experience of domestic Chinese consumers, showing a difference in perception between local

verses international sources of information (Huang et al., 2006). Based on the findings from the source of product information and support from the literature, there appears to be a current inability to communicate effectively the value of New Zealand information sources or tourist providers to support shopping decisions made by the Chinese tourists. A recommendation to overcome this issue is continuing to provide friendlier, more approachable sales assistants or tour guides to enhance the shopping experience for tourists (Xu & McGehee, 2012). In addition, for tourist providers to become more credible and trustworthy to the Chinese, they need to invest into establishing connections and relationships in China

The study revealed the most popular location for the purchase of local New Zealand products was at supermarkets. This was confirmed in previous literature (Choi et al., 2016; Choi et al., 2008; Guo et al., 2008) and the qualitative results. The qualitative results found the popularity of supermarkets was attributed to ease of access, a large range of products and cheaper prices. Similarly, these reasons were also identified in previous studies (Choi et al., 2016; Choi et al., 2008; Guo et al., 2008), with this research extending the current knowledge because it is the first to compare the location popularity for a specific product category (e.g. health and beauty products) with the study setting of New Zealand. Chinese specific supermarkets were the second most popular location after general supermarkets. The qualitative results confirmed this finding with students indicating they felt more comfortable in that environment because they could speak Mandarin with the sales assistants. This was an advantage of the Chinese supermarket, not found consistently in other retail locations. Therefore, if New Zealand sales staff had a better command of Mandarin then it could well lead to greater shopping confidence for Chinese tourists. This result also partly contributed to the low number of brands purchased from souvenir shops, sightseeing locations or where the product was made. Alongside the potential language issues, these locations are unable to compete because of higher prices of products, less variety, and brands offered and less convenient access. These locations could also be identified as places where tour guides would encourage them to do their shopping, even though they are not getting the best value for money. Lastly, since the sample was pre-dominantly young, this demographic is more price sensitive and would rather opt for the cheapest price compared with other reasons, such as quality, authenticity, reliable, and trustworthiness that are also

valued to the Chinese. The qualitative results showed that the students had a limited shopping budget so they were drawn to purchasing products with the best value for money.

6.2.4 SHOPPING EXPERIENCE AND BEHAVIOUR PREDICTIONS

This study was able to capture a number of key findings in relation to the shopping experiences of the Chinese tourists in New Zealand and how to predict their future shopping intentions.

Over two thirds of the tourists (69%) acknowledged they would happily return to New Zealand to buy more products, continue to use them over other international brands and recommend them to their family and friends. This finding contributes to (Meng & Zhang, 2016), but with the unique difference attributed to the study finding that the tourists were satisfied with what they expected and experienced with local New Zealand products. In addition, this finding supports general previous studies that found Chinese tourists were satisfied with their shopping in different markets (Guo et al., 2008; Ryan & Mo, 2001; Wang, 2012; Xu & McGehee, 2012; Yüksel & Yüksel, 2007; Zhu et al., 2016).

The findings from the shopping expenditure of Chinese tourists in New Zealand showed almost half of the tourists (49%) spent less than RMB1,999 on health and beauty products and less than RMB3,999 on shopping overall. The study also found that there was a significant association (X^2= 181.54, p = 0.00) between money spent on health and beauty products and money spent overall in New Zealand. This association showed that the more money spent on health and beauty products, the more spent on shopping overall. These results made two implications. Firstly, New Zealand health and beauty products made up at least half of the total expenditure of tourists shopping in New Zealand. Secondly, no matter how much money was spent on these products, the Chinese will still be obliged to make purchases for family and friends.

A point of difference for this study was that it explored the relationship between behavioural intentions and past/current decisions related to the shopping behaviour of the tourists in New Zealand (section 5.8). This had the desired purpose of understanding what factors within the survey data set (e.g. demographics, propensity to shop overseas, brand familiarity and purchases, and shopping decisions and preferences) affected the shopping

behaviour of the tourists. The findings only identified a few factors that affected their shopping behaviour towards how much money they spent on health and beauty products and shopping overall, and intention to recommend these products. In addition, there was a large amount of variance unexplained in all three models. Although all three models were significant, so there intended purposes were met. A key takeaway from the findings was that the propensity to shop overseas factors and shopping decisions and preferences of the tourists significantly affected their expenditure and intention to recommend. These findings provide a unique contribution to the literature on Chinese outbound tourism shopping, because this type of post purchase evaluation was not part of previous studies.

6.2.5 DEMOGRAPHIC INFLUENCE ON SHOPPING BEHAVIOUR

A unique contribution of this study was exploring the effects of demographic variables on the shopping behaviour of tourists. The findings from this section are a relatively new concept in the Chinese outbound tourism literature, because previous studies (Guo et al.,2008; Meng & Zhang, 2016; Xu & McGehee, 2012) have only briefly mentioned the different influences of the demographics on the shopping behaviour of tourists. This study extends on their results, with the key findings providing further direction in terms of what the noticeable differences were in the behaviour of the tourists based on their demographic orientations. Gender, age, and visitor status were the most influential variables in the shopping behaviour of the tourists.

The shopping motivations for first time visitors to New Zealand were rated more highly to other demographic variables. The economic motives, social reasons, purchase motives, and brand selection were more important factors compared with repeat visitors. This result can be a reflection on first time visitors being more motivated to make the best shopping decisions overseas. Therefore, for example, product factors like quality, price, authenticity, and product trustworthiness are more valuable to first time visitors compared to repeat visitors who are already aware of the product features. In addition, economic motives was also important for female tourists. This can be associated with females generally enjoying shopping more than males, so similarly with first time visitors they enjoyed investing time into making the best shopping decisions. A similar result was identified in the United States

of America, where the shopping needs and demands of visitor status (first time / repeat) and gender were not the same with other demographic variables (Meng & Zhang, 2016).

In relation to traveller type (adventure or leisure), the younger generation of Chinese tourists and females found shopping a more important tourist activity than the older generations. These findings confirm with the literature, because Guo et al. (2008) highlighted that young Chinese consumers dominate the market for outbound shopping. In addition, females were invested more in their shopping experience in the United States of America (Xu & McGehee, 2012).

Visitor status and gender provided significant differences in their brand familiarity and purchase intention results. Repeat visitors were more familiar and purchased more brands compared with first time visitors. This was confirmed by the qualitative results because the students mentioned that they became more familiar with local brands and products after they had been to New Zealand and were more likely to make further purchases of these products in the future. Tourists travelling to New Zealand for business were also more familiar with New Zealand brands. This perhaps suggested the importance and value of business connections and the sharing of information and knowledge about international travel and shopping experiences. Income did not influence the brand familiarity and/or the purchase patterns for tourists suggesting the brands had a universal appeal across all income ranges. Lastly, females were more familiar and purchased more brands compared with males, with 65% of all health brands and 68% of all beauty brands purchased by females.

Alignment was found between the brand familiarity and purchases with the factors behind the reasons why the tourists purchased health and beauty products from New Zealand. Female tourists found the factors product features and external influences more important to them purchasing these products than compared with males. This could be a reflection that since they are more familiar and purchase more brands than males, they value the benefits they would receive from purchasing them. First time visitors to New Zealand found external factors more valuable in comparison with repeat visitors. This finding could be attributed to reference group influences, because travelling to a country for the first time means there is more of an obligation to purchase more products as gifts (Xu & McGehee, 2012).

6.3 MANAGERIAL AND PRACTICAL IMPLICATIONS

The findings from this study provide four managerial and practical implications. These implications are, (i) the value of building a stronger brand presence in China, (ii) the need to continue to maximise the influence of friends, family, and other reference groups on tourist shopping decisions, (iii) how to provide a better tourist shopping experience, and (iv) what groups of tourists should be targeted in future marketing strategies. These implications will benefit the custodians of health and beauty brands, including retailers, Christchurch International Airport, destination marketers, and Tourism New Zealand in how to better accommodate and satisfy the shopping needs of Chinese tourists. Furthermore, the insights of the drivers of success for these categories can apply to other similar or related products and services.

With brand familiarity driving brand purchases, the owners of brands need to engage more with tourists before they visit New Zealand. Brands need to increase their promotional efforts in China to build a stronger brand presence, so future visitors to New Zealand are more brand aware before they arrive. This recommendation is supported by the most popular brands found in this study (Comvita and Trilogy), because they have a strong retail and online presence in China (Nadkarni, 2017b, Ryan et al., 2013; Shaw, 2018). Three principal methods of building brands in China were identified in the study. Firstly, brands need to focus more on their brand image and how they are positioned in China to ensure they are communicating the right messages to increase brand awareness. Awareness of cultural differences between Eastern and Western cultures is critical in this effort, because the Chinese traditions and values are influential to their shopping behaviour. Secondly, companies need to advertise the key qualities of their brand in alignment with what the Chinese value and expect from New Zealand products. The Chinese value high quality genuine products that are reliable and authentic to New Zealand, so brands need to communicate these qualities, because this will help drive brand familiarity and increase sales. Thirdly, brands could revamp their augmented product to target Chinese consumers further. This could be achieved by introducing loyalty schemes to develop brand loyalty.

The value of reference groups and social media in the shopping decisions made by tourists in New Zealand was a consistent finding throughout the study. Marketing approaches

in New Zealand need to continue to reflect the strong influence of family and friends on shopping behaviour. An example of this is the importance of gift giving in how brands are marketed. Brands need to continue to advertise their products as gifts because that is still a key requirement for tourists. Social media is also an important influencer, so brands need to target popular social media applications like WeChat or Weibo (Chinese online social media platforms) to communicate more effectively with potential customers and furthermore, these platforms reinforce the power of reference groups. Since the most dominate groups of Chinese travellers are young and are savvy with social media, an online presence for these brands is advantageous for success and survival in a very competitive, crowded market. The owners of brands could consider using Chinese key opinion leaders, to increase brand awareness through social media channels. This marketing strategy was used by Tourism New Zealand and could be replicated and extended by brands who should include a strong New Zealand component in their messaging (Tourism New Zealand, 2017).

The market for these products is currently dominated by the younger generation, predominantly female, and repeat visitors to New Zealand. This encourages brands to focus their promotions around targeting these groups of tourists. By way of example, female tourists could be targeted because they are more disposed to shopping and younger tourists are also an attractive segment because they are more willing to try new things and be adventurous. In addition, brands need to target first time visitors as opposed to repeat visitors before they build strong brand preferences and are more likely to try different brands. A flow on effect from targeting first time visitors is the creation of enduring brand loyalty which will add sales as tourists return (and potentially also at home in China). There is evidence that Chinese tourists are becoming more discerning and more demanding and they should be treated as a long term evolving market, not a single homogeneous market to be harvested (Meng & Zhang, 2016). These findings are also useful to Tourism New Zealand and destination marketers because their future marketing strategies should target these growing market segments of travellers.

Insights from this study were gained on how to best retail products for Chinese tourists in New Zealand. General supermarkets were the most popular shopping location, because of easy access, low prices, variety of brands, and different types of products offered. Supermarkets need to team up with tour operators to emphasize the convenience of

shopping at their location and the cheaper prices they offer. They also need to maximise their shelf space to include both a large variety of products and brands, while also increase their service capabilities by providing more in store advertising and signage displayed in Chinese to help guide the tourists. Recommendations for the less popular locations, like duty free shops or souvenir shops revolve around the themes of what makes them special or different to supermarkets. These locations cannot compete directly with supermarkets, because of the sheer size, purchasing power and, scale that they possess. Therefore, it is imperative for smaller retailers like duty free or souvenir shops to provide their own unique selling point. Since their customer base is tourist focused, there are a number of recommendations for how they can maximise their position in the market. For example, these locations need to increase the number of Mandarin speaking staff to continue to maximise sales and provide more personalised customer service. Alternatively, they could revamp their current advertising strategies to reflect why the Chinese are attracted to health and beauty products (100% natural, safe or reliable) or have more in store sales, focused on the importance of gifts, such as "Buy one get one half price for a friend". As Chinese travellers become more independent the role for specialist tourist channels is likely to increase, and they may be able to extract better margins on the specific shopping experience value that they offer tourists. This is important because future Chinese visitors to New Zealand will both evolve in sophistication and by a younger generation who will be conversely more motivated to purchase local New Zealand products at convenience and at the cheapest price available.

Christchurch International Airport will benefit from prioritising which brands should be sold via duty free and general retail channels, based from results of which brands were the most familiar and purchased the most. They will also be able to best advertise and position these brands accordingly to support their retail tenants to increase sales, while considering that different retail outlets suit different brand positioning. In addition, Christchurch International Airport needs to build on a number of recent partnerships with Chinese companies helping to promote the South Island to Chinese visitors (McNeilly, 2018). Such developments could assist the creation and extension of retailing opportunities and at the airport to boost the business success of both retailers and their commercial landlord. Developing a partnership with health and beauty brands with Chinese advertising companies is a suggested recommendation to increase awareness of New Zealand brands, their retail

tenants and the airport's image. This recommendation is a reflection of the findings from this study emphasizing the importance of building a stronger brand presence in China. Overall, Christchurch International Airport could use this information to understand the reasons why establishing further partnerships with Chinese companies can help the duty free shop and retail tenants to maximise sales of these products, and potentially their own commercial gain.

Lastly, based on the recommendations discussed, specific advice is presented in relation to implications for Tourism New Zealand and destination marketers. Tourism New Zealand could replicate similar marketing campaigns, like the "Heart of the Long White Cloud" to attract Chinese tourists to engage in shopping activities in New Zealand. This campaign was focused on getting the Chinese to visit New Zealand during the off-peak seasons through using Chinese key opinion leaders, who featured in a number of short clips that circulated through Chinese social media platforms. A similar campaign could be a welcome opportunity to promote future other aspects of New Zealand that are attractive to the Chinese, such as New Zealand health and beauty products. The natural source of these products (insects, plants, animals, and the land) could also be woven into the "100% Pure" messaging, which would be a powerful and complementary market positioning. Tourism New Zealand is keen to promote off the beaten path destinations to tourists and again this could complement the marketing of health and beauty products by association with their rural sources. This recommendation is a reflection of the importance of social media, reference groups, and brands needed to increase their presence in China identified in this study. Other tourism providers like ChristchurchNZ could partner with Chinese based tour operators to promote retailers and manufacturers in Christchurch and Canterbury. In addition, they could run complementary marketing strategies with retailers to increase awareness and benefits of local New Zealand products. Overall, marketers will find these recommendations and the study findings useful to understand how these brands are positioned in the eyes of the Chinese and how to capitalise on aspects of their own business model to maximise sales and increase their brand image.

6.4 RESEARCH AIMS AND OBJECTIVES

This study had four objectives that were used to guide the research. The following discussion revisits the objectives from chapter one (section 1.2) and presents how the findings have contributed to achieving them.

The first objective was to understand what motivated Chinese tourists to shop in New Zealand for health and beauty products. The main motivations to purchase these products were because they were genuine, better quality compared with other international brands, and the brands are reliable and trustworthy. These findings were consistent with the student responses in the qualitative findings, who also emphasized the interest to purchase products that are 100% pure, organic, and safe. Therefore, based on the consistent results and reference to the literature (Nadkarni, 2017a; Ryan et al., 2013; Pete, 2017; Sun et al., 2015; Sun, Zhang et al., 2015; Tan, 2017), this objective has been accomplished.

The second objective was to identify the familiarity levels and purchase preferences of Chinese tourists towards New Zealand health and beauty brands. This objective was achieved through the survey results (section 5.5) that found overall, the tourists were not familiar (70.9%) with health and beauty brands. Although, the tourists were less familiar (29.1%) with the brands, they did purchase on average 3 brands per tourist. The qualitative results confirmed these findings, because the students were not familiar with the brands either but did mention making a few purchases. Furthermore, the findings found that health brands were more popular to the tourists. Health brands were more familiar (33.7%) and purchased more (57%) compared with beauty brands that were less familiar (24.6%) and purchased less (43%). The main reasons for this difference was identified in the qualitative findings because the students identified health products beneficial for gift giving purposes and considered more authentic to New Zealand. Lastly, the key contribution from the results was that familiarity towards the brands led to purchase intentions.

The third objective was to predict the future shopping behaviour of repeat Chinese tourists based on their shopping behaviour in New Zealand. The three multiple regression models (section 5.8) were able to identify what aspects of the tourists shopping experiences predicted money spent on shopping in New Zealand and on health and beauty products, and their intention to recommend these products. Overall, the three models were statistically

significant and provided a number of factors within the shopping behaviours of the tourists that predicted their shopping expenditure and intention to recommend these products. One observation from the Nagelkerke R-Square value (logistic models) and R-Square (multiple regression), was that the models improved when the propensity to shop overseas factors and purchasing decisions and preferences variables were included into the model. Meaning that the tourists' motivations to shop overseas and on-site shopping decisions affected the shopping behaviours more than just the demographic variables. Based on the results from the three models, this objective was achieved.

The fourth objective was to explain the differences in the shopping behaviour of Chinese tourists based on their demographic characteristics. This was designed to explore the affect that demographic variables (gender, age, main reason for travel to New Zealand, visitor status and income) had on the shopping behaviour of Chinese tourists in New Zealand. More specifically, on the propensity to shop overseas factors (section 5.3), health and beauty brand familiarity and purchases (section 5.5), and reasons why they purchased these products from New Zealand (section 5.6.4). The results identified that gender, age, and visitor status influenced the shopping behaviour of the tourists. Therefore, this study successfully achieved this research objective.

The aim of this research was to provide a framework to understand better the shopping behaviour of Chinese tourists towards different New Zealand health and beauty brands. Through the research objectives discussed, the purpose of this research has been achieved.

6.5 RESEARCH LIMITATIONS

Based on the exploratory research design of this study there are a few limitations. Three main limitations from both research methods (in-depth interviews and survey) were found to guide this discussion.

The effectiveness of using in-depth interviews for the qualitative method of this study had limitations. The interviews followed the judgemental sampling technique that is where the researcher recruits participants based on their knowledge and judgement. This caused interviewer bias because the participants were students, from the same university and

travelling to New Zealand together for an educational trip, who did not necessarily fit the general population of Chinese tourists in New Zealand. This meant that the findings from the interviews did not provide a fair representation of opinions and perspectives from different visitors. Also using the students in the interviews as part of the mixed-method design resulted in the qualitative method being weaker than the quantitative one, providing an imbalance between the reliability of the findings across the methods. Although, the findings from the survey provide key insights in the shopping behaviour of Chinese tourists in New Zealand. Given that the findings align with other studies conducted in New Zealand and elsewhere, this provides credence to the reliability of the survey findings.

Sampling bias was present in the data collection of the survey responses at Christchurch International Airport. The sampling bias was the result of exclusively using the one location to collect the data, when other methods of data collection were not considered. All the respondents included in the study were departing Christchurch on the China Southern flight to Guangzhou. Therefore, this single departure point does not provide a good representation of all Chinese tourists in New Zealand during the time of this study. In addition, even though the sample size was large (402 responses) and satisfactory for the data analysis, it only presented a very small percentage of the 76,576 Chinese visitors to New Zealand during the period of December – January 2017/18 (Tourism New Zealand, 2018). Although, the survey results provide a good snapshot of the shopping behaviour of Chinese tourists that can be used to inform a larger study by Christchurch International Airport or Tourism New Zealand to understand the shopping behaviour of this market. Lastly, the sample demographic included 71.4% of tourists aged 18-34 and 60.9% female, showing a predominantly young and female dominate sample. While this may be seen as a limitation, the rise of the independent travel market from China, which consists of younger travellers, has been noted in previous studies (Guo et al., 2008; Meng & Zhang, 2016). Hence, the results may be seen as informing an understanding of the younger Chinese travellers market and the understanding of their shopping behaviour.

A further limitation consistent with both methods was the researcher not being a native Mandarin Chinese speaker. This affected the researcher's ability to have control over elements of the data collection phases. For example, a native Chinese speaker conducted the interviews in Mandarin. This contributed to the researcher not having full control over

facilitating the interview in a direction to uncover specific information about aspects of the students shopping experience. In addition, collecting survey responses at the airport was dependent on others helping the researcher. This meant that creating strategies to have a higher response rate, targeting different age groups of tourists for a more balanced sample or receiving feedback on the questionnaire were not achievable because of the language barriers.

With the limitations of this study in mind, it is important to note that within the boundaries of this research it is not possible to account for all the interviewer and sampling bias that may have affected the performance of the respondents. Whether it was students feeling uncomfortable in the interview environment, or the survey respondents rushing through the questions before boarding their flight, the full impact of influences will never be known. Similar limitations have been a common theme found previously in Chinese outbound tourism studies (Yang, Ryan, & Zhang, 2012). Overall, these limitations need to be seen in the broader context of the objectives of this study and the value that the findings provide.

6.6 FUTURE RESEARCH AND RECOMMENDATIONS

The limitations of the study provide clear avenues for future studies. The discussion of the findings alongside the limitations presented in the study indicates further areas that this research did not capture or can be explored in future studies. In addition, it presents suggestions of what aspects of this study are worth replicating.

Future research on Chinese shopping behaviours should continue to use a mixed-method approach as suggested by (Jørgensen et al., 2017), but equally utilise both the qualitative and quantitative research components. This study primarily used the in-depth interviews to support the survey method; however, richer insights into shopping behaviour can be found with a more effective use of a qualitative method to better explain quantitative relationships.

This study was unable to truly understand what factors predicted the shopping behaviour of the tourists. This was found through the limited findings from the three regression models. The conclusion from the finding was the shopping behaviours of the tourists appeared to be homogenous. With the continued growth in Chinese outbound travel

expected in the future (Lin et al., 2015), it is recommended that future studies use a similar analysis to see if they are able to uncover more in relation to what predicts the tourists shopping.

The study sample focused on young Chinese tourists that was highlighted as a limitation of this research. With that said, it meant that there was limited information found in comparing findings between the different age groups. With the emergence of free independent travel competing with group tours, a study with focus on age generation influences presents an opportunity for future research in New Zealand. In addition, the results from the demographic influences found in this study provide an opportunity for future studies.

The study design provides a good template for other research to expand on additional New Zealand brands and products. Health and beauty products were used in this study, but future studies would be encouraged to explore how the shopping behaviours of tourists in regards to other products, such as dairy products, fish or wine is different.

This study could be conducted in other international markets that are popular to the Chinese, such as Australia (Adams, 2016). In addition, other international markets have local products that have been identified as key product categories for the Chinese. For example, watches in Switzerland or wine in France (Zhu et al., 2016). As the Chinese outbound tourist market is continuing to increase, this would be an opportunity to understand how to ensure that they have the best possible shopping experiences wherever they venture to.

6.7 CHAPTER SUMMARY

The aim of this study was to explore the shopping behaviours of Chinese tourists in New Zealand with specific reference to health and beauty products. The findings indicated that genuine products of superior quality and reliability were the most valued reasons for the Chinese tourists to purchase local New Zealand products. Brand familiarity led to purchase intentions of brands, showing that brands with a strong physical and online presence in China were more popular. Reference groups and social media roles are still very important in the way they influence the shopping decisions and preferences of the Chinese. The multiple regression models were able to identify a number of variables within the shopping behaviour

that significantly influenced the shopping expenditure and intention to recommend of the tourists. Gender, age, and visitor status were the demographic variables with the most influence on the tourist shopping behaviour. These findings were valuable to brands, retailers, Christchurch International Airport, destination marketers, and Tourism New Zealand to better guide the development of New Zealand products and provide recommendations on how to better market and sell them to Chinese tourists. Lastly, limitations and future research recommendations were presented in accordance to the findings from this study.

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8. APPENDICES

8.1 ETHICS APPROVAL

8.1.1 IN-DEPTH INTERVIEWS

UNIVERSITY OF CANTERBURY
Te Whare Wānanga o Waitaha
CHRISTCHURCH NEW ZEALAND

HUMAN ETHICS COMMITTEE

Secretary, Rebecca Robinson
Telephone: +64 03 369 4588, Extn 94588
Email: human-ethics@canterbury.ac.nz

Ref: HEC 2017/55/LR

11 August 2017

Eddie Commons
Management, Marketing and Entrepreneurship
UNIVERSITY OF CANTERBURY

Dear Eddie

Thank you for submitting your low risk application to the Human Ethics Committee for the research proposal titled "Chinese Tourists Shopping Behaviour in New Zealand: The Case of Health and Beauty Products".

I am pleased to advise that this application has been reviewed and approved.

Please note that this approval is subject to the incorporation of the amendments you have provided in your emails of 31st July and 7th August 2017.

With best wishes for your project.

Yours sincerely

pp. R. Robinson

Associate Professor Jane Maidment
Chair, Human Ethics Committee

University of Canterbury Private Bag 4800, Christchurch 8140, New Zealand. www.canterbury.ac.nz

F E S

8.1.2 SURVEY

UNIVERSITY OF CANTERBURY
Te Whare Wānanga o Waitaha
CHRISTCHURCH NEW ZEALAND

HUMAN ETHICS COMMITTEE

Secretary, Rebecca Robinson
Telephone: +64 03 369 4588, Extn 94588
Email: human-ethics@canterbury.ac.nz

Ref: HEC 2017/99/LR

6 November 2017

Eddie Commons
Management, Marketing and Entrepreneurship
UNIVERSITY OF CANTERBURY

Dear Eddie

Thank you for submitting your low risk application to the Human Ethics Committee for the research proposal titled "Chinese Tourists Shopping Behaviour in New Zealand: The Case of Health and Beauty Products".

I am pleased to advise that this application has been reviewed and approved.

Please note that this approval is subject to the incorporation of the amendments you have provided in your emails of 25th and 30th October 2017.

With best wishes for your project.

Yours sincerely

pp. R. Robinson

Associate Professor Jane Maidment
Chair, Human Ethics Committee

8.2 INFORMATION SHEET / CONSENT FORM

8.2.1 IN-DEPTH INTERVIEWS

Information Form

UNIVERSITY OF CANTERBURY

Department of Management, Marketing and Entrepreneurship
Researcher: Eddie Commons
Telephone: +64 27 840 8488
Email: edward.commons@pg.canterbury.ac.nz

Monday 24th July 2017

Chinese Tourists Shopping Behaviour in New Zealand: The Case of Health and Beauty Products
Information Sheet for Participants

My name is Eddie Commons, a Masters of Commerce student at the University of Canterbury, currently carrying out research for my Marketing thesis. The aim of the research is to seek information from Chinese Tourists on their shopping behaviour while they are in New Zealand. More specifically, this research will investigate the purchasing decisions of Chinese tourists related to New Zealand branded Health and Beauty products. The research will provide information which will be beneficial to the wider tourism sector to better guide the development and marketing of New Zealand health and beauty products to Chinese tourists.

I would like to invite you to participate in this research. This invitation is for you to participate in an interview, given that you have participated in shopping activities while you were in New Zealand.

If you choose to take part in this study, your involvement in this project will be 60mins – 90mins in the way of an in-depth interview. The questions asked will be in relation to your shopping experiences in New Zealand when you came to the University of Canterbury at the start of the year. (Please see attached for the questions) The in-depth interviews will be recorded with an audio device, however, if you feel uncomfortable with your interview being recorded, you can request it not to be or withdraw your involvement entirely. During the interview, you will be provided with the opportunity to either answer the questions in Chinese (as there will be a Chinese speaker alongside the researcher) or in English. The interviews will be done remotely by either Skype, Wechat or other video conferencing platforms.

Participation is voluntary and you have the right to withdraw at any stage without penalty. You may ask for your raw data to be returned to you or destroyed at any point. If you withdraw, I will remove information relating to you. However, once analysis of raw data starts on September 1st it will become increasingly difficult to remove the influence of your data on the results.

The results of the project may be published, but you may be assured of the complete confidentiality of data gathered in this investigation: your identity will not be made public without your prior consent. To ensure anonymity and confidentiality, only the researcher, his supervisors and Chinese speaker who will be facilitating the interviews will have access to the information that you provide. This information will be securely stored on the University of Canterbury server for five years, in a locked filing cabinet and password protected on the computer. After five years the information will be destroyed. A thesis is a public document and will be available through the UC Library.

Please indicate to the researcher on the consent form (also attached) if you would like to receive a copy of the summary of results of the project.

Eddie Commons

The project is being carried out *as a requirement for course or degree* by Eddie Commons under the supervision of Associate Professor Girish Prayag who can be contacted at girish.prayag@canterbury.ac.nz and Dr. Chris Chen: chris.chen@canterbury.ac.nz. They will be pleased to discuss any concerns you may have about participation in the project.

This project has been reviewed and approved by the University of Canterbury Educational Research Human Ethics Committee, and participants should address any complaints to The Chair, Educational Research Human Ethics Committee, University of Canterbury, Private Bag 4800, Christchurch (human-ethics@canterbury.ac.nz).

If you agree to participate in the study, you are asked to complete the consent form and return it to me before we commence the interview. All participants will be eligible for a $50 voucher from Taobao, for their involvement, if they agree to share their email details. You are welcome to keep the information sheet and ask any questions for clarity.

Consent Form

UNIVERSITY OF CANTERBURY

Department of Management, Marketing and Entrepreneurship
Researcher: Eddie Commons
Telephone: +64 27 840 8488
Email:edward.commons@pg.canterbury.ac.nz

Chinese Tourists Shopping Behaviour in New Zealand: The Case of Health and Beauty Products
Consent Form for Participants

By ticking the following statements, I hereby understand and accept the terms and conditions of the research project conducted by Eddie Commons, a post-graduate student at the University of Canterbury.

- ☐ I have been given a full explanation of this project and have had the opportunity to ask questions.
- ☐ I understand what is required of me if I agree to take part in the research.
- ☐ I understand that participation is voluntary and I may withdraw at any time without penalty. Withdrawal of participation will also include the withdrawal of any information I have provided should this remain practically achievable.
- ☐ I understand that any information or opinions I provide will be kept confidential to the researcher, supervisors and Chinese speaker and that any published or reported results will not identify the participants' identity. I understand that a thesis is a public document and will be available through the UC Library.
- ☐ I understand that the in-depth interviews will take place by correspondence. I will be located at my university and the interviewer will be present at the University of Canterbury. I also understand that the researcher will be accompanied with a Chinese speaker, who will be facilitating the interview, to allow me to answer the questions in Chinese, however, can have the choice to speak in English if I choose. I am not required to answer all the interview questions, if (1) I don't know the answer and (2) I feel uncomfortable answering the question. I also allow for my interview to be voice recorded. If in the case that I do not wish for the interview to be voice recorded, I am entitled to request a non-recorded interview or withdraw from the participation entirely.
- ☐ I understand that all data collected for the study will be kept in locked and secure facilities and/or in password protected electronic form and will be destroyed after the completion of the thesis. Information and findings from the data will be available for five years on the University of Canterbury Library database, after that time it will be removed.
- ☐ I understand the risks associated with taking part and how they will be managed.
- ☐ I understand that I will receive a copy of the information from my interview from the researcher and will be provided with the opportunity to make any changes to the transcript at my discretion.
- ☐ I understand that I can contact the researcher Eddie Commons or supervisors Associate Professor Girish Prayag – email: girish.prayag@canterbury.ac.nz, or Dr. Chris Chen – email: chris.chen@canterbury.ac.nz for further information. If I have any complaints, I can contact the Chair of the University of Canterbury Educational Research Human Ethics Committee, Private Bag 4800, Christchurch (human-ethics@canterbury.ac.nz)

Eddie Commons

- ☐ I would like a summary of the results of the project and/or copy of the final thesis.
- ☐ By signing below, I agree to participate in this research project.

Name:_____Signed:_____Date:_____

Email address *(for report of findings, if applicable)*:_____

[Instructions for return the consent form]

信息表

Department of Management, Marketing and Entrepreneurship
Researcher: Eddie Commons
Telephone: +64 27 840 8488
Email: edward.commons@pg.canterbury.ac.nz

Monday 24th July 2017

中国观光客对新西兰健康和美容产品的采购行为的市场调查

受访者信息表

您好!

我叫艾迪.寇门斯(Eddie Commons)，是坎特伯雷大学(University of Canterbury)企业管理与营销系的硕士研究生。我目前正在从事我的硕士论文研究， 本次市场调查的目的是要了解您在新西兰旅游时购物的产品选择和方式，尤其针对新西兰制造生产的健康和美容产品。这份市场调查将为新西兰观光旅游产业提供一定的参考，为他们针对中国游客开发和营销健康美容产品提供咨询建议。

我诚挚地邀请您参与本次调查，希望您针对您在新西兰的购物经验接受我的访问。

本次访谈约为 60 至 90 分钟，问题主要同您在基督城购物经验相关(请看附件中的问题)。为方便论文写作，我将对访问全程录音。如果您不希望被录音请告知我。您也可以在任何时间退出访谈， 您可选择以中文或英文来进行访谈，我有中文翻译员陪同。本次访谈将于网上进行，通过 Skype, Wechat 或其他会议用通讯软件完成。

本次访谈完全自愿，您可以在访谈过程中的任何阶段退出访谈，并撤回所有访谈资料。然而，在本次访谈于 2017 年 9 月 1 日建档后，录入的数据将无法撤回，请注意。

本次访谈的结果将以学术文献和毕业论文等学术方式发表，您的个人信息将在数据分析过程中完全去除。您的任何隐私信息都将妥善保密。所有访谈数据仅有我本人、我的论文指导老师、以及我的中文翻译员有权限接触。所有信息将由坎特伯雷大学由储存日起电子储存五年，之后将电子删档。我的毕业论文将由坎特伯雷大学图书馆电子保存，受公众阅览。

如果您希望收到一份本次调研结果的报告，请在附件的同意书(consent form)中标示。

本调研是我本人艾迪.寇门斯(Eddie Commons)应硕士课程及学位所须，在副教授Girish Prayag (email: girish.prayag@canterbury.ac.nz)和 Chris Chen 博士(email: chris.chen@canterbury.ac.nz)的指导下进行.如果您对于本次调研访谈有任何顾虑或问题，请同他们联系。

Eddie Commons

本调研项目已经坎特伯雷大学教育研究道德委员会审批，如您有任何疑问也可同该委员会联络：

The Chair

Education Research Human Ethics Committee

University of Canterbury

Private Bag 4800

Christchurch

New Zealand

或以 Email联络:human-ethics@canterbury.ac.nz

如果您愿意参加访谈，请填妥附件同意书后交还给我，如您在同意书里留下电邮地址，将参与抽奖，有机会获得一张淘宝网价值 50 元人民币的购物券。

同意书

UNIVERSITY OF CANTERBURY

Department of Management, Marketing and Entrepreneurship
Researcher: Eddie Commons
Telephone: +64 27 840 8488
Email: edward.commons@pg.canterbury.ac.nz

参加市场调查访问同意书

在下列每条陈述前的方格中打勾,了解并接受艾迪.寇门斯(Eddie Commons)主导的市场调查访谈的条件.

□我已收到有关这个市场调查的细节完整的解释,而且也被赋予提问的机会.

□同意参加这个市场调查,我了解这个访谈要我做的事情.

□我了解这是个自愿性的参与,我可在任何时段撤出而不会受到惩罚.撤出访谈,如果可行的话,包括撤回我提供的资讯.

□我了解主导这个调查的寇门斯先生(Eddie Commons),他的两位指导教授以及中文翻译员会对我所提供的资讯或意见保密,也不会在任何调查报告或论文刊物中揭露受访者的身分.

□我了解这个深度的访谈将以视讯的方式进行.我将会在我就读的大学里接受访问,访问我的寇门斯先生(Eddie Commons)将于坎特伯雷大学进行本次访谈.我也了解他将带一位中文翻译员来进行访问,以方便我用中文回答问题,但我也可选择用英文来回答. 如果我不知道答案或我觉得不舒服来回答问题，我可以不作答.我同意访谈被录音,但在某些情况下如果我不想被录音,我有权利要求不录音或完全中止访问.

□我了解所有访谈收集的资料将被储存在加了锁的安全设备里或是有设定密码保护的电脑档案夹,在硕士论文完成五年后将被销毁.依据这些访谈所做的市场行销报告,在未来五年内可在坎特伯里大学的电脑资料库供人取得.

□我了解参加这个调查访问以及管理这些资料的可能风险.

□我了解我将会从寇门斯先生(Eddie Commons)收到一份这个访谈的纪录.我也了解我如果想要的话,我将可以改变我在访谈中提供的资讯或意见.

□我了解我可以接洽主导这个市场调查的艾迪.寇门斯(Eddie Commons)先生,或他的指导副教授Girish Prayag (Email: girish.prayag@canterbury.ac.nz)或 Dr. Chris Chen (Email:chris.chen@canterbury.ac.nz)来取得进一步的消息.如果我有任何不满,我可向坎特伯雷大学的教育道德委员会提出申诉.

联络地址是:

The Chair of the University of Canterbury Educational Research Human Ethics Committee
Eddie Commons

Private Bag 4800

Christchurch, New Zealand

Email:human-ethics@canterbury.ac.nz

□我希望收到一份这个市场调查结果的简略报告,以及一份硕士论文拷贝.

□我在下面签名同意参加这个市场调查访谈.

姓名:_____签名:_____日期:_____

Email Address (如果您想收到一份市场调查报告):_____

**交还给我这份同意书

8.2.2 SURVEY

Department of Management, Marketing and Entrepreneurship
Telephone: +64 27 840 8488
Researcher: Eddie Commons
Email: edward.commons@pg.canterbury.ac.nz

Research Project: Chinese Tourists Shopping Behaviour in New Zealand – The Case of Health and Beauty Products

Please read this information before beginning the questionnaire

My name is Eddie Commons. I am a postgraduate student at the University of Canterbury, studying for a Master of Commerce. I would like to warmly invite you to participate in this research project.

This project aims to seek information from Chinese tourists on their shopping behaviour while in New Zealand. It will investigate the purchasing decisions of Chinese tourists with regard to New Zealand health and beauty products. This research is designed to further guide the development and marketing initiatives for these products.

I hope you will choose to take part in this study, which should take no longer than 10 minutes to complete. You will be asked a number of questions, including age, gender, reason for travel, and other demographic questions. The next section looks at your shopping motivations while travelling, and finally you will be asked some specific questions about New Zealand health and beauty products.

This project is part of the requirements for a Master of Commerce, under the supervision of Associate Professor Girish Prayag and Dr. Chris Chen. Both Girish and Chris would be pleased to discuss any questions you may have about this research, they can be contacted by email at girish.prayag@canterbury.ac.nz or chris.chen@canterbury.ac.nz

All data will remain confidential and your identity will not be disclosed. Results will be analysed, interpreted and examined by the researcher, and published as part of his Master of Commerce thesis A thesis is a public document and it will be available through the University of Canterbury.

Participation is voluntary and you have the right to withdraw at any point up until your questionnaire has been submitted. Once you have submitted your answers you will be unable to retrieve your data as it will be anonymous.

This project has been reviewed and approved by the University of Canterbury Human Ethics Committee and participants should address any complaints to The Chair, Human Ethics Committee, University of Canterbury, Private Bag 4800, Christchurch (human-ethics@canterbury.ac.nz).

By completing this questionnaire, it is understood that you have given your consent for your participation in this project. Furthermore, you accept the data collected will be analysed and the results published, but with the understanding of complete anonymity.

○ I agree to participate and have read the terms and conditions of this project.

8.3 SURVEY DESIGN

8.3.1 ENGLISH VERSION

You need to meet a number of prerequisites before you can proceed and answer the survey questions.

1. Are you 18 years of age or older?

Yes No

2. Were you born in Mainland China?

Yes No

3. Is your stay in New Zealand for at least 3 days to no more than 3 months?

Yes No

4. Have you purchased at least one New Zealand branded health or beauty product while you have been in New Zealand?

A Health Product is considered to be something manufactured for human use, with the primary purpose of bringing a health benefit to the person who uses the product. This does not include mainstream food products, but health supplements such as vitamins, herbs or fish oil.

A Beauty Product is considered to be something used to enhance beauty, which is directly applied to the body. This can include skincare, makeup, hair or perfume products.

Have you met this requirement?

Yes No

5. With your participation in this research, do you want to go in the draw to win one of ten ¥250CNY cash prizes?

If **YES**, please leave your contact email address below.

Please note Winners will be drawn at the conclusion of this project (January/February 2018). All winners will be contacted by email and the money will be transferred through a WeChat account. Once all winners have accepted their prize, the WeChat accounts available to the researcher will be deleted. Christchurch International Airport Limited (CIAL) is not funding this incentive.

6. Please indicate to what extent you agree or disagree with the following statements about what motivates you to shop overseas

	Strongly Disagree	Disagree	Neither Disagree nor Agree	Agree	Strongly Agree
I want to buy the highest quality products when I am shopping overseas					
I consider my cultural orientation to play an instrumental in my shopping motives and preferences overseas					
I want to buy products at a comparatively lower price overseas then offered back at home					
I shop overseas to buy products which are unavailable in China and authentic to the location that they were bought from					
When I shop overseas, it is important to me to buy gifts for family and friends to maintain those interpersonal relationships back home					
I buy foreign products to access the Western lifestyle and ideologies, express a modern lifestyle and enhance my social status					
I believe foreign products are of a superior quality to that of Chinese branded products					
I am motivated to buy foreign products that provide me with a memory of the location where it was bought from					
Shopping overseas brings me the feelings of happiness and satisfaction which I value					
I consider product trustworthiness important to me as I don't want to buy counterfeit products when I am overseas					
When I travel overseas I value the discretionary time available to me to shop					
I shop overseas to access world-known brands					
I find that shopping overseas provides products that are better designed and offer more variety in choices					

7. Please indicate how important these purchasing factors are when you decide to buy a product overseas

	Not at all Important	Not Important	Neither Not Important nor Important	Important	Very Important
Quality					
Price					
Value for Money					
Authenticity of the product					
Brand name					
Store it is purchased from					
How the product functions					
It is not available in China					
Country-of Origin of the Product					
Packaging					
Design of the Product					
Image of the Product					
How the product makes you feel					
Status of the Product					

8. How important do you consider the following activities when you travel overseas?

	Not at all Important	Not Important	Neither Not Important nor Important	Important	Very Important
Sightseeing	○	○	○	○	○
Scenic beauty and natural environment	○	○	○	○	○
Shopping	○	○	○	○	○
Culture and history of the destination	○	○	○	○	○
Entertainment activities	○	○	○	○	○
Food and Drink	○	○	○	○	○

You will now be asked how familiar you are with a number of New Zealand **Beauty** brands.

The options will range from, "Not at all Familiar", "Not Familiar", "Neither Not Familiar Nor Familiar", "Familiar", "Very Familiar"

Wild Ferns®

NZ SKINCARE

9. How familiar are you with this brand?

- ○ Not at all Familiar
- ○ Not Familiar
- ○ Neither Not Familiar nor Familiar
- ○ Familiar
- ○ Very Familiar

LINDEN LEAVES

10. How familiar are you with this brand?

- Not at all Familiar
- Not Familiar
- Neither Not Familiar nor Familiar
- Familiar
- Very Familiar

by nature™
from New Zealand

11. How familiar are you with this brand?

- Not at all Familiar
- Not Familiar
- Neither Not Familiar nor Familiar
- Familiar
- Very Familiar

essano™

12. How familiar are you with this brand?

- Not Familiar at all
- Not Familiar
- Neither Not Familiar nor Familiar
- Familiar
- Very Familiar

evolu

transform your skin. naturally.

13. How familiar are you with this brand?

- Not Familiar at all
- Not Familiar
- Neither Not Familiar nor Familiar
- Familiar
- Very Familiar

skinfood
new zealand

14. How familiar are you with this brand?

- Not at all Familiar
- Not Familiar
- Neither Not Familiar nor Familiar
- Familiar
- Very Familiar

trilogy®

15. How familiar are you with this brand?

- Not at all Familiar
- Not Familiar
- Neither Not Familiar nor Familiar
- Familiar
- Very Familiar

Antipodes

16. How familiar are you with this brand?

- Not at all Familiar
- Not Familiar
- Neither Not Familiar nor Familiar
- Familiar
- Very Familiar

LANOLIN

ALPINE ◆ SILK™

17. How familiar are you with this brand?

- Not at all Familiar
- Not Familiar
- Neither Not Familiar nor Familiar
- Familiar
- Very Familiar

18. Please indicate which of the following New Zealand beauty brands you have purchased while you have been in New Zealand? **(Select more than one if applicable)**

If you select "Other" or if you don't remember the brand, please refer to the list of brands that the researcher has given you to try and help you identify which one(s) it is.

- ☐ Wild Ferns NZ SKINCARE
- ☐ trilogy
- ☐ LINDEN LEAVES
- ☐ Antipodes
- ☐ by nature from New Zealand
- ☐ LANOLIN ALPINE • SILK
- ☐ essano
- ☐ I have not bought any
- ☐ evolu transform your skin, naturally.
- ☐ Other (Please Specify) _____
- ☐ skinfood new zealand

19. Of the beauty products you have purchased, who did you buy them for? **(Select more than one if applicable)**

- ☐ Myself
- ☐ Family
- ☐ Friends
- ☐ Spouse/Partner
- ☐ Work Colleague
- ☐ Other (Please Specify) _____

20. How familiar are you with this brand?

- Not at all Familiar
- Not Familiar
- Neither Not Familiar nor Familiar
- Familiar
- Very Familiar

21. How familiar are you with this brand?

- Not at all Familiar
- Not Familiar
- Neither Not Familiar nor Familiar
- Familiar
- Very Familiar

J.FRIEND AND CO®
NEW ZEALAND ARTISAN HONEY

22. How familiar are you with this brand?

- Not all all Familiar
- Not Familiar
- Neither Not Familiar nor Familiar
- Familiar
- Very Familiar

manuka health
NEW ZEALAND

23. How familiar are you with this brand?

- Not at all Familiar
- Not Familiar
- Neither Not Familiar nor Familiar
- Familiar
- Very Familiar

24. How familiar are you with this brand?

- Not at all Familiar
- Not Familiar
- Neither Not Familiar nor Familiar
- Familiar
- Very Familiar

25. How familiar are you with this brand?

- Not at all Familiar
- Not Familiar
- Neither Not Familiar nor Familiar
- Familiar
- Very Familiar

26. How familiar are you with this brand?

- Not at all Familiar
- Not Familiar
- Neither Not Familiar nor Familiar
- Familiar
- Very Familiar

STREAMLAND®

27. How familiar are you with this brand?

- Not at all Familiar
- Not Familiar
- Neither Not Familiar nor Familiar
- Familiar
- Very Familiar

WATSON & SON

28. How familiar are you with this brand?

- Not at all Familiar
- Not Familair
- Neither Not Familiar nor Familiar
- Familiar
- Very Familiar

29. Please indicate which of the following New Zealand health brands you have purchased while you have been in New Zealand? **(Select more than one if applicable)**

If you select "Other" or if you don't remember the brand, please refer to the list of brands that the researcher has given you to try and help you identify which one(s) it is.

- [ ] GO healthy new zealand
- [ ] THOMPSON'S
- [ ] Healtheries
- [ ] WATSON & SON
- [ ] J.FRIEND AND CO NEW ZEALAND ARTISAN HONEY
- [ ] STREAMLAND
- [ ] manuka health NEW ZEALAND
- [ ] I have not bought any
- [ ] COMVITA Share Nature. Share Life.
- [ ] Other (Please Specify) _____
- [ ] goodhealth NATURALLY NEW ZEALAND

30. Who did you buy these products for? **(Select more than one if applicable)**

- [ ] Myself
- [ ] Friends
- [ ] Family
- [ ] Spouse/Partner
- [ ] Work Colleague
- [ ] Other (Please Specify)

31. How much do you agree or disagree with these reasons for your decision to purchase health and beauty products from New Zealand?

	Strongly Disagree	Disagree	Neither Disagree nor Agree	Agree	Strongly Agree
They are made form 100% Natural Ingredients					
They are better quality					
They are affordable					
They were recommended by a friend or family member					
The product/brand has a good reputation in China					
The products are genuine and not fake					
The brands are reliable and trustworthy					
These product(s) are not available in China					
They were recommended by the sales assistant					
These products are better than other international brands					
I bought them because I was in New Zealand and they were available					
I bought these products as souvenirs for my family and friends at home					
I liked the design of the packaging					
These products are authentic and are unique to New Zealand					
I bought them to prove I have been to New Zealand					

32. Of the products you have purchased in New Zealand, where did you buy them? **(Select more than one if applicable)**

- [ ] Supermarket (Countdown/ New World)
- [ ] Chinese Supermarket
- [ ] Brand Shop (e.g. Comvita Shop)
- [ ] Duty Free at the Airport
- [ ] Souvenir Shop
- [ ] Sightseeing Location
- [ ] Where the product was made (Lavender Farms, Beehives etc)
- [ ] Pharmacy
- [ ] Other (Please Specify)

33. Before you made your purchase, in which country did you first hear about these products?

- China
- New Zealand
- Both New Zealand and China
- Other Country (Please Specify)

34. How did you first hear about these products in China?

- Friends or Family
- Online Shopping
- Social Media
- Media Advertisements
- Travel Agency
- Other (Please Specify)

35. How did you first hear about these products in New Zealand?

- Sales Assistant in the shop
- Fellow Traveller
- Media Advertisement
- Tour Guide
- Friend or Family
- Social Media
- Other (Please Specify)

36. Here are a number of statements about your experience buying and using New Zealand health and beauty products. (Please answer each question by using the rating scale)

	Not at all Likely	Not Likely	Neither Not Likely nor Likely	Likely	Very Likely
How likely are you to recommend New Zealand health and beauty products?	○	○	○	○	○
Based on your experiences buying and using these products, how likely are you to come back to New Zealand to buy more?	○	○	○	○	○
Based on your experiences buying and using these products, how likely are you to continue using them as compared with other international brands?	○	○	○	○	○

37. How much do you estimate you have spent or will spend on New Zealand health and beauty products, while you are in New Zealand? **(¥RMB)**

- ○ Less than 500RMB
- ○ 500RMB–999RMB
- ○ 1,000RMB–1,999RMB
- ○ 2,000RMB–2,999RMB
- ○ 3,000RMB–3,999RMB
- ○ 4,000RMB or greater

38. How much do you estimate you have spent or will spend on shopping in general in New Zealand? **(¥RMB)**

- ○ Less than 1,000RMB
- ○ 1,000–1,999RMB
- ○ 2,000–3,999RMB
- ○ 4,000–5,999RMB
- ○ 6,000–7,999RMB
- ○ 8,000RMB or greater

Please provide the following information:

39. What is your gender?

- Male
- Female
- Other

40. What is your age?

- 18–24
- 25–34
- 35–44
- 45–54
- 55–64
- 65 and older

41. In which China province do you currently live in?

42. What is your MAIN reason for travelling to New Zealand?

- Leisure/Holiday
- Education
- Business
- Visiting family or friends
- Sport
- Other (Please Specify)

43. How many times have you been to New Zealand, including your current trip?

- 1
- 2
- 3
- 4 or more

44. What is your current occupation?

- Student
- Retired
- Blue-Collar Worker
- White-Collar Worker
- Civil Servant
- Teacher
- Unemployed
- Entrepreneur
- Other (Please Specify)

45. What is your average monthly personal income? **(¥RMB)**

- Less than 5,000RMB
- 5,000RMB – 9,999RMB
- 10,000RMB – 19,999RMB
- 20,000RMB – 39,999RMB
- 40,000RMB or greater
- Prefer not to say

8.3.2 CHINESE VERSION

您需要符合一些条件才能继续填写调查问卷。

1. 您年龄在18岁以上？

◯ 是 ◯ 否

2. 您出生在中国大陆吗？

◯ 是 ◯ 否

3.您在新西兰停留的时间是否在3天到3个月之间？

◯ 是 ◯ 否

4.在新西兰，您是否购买了至少一种新西兰本土品牌的保健品或美容品？

保健品是可供人们食用的，有益人体健康的产品。这不包括一般食品，而是维生素，药膳或鱼油等膳食补充物。

美容品是能够提升人们外表美丽程度产品，能直接应用于身体和肌肤。包括护肤品、化妆品、美发产品或香水。

您是否符合这个要求？

◯ 是 ◯ 否

5. 参加这项研究后，您是否想参加250人民币现金抽奖活动？

如果**是**，请在下面留下您的联系电子邮件地址。

*请注意*本项目结束（2018年1月/ 2月）时会抽取幸运奖。我们会通过电子邮件联系所有获奖者，奖金将通过微信帐户转帐。所有获奖者在接受奖金以后，研究人员使用的微信帐户将被删除。基督城国际机场有限公司（CIAL）没有资助此抽奖活动。

6. 请说明您在多大程度上同意或不同意以下关于您在海外购物的动机的描述

	非常不同意	不同意	中立	同意	非常同意
海外购物时我想购买最优质的产品					
我认为我的文化取向在海外的购物动机和偏好中发挥了重要作用					
我想以相对国内而言较低的价格在海外购买产品					
海外购物时，我想购买那些在中国买不到，只有当地才有的本土品牌的产品					
海外购物时，重要的是要为家人和朋友买礼物，来保持回家以后的人际关系					
我购买国外产品的目的，是为了了解西方生活方式和意识形态，表现出更时尚生活方式，以提高我的社会地位					
我认为国外的产品比中国本土品牌的产品质量更好					
购买国外产品能让我想起来当时购物的情景					
海外购物能够给我带来满足和愉悦的感受					
对我来说产品的信赖度很重要，因为我不想在海外购物时买到假冒伪劣产品					
我在海外旅游的时候很看重在店铺自由购物的时间					
我在海外购物的时候可以有机会买到世界知名品牌					
我认为海外有更好的产品设计，也有更多的产品种类可供选择					

7. 请说明当您决定在海外购买产品时，这些因素有多重要

	一点也不重要	不重要	中立	重要	非常重要
质量					
价格					
性价比					
产品真伪					
品牌					
购买产品的店铺					
产品功能					
在中国买不到					
产品原产国					
包装					
产品设计					
产品形象					
产品带给人的感受					
产品的身份体现					

8. 当您出国旅行时，以下活动对您来说有多重要？

	一点也不重要	不重要	中立	重要	非常重要
观光	○	○	○	○	○
美景和自然环境	○	○	○	○	○
购物	○	○	○	○	○
历史文化遗迹	○	○	○	○	○
娱乐活动	○	○	○	○	○
饮食	○	○	○	○	○

您现在将被问到您与许多新西兰美容品牌的熟悉程度。
选择范围为“不熟悉”，“有些熟悉”，“熟悉”，“非常熟悉”。

请参考以下标准来帮助您选择答案：

不熟悉：以前从未见过/听说过这个品牌。

有点熟悉：以前曾经见过/听说过这个品牌，对该品牌认识有限，从未购买过其产品。

熟悉：对该品牌有很好的了解，见过很多次，可能购买过其产品。

非常熟悉：对该品牌有全面的了解，例如什么品牌/产自哪里/销售什么产品。以前购买过这个品牌的产品。

Wild Ferns®
NZ SKINCARE

9. 你对这个品牌有多熟悉？

- ○ 一点也不熟悉
- ○ 不熟悉
- ○ 中立
- ○ 熟悉
- ○ 非常熟悉

LINDEN LEAVES

10. 你对这个品牌有多熟悉？

- 一点也不熟悉
- 不熟悉
- 中立
- 熟悉
- 非常熟悉

11. 你对这个品牌有多熟悉？

- 一点也不熟悉
- 不熟悉
- 中立
- 熟悉
- 非常熟悉

essano™

12. 你对这个品牌有多熟悉？

- 一点也不熟悉
- 不熟悉
- 中立
- 熟悉
- 非常熟悉

evolu

transform your skin. naturally.

13. 你对这个品牌有多熟悉？

- 一点也不熟悉
- 不熟悉
- 中立
- 熟悉
- 非常熟悉

skinfood
new zealand

14. 你对这个品牌有多熟悉？

- 一点也不熟悉
- 不熟悉
- 中立
- 熟悉
- 非常熟悉

trilogy®

15. 你对这个品牌有多熟悉？

- 一点也不熟悉
- 不熟悉
- 中立
- 熟悉
- 非常熟悉

Antipodes

16. 你对这个品牌有多熟悉？

- 一点也不熟悉
- 不熟悉
- 中立
- 熟悉
- 非常熟悉

LANOLIN

ALPINE • SILK™

17. 你对这个品牌有多熟悉？

- 一点也不熟悉
- 不熟悉
- 中立
- 熟悉
- 非常熟悉

18. 请说明以下哪个新西兰美容品牌是您在新西兰旅游的时候购买的？（可选择多个）

如果您选择“其他”，或者您不记得该品牌，请参考研究人员给您的品牌列表，以帮助您确定哪一个品牌

- ☐ Wild Ferns NZ SKINCARE
- ☐ trilogy
- ☐ LINDEN LEAVES
- ☐ Antipodes
- ☐ by nature from New Zealand
- ☐ LANOLIN ALPINE • SILK
- ☐ essano
- ☐ 我还没买
- ☐ evolu transform your skin. naturally.
- ☐ 其他（请注明）
- ☐ skinfood new zealand

新西兰保健品牌

现在，我们将列出一些新西兰健康品牌，需要您确定对这些品牌的熟悉程度。

选择范围依然是“不熟悉”，“有点熟悉”，“熟悉”，“非常熟悉”。

20. 你对这个品牌有多熟悉？

- 一点也不熟悉
- 不熟悉
- 中立
- 熟悉
- 非常熟悉

21. 你对这个品牌有多熟悉？

- 一点也不熟悉
- 不熟悉
- 中立
- 熟悉
- 非常熟悉

J.FRIEND AND CO®
NEW ZEALAND ARTISAN HONEY

22. 你对这个品牌有多熟悉？

- 一点也不熟悉
- 不熟悉
- 中立
- 熟悉
- 非常熟悉

manuka health
NEW ZEALAND

23. 你对这个品牌有多熟悉？

- 一点也不熟悉
- 不熟悉
- 中立
- 熟悉
- 非常熟悉

24. 你对这个品牌有多熟悉？

- 一点也不熟悉
- 不熟悉
- 中立
- 熟悉
- 非常熟悉

25. 你对这个品牌有多熟悉？

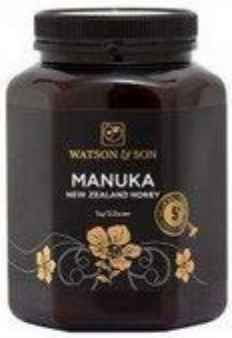
- 一点也不熟悉
- 不熟悉
- 中立
- 熟悉
- 非常熟悉

26. 你对这个品牌有多熟悉？

- 一点也不熟悉
- 不熟悉
- 中立
- 熟悉
- 非常熟悉

27. 你对这个品牌有多熟悉？

- 一点也不熟悉
- 不熟悉
- 中立
- 熟悉
- 非常熟悉



28. 你对这个品牌有多熟悉？

- 一点也不熟悉
- 不熟悉
- 中立
- 熟悉
- 非常熟悉

29. 请说明以下哪个新西兰保健品牌是您在新西兰旅游的时候购买的？（可选择多个）

如果您选择“其他”，或者您不记得该品牌，请参考研究人员给您的品牌列表，以帮助您确定哪一个品牌。

- [ ] GO healthy new zealand
- [ ] THOMPSON'S
- [ ] Healtheries
- [ ] STREAMLAND
- [ ] J.FRIEND & Co NEW ZEALAND ARTISAN HONEY
- [ ] WATSON & SON
- [ ] manuka health NEW ZEALAND
- [ ] 我还没买
- [ ] COMVITA Share Nature. Share Life.
- [ ] 其他（请注明）
- [ ] goodhealth NATURALLY NEW ZEALAND

30. 您为谁购买这些美容产品？**（可选择多个）**

- [ ] 我自己
- [ ] 朋友
- [ ] 家人
- [ ] 配偶
- [ ] 同事
- [ ] 其他（请注明）

31. 您是否同意以下因素能够影响您购买美容保健产品的决定。

	非常不同意	不同意	中立	同意	非常同意
100%天然成分	○	○	○	○	○
优质	○	○	○	○	○
价格合理	○	○	○	○	○
家人或朋友推荐	○	○	○	○	○
该品牌/产品在中国有良好的声誉	○	○	○	○	○
货真价实的产品	○	○	○	○	○
值得信赖的品牌	○	○	○	○	○
在中国买不到	○	○	○	○	○
销售人员推荐	○	○	○	○	○
这些产品优于其他国际品牌	○	○	○	○	○
因为身在新西兰，所以更容易买到这些产品	○	○	○	○	○
给家里的亲戚朋友买来做纪念品	○	○	○	○	○
喜欢这个包装	○	○	○	○	○
新西兰独有的原创产品	○	○	○	○	○
证明自己去过新西兰	○	○	○	○	○

32. 您在哪里购买的这些新西兰产品？（可选择多个）

- ☐ 超市 (Countdown/ New World)
- ☐ 华人超市
- ☐ 品牌店 (如 Comvita 店)
- ☐ 机场免税店
- ☐ 纪念品商店
- ☐ 观光地点
- ☐ 生产商（薰衣草农场，蜂巢等）
- ☐ 药店
- ☐ 其他（请注明）

33. 在购买之前，您在哪个国家/地区听说过这些产品？

- 中国
- 新西兰
- 新西兰和中国
- 其他国家（请注明）

34. 您之前在中国是如何听说过这些产品的？

- 通过朋友或家人
- 网上购物
- 社会媒体
- 媒体广告
- 旅行社
- 其他（请注明）

35. 您是如何在新西兰首次听说这些产品？

- 销售员
- 旅行同伴
- 媒体广告
- 导游
- 朋友或家人
- 社会媒体
- 其他（请注明

36. 以下是关于您购买和使用新西兰保健美容品经验的一些陈述。（请使用评级量表回答每个问题）

	根本不可能	不太可能	一般	可能	很有可能
您推荐新西兰保健美容产品的可能性有多大？	○	○	○	○	○
根据您购买和使用这些产品的经验，您有多大可能再次回到新西兰购买更多产品？	○	○	○	○	○
根据您购买和使用这些产品的经验，与其他国际品牌相比，您有可能继续使用这些产品？	○	○	○	○	○

37. 当您在新西兰的时候，请估计您在新西兰保健美容产品上花了多少钱或即将花多少钱？（¥元）

- ○ 小于500RMB
- ○ 500RMB–999RMB
- ○ 1,000RMB–1,999RMB
- ○ 2,000RMB–2,999RMB
- ○ 3,000RMB–3,999RMB
- ○ 4,000RMB以上

38. 您估计在新西兰一般购物需要花多少钱？（¥元）

- ○ 小于1,000RMB
- ○ 1,000–1,999RMB
- ○ 2,000–3,999RMB
- ○ 4,000–5,999RMB
- ○ 6,000RMB以上

请提供以下信息：

39. 您的性别？

- 男
- 女
- 其他

40. 您的年龄？

- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65 岁以上

41. 您出生的省份？

42. 您来新西兰旅行的主要原因是什么？

- 休闲/度假
- 教育
- 业务
- 拜访家人或朋友
- 体育运动
- 其他（请注明）

43. 包括您目前的旅行在内，您去过新西兰多少次？

- 1
- 2
- 3
- 4 以上

44. 您目前的职业？

- 学生
- 退休
- 蓝领
- 白领
- 公务员
- 教师
- 失业
- 企业家
- 其他（请注明）

45. 您每个月平均收入是多少？（¥元）

- 小于 5,000RMB
- 5,000RMB – 9,999RMB
- 10,000RMB – 19,999RMB
- 20,000RMB – 39,999RMB
- 40万元 以上
- 不想说

8.3.3 SURVEY RESULTS

8.3.4 DEMOGRAPHIC RESULTS CHI-SQUARE TEST

Demographic Variables	Chi-Square (X^2)	P-Value
Gender vs Age	4.04	0.13
Gender vs Income	9.93	**0.01**
Gender vs Reason for Travel	5.78	0.22
Gender vs Where living in China	8.62	0.13
Age vs Reason for Travel	53.91	**0.00**

8.3.5 NORMALITY OF DATA (SKEWNESS & KURTOSIS)

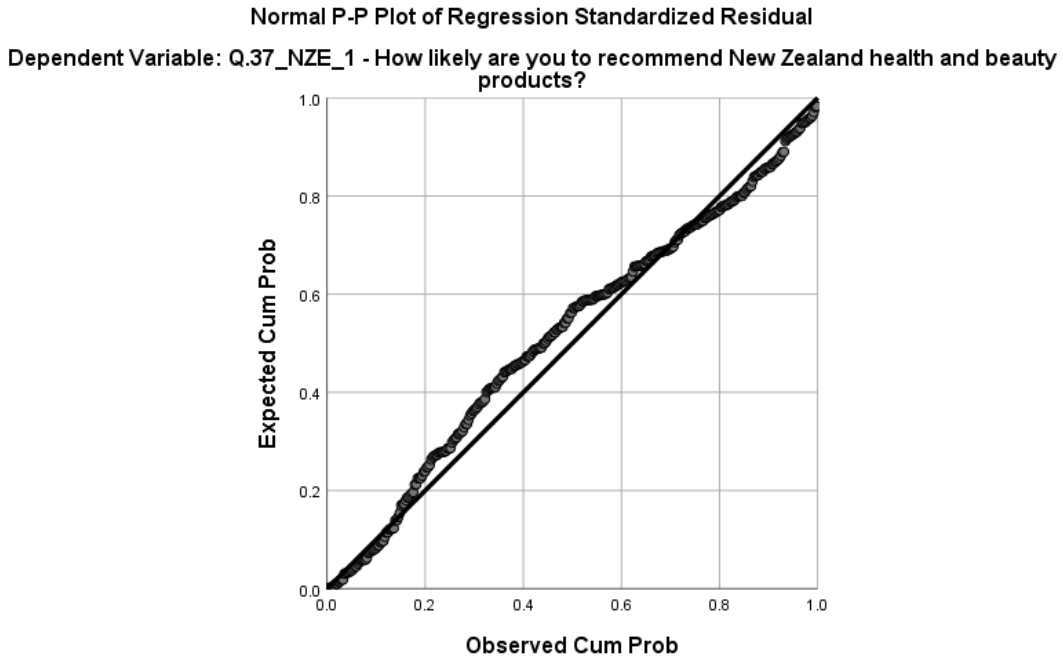
Scale Measures	Skewness	Kurtosis
Motivation Items		
I want to buy the highest quality products when I am shopping overseas	- 1.47	3.21
I consider my cultural orientation to play an instrumental role in my shopping motives and preferences overseas	- 0.34	0.02
I want to buy products at a comparatively lower price overseas then offered back at home	- 1.07	1.03
I shop overseas to buy products which are unavailable in China and authentic to the location they were bought from	- 1.29	1.45
When I shop overseas, it is important to me to buy gifts for family and friends to maintain those interpersonal relationships back home	- 0.68	0.46
I buy foreign products to access the Western lifestyle and ideologies, express a modern lifestyle and enhance my social status	- 0.15	- 0.46
I believe foreign products are of a superior quality to that of Chinese branded products	- 0.08	- 0.27
I am motivated to buy foreign products that provide me with a memory of the location where it was bought from	- 0.55	- 0.05
Shopping overseas brings me the feelings of happiness and satisfaction which I value	- 0.45	0.18
I consider product trustworthiness important to me as I don't want to buy counterfeit products when I am overseas	- 1.95	5.20
When I travel overseas I value the discretionary time available to me to shop	- 0.94	0.92
I shop overseas to access world-known brands	- 0.67	0.51

I find that shopping overseas provides products that are better designed and offer more variety in choices	- 0.45	0.08
Purchasing Factors Items		
Quality	- 1.16	1.40
Price	- 0.32	- 0.46
Value for Money	- 0.80	1.27
Authenticity of the product	- 1.34	1.43
Brand name	- 0.36	0.06
Store it was purchased in	- 0.13	- 0.49
How the product functions	- 0.53	0.60
It is not available in China	- 0.61	0.07
Country-of-Origin of the Product	- 0.80	0.57
Packaging	- 0.10	- 0.44
Design of the Product	- 0.33	- 0.07
Image of the Product	- 0.48	0.34
How the product makes you feel	- 0.78	1.43
Status of the Product	- 0.38	0.17
Tourist Activities Factors		
Sightseeing	- 0.85	0.24
Scenic beauty and natural environment	- 0.99	0.37
Shopping	- 0.16	- 0.28
Culture and history of the destination	- 0.63	0.30
Entertainment Activities	- 0.63	0.37
Food and Drink	- 0.74	0.58

8.3.6 HIERARCHICAL REGRESSION NORMALITY ASSUMPTIONS

(i) Normally distributed errors

Normal P-P Plot looks normal indicating that this assumption has been met.



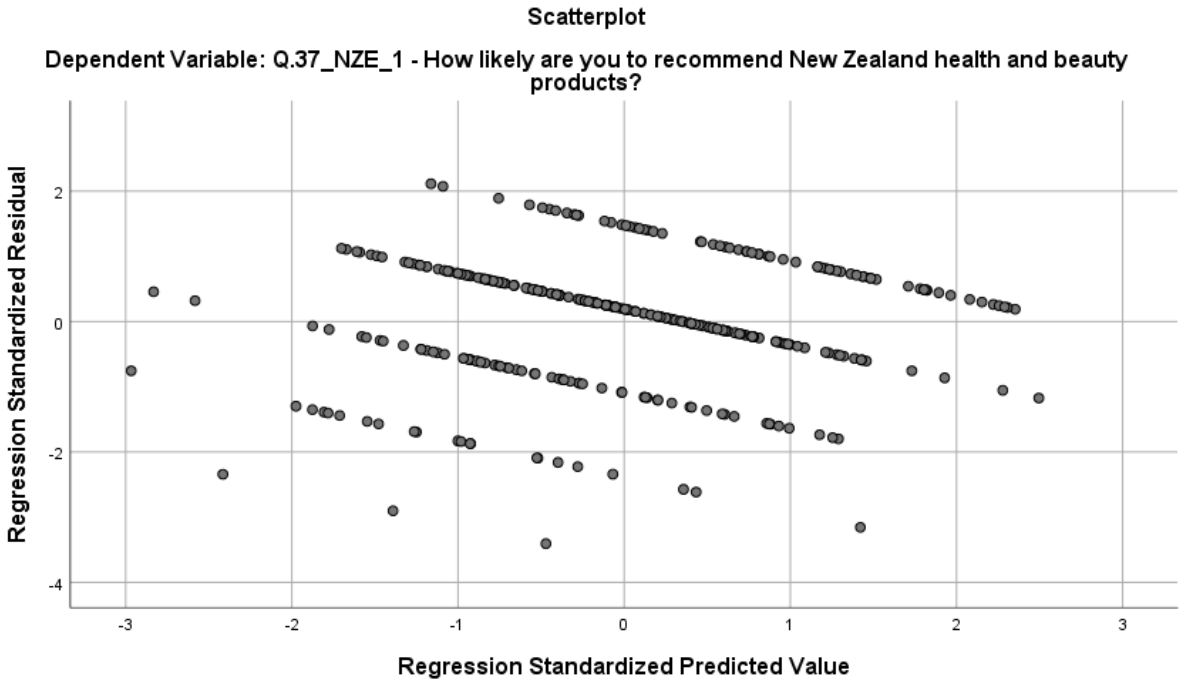
(ii) Multicollinearity

As there are no tolerance values less than 0.2 and the VIF values are not greater than 10, this assumption has been met.

Collinearity Statistics			
Tolerance	**VIF**	**Tolerance**	**VIF**
0.78	1.29	0.65	1.55
0.88	1.13	0.52	1.92
0.86	1.17	0.65	1.55
0.73	1.37	0.61	1.63
0.63	1.58	0.62	1.61
0.79	1.26	0.42	2.36
0.84	1.19	0.38	2.61
0.58	1.72	0. 57	1.77
0.50	2.02	0. 44	2.26
0.57	1.76	0. 32	3.09
0.59	1.69	0. 48	2.10
0.58	1.72	0. 59	1.71
0.61	1.63	0. 32	3.14
0.73	1.38	0. 35	2.86
0.65	1.53		

(iii) Homoscedasticity

A "ZRESID vs ZPRED" scatter plot is used finding no concerning outliers. This assumption is met.



(iv) Independent Errors

The Durbin Watson statistic gave a value of 2.01 which is close to the optimum value of 2.

Durbin-Watson
2.01

8.3.7 HIERARCHICAL REGRESSION ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
3	Regression	59.265	29	2.044	3.376	0.000
	Residual	180.415	298	0.605		
	Total	239.680	327			