Comparative Study on Shopping Behavior of Korean Overseas Tourist Groups Based on Travel Motivation

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Abstract

본 연구의 목적은 해외여행 동기에 따라 여행자들의 집단을 나누고 각 집단별로 해외여행시 구매하는 상품이나 이용 매장의 특성을 비교하는데 있다. 문헌연구를 통해 여행동기와 구매상품의 종류와 속성, 쇼핑장소의 유형과 속성에 대한 주요 문항들을 추출하였다. 20-50대 해외여행 경험자 431명을 대상으로 설문조사를 실시하였고 K-평균 군집분석을 통해, 적극적 집단, 소극적 집단, 자연·쾌락추구 집단, 가족·발견추구 집단의 4개의 군집이 확인되었다.

적극적인 여행자들은 해외에서 구매하는 모든 상품종류에 대해 가장 높은 관심을 보였으며 다른 세 집단보다 유의하게 차이가 있었다. 특히 소극적인 여행자나 자연·쾌락추구 여행자들보다 패션·사치품이나 기념품 구매를 중요하게 생각하는 것으로 나타났다. 또한 상품 속성에서 디자인과 명성, 실용성, 가격과 품질 등의 요인들을 중요하게 고려하였다. 구매 장소 측면에서는 적극적 집단은 지역시장, 패션매장, 선물매장 순으로 선호하였으며 소극적인 여행자들은 패션매장을 더 선호하는 것으로 나타났다. 구매장소 속성의 중요도는 편의성, 디스플레이, 매장위치 및 판촉활동 순으로 중요시되었으며 적극적인 여행자들은 다른 세 집단 여행자들보다 매장 편의성에 대한 관심이 유의하게 높았다.

가족·발견중심 여행자와 자연·쾌락추구 여행자 집단은 쇼핑행동이 비슷하거나 일부 요인에서만 차이가 있었다. 소극적 여행자들은 나머지 세 집단과 구별되게 모든 쇼핑행동에 대한 관심이 낮았다. 여행동기에 근거한 시장세분화는 서로 다른 쇼핑행동을 예측할 수 있는 변별력이 있음을 보여주었다.

Key Words: 여행세분시장(Tourist segments), 상품 유형(Product type), 상품 속성(Product attribute), 쇼핑장소 유형(Shopping place type), 쇼핑장소 속성(Shopping place attribute)

Ⅰ. Introduction

Tourism is generally associated with shopping since products purchased during travelling tend to remind visitors of the experience. Recent data showed that the number of world international tourists amounted for 1,087 million in 2013 with 3.8% annual growth rate since 2005(UNWTO, 2014). The number of Korean overseas travelers was over 13.7 millions in 2012, and the expenditure of overseas tourists reached 157.7 billion dollars, showing 12 % annual increase

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since 2000(Korea Tourism Organization, 2014). About 70 % of travelers were told to go shopping for memento, perfume & cosmetics, liquor, foods, clothes, accessories in order(Korea Culture & Tourism Institute, 2012).

Many studies on the tourists' market segmentation have been done for the foreign travellers while little researches for Korean outbound travelers have been found(Hong et al., 2001; Littrell et al., 1994; Loker & Perdue, 1992; Mumuni & Mansour, 2014; Oh et al, 1995; Sur & Cho, 2002). Tourism organizations of the countries, having foreign visitors from all over the world, need to understand visitors' travel motivation and to expect for what and where they spend money. Information on tourist markets would be useful for the retailers as well as government policy makers in the destination countries. Particularly, it is important to understand market segments of tourists if retailers want to target on proper segments with products they want to buy.

The purpose of this study was to develop a profile of Korean overseas tourists based on their travel motivations. Each segment of tourist groups would be compared in terms of types and attributes of purchasing product, types and attributes of shopping place. Travel motivations were considered as cues to explain product purchase away from home countries. Souvenir products composed of items purchased as a reminder of traveling. Product attributes means the characteristics of the goods that influence a visitor's decision to buy. Shopping places are composed of physical and psychological features of the store where to shop.

The empirical study is useful in two aspects. First, it will provide fashion marketers in destination countries frequently visited by Korean tourists to develop marketing and promotional strategies. Second. this study will add to the literature on international tourism by profiling tourists from important growing market like South

Korea. Furthermore, the study is to help understanding of Korean fashion consumer behavior in traveling situation rather than routine domestic shopping occasion.

Ⅱ. Literature Review

1. Tourist market segmentation

Market segmentation is a powerful tool to identify tourism market opportunities and to develop tourism products(Kotler et al., 1996). Many studies on tourism market segmentation have been done in the literature(Hong et al., 2001; Littrell et al., 1994; Loker & Perdue, 1992; Mumuni & Mansour, 2014; Oh et al., 1995; Sur & Cho, 2002).

Crompton(1979) classified 9 travel motivations in his early research. Escape from the routine life, explore, relaxation, prestige, regression, kinship enhancement, social relation, education, and novelty seeking were listed. Beard and Ragheb(1983) developed four travel motivations in terms of psychological and social needs: intellectual motivation, sociological motivation, physical activity motivation, and escape and rest motivation. Uysal and Jurowski (1994) classified travel motivation into internal and external factors. Internal motivators composed of desire for escape, rest, relaxation, prestige, health and fitness, adventure, and social interaction. External motivators tended to occur from attractiveness of destination such as beaches, recreational activities and cultural attractions. Kotler at al.(1996) suggested 8 psychological determinants of demand for tourism similar to Crompton, as segmentation variables. They also mentioned demographics and lifestyle as useful segmentation factors.

Since Crompton, many studies tried to classify tourists market into meaningful segments. Using

travel motivation factors, Loker snd Perdue(1992) found six tourists markets such as escape, excitement seeking, family & friend-oriented, naturalist, escape by itself, and variety seeking. Based on internal and external motivation to travel, Oh et al.(1995) tried to identify potential market segments. Four segments were found such as safety & comfort seekers, culture & history seekers, novelty and adventure seekers, and luxury seekers. That study suggested that luxury and novelty seeking groups could be served with similar travel products having adventure in travel with famous restaurants, night life and entertainment.

Hong et al.(2001) classified Korean female tourists in buying Jeju Gal-ot, based on their pursuit of fashion images. Identified three groups were primitive seeker, natural seeker and, feminine seeker. There were significant differences among subgroups in age, fashion innovation, benefit sought and intention to buy. Primitive seekers with younger female preferred fashion and economy, and natural seeker with older females emphasized on reputation and economy, while feminine seeker group showed lowest scores for all attributes.

Sur and Cho(2002) did an empirical study on apparel purchase motivation and behavior of foreign visitors in South Korea. Chinese, Japanese, and English speaking tourist who visited in Dongdaemun shopping area were surveyed. They showed six shopping motivations such as impulse, utility, fashion, tour memento, psychological reason and economy. Based on these shopping motivations, foreign tourists were clustered into three groups: clothing shopping oriented, fun-seeking, and memento buying groups. The clothing shopping oriented group accounted for large portion of the correspondents. They told to buy apparel items like T-shirts, sweater, blouse, pants, and Jackets. They selected design as the most important attribute followed by price, size, color, utility, and style. The fun seeking group showed impulse purchasing behavior while the memento seeking tourist tended to buy clothes as travel souvenirs.

Mumuni and Mansour(2014) developed market segments of the outbound travel market of Saudi Arabia based on tourists' preferences for vacation activities. Their results revealed three travel segments, such as conservative, fun-seekers, and variety-seekers. Conservative group, consisting of older, married, and male respondents, didn't like entertainment-related activities. Fun-seekers with young, single, female respondents preferred shopping and leisure activities.

Variety-seeking group of middle aged, single and female people liked all vacation activities. Significant differences were shown between conservative group on one hand, and variety-seeking and fun-seeking groups on the other. The latter two groups liked to travel for just going away from home, and preferred to travel a new places, and tended to think going abroad as prestigious. However, variety seekers liked to explore new things, and learn about other culture and people more than fun seekers did.

2. Tourist' purchase behavior

Shopping is becoming an important travel motivation and activities nowadays. Many researchers have realized the relationship of shopping behavior and travel motivation, which resulted in researches on the shopping behavior of product and store with regard to travel motivation. Generally, souvenir is commercially produced and purchased product and remind consumer of the travel experience. Littrell et al.(1994) developed profiles of tourists based on their souvenir buying and preferred travel activities. Four distinct patterns of behavior were found and related to travelers' preferences for tourist activities, and shopping behavior. Four tourism styles were ethnic, art & people group, history & parks oriented group, urban entertainment group, and active outdoor oriented group. Each group showed

different travel motivation, which resulted in different shopping behavior in terms of preferred product themes, selection criteria, shopping environment.

Park(1999) has examined the purchasing factors of Japanese tourists with regards to product attribute and store attribute, and identified the relationship of satisfaction level with intention to repurchase and words of mouth. Five product attributes, such as price, quality, practicality, aesthetics, packaging & easiness to transport, were revealed. Four store attributes like location, assortment variety, facilities, atmosphere & salesperson, were also found to be important for tourists. Hur, et al.(2001) divided consumers by the type of gift buying behavior, and compared their consideration factors of product attribute and shopping place type, followed by the impacts of their demographics such as gender, age, education, income and occupation. Consumers with high income and high education tended to buy conspicuous luxury gifts, and male consumers showed lower meaning in buying gifts while female consumers were likely to seek conspicuous gifts. Besides, conspicuous and impulsive groups tended to care for receiver's tastes for the gifts, and tended to buy gifts in the department store. Meanwhile, rational and meaning oriented groups considered utility & quality of the goods more and tended to visit the local stores.

Travel motivation was found to affect evaluation of gift goods and shopping places(Swanson & Horridge, 2004). They used structural equation model to examine the causal relationship among travel motivation, travel activities, demographics and product types, product attributes, and store attributes. Results from the survey on U.S. tourist in southern area showed that travel motivations had positive relations with souvenir consumptions, while demographics had no correlation. Anderson and Littrell(1995) found that age did not affect souvenir purchasing behavior significantly, while Kim and Littrell(2001) mentioned that marital status only affect to intention to buy souvenir without regarding to age, education, income, and occupation.

Swertlana et al.(2014) explored foreign visitors' evaluation of Mongolian cashmere products, Tourists from Japan, Russia, Korea, and English-speaking countries to Mongolia were asked their awareness about Mongolian cashmere product and purchase intention to buy. There were three purchase motivations such as usefulness, change of air, and gift & souvenir. Five factors of cashmere product attributes, like excellent quality, uniqueness, conspicuous value, economy, and fashionability, were found. In the research, Korean female tourists cared for practicality & economy, fashionability & design, reputation, and souvenir.

There was no study on tourism segmentation for the Korean outbound tourists based on the travel motivation. This research was designed as a continuous study after identifying the effect of Korean tourists' motivation on their shopping behavior(Jeon, 2013). Tourist segment profiles, that incorporate both travelers' shopping behavior and travel motivation, would help retailers in destinations to define target markets, so that they cater to a specific tourist group.

III. Research Method

1. Research questions and data collection

The objective of this study was to segment Korean overseas tourism market based on travel motivations. Three research questions were selected to find answers:

1. The outbound Korean tourists could be classified on the basis of travel motivation.
2. Traveler groups might differ in terms of type and attribute of shopping products.
3. Traveler groups might differ in terms of type

and attribute of shopping places.

A survey method was used in the study. The questionnaire consisted of travel motivations, types and attributes of shopping product, types and attributes of shopping place, in addition to demographics. 21 items of travel motivation were obtained and modified from Littrell et al.(1994), Uysal and Jurowski(1994), and Swanson and Horridge(2004). Items for shopping products and shopping places were adapted from Littrell et al.(1994), Park(1999), and Korea Tourism Organization(2009). There were 13 items for product types and 17 items for product attributes, 10 items for types of shopping places and 17 items for attributes of shopping place. A five-point Likert type scale was used to describe the importance of each question(1= very unimportant, 5= very important). Demographic information such as age, gender, income, and marital status was asked.

The data were collected through the web survey. Web survey was conducted by the internet research institute during one week of the August, 2013, Respondents were directed to answer on the URL to the survey. The sample was composed of 431 Korean men and women aged from twenties to fifties who experienced oversea travel within recent one year. Over 51 percent of the samples were male while age level was evenly allocated among 20's, 30's, 40's, and 50's. About 58 percent reported their monthly household income from four to eight million won. Major activities during travelling were shopping(94%), followed by city tour(83%), natural scenic tour(78%), and visiting historic site(63%). Major reason of overseas traveling was for vacation(75%), and independent travelers(57%) were more frequent than full package travellers(28%).

2. Variables' dimensions and analysis

To segmenting tourist market with cluster analysis, it is necessary to reduce variable items to a smaller set of dimensions. Exploratory principle

components factor analysis were conducted on travel motivations, importance of shopping product type and shopping product attribute, importance of shopping place type and shopping place attribute. Then, respondents were clustered based on their scores of travel motivations. SPSS k-means clustering method was applied to segment tourists. The cluster solution was validated through discriminant analysis to ascertain the role of travel motivation dimension in segmenting clusters. Tourist groups were compared each other in their travel motivation, travel activities, and shopping behavior during travel. ANOVA, Duncan test, F-test, and χ^2 test, were used to investigate the differences among tourist clusters.

IV. Results and discussion

1. Extraction of variables' dimensions

To prepare a smaller set of input into a cluster analysis algorithm, principle components factor analysis with Varimax rotation was conducted. <Table 1> showed a summary of dimensions for travel motivations, types and attributes of shopping product, and types and attributes of shopping place.

Travel motivations had six dimensions: nature & leisure, rest, family, pleasure, hobby & fitness, and discovery. Nature & leisure dimension included motivation of seeing spectacular scenery, being close to nature, visiting exciting places and escape from daily routine. Discovery seekers had motivations for visiting a new place and for gaining a new perspective on destinations. Hobby & fitness seekers liked adventures and exercising and pleasure seeking travelers wanted to go many famous places and staying in luxury. Rest motivation was a dimension of not having a schedule, having time to be myself, or having time for romance. while motivation of family consisted

<Table 1> A summary of dimensions of tourism variables

Variable	Dimension	# of items	Eigen value	% of cumulative variance	Cronbach's α
Travel motivation	Nature & leisure	5	5.783	15.20	.795
	Rest	4	2.316	25.76	.618
	Family	3	1.778	35.53	.608
	Pleasure	3	1.301	45.15	.642
	Hobby & Fitness	3	1.047	54.10	.663
	Discovery	3	1.033	62.28	.671
Product type	Fashion & luxury	5	4.337	20.89	.780
	Household things & favorites	4	1.711	38.52	.685
	Memento	4	1.065	54.72	.679
Product attribute	Design	6	5.006	16.88	.760
	Utility	5	2.061	32.09	.754
	Economy	3	1.440	46.42	.730
	Prestige	3	1.109	56.56	.531
Shopping place type	Souvenir shop	6	3.264	26.26	.749
	Fashion channel	3	1.474	46.92	.667
	Local market	1	1.094	58.33	-
Shopping place attribute	Convenience	5	6.447	19.22	.806
	Location & promotion	6	1.621	37.95	.800
	Display	6	1.190	54.45	.793

of seeking family bond or friendships. These motivation factors, accounting for 62.28% of total variance, were similar to the results form Crompton(1979), Locker and Perdue(1992), and Oh et al.(1995).

Three types of shopping product from the travel were categorized as fashion & luxury, household things(electronics, health food) & favorites(cigarette, liquor, toy), and memento(craft, antiques, books). Three product types explained for 54.72% of total variance. This results were not similar to previous study of Littrell et al.(1994). Littrell et al. researched on US domestic tourists and found that domestic tourists mainly purchased mementos. Four factors of product attributes such as design, utility(suitable to use), economy(good price), and prestige(famous and innovative) were identified. They accounted for 56.56% of total variance in product attribute. Dimensions of product attributes

were similar to the results of Swanson and Horridge(2004). In terms of shopping places, souvenir shop, fashion channel(department store, specialty store, outlet, duty free shop) and local market(bazaar, flea market) were major types. Those three dimensions explained for 58.33% of total variance in shopping place type. Meanwhile, dimensions of shopping place attribute were convenience(variety of product, comfortable to shop), location & promotion, and unique display. They accounted for 54.45% of total variance for shopping place attribute.

2. Profile of demographics and travel motivation

Factor scores from the six travel motivation dimensions were used in cluster analysis to find

tourist segments. Four clusters were identified by the SPSS k-means clustering analysis. <Table 2> showed mean differences of motivation scores among groups by ANOVA with Duncan tests and demographic characteristics of each group (average age, gender proportion, and marital status).

Each cluster was labeled as active, passive, nature & fun seeking, and family & newness seeking group based on their motivation scores. The first cluster(n=98), was named for "active group" since it showed highest scores for all travel motivation factors while the second cluster(n=81) was labeled as "passive group" due to lowest scores. The third group(n=112) showed high scores for nature & leisure, pleasure, and discovery, which resulted in name of "nature & fun seeking group". The last group with largest members (n=140), had a higher score for rest, family, as well as hobby & fitness, and discovery, thus it was labeled as "family & newness-seeking group". Segments of this study were similar to those found in some previous studies(Littrell et al., 1994;

Loker & Perdue, 1992; Mumuni & Mansour, 2014; Oh et al.,1995).

Average ages of passive group and family & newness-seeking groups were slightly higher than those of active group and nature & fun-seeking group. Active group and family & newness-seeking group were female dominant while passive group and nature & fun-seeking group were male dominant segments. All the clusters were composed of more married members, although proportions of married members for passive group and family & newness-seeking groups were higher than those of active group and nature & fun-seeking group. However, these four clusters had not significant difference in their demographics. These results were consistent with Swanson and Horridge(2004) which showed no correlation between travel motivation with demographics.

The classification matrix for four clusters from the discriminant analysis resulted in <Table 3>. Classification analysis showed that correct

<Table 2> Characteristics of tourist clusters

	Active group (n=98)	Passive group (n=81)	Nature & fun-seeking group (n=112)	Family & newness-seeking group (n=140)
Motivation*				
Nature & leisure	4.64a	3.49d	4.15b	3.98c
Rest	4.00a	2.85d	3.05c	3.59b
Family	4.00a	2.86d	3.21c	3.55b
Pleasure	4.12a	3.04d	3.82b	3.44c
Hobby & fitness	4.03a	2.84d	3.13c	3.52b
Discovery	4.46a	3.15c	3.74b	3.69b
Age (avg.yrs)	38.5	39.6	38.0	39.3
Gender				
Male(%)	43.9	58.0	57.1	47.9
Female(%)	56.1	42.0	42.9	52.1
Marital status				
Married(%)	57.1	65.4	58.9	67.9
Unmarried(%)	42.9	34.6	41.1	32.1

*: a, b, c, d = significant mean differences by Duncan tests; All values are significant at p<.001

classification ranged from 81.3 percent for nature & fun-seeking group to 98 percent for active group. That means, average 89.1 percent of original cases were correctly classified. These results indicated that the discriminant functions were fairly accurate in predicting group membership.

3. Comparison of purchasing behaviors among tourist segments

Motivation-based travel segments were compared in terms of characteristics of purchasing product and shopping place. The results of ANOVA and Duncan tests for the tourist groups were shown in <Table 4>.

For the product type, all the sample had intention to buy fashion & luxury goods(mean score of 3.15) most, but had less intention for memento(M=2.65), and household things & favorites(M=2.40). This result was slightly different from the results for domestic tourists(Littrell et al,

<Table 3> Classification matrix for four group discriminant analysis

Actual group (# of cases)	Predicted group membership (%)			
	Active group	Passive group	Nature & fun-seeking group	Family & newness- seeking group
Active group(98)	96 (98.0)	0 (0.0)	0 (0.0)	2 (2.0)
Passive group(81)	0 (0.0)	73 (90.1)	7 (8.6)	1 (1.2)
Nature & fun-seeking group(112)	0 (0.0)	2 (1.8)	91 (81.3)	19 (17.0)
Family & newness-seeking group(140)	1 (0.7)	1 (0.7)	14 (10.0)	124 (88.6)

<Table 4> Comparison of shopping behaviors among tourist clusters

Variable	Dimension	Total mean	Active group (n=98)	Passive group (n=81)	Nature & fun-seeking group (n=112)	Family & newness- seeking group (n=140)
Product type	Fashion & luxury	3.15	3.47a	2.89c	3.00c	3.20b
	Household things & favorites	2.40	2.72a	2.28c	2.23b	2.59a
	memento	2.65	2.95a	2.43c	2.48c	2.76b
Product attribute	Design	3.68	4.08a	3.26c	3.71b	3.63b
	Utility	3.83	4.29a	3.46c	3.82b	3.77b
	Economy	4.12	4.43a	3.90c	4.24b	3.89c
	Prestige	3.31	3.69a	2.99d	3.26c	3.45b
Place type	Souvenir shop	3.41	3.80a	3.09c	3.31b	3.45b
	Fashion Channel	3.85	4.27a	3.61c	3.81b	3.70b
	Local Market	3.92	4.47a	3.49c	3.86b	3.86b
Place attribute	Location & promotion	3.69	4.10a	3.27c	3.66b	3.63b
	Convenience	4.08	4.49a	3.65d	4.18b	3.89c
	Display	3.69	4.14a	3.26c	3.62b	3.64b

a, b, c, d = significant mean differences by Duncan tests; All values are significant at p<.001

1994; Swanson & Horridge, 2002). It seemed that domestic travellers liked to buy cheaper goods in memory of destinations while overseas tourists were willing to pay for expensive items. The reason for low interest in household things & favorites might be due to the size and weight of those products. International travelers would move long distance by visiting several places and changing transportations. Thus, big or heavy household goods would not be easy to handle.

Fashion & luxury goods, and travel memento were likely to attract active tourists most, family & newness-seeking tourists next, followed by other two groups. Household things & favorites seemed to be more preferred by active and family & newness-seeking clusters than the other two clusters.

Among four product attributes, all respondents considered economy(M=4.12) as the most important factor, then utility(M=3.83), design(M=3.68), and prestige(M=3.31) in order. Active group showed highest emphasis on all product attributes, but passive groups did lowest concern on every attribute consistently. Meanwhile, nature & fun-seeking and family & newness-seeking groups rated middle level of scores similarly.

As for types of shopping places, all the sample mentioned that they wanted to visit local markets(M=3.92), regular fashion stores(M=3.85) and also visit souvenir shop(M=3.41). In accordance with product aspects, active tourist group showed strong intention while passive groups showed weak interest to visit all types of shopping stores. Nature & fun-seeking and family & newness-seeking groups showed no differences in the types of shopping store by rating in-between level of scores.

Among three dimensions of store attributes, shopping convenience(M=4.08) was considered as a most important factors while location(M=3.69) and display(M=3.69) were samely rated as second factors by all respondents. For all the store attributes, active group showed significantly highest scores and passive group did lowest scores. Meanwhile, nature & fun-seeking and family & newness-seeking groups rated middle level of scores similarly.
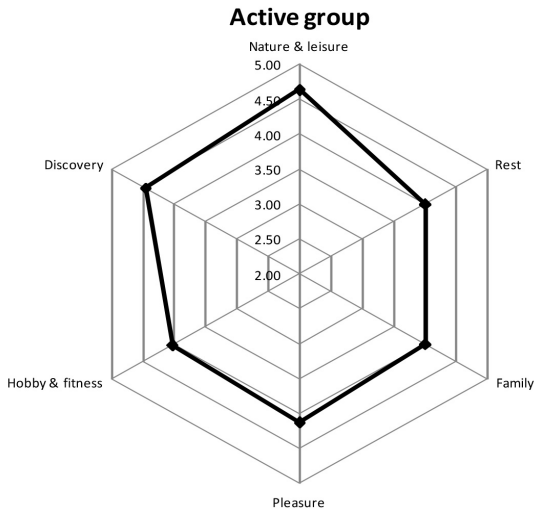
In summary, Korean tourist segments seemed to differ each other in their purchasing behavior of product and place consideration. Results of Duncan tests and F-tests revealed statistically significant differences among the tourist groups at p<.001. Especially, active group and passive group should be served differently in the tourist market. Meanwhile, nature & fun-seeking and family & newness-seeking groups could be satisfied with similar retailing efforts.
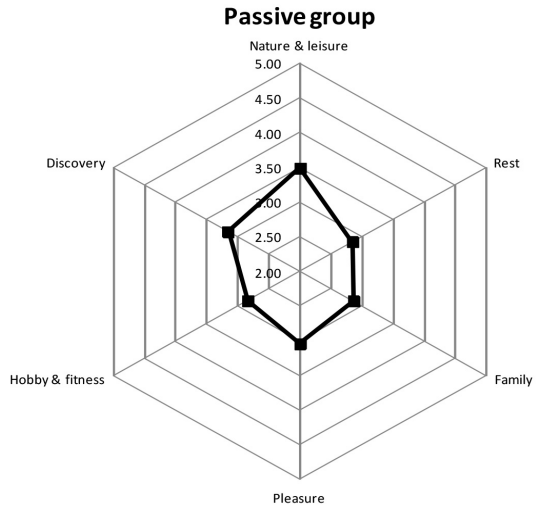
4. Discussion on each tourist group

Four market segments of Korean tourists who would travel abroad were profiled graphically from <Fig. 1> to <Fig. 4>. Figures were drawn based on mean factor scores of travel motivation for each group shown in <Table 2>. Distinctive characteristics of each segment would be explained.

Active group was demonstrated in <Fig. 1>. This segment, accounting for 22.7% (n=98) of the total respondents, was composed of more female members. It was highly stimulated from all kinds of travel motivation, resulting in the largest polygon shape. Travel needs for nature & leisure and discovery scored higher than other four needs in this group. Active tourists showed high intention to buy all the types of products, with highest demands for fashion & luxury products. This group cared for all product attributes when they bought products. Active tourists seemed to be frequent visitors at all types of shopping places like local market, downtown fashion stores, and gift shops. As a frequent shoppers, they considered convenient shopping atmosphere, location & promotion, and display method more highly than the other three groups.
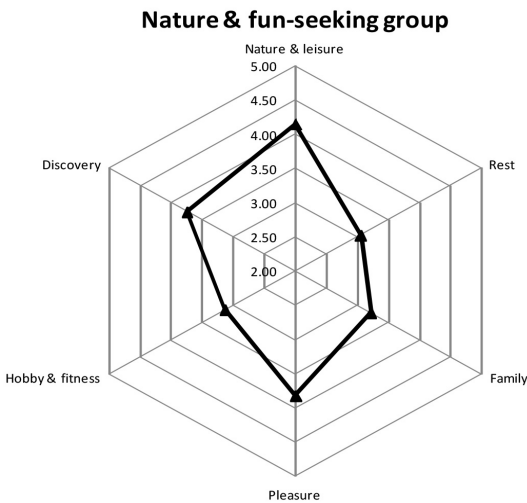
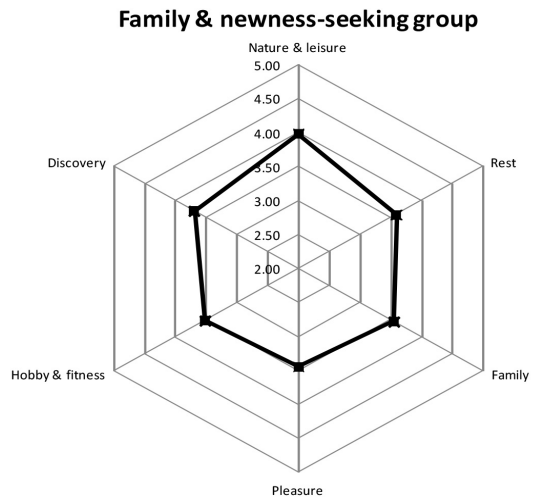Passive cluster was shown in <Fig. 2>. This

Active group

<Fig. 1> Active group of Korean tourists

Passive group

<Fig. 2> Passive group of Korean tourists

Nature & fun-seeking group

<Fig. 3> Nature & fun seeking group of Korean tourists

Family & newness-seeking group

<Fig. 4> Family & newness seeking group of Korean tourists

group was composed of 18.8% (n=81) of the sample and had higher male proportion. Average age of this group was older than that of active group. Members of this group were less likely to be motivated in every travel stimuli, resulting in the smallest profile polygon. At least, nature & leisure motivation could be best stimulating factor

of travelling. Passive tourists were less interested in shopping activities, which was consistent with the results from Hur, et al.(2001). In general older, male travelers showed lower tendency in purchasing souvenirs.

<Fig. 3> demonstrated position of nature & fun-seeking group(26.0%), which showed high

scores for nature & leisure, and pleasure. This group consisted of relatively young and male tourists. Nature & fun-seeking cluster was similar to passive cluster in terms of less interest on shopping products. Meanwhile, this group tended to visit all type of shopping places and cared for convenient atmosphere.

Family & newness-seeking cluster was drawn in <Fig. 4>. Polygon shape for this group was similar to that of active group with reduction in size. Family & newness-seeking group, showing largest portion of sample(32.5%), was composed of more female and married demographics. This last group were generally motivated by nature & leisure, discovery, rest, and family bond. Members of this group were interested in purchasing goods in destinations with emphasis on economy and utility of the product. Like nature & fun-seeking group, this segment were also likely to go every shopping places.

Ⅴ. Conclusions and suggestions

Tourist consumer profiles, which incorporate both travel motivation and travelers' shopping behavior would help retailers to define target markets to care for. Marketing implications for the tourist segmentation would be to provide insight into product development and attribute analysis. This study had some marketing recommendations: First, all the Korean outbound tourists tend to buy fashion and luxury goods. At the same time, they mentioned economy was most important attribute in shopping. This implies that Korean overseas travellers were likely to purchase expensive fashion products in destinations because of the cheaper price than in Korea, or due to good quality for price. This would be good opportunities for fashion retailers in destinations. Meanwhile, domestic fashion retailers need to retain consumers

by reasonable pricing strategies.

Second, Korean outbound tourist markets could be divided efficiently into four segments. In particular, active group and passive group should be served differently. Marketing efforts of fashion retailers should be focused on active group and family & newness-seeking group since those two groups showed high concern of fashion & luxury shopping. As shopping convenience was found as a most important store attribute, product assortment of competitive price with good quality, comfortable browsing allowance, and unique, eye-catching setting would help pull foreign visitors to shop in.

In future study, effect of demographic variables in tourist segmentation would be deeply examined with larger sample size. In this study, age, gender and marital status seemed to differ among traveling clusters, but failed to prove their significance due to limited sample size. Ages of passive group and family & newness-seeking group were likely to be older than those of active group and nature & fun-seeking group. In consequency, proportions of married member were higher in passive group and family & newness-seeking groups. In terms of gender, active group and family & newness-seeking group were female dominant while the rest two groups were male dominant.

Another suggestion for further study were to use behavioral determinants in segmenting international tourism market. Group vs. independent travelers, amount of money spent, or stage of life cycle could be useful variables. Cohen(1972) classified travelers by their degree of institutionalization and their impact on the destinations. Four groups were full package tourist, package tourist with some control over their itinerary, explorer, and free drifter. Their travel behaviors differed in terms of accommodation type, transportation, shopping place and product, social interaction with the local people. Life cycle might affect purchase behavior in destinations as well as travel expenditure. Double income with no kid families and empty

nest couples could afford more money and time for travel and frequent vacation trips than young college students or couple with kids could do.

Final suggestion in future research would be in classifying foreign travellers in Korea based on travel motivation, which could help Korea fashion retailers serve their potential foreign customers effectively and efficiently. Yu(2014), Lee and Suh(2014), Lee et al.(2012) mentioned how to develop cultural fashion goods for tourism fashion market with increasing purchasing satisfaction and re-purchase.

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