ASSESSING BORDER SHOPPER'S MOTIVATION AT PADANG BESAR, PERLIS

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Abstract

Shopping tourism had evolved over the years in becoming the main generator for the tourism industry, especially in Malaysia border areas like Padang Besar, Perlis. Even though there are carrying capacity issues and inadequate facilities, people continue to visit Padang Besar, especially during weekends and public holidays. Accordingly, this study investigates shopper motivation factors to shop at Padang Besar. The findings indicated that four push motivation factors and six pull motivation factors were important. Three categories of shoppers were identified from these factors, namely: the hunter shopper, prudent shopper, and comfortable shopper. The contribution of this study also presents a holistic view of border shoppers and various types of shoppers who visit Padang Besar, thereby helping stakeholders obtain valuable information to implement strategies for developing this area as a border shopping destination. It is anticipated that this study's results will help improve Padang Besar's development in building good facilities and infrastructure as demanded by visitors.

Keywords: Shopper, motivation, border tourism, Padang Besar, Malaysia

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INTRODUCTION

In popular tourist destinations, shopping activities have become the main economic activity; enticing agencies to develop their surroundings to attract international tourists (Filipović, Jovanović, & Kostić, 2013; Leick, Schewe, & Kivedal, 2020). These activities involve the exchange of money, which positively impacts the development of infrastructure and facilities at shopping centres; thus, providing benefits to individuals' psychological, social, and political needs (Choi, Law, & Heo, 2018). The contributing factors and visual signs of successful development of the tourism industry are based, not only on attraction, but on marketing materials, such as physical amenities and facilities (Hall & Page, 2014; Makkonen, 2016). Previous studies on shoppers focused mostly on the perceived value of shopping items (del Río, Agüera, Cuadra, & Morales, 2017); shopping behaviour (Amar, Djafar, Arip, & Hassan, 2020; Lin, Yan, Zhou, & Kaluri, 2020), shopping as the primary motivation to travel (Battour, Ismail, Battor, & Awais, 2017; Kong & Chang, 2016; Sthapit, 2018), and travel motivation to identify the typology of shoppers (Assiouras, Skourtis, Koniordos, & Giannopoulos, 2015; Egresi, 2017; Peter & Anandkumar, 2016). However, further studies need to be undertaken to better understand the nature of shoppers; especially the motivational factors that influence them to shop in particular shopping areas.

In Malaysia, border areas become popular shopping destinations - especially for local visitors - given the variety of products and low prices. For example, the development of a border shopping area at the town of Padang Besar does not require local visitors to carry travel documents, due to various Thailand-made products sold there. Furthermore, most sellers are Thai nationals that speak Malay fluently, with some holding dual citizenship. Given this uniqueness, the number of shoppers at this border area reveals a higher demand among local visitors to shop at Padang Besar (Azmi, Hamid, Ahmad, & Ramli, 2017). However, the visitor infrastructure and shopping facilities are poorly maintained, inadequate, and unsatisfactory (Azila, 2013; Azmi et al., 2017). The cleanliness of public amenities, such as public toilets, food courts, and prayer rooms, is in a deplorable condition (Amir Salim, 2002). With various products on offer, the facilities developed at Padang Besar have attracted visitors to this shopping destination - despite the inadequate infrastructure and facilities on offer. Therefore, this paper intends to investigate shopper motivation factors to shop at Padang Besar.

SHOPPING MOTIVATIONAL FACTORS

The literature explains that 'motivation' arises from a state of tension within individuals generated by needs and wants (Egresi, 2017). As stated by Bakar & Osman (2021), the majority of human needs and wants significantly increase life satisfaction. Therefore, shopping activities are taken as a counteraction to release

stress by satisfying individual internal psychological factors. In the debate regarding motivation in shopping tourism, Tauber (1972) inspires the following question "Why do people shop?" Since then, shopping motivation has continued to be an element of study within shopping tourism research. Travel motivation and shopping are not a strange connection regarding this topic; since one study showed that travel motivation is a determinant of shopping venues (Tammy R. Kinley, Josiam, & Lockett, 2010). In this study, a comparison between 16 classes of human motivation by McGuire's Psychological Motivation Theory (PMT) (McGuire, 1974), Shopper Motivation (Tauber, 1972), and Typology of Shoppers (Arnold & Reynolds, 2003), have been used to identify similar motivational factors that are suitable and related to Padang Besar. As shown in Table 1, four similar push motives and five pull motives were identified from the comparison of these theories.

Table 1: Comparison between the motivational theories

Motivational Factors		
McGuire Psychological Motivation (1974)	**Push Motivation (Internal)** • Consistency • Autonomy • Tension reduction • Assertion • Categorisation • Teleological • Ego-defensive • Identification	**Pull Motivation (External)** • Attribution • Stimulation • Expression • Affiliation • Objectification • Utilitarian • Reinforcement • Modelling
Shopper Motivation (1972)	**Personal Motive** • Role-playing • Diversion • Sensory simulation • Physical activity • Self-gratification	**Social Motive** • Social experiences outside the home • Communication with others having similar interest • Peer group attraction • Status and authority • Pleasure in bargain • External reason
Typology of Shopper (2003)	• Simulation • Expression • Affiliation • Gratification • Tension reduction • Categorisation • Identification • Assertion	

Source: Compiled from Babin, Darden, & Griffin (1994); Guido (2006)

Push Motivation Factors (Internal)
i.Tension Reduction
Tension reduction is important to maintain one's inner equilibrium (McGuire, 1974) and self-gratification benefits while shopping (Tauber, 1972). Arnold & Reynolds (2003) stated that the motive is clearly to relieve tension or stress and a replacement to erase problems while shopping. Besides that, shoppers can also recognise the value of escapism, therapeutic feeling, and avoidance of depression or stress while shopping (Khuong & Ha, 2014). In the context of tourism, most visitors travel to escape from their normal routine of life, daily routine, and getting out of a busy working environment (Tammy R. Kinley et al., 2010; Yoon & Uysal, 2005).

ii. Assertion
McGuire (1974) mentioned that assertion refers to human perception, such as achiever, the motivation that develops potential and enhances self-esteem. According to Arnold & Reynolds (2003), a shopper will be motivated when they succeed in the bargaining process and adhere it give them satisfaction after achieving a personal bargain. This motive relates to a feeling of joy by looking for a discount, sale, and low-priced products. Therefore, they feel positive when they succeed bargain before making a purchase (Timothy, 2005).

iii. Categorisation
Categorisation refers to a motive that a person needs structure, order, and knowledge (Arnold & Reynolds, 2003). This motive also corresponds to the shopper's need to know, learn, and enjoy browsing information about the products (Tauber, 1972) or discover new products that are new to the shopper (Wagner & Rudolph, 2010). In the context of tourism, the categorisation motive helps visitors to experience new tourism products, the latest trends, and different lifestyles. Yoon & Uysal (2005) mentioned that visitors are motivated to experience new food and to meet new people.

iv.Identification
According to Tauber (1972), identification motive is related to the positive effects of the shopper's social role following a process of shopping. The concept of recreational shopping in tourism begins when tourists travel and visit shopping malls, then return with a gift for family and friends. As mentioned by Timothy (2005), it is important for a person who travels to bring a souvenir as a present after going on a vacation. However, Wagner & Rudolph (2010) mentioned that consumers purposely go shopping as their main task before turning it into an enjoyable activity.

Pull Motivation Factors (External)
i. Sensory Stimulation
The sensory stimulation motive is referred to as an individual's need to be in a pleasant environment and maintain optional stimulation (Wagner & Rudolph, 2010). This motive can be produced when the customer exits a shopping location, exploring a new environment and experiencing interesting sights. Furthermore, this motive is related to the motivation of shoppers in finding ways or practices on how to use products (Arnold & Reynolds, 2003). In other words, this motive refers to an activity of seeking or trying a new product (Guido, 2006) while shopping.

ii. Expression
The influence of expression motive normally depends on the attractiveness of desired characteristics or occupies an esteemed role (McGuire, 1974). The expression motive may link with sensory stimulation because simulation relates with sensory through play and creativity among human organisms (Arnold & Reynolds, 2003). Tauber (1972) mentioned that the expression motive is also related to authority and status. Likewise, the expression motive may refer to an individual's desire to enhance one's self-concept through the tolerance of others. Guido (2006) stated that the expression motive is part of status and authority tendency where the customer enjoys personal attention by the seller and the act of being pampered by the salesperson. The expressive motive was used when the shopper intends to show their social identity (Solomon, Russell-Bennett, & Previte, 2012).

iii. Affiliation
According to (Arnold & Reynolds, 2003), shoppers seek a personal relationship while shopping. This is because the affiliation motive makes an individual desire social interaction with others, communicating with those who have similar interests, and doing similar activities with others in groups (Tauber, 1972). According to Rohm & Swaminathan (2004), consumer who motivated by social interaction normally prefer shopping at physical store rather than online store. Therefore, it can be concluded that a shopper likes to be cohesive and seeks affection in the interpersonal relationship because of the affiliation motive. Thus, socialising has a positive effect on the friendliness of salespersons (Wagner & Rudolph, 2010).

iv. Objectification
The objectification motive refers to needing external information and guidelines to generate a good perception and sense among shoppers (Arnold & Reynolds, 2003). This motive could be included with shoppers' attitude, a person who is browsing for information about the products available, journey, and comparison

before making a particular purchase. This motive is also closely related to the utilitarian motive that refers to a wrong action, a consequence of wrong judgement. As a good shopper, browsing information and making a comparison before making a purchase is derived from this motive (Kinley, Josiam, & Kim, 2003; Kinley et al., 2010; Rohm & Swaminathan, 2004). Indeed, comparing makes the consumer explore various items before finding the best item to purchase (Kinley et al., 2003; Wagner & Rudolph, 2010).

v. Attribution

The attribution motive refers to the attribution of the success or failure towards the number of efforts undertaken (McGuire, 1974). In the context of shopping activities, the attribution motive may refer to shopping malls attribution (Guido, 2006). Retail environments and shopping centre attributes, such as family-friendly, clean, safe, and convenient location are important determinants of shopping venues among tourists (Kinley et al., 2010; Yoon & Uysal, 2005). According to Timothy (2005), the location of the store, the value of purchase, varieties, quality and physical design are important aspects to motivate shoppers to visit and shop at the store. In addition, the cleanliness of the store, accessibility, and variety of stores is important to shoppers (Bellenger & Korgaonkar, 1980). Previous research by Zakariya, Haron, Tukiman, Rahman, & Harun (2020) also stated that tourism facilities and infrastructure is integral and need to be well-managed due to it enhance overall tourists experience. Therefore, facilities and convenience at shopping destinations are important to attract visitors to visit the destination.

RESEARCH METHODOLOGY

A preliminary study was first undertaken by observing the people in Padang Besar, Perlis during the weekend, public holidays, and weekdays to understand crowd motive to shop at the border area. Following the observation, an intensive literature review was performed to obtain information from secondary sources. As shown in Figure 1, this study focused on the Padang Besar Arcade Complex (PBAC). A descriptive quantitative study with formal and systematic numerical data collection was utilised to obtain the information linking to the objectives of this study. This quantitative research design was employed using an online survey questionnaire to describe motivational factors and shopper typologies better. The survey was aimed at the 1.3 million passengers who visited the Padang Besar KTMB station in 2019, having a minimum age of 18 years. Based on the Raosoft calculation, the sample size was estimated at 385 respondents. At the beginning of the study, simple random sampling was used as the sampling technique. However, since the coronavirus 2019 global pandemic (COVID-19), and the Movement Control Order (MCO) imposed by the Malaysian government the sampling technique was changed to convenience sampling.
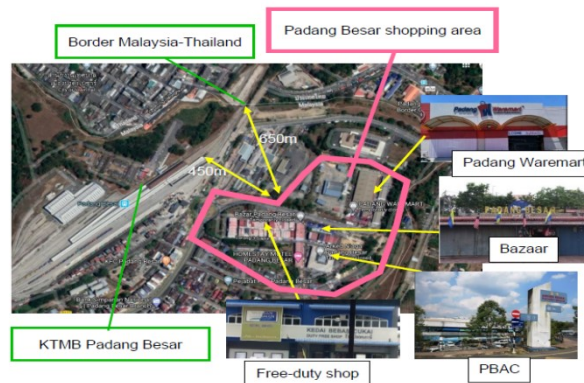
Figure 1: *Location plan of Padang Besar shopping area*

A descriptive analysis, factor analysis, cluster analysis and chi-square test were employed as the statistical techniques in this study to analyse the data. Once collected, the data were entered and coded into Statistical Package for the Social Sciences (SPSS) software version 22.0. In this study, the first stage of the analysis involved data cleansing and crosschecking during the data entry process. Next, the reliability analysis was performed to ensure all the items were reliable for analysis. The exploratory factor analysis was undertaken next for grouping the items according to shopper motivation factors. The factors were then used to categorise and form different types of shoppers. Next, the hierarchical cluster analysis was performed using a linkage between the group method to determine the number of clusters in this study.

RESULTS
Profile of Respondents
As showed in Table 2, the respondents for this study were aged between 18 and 60 years of age, comprising domestic (99.7%) and international shoppers (0.3%). It also showed that the respondents aged between 36 and 45 years (38%) were the main shoppers at Padang Besar, followed by those aged between 26 and 35 years (30%), between 18 and 25 years (22%), between 46 and 55 years (9.3%), and above 56 years (0.7%). Most of the respondents were Malay (95.3%), followed by Indian (2.9%), and Chinese (1.8%). Regarding marital status, 61.5% of respondents were married, 37% were single, and 1.5% were divorced. Furthermore, the result showed that most respondents received a monthly income below RM1500 (28.9%). Therefore, it can be concluded that most shoppers at Padang Besar fell within the B40 group (average monthly salary). Besides that, the highest number of respondents came from Kedah (38.5%), followed by Perak (20.1%), Perlis (12.4%), and Pulau Pinang (10.3%). As such, it can be concluded that Padang Besar attracts Northern Malaysia shoppers

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Table 2: Profile of the Respondents

Variables	N	Value	Number of Respondents	Percentage (%)
Gender	387	Male	80	20.7
		Female	307	79.3
Age	387	18-25 years old	85	22.0
		26-35 years old	116	30.0
		36-45 years old	147	38.3
		46-55 years old	36	9.3
		Above 56 years old	3	0.7
Ethnicity	387	Malay	369	95.3
		Chinese	7	1.8
		Indian	11	2.9
Nationality	387	Malaysian	386	99.7
		Foreigner	1	0.3
Marital status	387	Single	143	37.0
		Married	236	61.5
		Divorce	6	1.5
Monthly income	387	Below RM1500	112	28.9
		RM1501-RM3000	110	28.5
		RM3001-RM4500	77	19.9
		RM4501-RM6000	75	19.3
		RM6001-RM7500	5	1.3
		Above RM7501	8	2.1
Origin state	387	Perlis	48	12.4
		Kedah	149	38..5
		Pulau Pinang	40	10.3
		Perak	78	20.1
		Selangor	12	3.1
		Kuala Lumpur	3	0.8
		Melaka	1	0.3
		Negeri Sembilan	2	0.5
		Johor	20	5.2
		Kelantan	13	3.4
		Terengganu	3	0.8
		Pahang	14	3.6
		Sabah	2	0.5
		Sarawak	2	0.5

Motivation Factors
i. Push Motivation Factor
The main group of push motivation factors included task-fulfilment, bargain hunting, inspiration, and food hunting. As shown in Table 3, all 16 items were

categorised under four main groups of push motivation factors. Task- fulfilment signifies the motivation of shoppers that go shopping given their respective roles. This motivation makes shoppers meet with new friends and enjoy their role to avoid feelings of depression or worrying. The second main group of factors is bargain hunting which is the motivation that encourages a shopper to shop when they enjoy a bargain, discounts, and low-price products. The inspiration factor is a motivation that inspires the shopper to portray their expression of love and curiosity regarding the latest trends. Lastly, food hunting was experiencing new foods given the person's motivation to travel and shop because of food.

Three categories of mean value were listed as having a low range (1.00 to 2.33), medium (2.34 to 3.66), and high (3.67 to 5.00). In this study, the mean value showed which variables influenced shoppers to shop at Padang Besar. The results derived from the analysis indicated that the mean value of three items, fun or thrill (M = 4.36), discount (M = 4.24), and bargain (M = 4.18), were perceived respectively as an important influence in push shopping motivation. The reliability test was next conducted among all four main groups of push motivation factors. The Cronbach's alpha value for task-fulfilment was 0.827, bargain hunting (0.771), inspiration (0.746), and food hunting (0.866). All these factors were reliable given the reliability value above the accepted benchmark value of 0.7.

Table 3: The result of Push Motivation

Push Factors	Factor Loading	Mean	Standard deviation	Compute Mean	% of variance	Cronbach's alpha value
Factor 1: Task - Fulfilment						
Personal role	0.753	2.91	1.353			
The role of work	0.739	2.21	1.298	2.81	19.94	
Avoidance of worrying or depression	0.708	2.83	1.233			0.837
The role to others	0.694	3.59	1.079			
Meets with new friends	0.593	2.12	1.104			
Mental therapy	0.684	3.26	1.139			
Factor 2: Bargain Hunting						
Discount	0.772	4.24	0.810			
Advantage of sales	0.760	4.03	0.869			
Bargain	0.726	4.18	0.864	4.02	18.09	0.771
Fun / thrills	0.658	4.36	0.857			
Escapism	0.472	3.53	1.080			
Low price products	0.518	3.82	0.947			
Factor 3: Inspiration						
Updates with the latest trends	0.808	2.60	1.083	3.01	14.87	0.746

Needs to know	0.770	3.32	1.122			
Role of expressing love	0.646	3.13	1.185			
Factor 4: Food Hunting						
Experience new foods	0.853	3.91	0.934	3.91	8.10	0.866

ii. Pull Motivation Factor

In contrast to the push motivation factor, 24 items relating to the pull motivation factors were categorised under six main groups: hospitality features, excitement features, shopping simplicity, facility resources, unique destination, and convenience. The hospitality features motivation factor focused on the experience of the shopping environment regarding hospitality and services provided by the seller, such as attention, prompt customer service, and respectfulness. The excitement features factor occurred when the shopper was motivated by a convenient location, having activities in groups, trying a new product, enjoying transportation, and feeling there is value with the purchase. Shopping simplicity is derived when the shopper realises that they could purchase an item when needed, making comparisons during shopping or simply being at the shopping destination. The facilities resources motivation is a factor that attracts shopping at the shopping destination due to the facilities provided at the area, such as parking, family-friendly facilities, and advertisement. Unique destinations make shoppers feel motivated to shop at the shopping destination because of the attributes of the destination, the design, and the variety of shopping items. Aside from that, convenience is a motivation factor that involves safety and cleanliness as important determinants to certain shoppers before shopping at the shopping area.

Based on the results shown in Table 4, the exciting features and unique destination were the most important determinants for shoppers to shop at Padang Besar. Meanwhile, the least pull determinant of the destination was facility resources. The reliability test was conducted among all six main groups of push motivation factors. In addition to the six factors, only four factors were deemed reliable with the Cronbach's alpha value of more than 0.70. The four factors were hospitality features (0.843), excitement features (0.745), facility resources (0.714), and unique destination (0.722). The other two factors, shopping simplicity (0.684) and convenience (0.618), were unreliable due to the Cronbach's alpha value being less than 0.70.

Table 4: The result of Pull Motivation Factor

Push Factors	Factor Loading	Mean	Standard deviation	Compute Mean	% of variance	Cronbach's alpha value
Factor 1: Hospitality features						
Attention	0.789	3.59	0.918			0.843
Giving prompt customer service	0.759	3.51	0.920			

Push Factors	Factor Loading	Mean	Standard deviation	Compute Mean	% of variance	Cronbach's alpha value
Respectfulness	0.657	3.80	0.821			
Experience a new shopping environment	0.633	3.49	0.923	3.61	14.73	
No pressure to buy	0.529	3.68	0.878			
Social interaction with others	0.512	3.70	0.762			
Communication with those have similar interest	0.363	3.54	1.051			
Factor 2: Excitement features						
Having activities with others in groups	0.656	4.18	0.821			
Convenience location	0.595	3.76	0.792	3.84	11.22	0.745
Transportation	0.573	3.66	0.929			
Trying a new product	0.535	3.83	0.845			
Value of purchase	0.501	3.78	0.803			
Factor 3: Shopping simplicity						
Just to be around with other people	0.790	2.39	1.317	2.95	10.65	0.684
Purchase item when needed	0.725	3.38	1.052			
Making a comparison using a price tag	0.484	3.10	1.140			
Factor 4: Facility resources						
Parking area	0.832	2.95	1.238			
Family-friendly facilities	0.810	2.82	1.087	2.73	9.80	0.714
Good information via advertisement	0.571	2.44	1.140			
Factor 5: Unique destination						
Exciting place	0.667	3.73	0.824			
Exploring variety of items	0.649	3.95	0.821	3.82	9.80	0.722
Exploring shopping item	0.640	3.77	0.967			
Design	0.587	3.86	0.795			
Factor 6: Convenience						
Safety	0.711	2.93	1.028	3.22	7.23	0.618
Cleanliness	0.489	3.52	0.815			

Typology of Shoppers at Padang Besar
In this study, a cluster analysis was performed on clustering shoppers according to their motivation factors. Three clusters were found, namely hunter shoppers (Cluster 1), prudent shoppers (Cluster 2), and comfortable shopper (Cluster 3) identified from the K-means analysis. These clusters were named based on the descriptive characteristics, as shown in Table 5. The hunter shopper represents those shoppers likely to hunt for food and bargains but prefers to shop at a

destination that provides good facilities. This type of shopper enjoys bargains, low-price products while shopping and they also prefer to travel to the destination that provided facilities (i.e., family-friendly facilities and parking areas). Nevertheless, the prudent shopper is a person who is concerned about the services provided at the shopping destination. They enjoy the attention, respectfulness from the seller, and tend to make a comparison while purchasing a product that they needed. Lastly, the comfortable shopper refers to those who care about convenience during their travel to the destination and shopping. This type of shopper tends to visit shopping destinations that are clean, safe, easily accessible, convenient location, and a destination that provides extra-mile facilities.

Table 5: Cluster centroid from K-means Analysis

Motivation Factors	Cluster			f	Sig.
	Hunter shopper	Prudent shopper	Comfortable shopper		
Task-fulfilment	-0.967	0.769	-0.104	149.068	0.000
Bargain hunting	-0.656	0.792	-0.305	109.662	0.000
Inspiration	-0.812	0.765	-0.191	117.612	0.000
Hospitality features	-0.938	0.864	-0.203	185.503	0.000
Excitement features	-1.046	0.708	-0.005	150.042	0.000
Shopping simplicity	-0.884	0.850	-0.222	165.204	0.000
Facility resources	-0.632	0.404	0.018	34.701	0.000
Unique destination	-0.986	0.837	-0.152	183.948	0.000
Convenience	-0.934	0.490	0.118	81.849	0.000
Food hunting	-0.639	0.453	-0.021	39.438	0.000

DISCUSSION AND CONCLUSION

This study aimed to investigate the motivation factors that influence shoppers to shop at Padang Besar. The findings indicate that four push motivation factors and six pull motivation factors are present in this study. Previously, shoppers were motivated to travel to shopping destinations through the value of avoiding negative feelings, and escapism (Arnold & Reynolds, 2003; Khuong & Ha, 2014; Tammy R. Kinley et al., 2010). However, this study shows that shoppers go shopping due to task-fulfilment; as one of their push motivations factors. Meanwhile, shopping simplicity and unique destination is the main pull motivation factor of border shoppers at Padang Besar. Similar to previous studies, socialising and destination attributes are important factors that motivate shoppers to travel for shopping activities (Belisle, 2011; Boonchai & Freathy, 2020; Tammy R. Kinley et al., 2010; Mehta, Sharma, & Swami, 2014); because shoppers perceive the enjoyment of shopping, while communicating or socialising with others and being attracted to the shopping destination's characteristics. However, to develop Padang Besar as a border shopping destination, effort needs to be taken by each stakeholder interested in Padang

Besar as a border shopping tourism destination. For example, the government should re-examine the current development plan and policy towards Padang Besar as a border shopping tourism destination. The result could provide the impetus to provide attractions, infrastructure, and services to visitors.

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