An Empirical Study on Motivational Attributes of Shopping Tourists in Bangladesh: A Case Study of Bangladesh

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Abstract

The study was carried on motivational attributes of shopping tourists in Bangladesh perspective because now a days shopping is considered as one of the major activities of tourists. The aim of the study is to find out the motivational attributes with their level of significance. The study was based on primary as well as secondary data; applied quantitative method and 106 questionnaires were used. Primary data collected through interview from tourists and local people and secondary data collected from journals, published articles, text books, periodicals, and other materials. Multiple regression analysis, correlations and model fit to develop shopping tourism is being constructed to analyze different motivational attributes of shopping tourism. From the study it is stated that there is significant relationship between motivational attribute and overall motivation of tourists towards shopping in Bangladesh and a positive correlation between overall motivation and cultural and historical value of the product. The major finding is the hospitality of the shopkeepers which motivate tourists most to visit in Bangladesh although Bangladesh is known as a hospitable nation to the world. The findings of the research are expected to assist concerned authorities, planners, and marketers to ensure availability and quality of necessary tourism components that will help to build and maintain motivation of tourists to visit Bangladesh and buy large amount of products as a souvenir and make a huge contribution to the country economy.

Keywords: Communication hub, hospitality of the shopkeepers, motivational attributes, Shopping tourism, souvenir, tourism Shopping Village (TSV).

Introduction

Shopping is becoming an increasingly relevant component of the tourism value chain. Shopping has converted into a determinant factor affecting destination choice, an important component of the overall travel experience and, in some cases the prime travel motivation. Destinations have thus an immense opportunity to leverage this new market trend by developing authentic and unique shopping experiences that add value to their touristic offer while reinforcing, and even, defining their tourism brand and positioning. More importantly, shopping is one of the major categories of tourists' expenditure, representing a significant source of income for national economies both directly and through the many linkages to other sectors in the economy.

There are lots of shopping destinations available in Bangladesh. Shopping tourism experiences and its souvenir can be used as a component of memory collection. When tourists visit in Bangladesh, they stay in the hotel and spend a specific amount of money for the shopping purpose. Though every 5 and 4 star hotels have their own souvenir shop but those are not sufficient enough to provide unique local products. So, by using the effective communication network, we can promote Shopping Tourism in Bangladesh. Thus will satisfy the both local and foreign tourists by selling the local good quality products at a reasonable price in a most congenial environment. This article offers an overview of the importance and latest trends in shopping tourism, in third world country like Bangladesh, providing practical guidelines to help destinations promote shopping tourism.

Overview of shopping places in Bangladesh

Bangladesh has lots of shopping places around the country. It gives tourists immense opportunities to buy variety of products with high memorial significance. In every tourist destination there has some shopping zone for tourists. They can buy the local product according to their choice. Jamuna Future Park and Basundhara city are two biggest shopping mall in Bangladesh. Some of the other shopping areas are Arong, New market, Bongo market, Eastern plaza, Rapa plaza, Stadium market, Basuda plaza, Chittagong trade center, South land center, Bay shopping center, Barmise market in Cox's bazar, Eligant shopping mall, Sylhet millennium mall, Garden tower shopping mall, Sylhet city center, Mitali mention etc. are mentionable. But there is no Tourism Shopping Village (TSV) in Bangladesh.

Literature review

One of the most lucrative tourism activities is shopping. Shopping activities are the most simple and effective methods to understand the culture of destinations during a short tour (Hsieh and Chang, 2006). Shopping refers to a contemporary recreational activity involving looking, touching, browsing and buying, which helps fulfil

people's need for enjoyment and relaxation and which helps tourists escape from their daily routines (Timothy, 2005). Although shopping tourism is a phenomenon well known to almost everybody, constructing a scientific framework and definition of shopping tourism is rather complicated. Shopping tourism as a contemporary form of tourism fostered by individuals for whom purchasing goods outside of their usual environment is a determining factor in their decision to travel. Turner and Reisinger (2001) enumerate several reasons for including shopping as a tourist activity; ''it creates an attractive and inviting environment and incentive to travel; it develops an attractive tourist product, and it is a source of pleasure and excitement''. For many visitors no trip is complete without having spent time shopping (Kent, Schock, & Snow, 1983 cited in Turner & Reisinger, 2000; Heung & Qu, 1997). Shopping has become for many people a manner of passing leisure time and this does never happen in the vicinity of their places of residence. Previous studies reported that travelers often spend more money on shopping than on food, lodging or other entertainment (Turner & Reisinger, 2001). More importantly, shopping is one of the major categories of tourists' expenditure, representing a significant source of income for national economies both directly and through the many linkages to other sectors in the economy. In developed countries and regions, shopping accounts for above 30% of total tourism cost (Wong and Law, 2003; Luo, 2008). Shopping is becoming an increasingly relevant component of the tourism value chain. Shopping has converted into a determinant factor affecting destination choice, an important component of the overall travel experience and, in some cases the prime travel motivation.

For many visitors no trip is complete without having spent time shopping and tourists often feel they cannot return home without buying "something". A majority of people hold that shopping is one of the most important activities carried out by tourists (Gunn, 1988; Mclntosh and Goeldner, 1990; Anderson & Littrell, 1995; MacCannell, 2002). While shopping is seldom mentioned as a primary reason for travel, it is perhaps the most universal of tourist activities, and of great economic importance to local merchants. The act of shopping is not only utilitarian with a focus on acquiring necessities for daily needs, but has become are creation a land touristic experience in which clothing, souvenirs, art works and handicrafts are purchased as reminders and momentous of travel experiences (Timothy, 2005;Timothy & Butler,1995). Shopping has an important economic impact on host communities as it requires the spending of money for leisure purposes (Jackson, 1996). Tourism shopping should form part of the overall tourism development and marketing plan of a destination (Heung & Qu, 1998). In some regions of the world shopping ranks number one in terms of tourist expenditure (Turner & Reisinger, 2001). Online shopping has also caught the attention of some researchers since the 1990s when the internet was emerging and changing consumer behavior and the lifestyle of customers. With the appetite for shopping among travelers from both advanced and emerging economies on the rise, the development of shopping tourism is a phenomenon that is attracting increased attention from policy makers, academics and business leaders around the globe.

Shopping is one of the oldest and most common activities associated with travel and it is becoming of increasing importance to tourism intern so factual consumption of goods purchased, and as a source of enjoyment and satisfaction (Tosun, Temizkan,Timothy, &Fyall,2007). Shopping is the most important part in tourism activities (Kent *et al.*, 1983; Moscardo, 2004). A considerable percentage of a tourist's time and money is spent on shopping; however, the subject of shopping as a tourist activity has been relatively under researched. In addition, the products purchased by tourists for different reasons may help a destination to develop a favorable image in the minds of tourists and their friends and relatives through the sharing of experiences through photos, videos and the items they have purchased during their travels (Kim & Littrell, 2001). Dimanche (2003) mentioned that tourists not only buy souvenirs, but also buy the products which are unavailable in their own countries when they go shopping in destinations. The shopping 'experience' is a complex combination of factors that shape tourists' feelings and attitudes towards visiting and spending time in a destination. As an important component of travel, the shopping experience is a mixture of perceptions of products, services and places. Thus, service and merchandise provided by retailers and vendors are an important part of the destination experience (Tosun, et al., 2007). Shopping on vacation goes beyond functional utility and task orientation and provides other experiential benefits (Yuksel, 2004).

Shopping and travelling are interconnected in many ways and the relationship between the two phenomena is rather complex. The relationship between shopping and tourism is a widely-known and scientifically studied phenomenon virtually all over the world. The relationship between shopping and tourism can be divided into two categories. The first one, where the primary purpose of the tourist trip is to shop, is termed 'shopping tourism'. The second is called 'tourist shopping', where shopping is done as a secondary activity during a trip which might be motivated primarily by something other than shopping (e.g. sunbathing, ecotourism, etc.) (Timothy, D. J., 2005).

Shopping in an attractive and diversified environment which can be the element that leads to a leisure experience when shopping. Marcoolyn, and Nesdale (1994) demonstrated that shoppers' emotional states and motivations at the time of shopping play a major role in predicting buying behaviors. The consumers could shop for personal or social motives. However, some retailers are increasingly finding that the shopping habits are

often not planned (Tabur, 1972). Tauber (1972) reported a number of motivations for shopping including personal (e.g., role playing, diversion from routine life, self-gratification, learning about new trends, physical activity for exercise, or sensory stimulation) and social motives (communicating with others with similar interests, status and authority, or pleasure of bargaining). Tourist shopping behavior may be different from that of an ordinary shopping and there may be several shopping motives when on holiday. Shopping behavior may change within the exciting and non-home atmosphere of travel (Turner & Reisinger, 2001). The literature on shopping is replete with studies indicating that consumers may view shopping experiences as entertainment or recreation (Jones, 1999). Travelers are looking for shopping opportunities in the hope of a good deal, for entertainment purposes, or maybe just due to customary obligations (e.g. social expectations, following others' consumption patterns) (Murphy et al, 2012). The desire and necessity for shopping could motivate a tourist to travel (Timothy & Butler, 1995). The lower price level of a product or service (e.g. a car repair) in a neighboring country can be tempting for people living in borderlands even in the best of times, but temporary or permanent recession can further stimulate trips motivated by shopping. The service providers' ability to speak the customer's language is thought important, as this will be an indication of the hosts' welcoming and caring attitudes (Reisinger & Waryszak, 1994). Tourists may seek utilitarian or pleasurable shopping experiences, which latter can be characterized by intrinsic satisfaction, perceived freedom and involvement. While tourists do not necessarily set out with the intent to 'go shopping', during their wider experiences, they are likely to engage in a diversity of consumption encounters and rituals which involve interactions with vendors and service providers (Westwood, 2006). Heung and Cheng (2000) cite Martin and Mason (1987) who noted that non-essential shopping is seen by consumers as being a leisure activity, and that the retail sector has to adapt in different ways to this trend. Verbeke (1991) suggested that indicators such as personal characteristics, the shop during the visit, and type of purchases have proved to be useful in analyzing tourism shopping. Over the years, many researchers have maintained that people also shop to mingle with others. Cox, Cox, and Anderson (2003) noted that one out of eight shoppers enjoyed interacting with other shoppers. Arnold and Reynolds (2003), suggest that the importance of different motivations may vary with regards to the degree of the shopper's product involvement and the particular shopping situation. According to Jansen-Verbeke (1998), the qualities of an inviting shopping environment for tourists are; product variety and uniqueness; a diversity of high quality shops, supporting amenities such as restaurants, pubs and entertainment facilities in close proximity, good pedestrian access and parking facilities and multi-functionality of the environment which guarantees that the place feels 'alive'. Yuksel (2007) found that respondents showed a high willingness to talk to sales people, spend more time browsing and exploring the products, and spend more money than originally planned when the climate of the TSH is perceived to be stimulating. According to Hardi (2001) the most common and intensive motivation of cross border social relations is shopping tourism. Heung and Cheng (2000) identified four shopping attribute dimensions; Tangibles Quality, Staff Service Quality, Product Value and Product Reliability which influenced tourist satisfaction with shopping in Hong Kong. Turner and Reisinger (2001) emphasize the need to gain a deeper understanding of tourists' shopping behavior and responses to shopping environments because the purchase behaviors of tourists as consumers are different from the rational decision making and ordinary purchasing at home.

Significance of shopping tourism
The importance of shopping tourism is very high in perspective of country's economy as well as tourists' perspective. Tourists can buy high quality products compare to low price from tourist destinations. Tourist can also collect unique products from the destination which has significant historical and cultural values. The sharing of this experience can motivate other travelers to visit the destination. On the other hand, many tourists want to interact with host community. And this is one of the prime way of interaction between tourist and hosts. So we cannot neglect the significance of shopping for tourists' satisfaction. Many tourists also want to keep fascinating memories of their tour. Shopping is one of the way to keep the memories alive. Shopping also helps to remove boredom of life and gives scope to enjoy different lifestyle.

Objectives
    I.   To identify the significance of promoting shopping tourism.
   II.   To explore the behavior of the guest and shop keepers.
  III.   To find out the gusts satisfaction index and the level.
  IV.   To sketch the communication network as well as integrated communication network.
   V.   To draw a blue print of Tourism Shopping Village (TSV).
  VI.   To evaluate the motivational attributes of shopping tourists for visiting and shopping in Bangladesh.

Limitations
The present study has several limitations that need to be addressed, though these flaws cannot mask its robust

theoretical and managerial implications. The data were collected solely from Dhaka city and around Dhaka city of the Bangladesh. The sample respondents were local people and small size of domestic tourists. So the credibility of research findings is based on small selected sample. Future research should be undertaken using a bigger sample, for a better understanding of the motivational factors of shopping tourists. On the other hand other motivational attributes can influence the motivational level of tourists.

Communication Network from Tourism stakeholders to Shopping Tourism
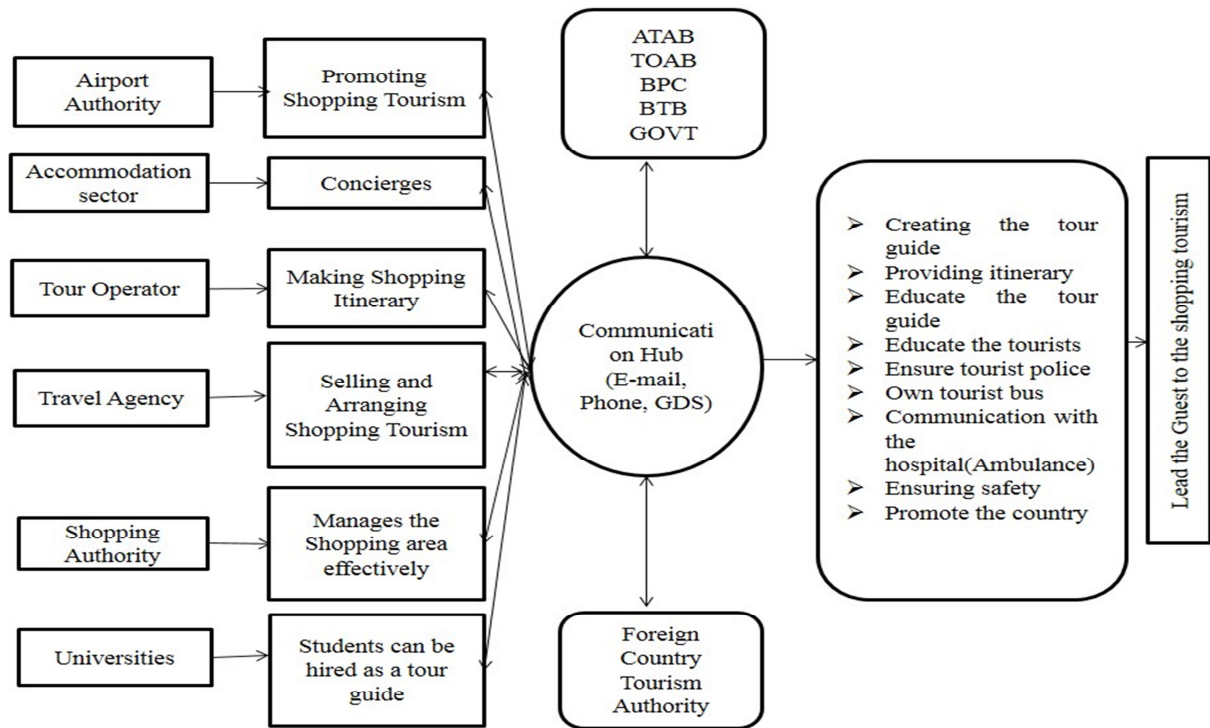

Figure 1: A Model of Communication Network

Communication Hub is a combined group of authorities selected from airlines, accommodation, transportation, tour operator, travel agency, DMO, shopping authority and universities. This authority will take care of all the functions associated with shopping tourism by assigning the tasks to the tourism industry. Actually the components of tourism industry are collaboratively work together to make the shopping tourism successful. This authority will have a chain of command or level of management. The task of the communication hub is to maintain a good communication with above mentioned industry. They will frequently communicate with ATAB, TOAB, BPC, and BTB for the purpose of maintaining the rule and regulation and fund raising. The tasks of the Communication Hub, When tourism industry finds any tourists who are very much interested to shopping inside the Bangladesh then the industry will directly contact with communication hub. After that, the communication hub will arrange whole the process in an organized way, Starts the promotional campaign in their website to attract both local and foreign tourists, Shopping authority will manage the shopping area effectively by maintaining proper security and arranging tanning for the shopkeeper, Promote the entire tourist destination as well.

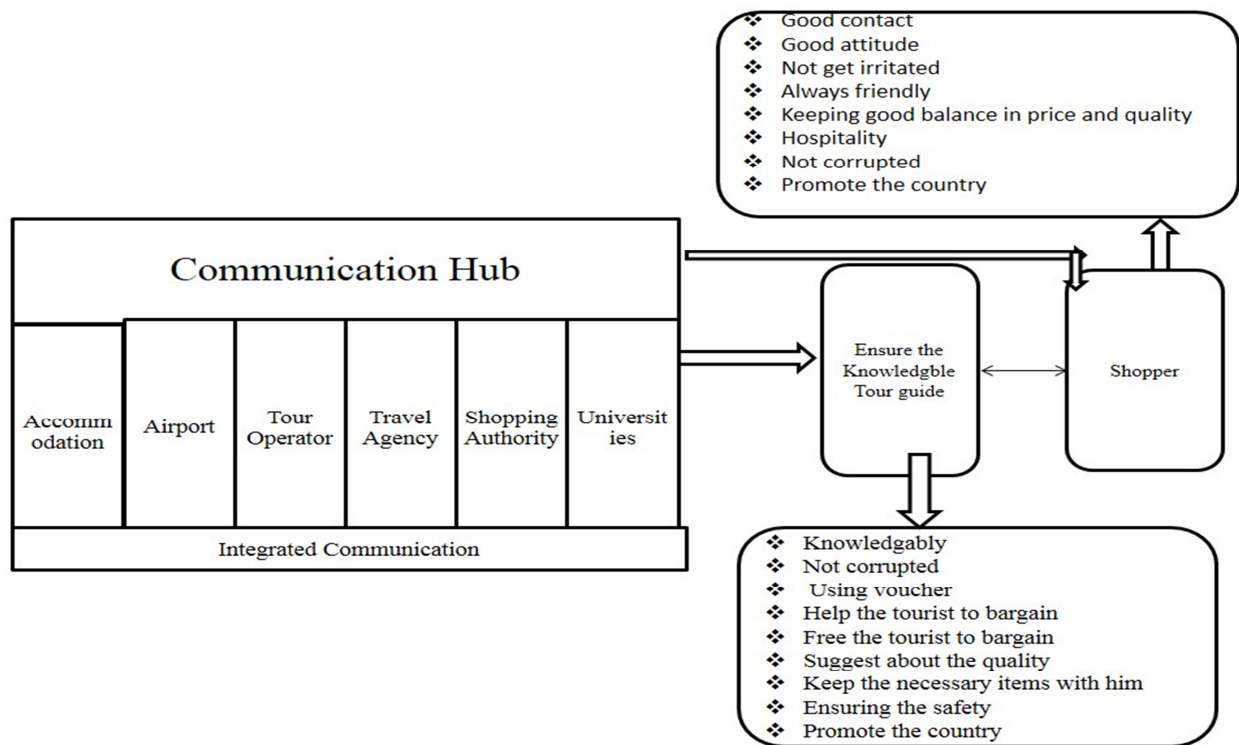**Integrated Communication Network**

Figure 2: Integrated communication network

       This model shows that all the components of the tourism industry aggregately work together under the supervision of Communication Hub to ensure the knowledgable tour guide and shopkeeper because the tourist will have direct contact between these two parties. The above mentioned model shows the qualities and rules and regulation should maintained by the both tour guide and shopkeeper to make the shopping tourism successful. Communication hub authorities will manipulate the code of conduct of the local culture before going to the shopping tourism. This includes suggestion to the tourist to respect the local culture, Put on the local dress. Communication hub also trains the shopkeeper by giving instructions such as welcome the tourist by the local traditional way, show the hospitality and be friendly.

Common scenario of Tourists' Satisfaction level and its drivers

The satisfaction level of a shopping tourist starts from the involvement stage and ends with decline or rejuvenation stage as it happen to the products life cycle. In the product life cycle it is easy to measure in which level the life of product exists. But it is very difficult to evaluate the tourist psychology whether he is satisfied or not with his shopping experiences.
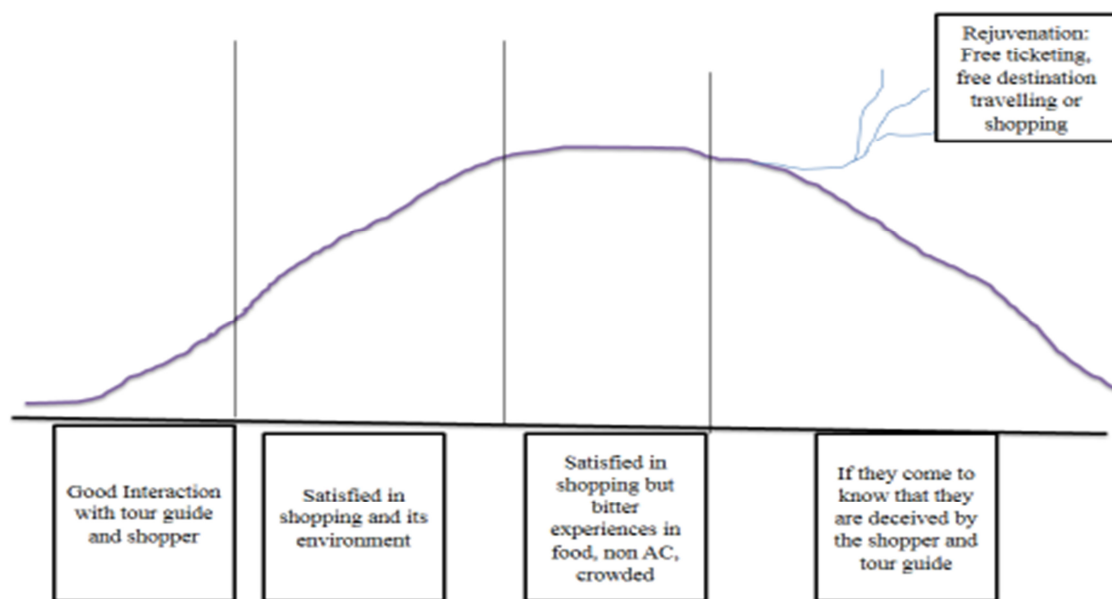
Figure 3: Tourists' satisfaction Level in different situation

The Blue Print of Tourism Shopping Village (TSV)

The model shows the ultimate designing of a shopping area that includes the proper placement of the various sectors and the shopping outlet as well. Each shopping area must have two ATM booths for withdrawing or securing the money and two money exchange booth for foreign currency transaction. Food and beverage outlet includes both local and foreign food with nonalcoholic beverages having AC facilities around the outlet. There are two relaxation rooms should be placed in the proper location having AC facilities, Wi-Fi service, TV, Luxury chairs with nice wash room facilities (only for package tourists). Each and every shop must have credit card or master card transaction system for settlement of payment. The shopping area will be covered with CC camera monitored by the security authority and tourist police. Medical facility, housekeeping department (clean the shopping area) flexi load (recharging the phone) and fine toilet facilities should be available outside the core shopping area. There must have an available space for parking facilities and ensure the security of tourists' properties.
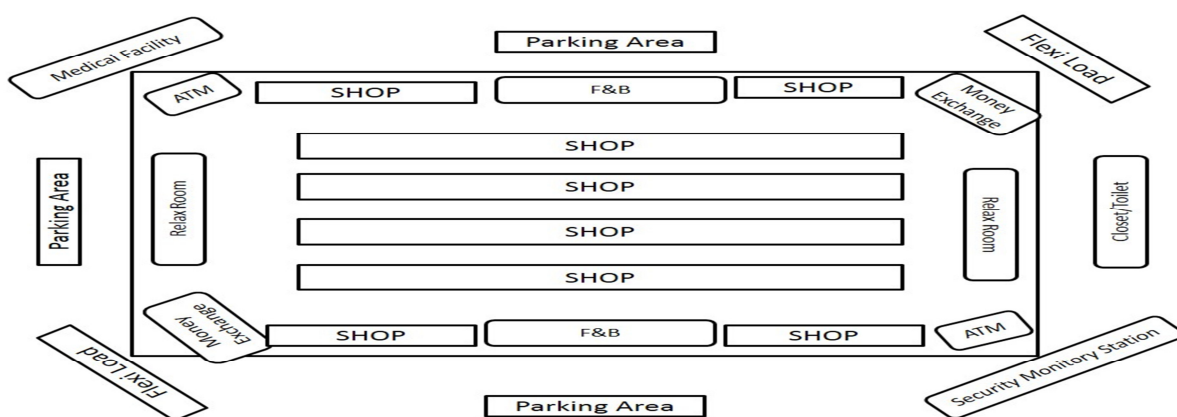

Figure 4: Sketch of Tourism shopping Village (TSV)

Methodology

The present study is exploratory as well as descriptive in nature, because different methods of both types of research were used. The study area was selected purposively considering huge potentiality for developing shopping as a form of tourism. All domestic tourists and local people included students, service holders, business men of Dhaka city and around Dhaka city are target population and population nature is known and measureable in size. One of the most important aspects of a quantitative research is the good measurement of the phenomena

using the selected sample. Simple random sampling technique was used to select sample and sample size was 106 (n=106).

A structured questionnaire was constructed for collecting primary data through personal interview and secondary data were collected from relevant research report and publications, newspapers, books, journals and websites. The survey questionnaire consisted of two major sections. The first sections included questions relating to the factors which motivates shopping tourists such as quality of products, price of products, cultural and historical value of the products, and hospitality of the sellers etc. to visit a place and buy some products. This section was developed to assess the respondent's perception of overall motivation for selecting Bangladesh as a shopping destination. 25 items relating to tourists' motivation were selected and respondents were asked to rate on each 5 attributes on a 5-point Likert scale where 1= Strongly agree; 2= agree; 3= Neutral; 4= disagree; and 5= Strongly disagree. And the second section included questions relating to the socio-demographic characteristics of respondents and the items included age, education level, profession, income and gender of respondent. Appropriate statistical analyzes such as frequencies, descriptive, analysis of variance, correlation analysis and regression analysis were used to analyze the data. Cronbach's alpha scale was conducted to create as a measure of reliability. The multiple regression analysis was used to finds the casual relation between dependent and independent variable. These statistical analyses were conducted using the Statistical Package for Social Sciences (SPSS 20) software.

Hypothesis
H1: Ho: There is no difference exist between motivational attributes and overall motivation of shopping tourists in Bangladesh.
H2: Ho: There is a positive relationship between overall motivation and cultural and historical value of the products.

Analysis and results
Respondents' Socio-Demographic Profile
Table 01 provides the respondents' information. Out of a total of 106 respondents listed for analysis, 64 (60.4%) were male and 42 (39.6%) were female. Data were collected from different age group. Large group of respondents were from 31-40 years (33.0%) age group, followed by 21-30 years (30.2%) age group.

Surprisingly, highest 51.9% of the respondents have completed university level education followed by 21.7% HSC level. In addition, 31.1% respondents were Service holders, where as 19.8% respondents answered that they are businessman, followed by 16% are students and 8.5% are social workers and others category includes self-employed in different profession at the time of the survey. Among the respondents 72 (67.9%) were married and 34 (32.1%) were single. Respondents listed 16% of their income more than Taka 40,000, and highest 28.3 % have income range 20,001-30,000, 27.4% have 30001-40000 Taka per month and 28.4% respondents have income under 20000 taka.

Table 1: Respondents Socio-Demographic Profile

Description	N	%	Description	N	%
Gender			**Profession**		
Male	64	60.4	Service Holder	33	31.1
Female	42	39.6	Business	21	19.8
Educational Level			Student	17	16.0
No Education	8	7.5	Social worker	9	8.5
Primary level	4	3.8	Other	26	24.5
SSC	11	10.4	**Income**		
HSC	23	21.7	Under 10000	15	14.2
University level	55	51.9	10001-20000	15	14.2
Others	5	4.7	20001-30000	30	28.3
Marital Status			30001-40000	29	27.4
Married	72	67.9	Over 40000	17	16.0
Single	34	32.1	**Age**		
			Up to 20 years	7	6-6
			21-30 years	32	30.2
			31-40 years	35	33.0
			41-50 years	18	17.0
			Above 50 years	14	13.2

Source: Field survey

Before applying statistical tools, testing of the reliability of the scale is very much important as it shows the extent to which a scale produces consistent result if measurements were made repeatedly. This is done by

determining the association in between scores obtained from different attributes of the scales. If the association is high, the scale yields consistent results, thus it is reliable. Cronbach's Alpha is the most widely used method. It may be mentioned that its value varies from 0 to 1 but the satisfactory value is required to be more than 0.6 for the scale to be reliable (Malhotra, 2002; Cronbach, 1951). In the present study, we therefore used Cronbach's alpha scale as a measure of reliability.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.904	.907	25

Regression Analysis

H1: Ho: There is no difference exist between motivational attributes and overall motivation of shopping tourists in Bangladesh.

The multiple linear regression procedure was employed because it provided the most accurate interpretation of the independent variables and it helps to assess whether the identified independent variables exerted a significant influence on motivation. The six independent variables were expressed in terms of the standardized factor scores (beta coefficients). The significant factors that remained in the regression equation were shown in order to importance based on the beta coefficients. The dependent variable, tourists' overall motivation, was measured on a 5- point Likert-type scale and was used as a surrogate indicator of tourists' evaluation as a tourists' destination. The equation for tourists' overall motivation was expressed in the following specification:

$Y_s = \beta_0 + B_1 X_1 + \beta_2 X_2 + B_3 X_3 + \beta_4 X_4 + B_5 X_5 + B_6 X_6 + \text{\euro}_i$

Where,

Y_s = Overall motivation for tourists' for shopping in Bangladesh

β_0 = constant (coefficient of intercept)

X_1 = Low price compare to quality

X_2 = Uniqueness of the product

X_3 = Easy access to shopping area

X_4 = Hospitality of shopkeepers

X_5 = Promotional activities

X_6 = Strong memorial significance

$\text{\euro}_i$ = Disturbance term/error term

$B_1, \ldots, B_6$ = regression coefficient of factor 1 to factor 6.

Table 2 showed the results of the regression analysis. Vavra (1995) and Johnston(1995) hypothesized that the importance of motivational attribute can be gained by a multiple linear regression of the single motivational statements of the attribute against the overall motivation score. To predict the goodness-of-fit of the regression model, the multiple correlation coefficient (R), coefficient of determination (R^2), and F ratio are examined. The R of the independent variables (six factors, X_1 to X_6) and the dependent variable (overall motivation) is 0.362, which shows that the tourists' had positive and moderate correlations of overall motivation with the six motivational attributes. The R^2 is 0.131, suggesting that more than 13% of the variation of tourists' overall motivation could be explained by six factors. The F ratio 2.49 showing whether the results of the regression model could have occurred by chance. The p value is 0.002, which is considered as highly significant. The regression model achieved a level of goodness-of-fit of about 13% in predicting the variance of tourists' overall motivation for shopping in Bangladesh in relation to the six factors, as measured by the above mentioned R, R^2, and F ratio. In other words, at least one of the seven factors is important in contributing to influence overall motivation of tourists' for visiting Bangladesh.

Table 2: Regression Results on overall motivation Based on the dimensions

Model Summary				
Model	R	R square	Adjusted R square	Std. error of the Estimate
1	.362	.131	.279	1.109

ANOVA

Model	Sum of squares	df	Mean of square	F	Sig.
Regression	18.403	6	3.067	2.495	.002
Residual	121.719	100	1.229		
Total	140.123	106			

Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. error	Beta		
(Constant)	2.369	.596		3.972	.000
Low price Compare to quality	-.150	.080	-.184	-1.88	.063
Uniqueness of the Product	.145	.117	.146	1.238	.029[*]
Easy Access to Shopping Area	.004	.105	.004	.041	.968
Hospitality of Shop Keepers	.193	.120	.199	1.615	.002[**]
Promotional Activities	.055	.092	.058	.596	.041[*]
Strong Memorial Significance	.106	.103	.103	1.025	.012[*]

In the regression analysis, the beta coefficient can be used to explain the relative importance of each of the six attribute (independent variables) in contributing to the variance in tourists' overall motivation (dependent variable). As far as the relative importance of the six attribute is concerned, hospitality of shop keepers (beta=0.193, p=0.002) has the highest contribution and carries heaviest weight for tourists' overall motivation for shopping in Bangladesh followed by Uniqueness of the product (beta: 0.145, p=0.029). The results showed that a one unit increase in attribute with the hospitality of shop keepers would lead to a 0.193 unit increase in overall motivation for shopping in Bangladesh other variables being held constant. In conclusion, the entire attributes are not equally significant. Thus, the results of multiple regression analysis reject hypothesis 1, That no difference exist between motivational attributes and overall motivation of shopping tourists in Bangladesh. So, hypothesis 1 has been rejected.

H2: Ho: There is a positive relationship between overall motivation and cultural and historical value of the products.

		Cultural and Historical Values	Overall Motivation
Cultural and Historical Values	Pearson Correlation	1	.278[**]
	Sig. (2-tailed)		.004
	N	106	106
Overall motivation	Pearson Correlation	.278[**]	1
	Sig. (2-tailed)	.004	
	N	106	106

Concerning the above correlation matrix, it can be said that with the respondent's current response cultural and historical values and Tourists' overall motivation is positively correlated. So, hypothesis 2 is approved. That indicates, a positive and significant correlation between destination overall motivation and cultural and historical values of the product. Different marketing activities such as marketing relations, public relations, and social relations play fundamental role in promoting cultural and historical values of products to motivate tourist to visit in Bangladesh for shopping. This emphasis must be brought under consideration in long-term goals of destination management. Destination stakeholders shall have more focus on components of motivational attributes for increasing overall motivation.

Research gap

Shopping activities are the most simple and effective methods to understand the culture of destinations during a short tour (Hsieh and Chang, 2006). In Bangladesh there is lots of opportunities for shopping tourists. They can buy different products which has significant historical and cultural values. From different literature it is clear that there are many studies have been conducted on importance of shopping tourism. But there is no studies have been found regarding the motivational attributes for shopping tourists which motivate tourists to visit Bangladesh and what is the most influential attributes for them. This is a sharp research gap.

Future research

For this study sample respondents were only local people of Dhaka city and around Dhaka city and small number of domestic tourists. For future research researchers can collect huge information from all over the Bangladesh and from international tourists.

The research topic is an under-researched issue in Bangladesh context and while reviewing literature it is found that previously no research initiative was taken to examine the motivational factors for shopping tourists. Therefore findings of this research are creating new literature and for further addition to this body of knowledge, future research scopes are there.

This research has a specific focus on some motivational attributes for shopping tourists in Bangladesh and there are other potential motivational attributes which can motivate tourists in Bangladesh that can be researched in future.

Conclusions

Shopping is one of the prime activity for tourists because for many tourists without shopping tour does not complete. They one to keep their visit alive by buying some products also known as souvenir from the tourist destination. As a tourist destination Bangladesh has great reputation for shopping tourism. There are lots of things available for motivating tourists to visit and buy something. For developing shopping tourism in Bangladesh tourism stakeholders can play prime role because in different interaction between tourist and stakeholder create different types of satisfaction. Different motivational attributes drive tourists to visit Bangladesh. Among them hospitality of the shopkeepers motivate tourists most to visit Bangladesh. Some other influential attributes such as uniqueness of the product, memorial significance of the product, different types of promotional activities etc. are important findings from the study.

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