

Tourists' Satisfaction with Shopping Experience: A Socio-Demographic Analysis

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Abstract

The purpose of this study is to evaluate tourists satisfaction with shopping experience based on the socio-demographics (gender, age, education level, income, and occupation). The destination of the study was El-Gölü Park in Tabriz. Results indicated that tourists experienced different levels of satisfaction with stores and accessibility to the Park, so that the most important factors affecting the satisfaction were attractiveness, safety, sellers' respectful behavior, comfort of public vehicles, parking facilities, and transportation fee. Results also showed that age and income were not significantly associated with tourists' satisfaction. Conclusions from this analysis will also help decision takers to plan educational, monitoring and marketing programs for the Park.

Keywords: Tourist satisfaction, Shopping experience, Socio-demographic characteristics, Iran, El-Gölü Park.

Introduction

Tourism has become one of the important sectors of the global economy (Lopes 2011) accounting for 11% of global gross domestic product (GDP) and employing 200 million people (Okello and Yerian 2009). In Iran, tourism is estimated to account for 5.6% of the country's total GDP, 5.1% of the country's total employments, 2.9% of the country's total capital investments, and 2.8% of the country's total exports (WTCC 2013). Iran has a great potential for tourism e.g. Iran is the eighteenth largest country in the world in terms of area. It is located in the southwestern Asia and covers the land area of more than 1,648,000^{km}². Moreover, a review of 3167 tourist attractions found that Iran is rich in cultural and natural tourism

resources; many of which are unique to the world. Iran's primary cultural tourism assets include the ancient city of Persepolis, Naqsh-e-Rustam, and Choga Zanbil that are listed as a part of UNESCO World Heritage. In terms of Iran's Islamic cultural sites, Masjad-e-Emamin in Esfahan, Masjad-e-Jame in Yazd, and Gombad-e-Soltaniye in Zanzan stand out. Iran also possesses rich intangible living customs that are exemplified in its cities, towns, villages, and rural areas; the most notable of which are the cities of Esfahan, Kerman, Yazd, Shiraz, and Tabriz, and towns and villages such as Masuleh and Talesh in Guilan Province, the Oroman Valley villages in Kurdistan Province, and Abeyane Village in Esfahan Province (Alipour and Heydari, 2004). However, tourism in Iran faces eight considerable challenges: (1) growing competition in the global tourism industry, (2) an economic system which has not traditionally emphasized service quality or products, (3) high level of inconsistency between tourism decision takers, (4) weakness of the accessibility to destinations, (5) lack of conservation and protection of principals of attractions, (6) low level of creativity of tour operators, authorities and decision takers, (7) lack of marketing programs, and (8) short time economy investments (Zeinali and Ghojali 2013).

Tabriz is the fourth biggest city of Iran with a population over 1378935 people, and it is the capital of the East Azerbaijan Province. It is also the second most industrial city of Iran after Tehran. Tabriz, due to various historical tourism attractions such as Bazaar Complex, Goye Masjid, Arg-e-Alishah, El-Gölü Park (Shah Gölü), and etc., is one of the most popular tourism destinations in Iran for both of domestic and international tourists. In the last decade, urban tourism development in Tabriz has led to development in tourism infrastructures. El-Gölü Park is one of the most important tourism attractions in the South East of Tabriz. El-Gölü Park, a historical and recreational park with a pool, covered an area of 54675m² during Aq-Qoyunlu dynasty in the 16th century. It was reconstructed in the 19th century in Qajar dynasty by Qahrman Mirza. Its importance, in terms of urban tourism in Tabriz, is illustrated by the following:

Construction of international El-Gölü Hotel, more than 10 local restaurants, extended retail, large green spaces, amusement parks and camping areas.

Literature Review

Tourist shopping experience

Shopping is one of the oldest activities (Murphy et al. 2011), and increasingly seen as a leisure activity (Burton et al. 2001). Shopping carries a higher priority for some tourists than sightseeing, recreation or any other holiday activities (Yuksel 2007); for many of them a trip is not complete without having spent time shopping (LeHew and Wesley 2006). Due to its psychological, social, and economic benefits e.g. improving the retail industry and generating job opportunities, creation of comfortable yet exciting shopping districts, in order to induce customers' desire to visit and extend their stay, has become an important concern for authorities at tourist destinations (Yuksel 2007).

The '*experience*' is a complex combination of factors that shape tourists feelings and attitudes towards their visiting and spending time in a destination. Shopping, as an important component of travel, is a mixture of perceptions of products, services and places. In fact, the tourist-shopping experience is the sum of tourist satisfaction or dissatisfaction gained from the individual's attributes to products and services purchased. The service and merchandise provided by retailers and vendors are an important part of the destination experience. In this regard, shopping refers to a contemporary recreational activity involving looking, touching,

browsing, and buying, which helps fulfill people's need for enjoyment and relaxation and which helps tourists escape from their daily routines (Tosun et al. 2007). A critical aspect of experience is that it is different from person to person, but undoubtedly comes from an intrinsic source. In order to experience shopping in an intrinsically meaningful way, an aspect of '*motivation*' is necessary (Giliham et al. 2003). Motivation refers to psychological or internal influences affecting individuals' choices (Middleton and Clarke 2001). In other words, motivation refers to the drive, urge, wish, or desire that leads to a goal-oriented behavior (Kim et al. 2005; Kim et al. 2003). Motivation also helps explain consumers' general search behaviors, retail store choices, affective shopping outcomes, enhanced satisfaction (Babin et al. 2007), and shopping typologies (Rohm and Swaminathan 2004). The importance of motivation has been continuously highlighted in shopping literature. Several studies have examined consumer motivation to shop (Jensen 2012). One of the earliest studies on motivational determinants of shopping experience is that of Stone's (1954). In fact, Stone coined the concept of shopping orientations (McKinney 2004). He recommended four orientations or motives—economic/price, ethical, personalizing/service, and apathetic (Haanpaa 2005). Bearden (1977) nominates seven store attributes: price level, quality of merchandise, selection, atmosphere, location, parking facilities, and friendliness of salespeople (Yeung et al. 2004). And Wilkie (1990) identified ten kinds of motivation: role playing, diversion, self-gratification, learning, exercise, sensory stimulation, communication, peer group attraction, status and authority, and pleasure from bargain hunting and negotiation (Furnham 2000).

Tourist satisfaction and socio-demographic characteristics

Tourist satisfaction had been a major research topic for scholars in the last three decades (Tsiotsou and Vasiotio 2006). In Iranian tourism literature tourist satisfaction was debated and analyzed considerably in the recent decade. A number of methodological approaches to the measurement of satisfaction have been developed, but no consensus has been yet reached on the best approach. The marketing literature has mainly focused on two opposing schools of thoughts: the American school led by Parasuraman et al. 1985 and the Nordic school led by Gronroos 1984. The former regards consumer satisfaction as a reflection of either positive or negative gaps between consumers' initial expectations and their perception of a product or service's performance whereas the latter considers consumer satisfaction to be an outcome of the actual quality of performance and its perception by consumers' (Song et al. 2011). According to Oliver (1980) customer satisfaction is customers' post-purchase comparison between pre-purchase expectation and performance received (Barutcu et al. 2011). Therefore, satisfaction could be defined as an evaluation after the consumption (Butnaru and Miller 2012) of product, service or experience (Correria et al. 2008). Moreover, tourist satisfaction has been variously defined (Craggs and Schofield 2011). For example, Moutinho (1987) defined satisfaction as primarily a function of the relationship between pre-travel expectations and post-travel experiences (Truong and King 2009). Westbrook and Oliver (1991) claim that tourist satisfaction can be seen as the tourist's post-purchase evaluation of the destination and is proposed to be one of the key judgments that tourists make regarding a tourism service or product (Song and Cheung 2010). According to the recent research in the tourism area, satisfaction is understood as the individual's cognitive-affective state derived from the tourist's experience (Mendes et al. 2010; Bowen and Schouten 2008; Okello and Yerian 2009). Consequently, tourist satisfaction has increasingly become an

important topic for destination management (Song et al. 2011), destination marketing (Dmitrovic et al. 2009), and destination loyalty (Lee and Hsu 2013).

The characteristics of tourists are vital factors for analyzing satisfaction (Quach 2013). Therefore, with a review of the market segmentation (Geoldner and Ritchie 2003) and empirical studies, five aspects of socio-demographics are selected: (a) 'Gender' is an aspect of demographics which the tourism industry seems to believe that determines personal experience (Swarbrooke and Horner 2007). The importance of gender has been continuously highlighted in tourism research (Schofield and Thompson 2007). For example, Perovic et al. (2012) indicated that gender did not have any effects on the level of tourist satisfaction in Montenegro. Mellina and Aballe (2013) found no gender based difference in the level of tourist satisfaction. Similarly, Zeinali and Ghojali (2013) found no gender based difference in the level of tourist satisfaction of Villas service performance in Ghorogh Park. (b) 'Age' is other aspect of observable and universal demographics. It is frequently a substitute or proxy variable for physical fitness, activity levels, interests and previous travel experiences (Pearce 2005). Some researchers have examined relationships between age and the level of satisfaction. For instance, Perovic et al. (2012) examined the influence of age on level of tourist satisfaction in Montenegro, and they found that age did not have any effects on the satisfaction level. Zeinali and Ghojali (2013) also analyzed the level of tourist satisfaction based on age in Ghorogh Park; they indicated there is no age based difference in the level of tourist satisfaction of Villas service performance. (c) It is clear that the higher level of 'education' achieved the greater amount of travel (Middleton and Clarke 2001); therefore, some studies have examined the effect of education level on tourist satisfaction e.g. Mellina and Aballe (2013) revealed that there were significant differences in the tourists satisfaction based on education level, and Tsiotsou and Vasiotio (2006) revealed that education could discriminate between the two groups of tourists (highly satisfied and less satisfied). (d) The 'level of income' is another aspect of socio-demographics for this empirical study. The level of income is considered to be an important factor that influences tourist satisfaction (Perovic et al. 2012), formation of tourist images and perceptions of the travel experience (Heung et al. 2001). (e) Finally some researchers suggest that 'occupation' can affect the perception of places (Beerli and Martin 2003), level of tourist satisfaction (Perovic et al. 2012), and perceptions of travel experience (Heung et al. 2001). By regarding the empirical literature, we proposed the following hypotheses:

H₁: *Tourists experienced different levels of satisfaction based on the socio-demographics (gender, age, education level, income and occupation).*

H₂: *The socio-demographics influence tourists' satisfaction significantly.*

Methodology

The study destination was El-Gölü Park in Tabriz, and the study population was domestic tourists. Since tourists' observation, criticisms, and recommendations are a good database of ideas for quality improvements in any destination (Barutcu et al. 2011), a self-administered questionnaire was developed (Sullivan and Heitmeyer 2008) based on a review of the literature, opinions of academicians, and experiences of the experts to test the hypotheses (Tosun et al. 2007).

The survey includes three sections: (1) the first section gathers information on the visitor's profiles. In order to set El-Gölü tourist profiles, we concentrated on the two groups of attributes: socio-demographics and travel characteristics. The socio-demographics include six elements, namely gender (Perovic et al. 2012; Shani et al. 2010), age (Haque and Khan

2013; Matzler et al. 2007; Okamura and Fukushige 2010), marital status (Song and Cheung 2010; Lee and Hsu 2013; Phillips et al. 2013), education level (Tsiotsou and Vasiotio 2006; Truong and Foster 2006), income level (Heung et al. 2001; Tosun et al. 2007; Jonsson and Devonish 2008), and occupation (Song and Cheung 2010; Lee and Hsu 2013). The travel characteristics are namely type of accommodation, transport used (Mendes et al. 2010; Valle et al. 2006; Yuksel 2007), length of stay (Son 2005; Kau and Lim 2005; Okello and Yerian 2009; Merwe et al. 2011), travel party or companion (Truong and King 2009; Hung et al. 2012; Winter 2011; Siri et al. 2012; Murphy et al. 2011), information source (Kau and Lim 2005; Chen et al. 2011), and times visiting (Chen et al. 2011; Kau and Lim 2005). The second part of the questionnaire measured the degree of the tourist's satisfaction of stores and accessibility attributes. The scale options for the satisfaction levels were: 'Very Dissatisfied' (1), 'Dissatisfied' (2), 'Neither Satisfied Nor Dissatisfied' (3), 'Satisfied' (4), and 'Very Satisfied' (5), (Craggs and Schofield 2011). The final part of the questionnaire investigated destination loyalty (Truong and King 2009). The visitors were asked to indicate their intentions to recommend, decision to return (revisit), and positive word of mouth (Lee and Hsu 2013; Eusébio and Vieira 2013). The Behavioral intentions were assessed by using statements such as these: "*will you recommend visiting ... to your friends? And would you like to visit ... again*"? (Nowacki 2009), as a last indicator of intention, a quotation on the positive word of mouth was: *I will write about my vacation in the Park as a memorable day in my diary*. Visitors' future behavioral intentions including recommending, decision to return and positive word of mouth, were measured on a 5-point scale: 'Very Unlikely' (1), 'Unlikely' (2), 'Neither Likely Nor Unlikely' (3), 'Likely' (4), and 'Very Likely' (5), (Craggs and Schofield 2011). The data were coded and analyzed using SPSS, Version 22.0 (Yeung et al. 2004).

Results and Discussions

Sample Profiles

Two hundred questionnaires were answered in a face to face survey. The majority of the respondents participating in the study were males (68.6%) whereas only 31.4% were females. Of these, 59.3% were single, 37.6% were married, 2.6% were divorced, and 0.5% was widow. Regarding the age group, 51.1% of the sample was between 15-25 years old, 30.8% were between 26-35 years old, 10.5% were between 36-55 years and 7.6% were between 56-70 years old. Regarding the level of education, most of the respondents had a university degree (72.2%), of these 17.5% had a postgraduate degree, 39.2% had a graduate degree, 15.5% had a post-diploma degree, 24.7% had a diploma, 2.1% had a secondary school degree and 1% had an elementary school degree. Based on the monthly wage, most of the tourists indicated earning 300.000 Iranian Tomans¹ (30.4%), 20.1% indicated earning between 300.000-600.000, 19.6% between 600.000-900.000, 13.9% between 900.000-1.200.000 and 16% upper than 1.200.000 Tomans. Finally, most of the tourists in the study were students (34.5%), several worked in the public sector (21.6%), 19.1% were employees in the private sector or business, 9.4% were independent professionals or experts, 9.2% were unemployed, and 6.2 % were workers (Table 1).

In terms of accommodation, 68.4% were lodged in El-Gölü camping area, 9.5% used apart hotel, 7.4% used friends and relatives' houses, and 14.7% used other types of accommodations such as private houses. Furthermore, in terms of transportation, the majority of respondents travelled by private cars (53.9%), 42.6% of tourists used public transportation, and 3.5 % choose other. Regarding length of stay, the majority of tourists stayed in El-Gölü for one day (75.4%), 7.6% stayed in El-Gölü for two days, and 17% stayed in El-Gölü for more than two days. Majority of tourists travelled with friends (62.4%), 23.7% with their family, 11.9% alone, and only 2.1% by tour. The information they obtained about El-Gölü Park often came from Internet (34.7%), word of mouth (27.3%), brochures and catalogues (18.7%), newspapers, magazines, and books (11.7%), TV/radio commercials, (4.4), and travel agencies (3.2%). Finally, only 12% of the tourists visited El-Gölü Park for the first time and the majority of the tourists (88%) visited the Park twice and more (Table 2).

Table 1: tourist socio-demographic characteristics (n=200)

Gender	Male	68.6	Marital status	Single	59.3
	Female	31.4			Married
Age	15-25	51.1	Divorced	Widow	2.6
	26-35	30.8			0.5
	36-55	10.5			
	56-70	7.6			

¹. The rate change of 3000 Tomans is equal with 1 USD.

Education level	Postgraduate	17.5	Income	300.000 Toman	30.4
	graduate (bachelor)	39.2		300.000-600.000	20.1
	post-diploma	15.5		600.000-900.000	19.6
	Diploma	24.7		900.000-1.200.000	13.9
	secondary school	2.1		1.200.000 Toman	16
	elementary school	1			
Occupation	Experts			9.4	
	Public sector			21.6	
	Private sector or business			19.1	
	Worker			6.2	
	Unemployed			9.2	
	Students			34.5	

Table 2: travel characteristics

accommodation	Camping area	68.4	Length of stay	One day	75.4
	Apart hotel	9.5		Two days	7.6
	Friends and relatives	7.4		More than two days	17
	Other	14.7			
transportation	Private car	53.9	Travel party	Friends	62.4
	Public transportation	42.6		Family	23.7
	Other	3.5		Alone	11.9
				Tour	2.1
information source	Internet	34.7	visiting times	First time	12
	Word of mouth	27.3		Twice or more	88
	Brochures	18.7			
	NMB T/RC	11.7			
	Travel agency	4.4			

Satisfaction level

As shown in table 3, seventeen relevant attributes in two categories were determined to satisfy tourists, and they are identified as seller behaviors towards parking facilities. The levels of tourist satisfaction respectively were analyzed using one-sample t-test. The level of significance of the t-test was 0.05, and the test value was 2 (two). The results suggest that tourist experienced different levels of satisfaction with stores and accessibility to the park, as seen as in (Table 3) the highest level of satisfaction is related to the safety (t= 56.9, Sig<0.05), and the lowest level of satisfaction is related to the volume of traffic (t= 2.75, Sig<0.05).

In order to create effective marketing strategies for products and services in the market, a better understanding of consumer behavior preferences is necessary. Many scholars suggested that consumer preferences were partly dependent on what was available

in the market, and partly on what consumers considered being the “ideal” holiday or vacation (Heung et al. 2001). Therefore, scholars indicate that tourism products of destination (Truong and King 2009), quality (Nowacki 2009), service quality (Chen et al. 2011), destination image (Philips et al. 2013), previous experience (Okamura and Fukushige 2010), safety (Tasci and Boylu 2010), transportation (Thompson and Schofield 2004), and environment (Craggs and Schofield 2011) are affecting tourist satisfaction directly or indirectly. However, researchers stressed that their findings were not globally applicable because the nature of influencing factors depends on the destination dimensions such as, facilities, attractions, environment, accessibility, costs, etc. (Craggs and Schofield 2011). Hence, an exploratory factor analysis was carried out in order to identify the most effective factors on the tourist satisfaction. The method of principal components with varimax rotation and Kaiser Normalization were used (McKinney 2004; Nowacki 2009).

The factor analysis of stores variable revealed three factors: *attractiveness, safety and seller's respectful behavior* (Table 3). The three factors extracted 57.9% of total variance of the stores variable (KMO=0.811), and were characterized by a high reliability, equal to Cornbach's $\alpha = 0.746$.

The factor analysis of accessibility revealed three factors: *comfort of public vehicles, parking facilities and transportation fee* (Table 3). The three factors extracted 63.49% of total variance of the accessibility variable (KMO=0.653) and were characterized by a high reliability, equal to Cornbach's $\alpha = 0.66$. The results suggest that the Park can entice travelers to shop with attractiveness, safety, sellers' respectful behavior, comfort of public vehicles, parking facilities, and transportation fee. It should be noted that, there is no universal convention with respect to the minimum acceptable α value. Nunally (1978) recommends an alpha value of 0.7 while Robinson et al. (1991) suggest that, for exploratory research, a value of 0.6 is acceptable (Dobson and Ness 2009). Moreover, KMO measures should be at least 0.50 and Bartlett's test should be significant (McKinney 2004).

Table 3: the level of tourist satisfaction

Stores	Items	Mean	Std. Deviation	t	Sig.	Factor Load
	(1) sellers' respectful behavior	2.43	0.942	5.7	,000	0.755
	(2) Variety of goods and products	2.45	0.950	5.9	,000	0.568
	(3) Clean and tidy shops	2.97	0.957	12.8	,000	0.575
	(4) Trustworthiness	2.9	0.959	10.25	,000	0.714
	(5) Sellers' knowledge about goods and products	2.63	0.975	8.18	,000	0.507
	(6) Clean and tidy sellers	2.83	1.02	10.21	,000	0.707
	(7) Attractiveness	2.24	1.06	3.163	,002	0.858
	(8) Price of goods and products	3.46	1.12	16.3	,000	0.683
	(9) Standard codex of goods and products	2.7	1.09	8.028	,000	0.617
	(10) Safety	12.407	2.54	56.9	,000	0.805
accessibility	(1) Comfort of public vehicles	2.33	0.953	3.28	,002	0.839
	(2) Clean and tidy vehicles	2.57	0.972	5.38	,000	0.794
	(3) derivers' respectful behavior	2.57	1.02	5.12	,000	0.673
	(4) Existence of signs leading to the Park	2.60	1.03	5.40	,000	0.464

(5) The volume of traffic of the way to the Park	2.30	1.03	2.75	,007	0.751
(6) Transportation fee	2.67	1.01	6.09	,000	0.795
(7) Parking facilities	2.90	1.13	11.14	,001	0.827

Hypothesis testing

H₁: Tourists experienced different levels of satisfaction based on the socio- demographics (gender, age, education level, income and occupation).

In order to analyze tourists' satisfaction, based on gender, the independent-samples T-test was used. The independent-samples T-test compares means for two groups of cases (SPSS, 22.0). According to the tests results (Table 4), the comparison of tourists' satisfaction based on gender, for the clean and tidy shops (T= -2.503), is significant (sig<0.05); so that the comparison of mean ranks indicated that women with the Mean=3.3 reported the highest level, and men with the Mean=2.8 recorded the lowest level of satisfaction with the cleaning of the shops. Also the one-way analysis of variance (ANOVA) was conducted to examine whether tourist satisfaction levels differ significantly by age, education level, income, and occupation. The comparison of tourists' satisfaction based on age indicated that (Table 4) there was a significant difference (Sig<0.05) of satisfaction with attractiveness of shops (F=1.628) so that senior tourists (70 years old) recorded the highest level of satisfaction with the aforementioned item compared to the other visitors. Further, based on education level there were significant differences (Sig<0.05) of satisfaction with the safety (F=2.44) and parking facilities (F=3.172) so that in term of safety tourists with a postgraduate and elementary degree recorded the highest (M=13.35) and lowest (M=10) level of satisfaction, and in terms of parking facilities, tourists with an elementary and diploma degree recorded the highest (M=4.5) and lowest (M=2.47) level of satisfaction. Moreover, based on income level, there was a significant difference (Sig<0.05) of satisfaction with trustworthiness (F=4.126). In this item, tourists with 300.000 Tomans income recorded the highest level of satisfaction (M=3.28) and tourists with 900.000-1.200.000 Tomans recorded the lowest level of satisfaction (M= 2.45). Finally, based on occupation, tourists were satisfied in items of sellers' knowledge about goods and products (F=2.827, Sig<0.05), clean and tidy sellers (F=2.410, Sig<0.05). In terms of sellers' knowledge about goods and products, being unemployed (M=3.34) and workers (M=2.27) by the means recorded the highest and lowest level of satisfaction, and in terms of clean and tidy sellers, experts (M=3.6) and students (M=2.54) recorded the highest and lowest level of satisfaction. The results suggest that our alternative hypotheses are accepted. The alternatives hypotheses are presenting by the following:

h_{1A}: tourists based on the gender experienced different levels of satisfaction with the cleaning of the shops.

h_{1B}: tourists based on the age experienced different levels of satisfaction with attractiveness.

h_{1C}: tourists based on the education experienced different levels of satisfaction with the safety.

h_{1D}: tourists based on the education experienced different levels of satisfaction with parking facilities.

h_{1E}: tourists based on the income experienced different levels of satisfaction with trustworthiness.

h_{1F}: tourists based on the occupation experienced different levels of satisfaction with the seller's knowledge about goods and products.

h_{1G}: tourists based on the occupation experienced different levels of satisfaction with sellers' cleanliness.

Table 4: comparison of tourist satisfaction based on socio-demographics

Socio-demographic dimensions	Gender	Sig.	Age	Sig.	Education level	Sig.	Income	Sig.	Occupation	Sig.
Items	T		F		F		F		F	
(1) sellers' respectful behavior	0.130	0.8	0.310	1.0	0.947	0.453	1.660	0.148	1.470	0.192
(2) Variety of goods and products	-0.872	0.4	1.059	0.396	0.119	0.988	0.916	0.473	1.616	0.146
(3) Clean and tidy shops	-2.503	0.01	1.153	0.279	1.016	0.41	1.020	0.408	1.243	0.287
(4) Trustworthiness	-0.715	0.5	0.914	0.612	1.98	0.085	4.126	0.002	2.134	0.053
(5) Sellers' knowledge about goods and products	-0.207	0.8	0.814	0.758	0.973	0.436	0.973	0.436	2.827	0.012
(6) Clean and tidy sellers	-1.397	0.2	1.149	0.284	1.741	0.128	1.578	0.169	2.410	0.030
(7) Attractiveness	-0.466	0.6	1.628	0.02	1.88	0.09	0.128	0.9	1.031	0.4
(8) Price of goods and products	0.868	0.4	0.836	0.727	2.040	0.076	1.435	0.215	1.196	0.311
(9) Standard codex of goods and products	-0.257	0.8	0.788	0.793	0.863	0.508	0.989	0.426	1.575	0.158
(10) Safety	-1.727	0.08	1.431	0.06	2.44	0.036	2.22	0.053	1.154	0.3
(1) Comfort of public vehicles	0.651	0.5	0.818	0.712	1.345	0.254	0.909	0.480	1.609	0.155
(2) Clean and tidy vehicles	-1.378	0.2	0.702	0.837	0.551	0.737	0.642	0.668	0.691	0.658
(3) drivers' respectful behavior	0.7	0.5	0.925	0.574	1.076	0.38	1.609	0.168	0.794	0.577
(4) Existence of signs leading to the Park	-0.173	0.8	0.677	0.861	0.724	0.607	0.190	0.973	0.372	0.895
(5) The volume of traffic of the way to the Park	0.542	0.6	0.857	0.659	0.533	0.751	0.871	0.505	0.841	0.542
(6) Transportation fee	-1.126	0.3	0.755	0.781	1.77	0.328	0.563	0.728	0.965	0.454

(7) Parking facilities	0.182	0.9	0.864	0.699	3.172	0.009	1.000	0.419	1.799	0.101
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H₂: The socio-demographics influence tourists’ satisfaction significantly.

Regression analysis of the data and its coefficients permit the identification of relationships between independent and dependent variables (Sangpikul 2008). While the dependent variable (tourist satisfaction) was ordinal, we effectively estimate an ordinal regression modeling. It should be noted that the ordinal data are widely available to tourism researches for example, it is common to see satisfaction levels from low to high levels (very dissatisfied to very satisfied) or a response to a survey items scaled from strongly disagree to strongly agree. The SPSS ordinal regression procedure is an extension of the general linear model to ordinal categorical data. The design of ordinal regression is based on the methodology of McCullagh (1980), and the procedure is referred to as PLUM (Polytomous Universal Model) in the syntax (SPSS, 22.0). In ordinal regression analysis, the two major link functions, logit and complementary log-log links are used to build specific models (Yatskiv and Kolmakova 2011). The ordinal regression method can be represented by the following equation (Soopramanien 2011):

$$\ln \left[\frac{P(Y=j/x_1, x_2, \dots, x_p)}{P(Y=0/x_1, x_2, \dots, x_p)} \right] = a_j + \beta_1 x_1 + \dots + \beta_j x_j \quad (1)$$

In the model depicted above, Y represents dependent variable (tourist satisfaction) and x_j represents the independent variables (gender, age, education level, income and occupation). The ordinal regression is conducted in SPSS 22.0. Results of the ordinal regression analysis are presented in Table 5. The findings provide empirical proofs that age and income do not affect the level of satisfaction significantly. The results suggest that our two alternative hypotheses are not accepted. The alternative hypotheses are presenting by the following:

h_{2A}: age influences tourists' satisfaction significantly.

h_{2B}: income influences tourists' satisfaction significantly.

On the other hand, gender impacts (Estimate=-0.798) the clean and tidy shops significantly (Sig<0.05) and negatively, education level affects the trustworthiness (Estimate=-0.5) significantly (Sig<0.05) and negatively, also occupation significantly (Sig<0.05) and negatively (Estimate=-0.184) impacts the clean and tidy sellers. The results suggest that our alternative hypotheses are accepted. The alternative hypotheses are illustrating by the following:

h_{2C}: gender influences satisfaction with the cleaning of the shops significantly.

h_{2D}: education level influences satisfaction with trustworthiness significantly.

h_{2E}: occupation influences satisfaction with sellers' cleanliness significantly.

Table 5: relationship between socio-demographics and tourist satisfaction

Socio-demographic characteristics	Gender	Sig.	Age	Sig.	Education level	Sig.	Income	Sig.	Occupation	Sig.
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Items	estimate		estimate		estimate		estimate		estimate	
(1) sellers' respectful behavior	0.004	0.9	-0.005	0.7	-0.18	0.2	0.043	0.6	-0.121	0.08
(2) Variety of goods and products	-0.302	0.4	-0.02	0.1	-0.048	0.7	0.134	0.1	-0.104	0.1
(3) Clean and tidy shops	-0.798	0.02	-0.008	0.5	0.053	0.7	0.026	0.8	-0.08	0.2
(4) Trustworthiness	-0.263	0.4	-0.009	0.5	-0.5	0.00	-0.07	0.4	-0.03	0.6
(5) Sellers' knowledge about goods and products	-0.03	0.9	-0.011	0.4	-0.107	0.4	0.018	0.8	-0.045	0.5
(6) Clean and tidy sellers	-0.553	0.1	0.005	0.7	-0.182	0.16	-0.03	0.7	-0.184	0.008
(7) Attractiveness	-0.023	0.9	-0.019	0.08	-0.174	0.13	0.002	0.9	0.037	0.5
(8) Price of goods and products	0.431	0.2	-0.023	0.07	-0.216	0.09	-0.016	0.8	-0.037	0.6
(9) Standard codex of goods and products	-0.07	0.8	-0.02	0.1	-0.12	0.3	-0.03	0.7	-0.01	0.9
(10) Safety	-0.48	0.08	-0.014	0.2	-0.134	0.2	0.094	0.23	0.058	0.3
(1) Comfort of public vehicles	0.278	0.5	0.009	0.6	-0.143	0.4	0.032	0.8	-0.114	0.2
(2) Clean and tidy vehicles	-0.647	0.1	0.006	0.7	0.013	0.9	0.074	0.5	-0.157	0.07
(3) drivers' respectful behavior	0.177	0.7	0.008	0.7	-0.005	0.9	-0.071	0.5	-0.145	0.09
(4) Existence of signs leading to the Park	-0.028	0.9	-0.016	0.4	-0.139	0.4	0.068	0.5	0.024	0.7
(5) The volume of traffic of the way to the Park	0.154	0.7	0.001	0.9	-0.191	0.2	0.048	0.7	-0.041	0.6
(6) Transportation fee	-0.366	0.4	-0.004	0.8	-0.051	0.7	-0.130	0.26	-0.06	0.5
(7) Parking facilities	-0.048	0.8	0.003	0.8	-0.223	0.054	-0.065	0.4	-0.013	0.8

Conclusion

The purpose of this study was to analyze tourists' satisfaction with shopping experience, by the socio-demographics (gender, age, education level, income and occupation). In order to study tourist satisfaction levels, seventeen relevant attributes in two categories were analyzed. The results of the study suggest that the Park can induce travelers for shopping by attractiveness, safety, sellers' respectful behavior, comfort of public vehicles, parking facilities, and transportation fee. The results also suggest that comparison of satisfaction levels bases on gender (a), age (b), education level (c), income (d), and occupation (e) are significant for the items: (a) clean and tidy shops, (b) attractiveness, (c) safety, and parking

facilities, (d) trustworthiness, (e) sellers' knowledge about goods, and tidy sellers. Moreover, findings based on the ordinal regression modeling indicated that age and income did not affect the level of satisfaction significantly. On the other hand, gender(1), education level(2) and occupation (3) affected items such as (1) clean and tidy shops, (2) trustworthiness, and (3) clean and tidy sellers negatively. Furthermore, in order to evaluate tourist loyalty, three indicators were used: recommending, decision to return (revisit), and positive word of mouth.

Information of the survey about satisfaction levels of tourists is very important to develop three groups of programs. Thus, sellers need a special program about tourist relationship, tourist behavior, tourist satisfaction, service quality/product, and creativity. Accessibility needs a monitoring plan. This program should control and monitor traffic, and quality of vehicles. Our implications are also applicable to develop tactical and strategic planning marketing for the Park. Our suggestions contain allotting budget for marketing, designing the logo of the Park tourism products, creating the Park web site to entice tourists to shop and visit, concentrating on more effective promotion to attract new travelers, and enhancing the competitiveness of the Park by defining new standards for products.

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