

Beyond Price Advantage: Shopping experience and value perception in a Malaysian duty-free island

Azila Azmi^{1*}, Hanani Ahmad Zubir², Mohd Faisal Abdul Wahab³, Nensi Lapotulo⁴

**Corresponding Author*

^{1,3} Faculty of Hotel and Tourism Management, Universiti Teknologi MARA Cawangan Pulau Pinang, Permatang Pauh Campus, Pulau Pinang, Malaysia

² Akademi Pengajian Bahasa, Universiti Teknologi MARA Cawangan Pulau Pinang, Permatang Pauh Campus, Pulau Pinang, Malaysia

⁴ Batam Tourism Polytechnic, Batam, Indonesia

azila.azmi@uitm.edu.my, hanani.az@uitm.edu.my, mohdfaisal@uitm.edu.my, nlapotulo@btp.ac.id
Tel: +60194887750

Abstract

Shopping tourism has become significant driver of destination competitiveness, particularly in duty-free island destinations where price advantage and experiential value intersect. This study explores the shopping behaviour and experiences of domestic tourists visiting Langkawi Island using a qualitative approach. Semi-structured interviews with fifteen tourists were analysed using thematic analysis. The findings indicate that affordability, product availability, and supporting facilities significantly influence shopping behaviour, while hedonic factors such as enjoyment and leisure integration enhance overall tourist satisfaction. The study highlights the importance of positioning shopping as a holistic tourism experience to strengthen destination appeal and competitiveness.

Keywords: Shopping tourism; Tourist experience; Value perception; Duty-free destination

eISSN: 2398-4287 © 2026. The Authors. Published for AMER by e-International Publishing House, Ltd., UK. This is an open access article under the CC BY-NC-ND license (<http://creativecommons.org/licenses/by-nc-nd/4.0/>). Peer-review under responsibility of AMER (Association of Malaysian Environment-Behaviour Researchers). DOI:

1.0 Introduction

Shopping tourism has become an increasingly important segment within the global tourism industry, evolving beyond a supplementary travel activity into a significant driver of destination attractiveness, competitiveness, and tourist expenditure. Early shopping tourism studies have highlighted that tourists often allocate considerable time and financial resources to shopping activities during their travel experiences (Jansen-Verbeke, 1991; Timothy, 2005). Contemporary tourists are no longer motivated solely by sightseeing and leisure experiences but also by consumption-related activities that provide emotional, symbolic, and experiential value. This transformation reflects broader developments associated with the experience economy, where tourists actively seek memorable and engaging experiences throughout their travel journeys. Consequently, shopping activities are no longer viewed merely as transactional consumption but also as experiential and symbolic activities that contribute significantly to tourist satisfaction, destination image, and destination branding strategies (Badu-Baiden et al., 2024; Ngwira, 2023).

eISSN: 2398-4287 © 2026. The Authors. Published for AMER by e-International Publishing House, Ltd., UK. This is an open access article under the CC BY-NC-ND license (<http://creativecommons.org/licenses/by-nc-nd/4.0/>). Peer-review under responsibility of AMER (Association of Malaysian Environment-Behaviour Researchers). DOI:

In many tourism destinations, shopping contributes significantly to tourism expenditure and local economic development. Tourists often allocate a substantial portion of their travel budgets to purchasing souvenirs, apparel, local products, luxury goods, and experiential retail items (Mihaylov, 2020). Shopping experiences not only fulfil functional needs but also create emotional attachment and memorable experiences associated with travel. Consequently, destinations with strong retail environments and unique shopping opportunities possess a competitive advantage within increasingly saturated tourism markets. Duty-free destinations represent a unique context within shopping tourism due to their ability to offer tax-exempt products at comparatively lower prices, thereby attracting tourists seeking affordability, product accessibility, and retail variety. Such destinations continue to contribute significantly to local tourism economies and community development through retail-driven tourism activities and tourist expenditure (Azmi et al., 2025). However, contemporary tourism research suggests that shopping tourism is no longer driven solely by economic incentives such as price savings. Instead, tourists increasingly seek experiential value, emotional satisfaction, and enjoyable retail experiences that enhance their overall travel experience (Alhomaïd & Bel Hadj, 2025). Consequently, shopping activities in duty-free destinations have evolved into multidimensional experiences encompassing both utilitarian and hedonic value dimensions, where functional benefits coexist with experiential and emotional engagement.

Langkawi Island is one of Malaysia's most prominent duty-free tourism destinations. Declared a duty-free island in 1987, Langkawi has developed into a major tourism hub recognised for its beaches, natural landscapes, and retail opportunities. Shopping remains one of the primary attractions among domestic tourists visiting the island, particularly due to the availability of tax-exempt goods such as chocolates, fragrances, apparel, kitchenware, and household products. The island's retail environment has positioned Langkawi as an important shopping tourism destination within Malaysia. Although shopping tourism in Langkawi has been widely recognised, existing studies have largely focused on economic impacts, tourist arrivals, and destination marketing. Limited research has explored tourists' experiential perceptions and value creation within duty-free shopping contexts. Previous studies commonly emphasised utilitarian dimensions such as affordability and convenience, overlooking the growing importance of experiential consumption and emotional engagement (Pujiyanto & Marwati, 2024). Contemporary tourism literature increasingly highlights the role of hedonic value, including enjoyment, pleasure, excitement, and emotional satisfaction, in shaping tourist behaviour and destination loyalty (Badu-Baiden et al., 2024).

The interaction between utilitarian and hedonic value has become increasingly relevant in understanding modern tourist behaviour. While utilitarian value may influence initial attraction and purchasing decisions, hedonic value often contributes to overall tourist satisfaction, emotional attachment, and revisit intention (Hwang & Kim, 2023). Consequently, understanding how these dimensions shape shopping tourism experiences is important for tourism stakeholders seeking to strengthen destination competitiveness and sustainability. Therefore, this study aims to explore the shopping behaviour and experiential perceptions of domestic tourists visiting Langkawi Island. Specifically, the study seeks to identify the motivations influencing shopping behaviour, examine utilitarian and hedonic value dimensions, and understand how these factors shape overall tourist satisfaction and behavioural intention. By integrating both functional and experiential perspectives, this study contributes to the literature on shopping tourism within duty-free destination contexts.

2.0 Literature Review

2.1 *Shopping Tourism and the Experience Economy*

Shopping tourism has evolved substantially over the past decade due to changing tourist behaviour and the emergence of the experience economy. Traditionally, shopping was considered a secondary tourism activity associated with purchasing souvenirs and necessities during travel. However, contemporary tourism trends indicate that shopping has become a primary travel motivation influencing destination selection and tourist expenditure (Mihaylov, 2020). According to Jansen-Verbeke (1991), shopping has long functioned as both a recreational and tourism activity, particularly within urban and destination-based tourism contexts. Timothy (2005) further argued that shopping tourism contributes significantly to destination attractiveness through retail diversity, cultural products, and experiential engagement. The experience economy framework suggests that consumers increasingly seek memorable and emotionally engaging experiences rather than purely functional products and services. Within tourism settings, experiences are co-created through interactions between tourists, destinations, products, and service environments. Shopping tourism, therefore, extends beyond transactional consumption, encompassing emotional engagement, entertainment, and symbolic meaning. Tourists increasingly value shopping environments that provide sensory stimulation, leisure integration, and emotional fulfilment. This trend has encouraged tourism destinations to reposition shopping activities as integral components of the broader tourism experience.

Recent studies indicate that shopping experiences significantly influence destination image, tourist satisfaction, and revisit intention (Badu-Baiden et al., 2024). Positive retail experiences contribute to overall travel satisfaction and destination attachment, encouraging tourists to revisit destinations and recommend them to others. Consequently, destinations increasingly position shopping as part of broader tourism experiences rather than isolated retail activities. Furthermore, tourism scholars argue that experiential consumption plays an important role in enhancing destination competitiveness. Tourists seek destinations capable of providing immersive and enjoyable retail experiences integrated with leisure and recreational activities (Ngwira, 2023). Therefore, destinations offering experiential shopping opportunities possess stronger competitive positioning within global tourism markets. Within tourism settings, shopping activities are also closely associated with symbolic consumption and self-expression. Tourists often purchase products that represent destination identity, cultural authenticity, or memorable experiences. Such purchases allow tourists to preserve travel memories and emotionally reconnect with destinations after their trips. Consequently, shopping tourism contributes not only to economic outcomes but also to emotional and psychological dimensions of tourism experiences.

2.2 Utilitarian and Hedonic Value

Consumer value perception is widely recognised as an important determinant of purchasing behaviour and tourist satisfaction. The concept of consumer value is commonly divided into utilitarian and hedonic dimensions (Adi et al., 2024). Utilitarian value refers to rational and functional benefits associated with consumption activities, including convenience, affordability, efficiency, and product accessibility. Within shopping tourism, utilitarian value is particularly important in duty-free destinations where tourists are attracted by tax exemptions and lower product prices. Previous research suggests that price affordability remains one of the strongest motivations influencing tourist purchasing decisions (Pujianto & Marwati, 2024). In contrast, hedonic value reflects emotional and experiential dimensions associated with consumption activities, including enjoyment, pleasure, excitement, entertainment, and relaxation. Hedonic shopping experiences contribute to emotional attachment and memorable experiences within tourism settings. Tourists increasingly value experiential consumption, seeking enjoyment and emotional fulfilment during shopping activities (Badu-Baiden et al., 2024). Shopping environments featuring attractive retail designs, enjoyable ambience, and leisure-oriented experiences are, therefore, more likely to create positive tourist perceptions.

Recent studies demonstrate that both utilitarian and hedonic value significantly influence tourist satisfaction and behavioural intention. While utilitarian value often drives initial attraction and purchasing behaviour, hedonic value contributes to emotional engagement, destination attachment, and loyalty. Consequently, shopping tourism behaviour cannot be fully understood through economic perspectives alone. Tourists increasingly seek a balance between functional value and emotional satisfaction when engaging in shopping activities. Additionally, contemporary tourism research highlights the concept of value co-creation, where tourists actively participate in creating meaningful experiences through interactions with destinations and retail environments (Alhomaid & Bel Hadj, 2025). This perspective emphasises the multidimensional nature of shopping tourism experiences and the integration of both functional and emotional value dimensions. Through value co-creation, tourists become active participants rather than passive consumers, influencing how tourism experiences are perceived and remembered.

The integration of utilitarian and hedonic value is particularly relevant in shopping tourism contexts because shopping activities often involve both economic and experiential considerations simultaneously. Tourists may initially visit duty-free destinations due to affordability and price competitiveness, but their overall satisfaction is frequently shaped by emotional engagement, enjoyment, and memorable experiences encountered during the shopping process.

2.3 Duty-Free Shopping and Destination Competitiveness

Duty-free shopping destinations possess unique competitive advantages due to their ability to provide tax-exempt products at lower prices. Historically, duty-free tourism has been strongly associated with utilitarian motivations such as affordability and product accessibility. However, contemporary tourism trends suggest that experiential dimensions increasingly influence shopping tourism behaviour. Duty-free destinations are now expected to provide not only economic value but also enjoyable and memorable shopping environments. Destination competitiveness refers to a destination's ability to attract tourists, provide satisfying experiences, and sustain tourism performance over time. In shopping tourism contexts, destination competitiveness is influenced not only by product pricing but also by service quality, retail environment, convenience, accessibility, and experiential engagement (Ngwira, 2023). Tourism destinations capable of delivering high-quality shopping experiences are more likely to strengthen visitor satisfaction and destination loyalty. Studies indicate that tourists increasingly prefer destinations offering integrated leisure-shopping experiences. Retail environments featuring entertainment, aesthetic appeal, convenience, and emotional engagement contribute positively to tourist satisfaction and behavioural intention. Consequently, destinations relying solely on price competitiveness may struggle to sustain long-term attractiveness. Emotional engagement and experiential value have become equally important in shaping tourists' destination preferences.

Within ASEAN tourism contexts, shopping tourism continues to play an important role in regional tourism competitiveness. Destinations such as Bangkok, Singapore, Bali, and Langkawi actively position shopping experiences as part of broader tourism offerings. Shopping malls, night markets, duty-free outlets, and lifestyle retail centres have become tourism attractions in their own right. Therefore, understanding tourists' experiential perceptions is important for strengthening shopping tourism development strategies. Previous studies also suggest that shopping tourism contributes to local economic development and community sustainability through tourism expenditure and retail-driven activities (Azmi et al., 2025). Retail tourism generates employment opportunities, stimulates local business activities, and enhances destination branding. Consequently, tourism authorities and retail stakeholders increasingly invest in improving shopping infrastructure and experiential retail environments.

3.0 Methodology

This study employed a qualitative research approach to explore the shopping experiences and value perceptions of domestic tourists visiting Langkawi Island. Qualitative research is particularly suitable for understanding subjective meanings, emotions, perceptions, and behavioural motivations associated with tourism experiences (Sekaran & Bougie, 2016). Since the study aimed to explore tourists' experiential perceptions and emotional engagement, qualitative methods were considered appropriate for generating in-depth insights. Data were collected through semi-structured interviews conducted among fifteen domestic tourists at Kuala Perlis and Kuala Kedah jetties, which serve as key transportation gateways to Langkawi Island. A purposive sampling approach was employed to ensure participants possessed relevant shopping experiences within the destination. Participants were selected based on their recent visits to Langkawi and involvement in shopping activities during their trips.

The interview protocol focused on several themes, including shopping motivations, purchasing patterns, product preferences, perceptions of affordability, experiential aspects of shopping, and overall satisfaction. Open-ended questions allowed participants to

elaborate on their experiences and perceptions freely. The interviews were conducted in informal and non-contrived settings to encourage participants to share detailed experiences comfortably. Each interview lasted approximately 20 to 30 minutes. The collected interview data were analysed using thematic analysis following Braun and Clarke's (2006; 2021) framework. Thematic analysis allows researchers to systematically identify recurring themes and patterns within qualitative data. The analysis process involved familiarisation with the data, coding, theme development, theme review, and interpretation. During the coding process, repeated responses and recurring perceptions were identified and categorised into broader thematic dimensions. To enhance credibility and trustworthiness, the study employed repeated reading and cross-checking during the coding process. Recurring responses and patterns were carefully compared to ensure consistency and reliability of findings. Thematic analysis was particularly useful in identifying the utilitarian and hedonic dimensions shaping tourists' shopping experiences.

4.0 Findings and Discussion

4.1 Shopping Behaviour and Product Preferences

The findings reveal that domestic tourists primarily purchased chocolates, apparel, fragrances, kitchenware, luggage, and household items during their visits to Langkawi Island. Chocolates emerged as the most frequently purchased product due to their affordability and wide product variety. Many participants perceived chocolates as iconic duty-free products associated with Langkawi Island. One participant stated, *"When people come to Langkawi, chocolates are definitely a must-buy because there are many choices and the prices are much cheaper."* (Participant 9). Participants consistently described Langkawi as a "shopping heaven" due to the availability of duty-free goods at significantly lower prices compared to mainland Malaysia. Tourists frequently compared product prices between Langkawi and mainland retail stores, emphasising affordability as a key attraction factor. This finding reflects earlier shopping tourism studies suggesting that affordability and retail diversity remain key drivers of destination attractiveness within duty-free tourism contexts (Jansen-Verbeke, 1991; Timothy, 2005). Another participant explained, *"Shopping is one of the main reasons we visit Langkawi because many products are cheaper compared to the mainland."* (Participant 4).

These findings align with previous studies indicating that utilitarian value strongly influences shopping tourism behaviour within duty-free destinations (Adi et al., 2024). Product affordability and accessibility remain important motivations shaping tourist purchasing decisions. Similar findings were highlighted by Timothy (2005), who argued that retail diversity and affordability contribute significantly to destination attractiveness. The findings also suggest that shopping behaviour among domestic tourists is influenced by social and family-oriented motivations. Many participants travelled with family members and purchased products not only for personal use but also as gifts and souvenirs. This indicates that shopping tourism activities involve social interaction and symbolic consumption beyond individual purchasing behaviour. Similar observations were highlighted by Mihaylov (2020), who argued that shopping tourism increasingly involves experiential and symbolic consumption associated with travel experiences.

4.2 Utilitarian Value and Functional Benefits

Utilitarian value emerged strongly throughout the interviews. Tourists highlighted affordability, convenience, accessibility, and product variety as key factors influencing shopping behaviour. The availability of multiple shopping complexes and duty-free outlets further enhanced shopping convenience. Participants also appreciated the accessibility of shopping areas, particularly locations such as Pekan Kuah and Pantai Cenang. Easy transportation access, parking facilities, and retail clustering contributed positively to shopping experiences. One participant noted, *"Most shopping places are easy to access and close to tourist attractions, so it is convenient for us to shop while travelling around the island."* (Participant 6). Participants also noted that shopping outlets were conveniently located near tourism attractions, accommodation areas, and transportation hubs, enabling tourists to combine shopping activities with sightseeing and leisure experiences.

This finding supports previous studies suggesting that functional value significantly influences consumer satisfaction within tourism retail environments (Pujianto & Marwati, 2024). Duty-free destinations continue to attract tourists primarily due to economic advantages associated with lower prices and wider product accessibility. The utilitarian dimension, therefore, remains an essential component of shopping tourism competitiveness. Previous studies similarly emphasised that functional value, including convenience, efficiency, and affordability, significantly influences tourist satisfaction within retail tourism environments (Adi et al., 2024). Several participants also highlighted the importance of product variety and product availability. Tourists appreciated the ability to purchase imported goods and premium products unavailable in smaller mainland retail stores. One participant shared, *"Some imported products are easier to find here and the prices are more affordable compared to my hometown."* (Participant 11). The availability of branded goods at lower prices enhanced perceived value and purchasing satisfaction. This supports earlier studies indicating that product accessibility and perceived value positively influence tourists' purchasing behaviour in duty-free destinations (Pujianto & Marwati, 2024). However, some participants indicated minor concerns regarding overcrowding during peak tourism periods and inconsistent product availability in selected retail outlets. Although these issues did not significantly affect overall satisfaction, they suggest the need for tourism stakeholders to improve retail management and customer flow within shopping areas.

4.3 Hedonic Value and Experiential Shopping

Although affordability remained important, participants frequently emphasised emotional and experiential aspects associated with shopping activities. Tourists described shopping experiences as enjoyable, exciting, relaxing, and memorable. One participant mentioned, *"Shopping in Langkawi feels more relaxing because the environment is different from shopping in the city."* (Participant 2). Many participants perceived shopping in Langkawi as part of a holiday experience rather than purely transactional consumption. Participants also highlighted the integration of shopping with leisure activities such as sightseeing, beach visits, family outings, and

dining experiences. This finding aligns with the experience economy perspective, where tourism experiences are increasingly shaped through emotional engagement and leisure integration (Ngwira, 2023; Badu-Baiden et al., 2024). Another participant explained, “*We enjoy shopping while spending time with family and visiting tourist attractions. It feels like part of the holiday experience.*” (Participant 13).

This finding reinforces previous tourism studies indicating that hedonic value significantly contributes to tourist satisfaction and emotional attachment (Badu-Baiden et al., 2024). Emotional engagement and experiential enjoyment play important roles in shaping overall destination experiences. Several participants also associated shopping experiences with emotional satisfaction and stress relief. Shopping activities were described as enjoyable family bonding experiences and opportunities for relaxation during holidays. This suggests that shopping tourism in Langkawi extends beyond purchasing behaviour into experiential and emotional dimensions. Similar findings were discussed by Alhomid and Bel Hadj (2025), who highlighted the importance of value co-creation and emotional engagement in shaping tourism experiences. The aesthetic and environmental qualities of shopping areas also influenced tourist experiences. Participants appreciated clean retail environments, organised shopping layouts, and friendly customer service. These experiential factors contributed positively to tourists’ emotional responses and overall satisfaction levels.

4.4 Shopping Tourism and Destination Competitiveness

The findings suggest that shopping tourism contributes significantly to destination competitiveness through the integration of utilitarian and hedonic value dimensions. While affordability initially attracts tourists, experiential factors sustain satisfaction and encourage revisit intention. One participant stated, “*I would definitely revisit Langkawi because shopping here is enjoyable, convenient, and suitable for family trips.*” (Participant 7). Three key dimensions influencing shopping tourism behaviour were identified: product availability, price attractiveness, and supporting facilities and services. These dimensions collectively shape tourists’ value perception and overall destination evaluation. Previous tourism studies similarly emphasised that both utilitarian and hedonic dimensions contribute significantly to destination competitiveness and behavioural intention (Ngwira, 2023). Product availability and price attractiveness represent utilitarian dimensions, while supporting facilities and experiential engagement contribute to hedonic value creation.

The findings suggest that tourism stakeholders should position shopping not merely as a transactional activity but as a holistic tourism experience. From a managerial perspective, destination marketers and retail operators should enhance experiential retail environments through improved service quality, leisure integration, and destination atmosphere. Enhancing emotional engagement may strengthen tourist satisfaction and destination competitiveness. The findings also indicate that experiential retail environments contribute positively to destination branding. Shopping experiences influence how tourists perceive Langkawi as a tourism destination and shape emotional attachment towards the island. Positive shopping experiences, therefore, contribute to stronger destination image and tourist loyalty. This finding supports previous shopping tourism literature suggesting that experiential retail environments enhance destination attachment and revisit intention (Timothy, 2005; Badu-Baiden et al., 2024). Additionally, shopping tourism contributes to local tourism economies through tourist expenditure and retail-driven activities. The continued development of shopping tourism may, therefore, support broader tourism sustainability and local economic growth. However, maintaining destination competitiveness requires balancing affordability with experiential quality to meet evolving tourist expectations.

5.0 Conclusion and Recommendation

This study explored the shopping behaviour and experiential perceptions of domestic tourists visiting Langkawi Island, with particular emphasis on the utilitarian and hedonic dimensions shaping shopping tourism experiences within a duty-free destination context. The findings demonstrate that shopping tourism extends beyond conventional price-oriented motivations, encompassing experiential, emotional, and leisure-related elements that contribute significantly to overall tourist satisfaction. While affordability, product accessibility, and retail variety remain important utilitarian motivations influencing tourist purchasing behaviour, hedonic factors such as enjoyment, excitement, convenience, and the integration of shopping with leisure experiences were also found to play a substantial role in shaping tourists’ perceptions and behavioural intentions. Consequently, shopping activities in Langkawi Island function not only as transactional consumption activities but also as experiential tourism experiences that contribute to destination attractiveness and competitiveness.

The study contributes to the growing body of shopping tourism literature by integrating utilitarian and hedonic value perspectives in understanding tourist behaviour within a Malaysian duty-free island destination. The findings further highlight the importance of adopting holistic tourism and retail strategies that combine economic value with experiential engagement to enhance destination competitiveness and tourist satisfaction. From a practical perspective, destination marketers, tourism authorities, and retail operators should focus on improving retail environments, enhancing product diversity, strengthening supporting facilities and services, and integrating shopping experiences with broader leisure and tourism activities to create more meaningful and memorable tourist experiences.

Nevertheless, this study is limited by its qualitative design and relatively small sample size involving domestic tourists only, which may limit the generalisability of the findings. Future research is, therefore, recommended to adopt mixed-method approaches involving larger and more diverse tourist segments, including international tourists, tourism stakeholders, and retail operators. Comparative studies across multiple duty-free destinations within regional and international contexts may also provide broader insights into shopping tourism behaviour, experiential value creation, and destination competitiveness.

Acknowledgements

No funding was received for the research reported in the article.

Paper Contribution to Related Field of Study

This study contributes to shopping tourism literature by integrating utilitarian and hedonic value perspectives in understanding tourist behaviour within a duty-free destination context. The findings highlight that shopping tourism extends beyond price advantage, as experiential factors such as enjoyment, convenience, and leisure integration also influence tourist satisfaction and behavioural intention. The study further contributes to destination competitiveness research by demonstrating the role of experiential shopping in enhancing destination attractiveness and tourist engagement within Langkawi Island.

References

- Adi, E., Ricardianto, P., Fitriano, M., Ikawati, I., Gutomo, T., Raharjo, T., Murtiwardiyanti, S., Purnama, A., Hermawati, I., & Endri, E. (2024). Utilitarian value and hedonic value: Empirical evidence of purchase intention at Soekarno-Hatta International Airport. *Uncertain Supply Chain Management*, 12(3), 1681-1692.
- Alhomid, A., & Bel Hadj, T. (2025). Tourist value Co-Creation through hedonic and utilitarian features in the Saudi case: Relational trust, service innovation, and smart technology adoption as driving factors. *Sage Open*, 15(3), 21582440251384132.
- Azmi, A., Abdullah, A., & Yahaya, M. F. (2025). Tax-free and duty-free shopping: Benefits to communities and tourists. In D. J. Timothy (Ed.), *Contemporary Perspectives on Shopping, Retail and Tourism*. Channel View Publications.
- Badu-Baiden, F., Otoo, F. E., & Kim, S. (2024). Understanding the role of the shopping experience in explaining tourists' perceived value and behavioral intention in African markets. *International Journal of Tourism Research*, 26(5), e2749.
- Braun, V., & Clarke, V. (2006). Using thematic analysis in psychology. *Qualitative Research in Psychology*, 3(2), 77-101.
- Braun, V., & Clarke, V. (2021). *Thematic analysis: A practical guide*. Sage.
- Chen, Z. (2025). Theoretical development of the tourist experience: A future perspective. *Tourism Recreation Research*, 50(2), 199-213.
- Hwang, J., & Kim, I. (2023). Identifying Chinese tourists' shopping values and their consequences in the context of a duty-free shop: The moderating role of country image. *Sustainability*, 15(6), 5304.
- Jansen-Verbeke, M. (1991). Leisure shopping: A magic concept for the tourism industry? *Tourism management*, 12(1), 9-14.
- Mihaylov, M. (2020). Shopping tourism-As consumption and entertainment. In *Anniversary Scientific Conference with International Participation Tourism and Connectivity 2020* (1), 222-228. University publishing house "Science and Economics", University of Economics-Varna.
- Ngwira, C., Tung, V. W. S., & Tse, S. W. T. (2023). Extending the conceptualization of destination brand experiences. *Journal of Travel Research*, 62(7), 1605-1618.
- Pujianto, H., & Marwati, F. S. (2024). Consumer shopping behavior in Indonesia and Thailand: Hedonic and utilitarian shopping values. *Jurnal Ekonomi dan Bisnis Airlangga*, 34(1).
- Sekaran, U., & Bougie, R. (2016). *Research methods for business: A skill-building approach* (7th ed.). Wiley.
- Timothy, D. J. (2005). *Shopping tourism, retailing and leisure*. Channel View Publications.