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EXPLORING FACTORS DOMESTIC TOURISTS CHOOSE TO VISIT XINMENDING

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Abstract
Xinmending is a popular business spot in Taipei City that attracts millions of visitors annually. The study developed a scale of 25 items to extract factors that domestic tourists choose to visit Xinmending. The result revealed four factors that domestic tourists choose to visit Xinmending: popular fashion, modern interaction, shopping convenience, and living amusement. Younger adults tend to visit Xinmending for shopping convenience than those who were older. Respondents who live in the greater Taipei area (locals) tend to visit Xinmending for popular fashion, modern interaction, and/or shopping convenience than those who live outside of the greater Taipei area (non-locals). Non-locals tend to visit Xinmending for living amusement than locals do.

Keywords: factor analysis, popular fashion, modern interaction, shopping convenience, living amusement

Introduction

There are various factors that contribute to tourists' satisfaction with a touring site. Factors influencing tourist satisfaction reflect tourists' socio-psychological characteristics (i.e. motivations) and the destination attribute. Psychological benefits can be emanated from the interplay of leisure and tourist experience (Mann ell & Iso-Ahola, 1987). It has been argued that experiences are influenced by expectancies and events (Larsen, 2007). Experience quality and perceived value are key precursors to satisfaction and behavioral intentions (Chen & Chen, 2010). Moreover, they remain or are constructed in individuals' memory, forming the basis for new preferences and expectancies. Based on the hierarchy of life satisfaction model, a postulated model revealed that travel trip experiences have a direct impact on the overall life satisfaction of leisure travelers (Neal et al., 1999).

Destination features that attract tourists to a particular site represent a variety of products such as image, sightseeing, accommodation, food, and culture. Factors that characterize memorable tourism experiences have been validated by affective, cognitive, and behavioral components via seven domains: hedonism, refreshment, local culture, meaningfulness, knowledge, involvement, and novelty (Kim et al., 2010). An integrated structural model relating the dimensions of peak touristic experiences, supporting consumer experiences, and daily routine experiences was proposed for food consumption in tourism (Quan & Wang, 2004). It is an "extension" of the daily dining experience under a supporting consumer experience. Conversely, it is a "contrast" to the daily experience when dining becomes part of the peak experience in tourism. A study

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later showed that local foods can be conceptualized as "authentic" products that symbolize the place and culture of the destination (Sims, 2009).

According to Pine and Gilmore (1999), entertainment and esthetic dimensions may be characterized by passive participation of the customer, whereas educational and escapist dimensions reflect active participation. Similarly, a tourist who passively participates in destination activities won't directly affect or influence the destination performance but an active participation would personally affect the event performance that becomes part of the participant's experience. A tourist would typically "absorb" entertaining and educational offerings of an event and "immerse" in the event environment, resulting in esthetic or escapist experiences. Pine and Gilmore (1999, p. 31) defined "absorption" as "occupying a person's attention by bringing the experience into the mind" and "immersion" as "becoming physically a part of the experience itself". From the four realms of optimal experience effects ("entertainment as being entertained", "education as learning something new", "esthetics as indulged in environments", and "escapism as diverging to a new self"), Oh et al. (2007) constructed a measurement scale for a lodging experience and validated the experience dimensions. However, the relationships of the individual experience dimensions with plausible consequences of tourist experiences are difficult to predict because they depend heavily on the salience of experience offerings of the target destination.

Xinmending is a busy and hustling business spot in Taipei City that draws millions of visitors each year, as shown in Figure 1. From the review of literatures, the study seeks to find out what factors attract local tourists to Xinmending. From identified factors, an analysis of variance would be performed to seek out if any demographic difference exists among factors for visiting Xinmending. Recommendations can be drawn for business stakeholders to enhance location attractiveness for not only Xinmending but also other business spots that wish to attract more visitors.

Figure 1 Street view of Xinmending (night on the left; day on the right)

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Methodology

The principle of co-creation has been extended to the tourism industry (Binkhorst & Dekker, 2009). People may have been drawn to Xinmending due to the presence of other people (the crowd), which may be the distinction different from other traditional tourist spots. A questionnaire based on the review of literatures was developed deem to be suitable for people who visit Xinmending. The questionnaire was pre-tested and revised to ensure reliability. Apart from respondents' personal information that are measured by a categorical scale, the main questionnaire contains 25 items that are measured by a five-point Likert-type scale ranging from 1 for "strongly disagree" to 5 for "strongly agree". Since the sample population is comprised of domestic tourists in Taiwan, the questionnaire is presented exclusively in Chinese. From the review of literatures (in English), a blind translation-back-translation technique was performed according to the procedure of Brislin (1976) for the finalized questionnaire in Chinese.

A convenient sampling approach was applied on the sample population. The survey was conducted monthly from June of 2017 to May of 2018 to avoid seasonal effects. A total of 94 valid returns were obtained from 500 distributions, representing 18.8% valid response rate. It is noted that many of the sample population were not entirely focused during answering (presumably due to the crowd and its associated ambient noise), resulting high number of invalid returns. Then, collected data were analyzed using SPSS 20.0 statistical software for Windows. After performing factor analysis to identify factors for visiting Xinmending, demographic differences were examined through one-way analysis of variance (ANOVA).

Results

From 94 valid returns, Table 1 illustrates the sample's demographics. Majority of the respondents were female, at 54% (n = 51). Although majority of the respondents were female, it does not mean there were more female tourists at Xinmending. Females tend to be more focused participates during the survey that avoided being invalid returns. By age, 39% (n = 37) of the respondents were between 21 and 25 years old. By marital status, 68% (n = 64) of the respondents were single, divorced, or widowed. By education, 65% (n = 61) of the respondents finished a four-year college degree but not graduate studies. By the place of residence, majority of the sample live in New Taipei City, at 49% (n = 46), which is formally know as Taipei County that surrounds the metropolitan Taipei City. By personal income, 38% (n = 36) of the respondents earn NT$20,000 – 30,000 monthly.

Reliability analysis exhibits high reliability where the Cronbach's alpha was found to be 0.815 for the 25-item scale. Mean ratings of the 25-item scale are presented in Table 2. Among them, Q25: "appropriate place for social activities" received the highest mean, at M = 4.10, followed by Q1: "location convenient (M = 4.05)", Q19: "the theater at Xinmending offers many choices (M = 4.05)", and Q23: "I am willing to revisit Xinmending (M = 4.03)". On the other end of the spectrum, the lowest mean was found in Q11: "dining cost is fair in Xinmending (M = 3.10)", followed by Q21: "Xinmending provides excellent public security (M = 3.12)", Q4: "streets of Xinmending are mostly clean (M = 3.23)", and Q12: "choice of dining at Xinmending is diverse (M = 3.29)". Items with high standard deviation (S.D.) represent greater disparity of the mean from the respondents, such as Q10: "stereotype of Xinmending is filled with attractive people

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(S.D. = 1.253)", Q4: "streets of Xinmending are mostly clean (S.D. = 1.102)", and Q11: "dining cost is fair in Xinmending (S.D. = 1.098)". Conversely, items with low standard deviation (S.D.) represent less disparity (high consistency) of the mean from the respondents, such as Q2: "smooth circulation in streets of Xinmending (S.D. = 0.944)", Q3: "route around MRT at Xinmending is clear (S.D. = 0.944)", and Q6: "I am attracted by the lively atmosphere of Xinmending (S.D. = 0.945)".

Table 1 Demographic of the respondents

Demographics	Number	Percentage
Gender		
Male	43	46%
Female	51	54%
Age		
Under 21 years old	14	15%
21 to 25 years old	37	39%
26 to 30 years old	15	16%
30 to 40 years old	16	17%
Over 40 years old	12	13%
Marital status		
Single / divorced / widowed	64	68%
Married	30	32%
Education		
High school or less	28	30%
College	61	65%
Post graduate	5	5%
Residence		

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Taipei City	25	27%
New Taipei City	46	49%
Outside Taipei	23	24%
Monthly income		
Less than NT$20,000	27	29%
NT$20,000 – 30,000	36	38%
NT$30,000 – 40,000	22	23%
More than NT$40,000	9	10%

Table 2 Attributes for visiting Xinmending

Measurement items	Mean	S.D.
Q1. Location convenient	4.05	1.041
Q2. Smooth circulation in streets of Xinmending	3.72	0.944
Q3. Route around MRT at Xinmending is clear	3.72	0.944
Q4. Streets of Xinmending are mostly clean	3.23	1.102
Q5. Brick buildings in Xinmending are beautiful	3.53	1.054
Q6. I am attracted by the lively atmosphere of Xinmending	3.66	0.945
Q7. Nice atmosphere during key festive activities	3.68	0.997
Q8. The site suits photo opportunity	3.38	1.017
Q9. Irregularly scheduled activities are exciting	3.61	1.029
Q10. Stereotype of Xinmending is filled with attractive people	3.31	1.253
Q11. Dining cost is fair in Xinmending	3.10	1.098
Q12. Choice of dining at Xinmending is diverse	3.29	1.084
Q13. Stores at Xinmending possess distinguishing features	3.56	0.990

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Q14. The American Street at Xinmending is attractive	3.38	1.089
Q15. Xinmending stores sell quality products	3.34	0.979
Q16. I am attracted by transit vendors at Xinmending	3.44	1.083
Q17. Exciting performance by street artists at Xinmending	3.66	0.990
Q18. Xinmending offers many creative works	3.31	1.016
Q19. The theater at Xinmending offers many choices	4.05	1.091
Q20. Apparel offered in Xinmending suits my taste	3.63	0.984
Q21. Xinmending provides excellent public security	3.12	1.035
Q22. I am willing to recommend others to visit Xinmending	3.93	1.008
Q23. I am willing to revisit Xinmending	4.03	1.021
Q24. Xinmending offers diverse products	3.59	0.955
Q25. Appropriate place for social activities	4.10	1.038

The initial factor analysis generated eight factors with unacceptable factor loadings (< .40) for many of the attributes (exhibiting ambiguity on most of the factors. Hence, several rounds of deletion were performed on the 25-item scale. As a result, ten items were deleted from the factor analysis. They are: Q1: "location convenient", Q3: "route around MRT at Xinmending is clear", Q4: "streets of Xinmending are mostly clean", Q5: "brick buildings in Xinmending are beautiful", Q8: "the site suits photo opportunity", Q9: "irregularly scheduled activities are exciting", Q13: "stores at Xinmending possess distinguishing features", Q18: "Xinmending offers many creative works", Q19: "the theater at Xinmending offers many choices", and Q21: "Xinmending provides excellent public security". In the process of extracting factors, the Bartlett's test of sphericity was conducted and found at $\chi^2 = 329.245$, d.f. = 105, $p = .000$ $^{***}<$ .001. In addition, the Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy was found at .645, suggesting appropriateness (KMO value > .60) of the factor analysis.

As shown in Table 3, four factors were identified: "popular fashion", "modern interaction", "shopping convenience", and "living amusement". The first factor ("popular fashion") was composed of five attributes, Q11: "dining cost is fair", Q14: "American Street is attractive", Q12: "diverse choice for dining", Q10: "attractive people", and Q15: "stores sell quality products" where the factor loadings ranged from 0.551 to 0.766. This factor explained 23.208% of the total variance with an eigenvalue of 3.481. The second factor ("modern interaction") accounted 12.292% of the total variance with an eigenvalue of 1.844, where the factor loadings ranged from 0.455 to 0.755 for Q22: "willing to recommend", Q25: "social activities", Q23: "willing to revisit", and Q24: "offers diverse products". The third factor ("shopping

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convenience") contained three attributes (Q2: "smooth circulation in streets", Q20: "apparel suits my taste", and Q16: "attracted by transit vendors") where the factor loadings ranged from 0.736 to 0.815, explained by 10.688% of the total variance with an eigenvalue of 1.603. The last factor ("living amusement") consisted three attributes (Q6: "attracted by lively atmosphere", Q17: "exciting performance by street artists", and Q7: "nice festive atmosphere") had factor loadings ranging from 0.639 to 0.689, which explained 10.535% of the total variance with an eigenvalue of 1.580.

Table 3 Factor analysis of Xinmending visitation

Attributes of visiting Xinmending	Factor loadings			
	1	2	3	4
Factor 1: Popular fashion (*M* = 3.284)				
Q11. Dining cost is fair	.766			
Q14. American Street is attractive	.735			
Q12. Diverse choice for dining	.667			
Q10. Attractive people	.573			
Q15. Stores sell quality products	.551			
Factor 2: Modern interaction (*M* = 3.913)				
Q22. Willing to recommend		.755		
Q25. Social activities		.746		
Q23. Willing to revisit		.737		
Q24. Offers diverse products		.455		
Factor 3: Shopping convenience (*M* = 3.597)				
Q2. Smooth circulation in streets			.815	
Q20. Apparel suits my taste			.786	
Q16. Attracted by transit vendors			.736	
Factor 4: Living amusement (*M* = 3.667)				

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Q6. Attracted by lively atmosphere				.689
Q17. Exciting performance by street artists				.682
Q7. Nice festive atmosphere				.639
Eigenvalues	3.481	1.844	1.603	1.580
Variance (%)	23.208	12.292	10.688	10.535
Cumulative variance (%)	23.208	35.500	46.188	56.723

Having identified four factors that domestic tourists choose to visit Xinmending, it is desired to know if any significant difference exists among respondents' demographics. By one-way ANOVA, Table 4 showed there is no significant difference among genders. However, Table 5 showed younger tourists visit Xinmending due to "shopping convenience" more than those who were older, except those who were underage (less than 21 years old). The phenomenon is explanatory by the fact that the underage respondents do not have spending power for shopping. As shown in Table 6 and Table 7, marital status and education level of the respondents had no bearing on demographic difference.

Table 4 Gender difference among visitation factors

Visitation factors	Gender	Mean	S.D.	*t*-value	*p*
Popular fashion	Male	3.1581	0.77159	1.490	.367
	Female	3.3882	0.72378		
Modern interaction	Male	3.7733	0.83241	1.716	.118
	Female	4.0245	0.58150		
Shopping convenience	Male	3.7752	0.81234	0.655	.659
	Female	3.8824	0.77121		
Living amusement	Male	3.5814	0.74213	1.073	.750
	Female	3.7386	0.67762		

$^{**}p < .01$ indicating intermediate significance; $^{***}p < .001$ indicating high significance

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Table 5 Age difference among visitation factors

Visitation factors	Age	Mean	S.D.	*F*-value	*p*
Popular fashion	Under 21	3.5714	0.59669	1.079	.372
	21-25	3.3405	0.73917		
	26-30	3.2400	0.76420		
	30-40	3.0625	0.81884		
	Over 40	3.1167	0.82444		
Modern interaction	Under 21	4.0000	0.68641	1.702	.157
	21-25	4.0135	0.58317		
	26-30	3.8000	0.75711		
	30-40	4.0313	0.56181		
	Over 40	3.4583	1.08624		
Shopping convenience	Under 21	3.7857	0.62165	4.630	.002**
	21-25	4.0901	0.68785		
	26-30	3.9333	0.83761		
	30-40	3.7708	0.82299		
	Over 40	3.0556	0.72242		
Living amusement	Under 21	3.4762	0.68829	1.160	.334
	21-25	3.8018	0.70474		
	26-30	3.6222	0.61550		
	30-40	3.7708	0.73755		
	Over 40	3.3889	0.78924		

** $p < .01$ indicating intermediate significance

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Table 6 Marital difference among visitation factors

Visitation factors	Gender	Mean	S.D.	*t*-value	*p*
Popular fashion	Single	3.2250	0.74621	1.095	.783
	Married	3.4067	0.75837		
Modern interaction	Single	3.9102	0.67018	0.011	.280
	Married	3.9083	0.81337		
Shopping convenience	Single	3.5156	0.72722	1.657	.110
	Married	3.7667	0.58165		
Living amusement	Single	3.6458	0.73912	0.415	.178
	Married	3.7111	0.64762		

Table 7 Education difference among visitation factors

Visitation factors	Age	Mean	S.D.	*F*-value	*p*
Popular fashion	High school	3.4000	0.72419	0.479	.621
	College	3.2328	0.75558		
	Post graduate	3.2400	0.93167		
Modern interaction	High school	3.7500	0.86335	2.871	.062
	College	4.0246	0.58042		
	Post graduate	3.4000	1.03983		
Shopping convenience	High school	3.8095	0.78792	0.873	.421
	College	3.8798	0.78181		
	Post graduate	3.4000	0.89443		
Living amusement	High school	3.4524	0.74929	1.869	.160
	College	3.7541	0.67468		

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	Post graduate	3.8000	0.76739

As shown in Table 8, respondents who live in the greater Taipei area (Taipei City or New Taipei City) choose to visit Xinmending due to "popular fashion" or "modern interaction" or "shopping convenience" much more than those who live outside of the greater Taipei area. Conversely, respondents who live outside of the greater Taipei area tend to visit Xinmending for "living amusement" more than those who live within the greater Taipei, although not statistically significant. The finding is understandable that the lifestyle of those living outside of the greater Taipei area tend to be dull where busy and hustling business districts are scarce outside of Taipei. At last, respondents' income level played no significant difference on the factors of choosing to visit Xinmending, as shown in Table 9.

Table 8 Residence difference among visitation factors

Visitation factors	Residence	Mean	S.D.	*F*-value	*p*
Popular fashion	Taipei City	3.4320	0.84396	6.010	.004**
	New Taipei City	3.4261	0.65944		
	Outside Taipei	2.8348	0.66237		
Modern interaction	Taipei City	4.0600	0.62617	4.324	.016*
	New Taipei City	4.0109	0.63455		
	Outside Taipei	3.5435	0.84830		
Shopping convenience	Taipei City	3.7333	0.77579	3.861	.025*
	New Taipei City	4.0435	0.72217		
	Outside Taipei	3.5217	0.83379		
Living amusement	Taipei City	3.6267	0.83511	0.231	.794
	New Taipei City	3.6449	0.60206		
	Outside Taipei	3.7536	0.77991		

*$p < .05$ indicating significance; **$p < .01$ indicating intermediate significance

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Table 9 Income difference among visitation factors

Visitation factors	Monthly income	Mean	S.D.	*F*-value	*p*
Popular fashion	Less than NT$20k	3.4074	0.54202	0.928	.431
	NT$20k-30k	3.3444	0.79371		
	NT$30k-40k	3.1182	0.89583		
	More than NT$40k	3.0667	0.73485		
Modern interaction	Less than NT$20k	4.0278	0.53409	2.140	.101
	NT$20k-30k	3.9236	0.80804		
	NT$30k-40k	3.9659	0.61381		
	More than NT$40k	3.3611	0.87599		
Shopping convenience	Less than NT$20k	3.8519	0.72991	0.120	.948
	NT$20k-30k	3.8704	0.82914		
	NT$30k-40k	3.8030	0.80776		
	More than NT$40k	3.7037	0.85776		
Living amusement	Less than NT$20k	3.4691	0.75820	1.195	.316
	NT$20k-30k	3.7222	0.73247		
	NT$30k-40k	3.8333	0.62361		
	More than NT$40k	3.6296	0.6111		

Conclusions and Recommendations

The study identified four factors that domestic tourists choose to visit Xinmending. They are: popular fashion, modern interaction, shopping convenience, and living amusement. One-way ANOVA revealed that younger adults tend to visit Xinmending for shopping convenience than those who were older. Respondents who live within the greater Taipei area (locals) tend to visit Xinmending for popular fashion or modern interaction or shopping convenience than those who live outside of the greater Taipei area (non-locals). Non-locals tend to visit Xinmending for living amusement than locals do. The implication suggests Xinmending has lost its level of novelty to attract the locals (those living in the greater Taipei area) in that the locals did not visit Xinmending for living amusement. Conversely, non-locals did not visit Xinmending for popular

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fashion, modern interaction, or shopping convenience. The business stakeholders of Xinmending need to create innovative environment for enhanced popular fashion, modern interaction, and shopping convenience to attract those living outside of the greater Taipei area.

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