

A Study on the Model of Shopping Experience Memory and Tourists' Place Attachment: Does Destination Familiarity Have a Mediating Effect?

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Abstract:

This study attempts to develop a model of shopping experience memory and place attachment, examines the relationship between shopping experience memory and place attachment, with destination familiarity as a mediating variable. Additionally, the study investigates whether these relationships differ based on tourists' gender, educational level, and age. The research involved 421 tourists from the duty-free shops in Sanya, China. Questionnaires were analyzed using SPSS, AMOS to verify the reliability and validity of the survey. The results highlight that shopping experience memory is important for tourists' place attachment, and destination familiarity plays a mediating role between shopping experience memory and place attachment. Gender and age significantly moderate the relationship between shopping experience memory and tourists' place attachment, while educational level does not significantly moderate the relationship between shopping experience memory and place attachment.

Keywords:

Shopping Experience Memory, Place Attachment, Destination Familiarity, Gender, Age, Educational Level.