Level Of Tourist Trust Towards Selected Shopping Destinations

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ABSTRACT. The main objective of this study was to determine the level of tourist trust towards selected shopping destinations in Davao City when analyzed according to the dimensions of shopping destination trust (SDT) and demographic profile. The dimensions used were benevolence, integrity, competence, ability, predictability, information content, reputation, transaction security, product, liking, and risk avoidance. The study made use of a google form questionnaire, distributed to a total of 300 shopping tourist, in which the responses were treated using statistical instruments as follows: frequency count, percentage, mean, analysis of variance (ANOVA), and T-test. Main findings showed that there was a high level of tourist trust observed toward the overall dimensions SDT and that that level of trust differed among different sex groups, while there were no differences in terms of respondents' age and educational attainment. The overall high level of trust towards shopping destination is a result of a destination's excellent capability and good reputation, which simply means that the level of tourists' trust may be a measurement as to what destination marketing organization (DMO's) can improve towards a shopping destination. This study also confirms that men and women differ when it comes to one's purchase viewpoints. The current researchers believe that the types and the prices of shopping items have a significant role in determining tourist trust. The said categories were not included in the recent study. These categories may be able to determine more accurate results of the overall level of tourist trust.

Keywords: dimensions of shopping destination trust, level of tourist trust

INTRODUCTION

Shopping became a determinant factor influencing the choice of destination and is one of the oldest ways of tourism (Choi, Miju; Law, Rob; Heo, Cindy Yoonjoung, 2016). Tourists expend about a third of their overall spending on shopping, with not just keepsakes but also footwear, fine jewelry, handicrafts, novels, and gadgets. These products are not expressly searched by tourists in advance but are instead purchased at the time as a product of their travel (Albattat, Ahmad; Yajid, Mohd Shukri Ab; Khatibi, Ali, 2019). For tourist destinations, especially those where tourism income is a significant contributor to the local economy, it is vital to identify factors that influence tourist spending patterns to enhance total revenue (Albayrak & Caber, 2018).

Risk plays a crucial role in consumer behavior, making a valuable contribution to explaining behavior research and consumer purchasing decisions (Mamman, Hussaini; Maidawa, Mustapha; Saleh, Mohammed, 2015). Once customers feel insecure or uncomfortable while shopping, they unintentionally develop a negative perception of a shopping destination and are hesitant to keep shopping going (Choi, Miju; Law, Rob; Heo, Cindy Yoonjoung, 2017), this means that as the perceived level of risk rises, the customers are less likely to buy a product or service (Demirgüneş, 2015).

Shopping has reached the top of the Philippines' tourism destination activity list. DOT Spokesman and Undersecretary for Tourism Development Planning, Benito C. Bengzon Jr., asserted that the present value of the Philippine peso against the major currencies would possibly inspire the foreigners to buy or spend more in the country because of the economic success it will provide them. Money spent is accessible from the perspective of a tourist or a

traveler when they are in a country with a local currency with a value lower than that of the country Z that they came from (Alcantara, 2018). It is essential to recognize variables that influence tourism revenue trends to expand total revenue, as described above (Albayrak & Caber, 2018). Therefore, the study is carried out, considering that shopping acts as an important tourist attraction and is an integral part of the travel encounter (Turk, Ekinci, & Martin, 2015) and that there is no existing research or known, especially on shopping destination trust in Davao City.

Shopping destination trust is the hope and assumption that the shopping destination will supply tourists with a satisfactory shopping experience to help in achieving their shopping goals (Choi, 2015). There are 11 dimensions of shopping destination trust, according to (Choi, Law, Heo, 2016).

Benevolence is the willingness of a company to keep consumer interests ahead of its self-interest and expresses a genuine concern for the well-being of its consumers (Oliveira, Alhinho, Rita, Dhillon, 2017). Integrity is the trustor's understanding of the trustee's level of honesty (Algi & Irwansyah, 2018). Competence refers to the capacity of the company to satisfy the obligations of customers to meet their needs (Ozdemir & Sonmezay, 2020). Predictability refers to the ability to predict the actions of the opposite group Vanhonacker (Srivastava, Dash, Mookerjee, 2015). Ability is a collection of skills, competencies, and characteristics that enable a community to control and dominate a specific field that refers to the trustor's confidence in the trustee to sufficiently fulfill the promise and the need (Choi, Law, Heo, 2016). Transaction security is prompted by the credibility of online and of online transactions seeing that the online environment carries more security risk than traditional business settings (Featherman & Hajli, 2016). Information content of a webpage or information component. It concerns the information content of a particular site (Choi, 2015). Reputation reflects the persistence of the place with its history and the fulfillment of the commitments made by that place in the past (Oliveira, Alhinho, Rita, Dhillon, 2017). Trust in product is related to the perceived risks which have been shown to have a substantial effect on online customer buying decisions (Pappas, 2016). Liking results to loyalty and satisfaction towards a service or a product amid customer evaluation (Sujbruem & Chantharat, 2019). Risk perception is defined as the trustee assumes that there are occurrences of benefits and losses beyond concern that involve the relationship between the trustee and the trustor (Choi, 2015). Overall, study confirms that the higher the trust towards shopping destinations, the more shopping a tourist attracts and that sex is a factor in trusting shopping destinations.

The primary objective of the study is to determine the level of tourist trust towards selected shopping destinations in Davao City when analyzed according to the dimensions of shopping destination trust in terms of: benevolence; integrity; competence; predictability; ability; transaction security; information content; reputation; product; liking; and risk avoidance and also according to the demographic profile of the valid respondents.

METHOD

Descriptive research design was used in the study, which was primarily conclusive. The respondents and participants of the study were limited to shopping tourists in Davao City. This study used a non-probability sampling method, particularly the convenience sampling method. The methodology is practical when describing the target population in terms of a very general category. For example, the target population maybe girls and boys, men, and women, rich and poor, etc. (Alvi, 2016). It is a method wherein only respondents that indicated a willingness to participate were administered with questionnaires.

In gathering the necessary data, the researchers adapted a questionnaire from (Choi, Miju; Law, Rob; Heo, Cindy Yoonjoung, 2016) for the level of tourist trust, which was modified to suit the context of the study and was presented to the panel of experts for validation. The dimensions of the research focus on the following: benevolence, integrity, competence, predictability, ability, transaction security, information content, reputation, product, liking, and risk avoidance.

The research instrument design in this study was utilized to get the required information in Level of Tourist Trust towards Shopping Destinations in Davao City. The survey was divided into parts: First, level of tourist trust towards shopping destinations in Davao City in terms of the respondents' demographic information; and the second is the level of tourist trust towards shopping destinations in Davao City in terms of the dimensions of shopping destination trust. Responses were recorded on a Likert-type scale, ranging from strongly disagree=1 to strongly agree=5.

The following statistical tools were used to compute the data testing the hypothesis at a 0.05 level of significance. Descriptive statistics were used for the profile of the respondents and to analyze the data in pursuit of the research objective. Frequency Count. It was used in identifying the precise number of respondents according to the respective classification of profile. Percentage. It was used in identifying the precise percentile of respondents according to the respective classifications of the profile. Mean. It was used in identifying the level of tourist trust towards selected shopping destinations in Davao City. Analysis of Variance (ANOVA). This was used to identify the significant difference in the level of tourist trust towards shopping destinations in Davao City when analyzed according to the demographic profile. T-test. This was used to determine the significant difference between the identified dimensions when classified according to sex.

RESULTS

Table 1 showed the distribution of the respondents regarding sex, age, and educational attainment. There were 300 respondents, most of which are female undergraduate individuals ranging from 25 or below age. The number of respondents was estimated centered on the number of people anticipated to visit shopping centers and traditional markets (Zahra & Awan, 2017).

Profile Variable	Group	Frequency	Percent
Sex	Male	121	40
	Female	179	60
Age	25 or below	259	86
	26-35	24	8
	36-45	12	4
	46-55	2	1
	56-65	3	1
	66 or above	0	0
Educational Attainment	High School	40	14
	Undergraduate	165	55
	Bachelor's Degree	85	28
	Post-graduate	10	3

Table 2 showed the level of tourist trust towards selected shopping destinations in Davao City with an overall mean of 3.99 or a high level. The result meant that the respondent's trust was high concerning benevolence, integrity, competence, predictability, ability, transaction security, information content, reputation, product, liking, and risk avoidance. The respondents' level of benevolence was high (4.01), specifically on the respondents' perception that Davao City retailers do their best to help the tourists. The level of integrity with the mean score of 3.82 or high level, particularly on the shopping environment that Davao City provides, was consistent with being advertised. The level of competence with a mean score of 3.93 or high level, in which the respondents perceived Davao City as the best destination for a shopping trip.

Table 2. Level of tourist trust in shopping destination in Davao City

Indicators	$\bar{x}$	SD	Description
Benevolence	4.01	0.644	High
Integrity	3.82	0.595	High
Competence	3.93	0.593	High
Predictability	3.81	0.584	High
Ability	4.22	0.657	Very high
Transaction Security	4.21	0.609	Very high
Information Content	4.15	0.667	High
Reputation	3.78	0.619	High
Product	4.18	0.611	High
Liking	3.93	0.598	High
Risk Avoidance	3.83	0.835	High
Overall	3.99	0.466	High

The level of predictability with a mean score of 3.81 or high level, where the respondents claimed that when they visit Davao City for shopping, they know exactly what to do. Ability garnered a mean score of 4.22 or a very high level, where the respondents believed that Davao City is a competent shopping destination. The respondents' level of trust in transaction security had a mean score of 4.21 or a very high level. The respondents believed that retail shops in Davao City showed great concern for the safety of any transaction. Information content collected a mean score of 4.15 or a high level, where respondents claimed that shopping information in Davao City was adequate. Reputation reaped a mean score of 3.78 or a high level, where the respondents claimed that Davao City had a good reputation as a shopping destination. The level of trust in the product had collected a mean score of 4.18 or a high level, where the respondents considered products purchased in Davao City to be very functional. The liking of the respondents had garnered a mean score of 3.93 or a high level, where respondents said that they like Davao City as a shopping destination. Risk avoidance garnered a mean score of 3.83 or a high level, where respondents said they felt uncertain about shopping at an untrustworthy destination.

The adopted questions contained positive and negative questions for each dimension. Reputation had the least mean score of 3.78 among all dimensions, representing the respondents' perception of shopping destinations in Davao City. Despite having the lowest mean score, the dimension appeared to have positive responses from the respondents.

Results showed that the positive question "Davao City has a good reputation as a shopping destination" has the highest mean score. In contrast, the hostile question "I have heard negative comments about Davao City as a shopping destination" had the lowest mean score. This meant that the respondents saw Davao City as having a good reputation as a shopping destination and claimed to have not heard negative comments towards the destination.

Reputation can impact the tourist's choice of destination, as it can have a positive effect on risk mitigation and personal vulnerability (Choi, 2015). If there is a bad reputation—even if that bad reputation is misguided or easily misinterpreted is immediately detrimental to all the marketing strategies. This is going to take more work to get people to believe. (McCormick, Marleen; Mackoy, Robert; Osland, Gregory E., 2017). From the tourism and hospitality industry perspective, having a good reputation will make the destination more frequent and longer stays for visitors (Oliveira, Tiago; Alhinho, Matilde, Rita, Paulo, Dhillon, and Gurpreet, 2017).

Risk avoidance had garnered a 3.83 mean score among all trust dimensions. Results showed that the negative question "I feel uncertain about shopping at an untrustworthy destination" had acquired the highest mean score among all risk avoidance questions, which was also followed by "I become uncomfortable in new situations." This meant that the respondents highly agreed that shopping at an untrustworthy shopping destination projects a feeling of uncertainty and discomfort in new situations.

A risk-avoidance approach aims to mitigate vulnerabilities that could pose a threat (Choi, 2015). Consumers can rely on an idea or individual to try to minimize any risk. Tourists may be rational in anticipating some level of protection from governments and industry (Garg, 2015). Suppose customers feel prone to failures across product transactions. In that case, they can depend on a robust consumer-company relationship (e.g., brand trust, brand loyalty, brand credibility) since they assume that a brand relationship will minimize risk. Consumers are in a situation of uncertain decision-making, which means that they rely on the quantity, type, and reality of the product details (Lee, Seung-Hee, Workman, Jane, Jung, and Kwangho, 2016).

Summary of ANOVA for the significance of the difference in tourist trust in shopping destination in Davao City when analyzed according to the Profile of Respondents

Table 3 showed the significant difference in tourist trust towards selected shopping destinations in Davao City when analyzed according to sex. Regarding sex, the overall p-result of 0.018 indicates that there was a significant difference existed. Thus, the null hypothesis was rejected. This means that there was a significant difference in tourist trust towards selected shopping destinations in Davao City when analyzed according to sex. This signifies that sex was a factor in trusting shopping destinations.

Table 3. Independent samples t-test results showing the differences in tourist trust in shopping destination in Davao City when analyzed by sex.

Variable	Group	n	$\bar{x}$	SD	t	P	H_0
Level of Tourist Trust	Male	121	4.07	0.491	2.39*	0.018	Rejected
	Female	179	3.93	0.443			

*p<0.05

The result was supported by (Sarkar 2016). His research paper examined the influence of gender disparities on the online buying strategy, contemplating utilitarian and hedonic internet principles. The results of further research are correlated with practical principles that males are far more ethical in their purchase viewpoints, rendering it abundantly clear that the valuation of rational advantages of online purchasing serves as a coordinator for male online

customers. Male customers appear to be further driven by logical variables than female customers (for instance, accessibility, absence of sociality, and expenditure reduction). The research results showed that female customers emphasize hedonic values far beyond their male counterparts and have more significant shopping enjoyment motives as far as the hedonic beliefs of the web are concerned. This research paper analyzed shopping values and concluded that female customers are more driven by psychological factors (for instance, excitement, social bonding, and style) as opposed to male customers. This is also supported by an article by Abhijeet Pratap, several aspects vary between the male and female sexes, and these variations influence their purchase decisions. In regard to style and attitude, the two sexes have distinct requirements (Pratap, 2017).

Table 4 ANOVA showed the significant difference in tourist trust towards selected shopping destinations in Davao City when analyzed according to age. A p-value greater than 0.05 suggested good support for the null hypothesis (H_0). This indicated that the null hypothesis was retained, and the alternative hypothesis is rejected. However, it is essential to remember that the null hypothesis cannot be accepted; but it can only be rejected or refuse to reject (Mcleod, 2019).

The overall significant result of 0.304 can only provide evidence that there was no significant difference in the level of tourist trust towards selected shopping destinations in Davao City, thus failing to reject the null hypothesis of the study. This means that the sample number of respondents has not provided enough evidence that there is no significant difference in the level of tourist trust towards selected shopping destinations in Davao City when analyzed according to age.

Table 4. Summary of ANOVA for the significance of the difference in tourist trust in shopping destination in Davao City when analyzed according to age

	Sum of Squares	df	Mean Square	F	Sig.	H_0
Between Groups	0.792	3	0.264	1.22	0.304	Fail to reject
Within Groups	64.259	296	0.217			
Total	65.051	299				

*$p<0.05$

Physical and cognitive aging mechanisms and cumulative life experiences all lead to age-related variations in customer behavior. The decision-making patterns and behaviors of older generations vary from those of younger people due to age-related shifts. Those who have more shopping experience can better make buying decisions for fewer details than those who have fewer (Fang et al., 2016). The result is also supported by the statement of Bharat Rai in his study that the buying intentions of people of different ages differ when it comes to various product classifications (Rai, 2017).

Table 5 shows the significant difference in tourist trust towards selected shopping destinations in Davao City when analyzed according to educational level. A p-value greater than 0.05 suggests good support for the null hypothesis (H_0). This indicates that the null hypothesis is retained, and the alternative hypothesis is rejected. However, it is essential to remember that the null hypothesis cannot be accepted; but it can only be rejected or refuse to reject (Mcleod, 2019).

The overall significant result of 0.166 can only provide the support that no significant difference existed among the educational level of the respondents, hence failing to reject the null hypothesis of the study. This means that the sample number of respondents is insufficient to prove that there is no significant difference in the level of tourist trust towards selected shopping destinations in Davao City when analyzed according to educational level.

Table 5. Summary of ANOVA for the significance of the difference in tourist trust in shopping destination in Davao City when analyzed according to educational level

	Sum of Squares	df	Mean Square	F	Sig.	H_0
Between Groups	1.104	3	0.368	1.70	0.166	Fail to reject
Within Groups	63.947	296	0.216			
Total	65.051	299				

*$p<0.05$

Brand loyalty is among the perks of establishing trust (Roberts, 2019). Therefore, the result can be supported by the claims of Rakesh Kumar and Ramesh Kumar in their study that brand loyalty is consistent for all educational levels, suggesting that schooling has little effect on brand loyalty. Also, brand loyalty is based on a customer's view of a brand and their degree of happiness with it (Kumar & Kumar, 2019)

DISCUSSION

Provided that this study confirms that the higher the trust towards shopping destinations, the more shopping a tourist attracts. From a professional standpoint, this research shows how to acquire a comparative edge by luring shopping visitors to a retail center by building trust. In the study of Choi, Miju; Law, Rob; Heo, Cindy Yoonjoung, 2016, shopping destination trust is thought to play a significant effect in visitor shopping behavior. It helps destination marketing organizations (DMOs) by determining the most important aspects of shopping destination trust. Trust became the most crucial aspect in corporate negotiations by lowering the intricacy of human response in uncertain conditions. The human trait of avoiding or limiting danger is reflected in trust, which minimizes perceived risk during interactions. Also, according to World Tourism Organization, when contrasted to non-tourists, shopping tourists also seem to spend time longer in the destination and dedicate a larger amount of fund on shopping. This means that the more shopping tourists, the higher income a shopping destination gets. Which is why, the current researchers are confident enough to recommend destination marketing organizations in Davao City to strive for a more trustworthy image. Not only that a shopping destination gets income, this way, the tourist will feel secured, and the less risk perception they have, the better shopping experience they will get.

In determining the significant difference in the level of tourist trust towards selected shopping destinations in Davao City in terms of the respondents' demographic profile, it can be concluded that sex was a factor in trusting shopping destinations. In the study of Sakar 2016, considering the utilitarian and hedonic values associated with the internet, the literature review investigated the influence of differences between men and women on online buying approaches. In terms of utilitarian values, research consistently shows that men are more reasonable in their purchasing decisions, demonstrating that appreciating the sensible advantages of social shopping functions as a facilitator for men online shoppers. Men customers, in comparison to women buyers, are more driven by logical factors (for example, accessibility, absence of sociality and cost reduction). In the assessment of their research, it

was discovered that emotional variables (such as excitement, sociality, and style) inspire women buyers more than men shoppers.

On the other hand, only a little evidence supporting age and educational level affected the level of tourist trust, which meant that the sample number of respondents in the study was not sufficient to prove the effect of age and educational level on the level of shopping destination trust.

Conclusions

The following are the conclusions analyzed in the data.

In determining the level of trust towards selected shopping destinations in Davao City regarding the dimensions of shopping destination trust, the results concluded that the overall level was high. The results were attributed to the ability and security of transactions that are provided by Davao City as a shopping destination. This study confirmed that the higher the trust towards shopping destinations, the more shopping tourist attracts.

In determining the significant difference in the level of tourist trust towards selected shopping destinations in Davao City in terms of the respondents' demographic profile, it can be concluded that sex was a factor in trusting shopping destinations. On the other hand, only a little evidence supporting age and educational level affected the level of tourist trust, which meant that the sample number of respondents in the study was not sufficient to prove the effect of age and educational level on the level of shopping destination trust.

Recommendations

The following are the recommendations of the researchers.

Destination marketing organizations in Davao City may strive for a more trustworthy image. Since risk avoidance has acquired the lowest level of trust among all dimensions, one of their focuses may be on how to generate actions to lessen tourists' risk perception once they set their mind to visiting Davao City, most especially on the transactions that the tourist performs. DMO must see to it that new tourists better meet their expectations to avoid doubt and confusion. This way, the tourist will feel secured, and the less risk perception they have, the better shopping experience they will get.

Since the responses of the tourist for the three dimensions with the least mean scores, DMOs are recommended to continue providing an excellent service to yield an outstanding shopping experience.

Future researchers are advised to conduct the study in a face-to-face setting to achieve a more extensive range of respondents. In contrast to older consumers, younger consumers use mobile technology more frequently in the tourism sector. Since the questionnaire is produced via a google form, this might have affected the study in terms of the age of the respondents.

Future researchers are advised to target a larger number of respondents, seeing that the number of respondents of the current study appeared to have not sufficed the needs of the research.

Future researchers are advised to aim for shopping tourists classified by categories of shop objects to comprehend shopping destination trust further. The current researchers believe that the types and the prices of shopping items have a significant role in determining tourist trust. The said categories were not included in the recent study. These categories may be able to determine more accurate results of the overall level of tourist trust.

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