

Understanding Overseas Tourist Shoppers: Market Segments and Characteristics

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The current study employed a TwoStep cluster analysis to segment overseas tourist shoppers into three clusters. The three clusters significantly differ in terms of overseas travel and shopping experience, shopping expenditure, length of stay. Specifically, the study examined the three clusters based on tourist shopping impulsivity. Chi-square tests and MNOVA revealed significant differences among the three clusters on overseas shopping plan, impulsive shopping expenditure, and consumer impulsive traits. Furthermore, conspicuous consumption, overall shopping satisfaction, and future overseas intention also significantly varied among the clusters. The study provides a detailed and in-depth understanding of overseas tourist shoppers by segmenting them into three distinct and meaningful groups. Theoretical and practical implications are provided.