

Japanese Tourists to Hong Kong: Their Preference, Behaviour and Image Perception

ABSTRACT

This study aimed to identify whether according to socio-demographic and travel-related variables there are differences in Japanese tourists' preference, behaviour, and perception of Hong Kong as a tourism destination. A total of 345 questionnaires were used for data analysis after they were collected from Japanese tourists who were leaving Hong Kong International Airport, and travelling to the Peak and walking along the Avenue of Stars. Diverse interesting results were revealed. For example, a leisure group showed a higher preference for package tours, shopping and participating in indoor activities than a non-leisure group. A first-visit group showed the highest level of preference for shopping, spending more money compared to more frequent visitor groups. Younger and older groups showed a high level of expectation of Hong Kong tourism compared to a middle-aged group. College graduate respondents indicated higher mean scores on their perception of Hong Kong's image compared to respondents with a low education level or high education level. Compared to female tourists, male tourists showed more generosity in giving tips and more preference for shops accredited as "Quality Tourism".

Keyword: Japanese, shopping, preference, behaviour, image

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INTRODUCTION

The tourism industry in Hong Kong is a substantial pillar of Hong Kong's economic development because it is a beneficiary of tourism expenditure and employment opportunities. According to the Hong Kong Tourism Board (HKTB), Hong Kong had 60.8 million visitors in 2014 (Hong Kong Tourism Commission, 2014). Recognizing the significant advantages of high tourist flow, the Hong Kong Special Administrative Region (SAR) government has expanded the development of the tourism industry. Hong Kong is a mature tourist destination, with the number of tourists having consistently increased over the past five decades. In 1964, the Hong Kong Tourist Association began promoting Hong Kong as "The Orient is Hong Kong" and recently, as "Asia World City". This slogan is now used by the HKTB to market Hong Kong as a major tourist destination, in conjunction with its convenient aviation hub and hassle-free visa applications for residents of most countries. Hong Kong is also a strategic gateway to Mainland China or Southeast Asia, giving it a competitive advantage over other Asian countries.

A review of previous records of the Japanese inbound tourist market is shown in Table 1. In 1996, peak numbers of Japanese visitors were recorded and approximately 4.7% of overall inbound markets, the highest record hit in the 90s and first ranking of tourist flow. The figure gradually dropped after 2000. The dramatic drop of Japanese visitors in 2003 was attributed to the outbreak of the Severe Acute Respiratory Syndrome (SARS) across the Asian region. After the SARS period, the Japanese inbound market quickly picked up and resumed its previous steady flow of visitors during 2004-2007. In 2008, the worldwide financial crisis substantially affected global travel demand and the travel industry. In contrast, Japanese visitors to Hong Kong seemed

relatively unaffected by the economic downturn, showing a slightly higher level than before. According to the Hong Kong Tourism Commission (2014), the depreciation of the yen in 2013 caused a 15.7% decline in the number of Japanese visitors compared to 2012. In fact, Japanese tourists have remarkably contributed to the development of the Hong Kong tourism industry. Over the years, Japanese tourists have made a remarkable contribution to Hong Kong's tourism development in the last two decades.

It is observed that Japanese visitors to Hong Kong have been recently decreasing. However, the Japanese market still came fifth, after Mainland Chinese, Taiwanese, South Koreans and Americans in 2014. In terms of tourist spending, Japanese inbound visitors to Hong Kong rank third in terms of spending – HKD4.7 billion (2012) and 2.6% (2012) of total spending market share in 2012 (Hong Kong Tourism Board, 2015a). Japanese visitors' per capita spending has continuously increased from HKD4,552 in 2002 to HKD5,538 in 2013, an increment of 21.79% as shown in Table 1. This phenomenon indicates that Japanese visitors have higher spending power than before. This is untapped potential tourism revenue for Hong Kong's tourism industry.

The goal of this study was to investigate differences of preference, behavioural characteristics and perception of Hong Kong as a tourism destination. Three objectives are involved with this paper. First, it investigates whether there are differences in Japanese's preferences for tourism activities in Hong Kong and tourism products as well as things to be importantly considered in tourism arrangements according to their socio-demographic and travel-related variables. Second, it investigates whether there are differences in Japanese's shopping and travel behavioural characteristics according to their socio-demographic and travel-related variables. Third, it attempts to understand whether there are differences in the perception of Hong Kong according to their socio-demographic and travel-related variables. The results of this study

are expected to enable a better understanding of Japanese tourists coming to Hong Kong and constructively establish marketing strategies to stimulate this stable inbound tourist flow as well as allow it to remain in the top five inbound visitor markets to Hong Kong. The marketing implication is an important indicator to Hong Kong industries but also tourism business-related organizations.

Table 1 Here

CHARACTERISTICS OF JAPANESE TOURISTS

Japanese Tourists' Preferences

The preference of an individual is “*personal preferences, like motivations, may be intrinsic, reflecting individual likes and dislikes, and extrinsic, or socially conditioned*” (Hsu, Tsai & Wu, 2009, p. 290). In the tourist attitude context, objects of preference are various, inclusive of destination, activity, food, shopping items and time, accommodation, accompanied persons, and tour type. Some researchers have investigated the preferred activities and behaviour of tourists through Plog’s (1990) psychographic model that indicates tourists’ preferences or behavioural types (Goeldner & Ritchie, 2012; Sakakida, Cole & Card, 2004). That is, on a continuum of allocentrism/psychocentrism, a psychocentric tourist is “*one who tends to be self-inhibited and non-adventurous*”, whereas an allocentric tourist is “*one whose interest patterns are focused on varied activities*” (Goeldner & Ritchie, 2012, p. 436). Plog’s (1990) model helps to pinpoint the preferences of tourists during the consumption decision-making processes. Applying Plog’s theory to Japanese preferences, the national cohort is likely to fall into the psychocentric travel motivation type because of preferences for group tours, non-adventure activities, avoidance of long vacations

and avoidance of non-Japanese cuisines (Pizam & Sussmann, 1995; You, O'Leary, Morrison & Hong, 2000).

As Plog's model mentions, studies of tourists' preferences are closely related to motivations to travel or choice behaviour in the decision-making process. Studies of Japanese tourists' preferences for tourist destinations or activities were actively conducted in the 1980s through early-2000s. However, a surge of Chinese overseas tourist demand from the mid-2000s has entailed the alienation of interest in the Japanese tourist market in the tourism literature. A number of studies on Japanese tourism have focused on the motivation to travel abroad (Anderson, Prentice & Wantanabe, 2000; Cha, McLeary & Uysal, 1995; Heung, Qu & Chu, 2001; Kim & Lee, 2000; Moeran, 1983; Nishiyama, 1996; Woodside & Jacobs, 1985). According to a report of the Japanese market profile published by Tourism Australia (2014), the top five factors that overseas Japanese tourists consider are "a safe and secure destination", "world class beauty and natural environment", "rich history and heritage", "good food, wine, local cuisine and produce" and "a destination that offers value for money". A summary of these previous studies concluded that the major factors luring overseas Japanese tourists include nature and scenery, history/culture, food, and shopping.

Japanese tourists' preference leads to their action or behaviour. For example, Japanese tourists are reported to prefer to travel in groups than individually (Albu, 2013; Iverson, 1997; Kim & Lee, 2000; Kim & Agrusa, 2008, Kim, Timothy & Hwang, 2011; Reisinger & Turner, 2002; You, O'Leary, Morrison & Hong, 2000) and so take package tours (Charlile, 1996; Dace, 1995; Lang, O'Leary & Morrison, 1993; Nozawa, 1992; Spears & Rosenbaum, 2012), and also take group photos for "*kinen*" (for memory's sake) (Watkins, 2008). Interestingly, the preference of Japanese tourist groups is influenced by its cultural tradition and values (Anderson et al., 2000; Cha et al., 1995; Dace, 1995; Kim & Prideaux, 2005; You et al., 2000).

A pioneer cultural scholar, Hofstede and his colleagues (e.g., Hofstede, 2001; De Mooij & Hofstede, 2011) found five cultural dimensions and applied them to explain how these dimensions influence preference and destination choices. Japanese have been identified to have a national character in which society has high uncertainty avoidance, high power distance, and a requirement for hierarchical acknowledgement of high social status as well as a highly masculine society (Reisinger, 2009). These cultural dimensions are related to comments that Japanese tourists prefer “safe” and “crime-free” destinations (Kim et al., 2011). In relation to the preference for a safe destination, they tend to choose “*meisho*” (well-known destinations) and “*meibutsu*” (the things that make them famous) (Watkins, 2008).

In the shopping preference context, some studies have explained that Japanese have unique traditional customs, “*omiyage*” and “*senbetsu*”, which influence their travel behaviour (Mok & Lam, 2000). That is, “*omiyage*” is a Japanese tradition that a gift should be given to friends, neighbours, relatives and others after travelling. The “*omiyage*” gifts are normally purchased in a travel destination and contain the regional culture and are of high quality (Kim et al., 2011). The “*omiyage*” presents can be a response to “*senbetsu*” which is passed on before a trip to make the trip enjoyable and financially assisted (Iverson, 1997). For example, JTB Traveland’s Omiyage Omakase reported that Hawaian hosts’ chocolate containing macadamia nuts is the most popular “*omiyage*” product for Japanese tourists (Rosenbaum & Spears, 2005). These mutual gift-giving customs stimulate a motivation to shop (Mok & Lam, 2000). Japanese tourists prefer to buy consumer products including food, clothing, handbags, alcohol, cosmetics, shoes, tobacco, scarves, confectionary, leather and local crafts (Timothy, 2005). They tend to prefer to buy these products in duty-free shops (Rosenbaum & Spears, 2005, 2006a, 2006b).

Japanese Tourists’ Behaviour

Tourist behaviour is the behaviour that a tourist displays in the decision-making process when encountering alternatives or choices (Reisinger, 2009). An international tourist experiences various situations when selecting accommodation, tourism activities, eating, dining and shopping items. Regarding Japanese tourists' behaviour previous studies are classified into shopping behaviour and non-shopping behaviour. In addition to the Japanese tourists' shopping studies mentioned in the previous section, patterns of shopping are closely affected by socio-cultural practices and traditions including a desire to seek brand names, prestige and social status, the gift-giving tradition, face-saving, expectations of high-quality service, and travel with cohesive groups. These unique Japanese customs determine shopping patterns (Kim et al., 2011), preferred shopping items (Hobson & Christensen, 2001; Timothy, 2005), preferred destinations (Mok & Lam, 2000) and the amount of expenditure (Hobson & Christensen, 2001; Jang, Bai & O'Leary, 2004).

Shopping is one of the major activities in Japanese international tourism and they tend to be high spenders in international tourism destinations (Jang, Bai & O'Leary, 2004; Keown, 1989; Rosenbaum & Spears, 2005, 2006a, 2006b; Timothy, 2005). Important factors that influence their shopping satisfaction are the attractiveness of the shopping destination and quality of shopping products (Kim et al., 2011). It was reported that their satisfaction level of shopping is relatively higher than those of other national groups (Kim & Prideaux, 2005). In their shopping travel, they tend to move around in groups and exchange their experiences and opinions concerning selection of shopping items, complaints or level of satisfaction. The behavioural characteristics can be explained by Hofstede's (1997) collectivistic cultural component and Japanese organizational culture. Thus their shopping behaviour or patterns are reported to be different from those of Western tourists in terms of item choice, influence of decision-making, and shopping venue (Keown, 1989; Kim et al., 2011; Mak et al., 1999).

Unlike the prolific studies on Japanese shopping behaviour, there are limited efforts to deal with Japanese visitors' non-shopping behavioural activities. For example, according to a study by Kim and Agrusa (2008), Japanese tourists tend to show their attitudinal or behavioural differences according to their tour purpose. For example, a group seeking rest and relaxation showed the highest tendency to meet and speak with local residents, participate in sports activities, and experience native cultures. However, a group of fraternal association tourists demonstrated least preference for such activities. In a similar vein, Watkins (2008) identified that Japanese tourists like to participate in dining and attending cultural activities to learn new things. In the context of behaviour in a hotel, Japanese hotel guests, as perceived by Thai hotel staff, tended to complain less, directly, but prefer to write to managers or a high-level person (Kim, Elliot, Law, & Law, 2012). This means that Japanese tourists desire to avoid losing face and they have a need for harmony. The results are very similar to those of other studies (De Mooij & Hofstede, 2011; Kim & Lee, 2000).

In their information searching behaviour, Japanese select trustworthy information sources such as friends or relatives and printed media provided by travel agencies (Kim & Agrusa, 2008; Reisinger & Turner, 2003) and recently have participated in internet search behaviour to explore electronic word of mouth (Law & Cheung, 2010). In addition, choosing a safe and crime-free destination or activity is very characteristic of overseas Japanese tourists (Kim et al., 2011). It is also related to travelling in groups under a tour guide, dining at a table together or family togetherness (Agrusa, 2000; Iverson, 1997; Pizam & Sussmann, 1995; Reisinger & Turner, 2002; You et al., 2000; Woodside & Jacobs, 1985). Such behaviour is also explained by "*amae*" which describes people's behaviour when they want to unconsciously depend on another person such as parents, marriage partner, or even your boss, with a certain meaning of submission (Doi, 1971).

The congenial interrelationship between close partners generates a culture of group-ness or Gestalt. The Japanese-ness in tourism behaviour should be explored more.

Japanese Tourists' Perception of Image

Destination image is one of the critical marketing tools to promote a destination successfully for a destination marketing organization (DMO). Destination image is “the sum of belief, ideas, and impressions that a tourist has of a destination” (Crompton, 1979, p. 18). The perceptions and behaviour of tourists toward a destination are influenced by destination image (Lee & Lee, 2009) in terms of cultural, political, social and economic aspects (Alvarez & Campo, 2014). In the context of tourism, the expectations of individuals are developed from knowledge, beliefs and attitudes, and prior travel experience, which are influenced by people’s culture. However, after travelling to the destination, tourists gain accurate information and perceptions through their personal experience and subsequently form their own evaluation of the destination. In this study, the perceived destination image is measured by the difference between the expectation of tourists (before-travel perception) and evaluation (after-travel perception) of a destination image. The tourists' perceptions of pre- and post-travel experiences are compared. For example, service quality provided by the destination affects the perceptions of tourists, whereas service quality from different tourism practitioners affects the experience of tourists in a destination (Castro et al., 2007; Tsang & Ap, 2007).

The study of Gallraza et al. (2002) indicated 20 attributes that shape destination image, which were classified into either comparatively functional or psychological. The top three attributes of destination image are landscape and surroundings, cultural attractions, and residents’ receptiveness. Some researchers (Echtner & Ritchie, 1993; Stepchenkova & Morrison, 2008)

have classified image into two components: cognitive component and affective component. Furthermore, the cognitive component represents beliefs and knowledge about tangible attributes, such as the physical aspects of a destination. Matsumoto and Judang (2012) stated that both cognitive and affective components drive one's attitude toward a group of people or a destination. On the other hand, the affective component relates to factors that influence the quality of feeling toward a place, such as the surrounding environment (Baloglu & McCleary, 1999).

The study of Stepchenkova and Mills (2010) discussed that the perception of a tourist formed by the perceived destination image is constructed with a combination of rational (tangible) and emotional (intangible) attributes. For example, a study by Echtner and Ritchie (1993) highlighted that the local community, as well as the reaction and support of residents, are important attributes that affect the perception of tourists of a destination. It is a psychological attribute because a tourist receives an intangible feeling about the friendliness and helpfulness of the local residents.

As an attractive tourist destination, Hong Kong's image has been described according to attribute-holistic, functional-psychological and common-unique axes (Choi et al., 1999). According to functional-psychological attributes, the perceived destination image of Hong Kong of tourists from Asia, Europe, the United States/Australia, New Zealand, and others was explored. The study identified the following three characteristics of the destination image of Hong Kong: metropolitan city, where skyscrapers are outstanding features; a busy, crowded and hectic environment with a fast pace of life; and a friendly and helpful community.

Hong Kong was assessed as having a tangible image of a country with a well-developed transportation system (Leung et al., 2011), which includes a comprehensive network that links Hong Kong Island, Kowloon and the New Territories. Lantau is connected to the famous attraction

“Big Buddha” and Hong Kong International Airport by a cable car network (McKercher et al., 2012), whereas other islands, such as Lamma Island, are connected with the Central downtown area by ferry, a short cruise that allows tourists to visit the countryside. Alternatively, the intangible destination image of Hong Kong has been identified as quality services. In 1999, the Hong Kong SAR Government established a legal mechanism called the Quality Tourism Services (QTS) Accreditation Scheme to monitor the quality of services in Hong Kong. This scheme ensures that tourists are provided with high-quality products, as well as high-quality services in shops, restaurants and hotels (HKTB, 2014a).

Under the QTS Accreditation Scheme, businesses are committed to maintaining or improving quality, supported by ongoing government monitoring. Subsequently, Hong Kong has become a recognized shopping destination for tourists, besides being an attractive multicultural city with a long history of British colonial rule. In fact, the culture in Hong Kong is a combination of Western and Chinese culture. Numerous attractions in Hong Kong embody this mixture of cultures, for example, Chinese New Year celebrations, Halloween parties, arts and film festivals, and sports tournaments.

The study of Heung, Qu & Chu (2001) identified important vacation motives perceived by Japanese tourists when travelling to Hong Kong in the form of five factors of “enjoying holiday”, “food”, “safety”, “exploring a different culture” “seeking fun”, and “touristic attractions”, which are considered “pull” and “push” factors for Japanese tourists. Similarly, Hong Kong provides a variety of activities and is seen as safe with a friendly local community (Choi, Chan & Wu, 1999), a culinary destination (Okumus, Okumus & McKercher, 2005; Leung, Law, & Lee, 2011) as well as a shopping paradise (Huang & Hsu, 2007; Leung, Law & Lee, 2011). These are particularly important favourable perceived factors for Japanese tourists.

METHODS

Conceptualization

Previous studies reported that Japanese tourists' preferences are distinctive according to their socio-demographic variables (Agrusa & Kim, 2008; Kim & Agrusa, 2008; Kim et al., 2011; Mok & Lam, 2000; Reisinger & Turner, 1999; Sakakida et al., 2004; Yamamoto & Gill, 1999; You et al., 2000) and travel-related variables (Agrusa & Kim, 2008; Kim & Agrusa, 2008; Kim et al., 2011; You et al., 2000). For example, Japanese female tourists show a higher tendency of choosing a package tour compared to male tourists (Yamamoto & Gill, 1999). In terms of preference for shopping venue, more educated Japanese tourists tend to prefer quality of shopping products, compared to lower educated groups who prefer the attractiveness of a shopping destination (Kim et al., 2011).

Japanese tourists' behaviour is affected by their socio-demographic features or travel experience in the context of decision-making (Hwang & Fesenmaier, 2006; Iverson, 1997; Mok & Lam, 2000; Reisinger & Turner, 1999; You & O'Leary, 2000), expenditure (Jang, Bai, Hong & O'Leary, 2004) and activities in a destination (Kim & Agrusa, 2008; Mok & Lam, 2000; Spear & Rosenbaum, 2012; You & O'Leary, 2000). Their behavioural patterns show distinctiveness according to their socio-demographic features or level of travel experience in terms of information search before travelling (Agrusa & Kim, 2008; Ahmed & Krohn, 1992; Kim & Agrusa, 2008; Kim & Prideaux, 2005; Mok & Lam, 2000; Money & Crofts, 2003).

A study by Kim and Agrusa (2008) evidenced that Japanese tourists to Hawaii demonstrated a difference in preference for tourism site, activity, gifts, spending, accommodation and food according to their tour purpose. For example, sports tourists show a preference for

super deluxe hotels, while tourists wanting rest and relaxation prefer a condominium. Regarding preferred food, a group wanting rest and relaxation demonstrated a desire for Western food, while sports tourists preferred Hawaiian food. In a comparison of non-package tourists, it was found that Japanese package tourists show a preference for water sport activities, designer boutiques and hotel stores. In contrast, independent Japanese tourists prefer to visit swap meet/flea markets (Spear & Rosenbaum, 2012).

In a similar manner, a number of studies on Japanese overseas tourists identified the effects of their demographic characteristics or travel experience on their shopping pattern (Hobson & Christensen, 2001; Kim et al., 2011; Nambu & Vogt, 2006; Reisinger & Turner, 2002; Rosenbaum & Spears, 2005; 2006a, 2006b, 2007; Timothy, 2005) and the amount of expenditure (Jang et al., 2004; Suh & McAvoy, 2005). For example, compared to Japanese male tourists, Japanese female tourists prefer to go shopping with an interest in luxury fashion items (Rosenbaum & Spears, 2005, 2006a). A group of college Japanese students place more importance on the quality of shopping products than the attractiveness of a shopping destination, whereas low educated tourists prefer the attractiveness of a shopping destination to the quality of shopping products.

Understanding the image of a tourism destination is a major factor that regional or national destination marketing organizations should consider. Hong Kong's image as perceived by foreign tourists are different or implied to be different according to respondents' socio-demographic or past travel experience (Choi et al., 1999; Heung et al., 2011; Leung et al., 2011; McKercher et al., 2012; Okumus et al., 2005; You & O'Leary, 2000). A comparison of the image of the same destination according to different points in time including before travel, after travel

and after versus before travel is beneficial in understanding variations of perceived image by tourists.

In sum, the conceptual framework demonstrates that Japanese tourists' personal characteristics influence their preference, behaviour and image perception. Understanding the information is helpful in developing marketing strategies including market targeting, segmentation, positioning, product development, promotion and pricing. Figure 1 shows the conceptual framework of this study.

Figure 1 Here

Measurement

The measurement constructs largely consisted of three parts including tourists' preferences, behavior and perceived image. A total of 14 items to indicate preferences for tourism activities in Hong Kong and tourism products as well as things to be majorly considered in tourism arrangements were extracted through reviewing previous studies (Agrusa & Kim, 2008; Kim & Agrusa, 2008; Kim et al., 2011; Mok & Lam, 2000; Reisinger & Turner, 1999; Sakakida et al., 2004; Yamamoto & Gill, 1999; You et al., 2000). Shopping and travel behaviour were included to elucidate tourist behaviour in Hong Kong. Eight and 12 items to reflect shopping behaviour and travel behaviour were operationalized respectively.

The items for travel shopping behaviour were selected from previous studies (Hobson & Christensen, 2001; Keown, 1989; Kim et al., 2011; Mok & Lam, 2000; Rosenbaum & Spears, 2005, 2006a, 2006b; Timothy, 2005). The choice of items relating to travel behaviour resulted from reviewing past literature (Hwang & Fesenmaier, 2006; Iverson, 1997; Kim & Agrusa, 2008; Mok & Lam, 2000; Reisinger & Turner, 1999; Spear & Rosenbaum, 2012; You & O'Leary,

2000). Lastly, a total of 17 items to describe the image of Hong Kong were chosen from previous studies (Alvarez & Campo, 2014; Choi et al., 1999; Gallraza et al., 2002; Heung et al., 2011; Leung et al., 2011; McKercher et al., 2012; Okumus et al., 2005; You & O’Leary, 2000). The respondents were asked to answer questions regarding these items, indicating the three constructs, on a five-point Likert scales, where “1” = “strongly disagree”, “3” = “neutral”, and “5” = “strongly agree”.

The questionnaire was initially translated from an English version to a Japanese version by two students with a “Certificate of Japanese Language Proficiency”. Content validity of the translation was checked by two Japanese-speaking researchers and one Japanese professor in Hong Kong. The questionnaire consisted of the following sections: tourists’ preference in Hong Kong (Section I), tourists’ behaviour in Hong Kong (Section II), perceived image of Hong Kong (Section III), and socio-demographic and travel-related information of tourists (Section IV).

Data Collection

Data collection was conducted from July 2014 to 1 October, 2014 and 20 November, 2014 to 1 March, 2015. This study used a convenience sampling method, one of the non-probability sampling methods because of time and cost limitations and there being no possibility to obtain a population list of Japanese tourists to Hong Kong. A survey was conducted at the Hong Kong International Airport where tourists were waiting in a lobby and the top two Hong Kong popular attractions, the Peak and the Avenue of Stars, according to PartnerNet (2014). Prior to the survey, respondents were provided with a brief introduction to understand the data collection process and with a promise of confidentiality regarding the answers given to the questionnaire. Tourists were requested to voluntarily participate in this study. The questionnaires

were distributed by college students majoring in hospitality and tourism management in Hong Kong. A total of 400 questionnaires were distributed in the three places. A total of 369 questionnaires were answered by Japanese tourists who were visiting Hong Kong. After excluding 24 questionnaires with multiple missing values and inconsistent answering, a total of 345 questionnaires were used for further data analyses.

RESULTS

Socio-demographic and Travel-related Profiles

According to the respondents' socio-demographic and travel-related characteristics, 53.8% were male respondents and 51.5% were not married. About 53.5% were in their 30s and 40s, while 45.7% were college graduates. About 44.0% of them had a leisure travel purpose, whereas 56% showed other purposes including visiting friends, business trips and attendance of a conference. First-time visitors were 38.2%, whereas 61.8% were re-visitors who indicated that this was because Hong Kong is a well-known destination for Japanese tourists. As opposed to staying three nights or above, the highest percentage was found in the category of two to three nights (59.6%) in light of the fact that Japanese tourists are mainly short-haul travellers to Hong Kong. Similar patterns can be found concerning planning: more than one-third plan their trip to Hong Kong less than one month (35.1%), one to three months (34.2%) and three months or above (30.7%) in advance.

Differences between Male and Female Groups re Preference, Behaviour and Perception of Hong Kong's Image

Significant mean differences in preference, behaviour and perception of Hong Kong's image between male and female groups were identified by using independent sample T-tests. An inspection of

the mean scores indicates that one out of 20 items regarding shopping and travel behaviour showed a significant difference at the 0.01 level, whereas two items had significant differences at the 0.05 level. The male respondents showed higher mean scores than female respondents on all three items, “I choose shops accredited by the Quality Tourism Scheme (QTS) when shopping” (mean=3.43), “I give a tip to employees when I pay” (mean=3.43), and “I raise any complaint with government agencies regarding any problem or inconvenience during my vacation” (mean=2.88). The results are exhibited in Table 2.

TABLE 2 Here

Differences between Leisure and Non-Leisure Groups re Preference, Behaviour, and Perception of Hong Kong’s Image

Significant mean differences on items of preference and behaviour between leisure and non-leisure groups were observed based on the results of independent sample T-tests (Table 2). According to identifying significant mean differences, one out of 14 items regarding preference showed a significant mean difference at the 0.001 level, whereas two items indicated significant mean differences at the 0.01 level and one item at the 0.05 level. The leisure respondents showed higher mean scores than non-leisure respondents on all four preference items, “I prefer to participate in outdoor activities rather than indoor activities” (mean=3.58), “I prefer to visit authentic Hong Kong cultural and heritage attractions (e.g., Chinese temples, Hakka villages, etc.)” (mean=3.57), “I prefer to join a package tour” (mean=3.18) and “I prefer to shop in shopping malls” (mean=3.49).

Secondly, significant mean differences were found for two items regarding shopping and travel behaviour at the 0.001 level, one item at the .001 level, and two items at the .05 level. When comparing the mean scores for items including both shopping and travel behaviour, leisure respondents gave higher mean scores than non-leisure respondents for items indicating, “I purchase souvenirs for my friends/relatives” (mean=3.87) and “I search for relevant travel information on the internet” (mean=3.86).

Regarding mean scores of travel-related behaviour, non-leisure respondents gave higher scores for three items such as, “I participate in cultural events/festivals in Hong Kong” (mean=3.15), “I raise any complaint with government agencies regarding any problem or inconvenience during my vacation” (mean=2.93), and “I purchased a cruise tour product in Hong Kong” (mean=2.97).

Meanwhile, leisure respondents exhibited a higher expectation of Hong Kong’s image than non-leisure respondents for items such as “Hong Kong is safe and secure” (mean=3.68), “Hong Kong is a dynamic city” (mean=3.90) and “Hong Kong has a variety of cuisines” (mean=3.91). Interestingly, non-leisure respondents indicated a higher perception of Hong Kong’s image than leisure respondents for the following items: “Hong Kong has a clean environment” (mean=3.55), “Hong Kong has highly expensive local transportation” (mean=3.37) and “Hong Kong local residents are friendly” (mean=3.84).

Interestingly, significant mean differences were found for five items indicating mean differences between perception and expectation of Hong Kong’s image. On the five items, higher mean scores were rated by a group of non-leisure tourists than a group of leisure tourists. The items included “Hong Kong is safe and secure” (mean=.73), “Hong Kong is a paradise place for shopping” (mean=.39), “Hong Kong is environmentally clean” (mean=.27), “Hong Kong is highly expensive regarding food and beverages” (mean=.28) and “Hong Kong local residents are friendly” (mean=.43). Since the mean differences were positive numbers, female respondents showed a larger gap when comparing perception and expectation of Hong Kong’s image compared to male respondents. This means that a female group showed a higher level of perception of attributes such as safety and security, shopping paradise, environmental cleanliness, expensive food and beverages, and friendly residents in Hong Kong compared to their expectation of these attributes.

Differences between Three Lengths of Stay Groups re Preference, Behaviour, and Perception of Hong Kong's Image

Table 3 reports the findings of mean differences between preference, behaviour and perception of Hong Kong's image between three groups according to their length of stay in Hong Kong (one night, two to three nights and four nights or above) by using one-way ANOVA. An assessment of the mean scores indicates that significant mean differences were identified for two out of 20 preference items at the 0.01 level, and significant mean differences were found for three items at the 0.05 level. The respondents who stayed for one night or less in Hong Kong indicated the lowest level of preference among the three groups for "I prefer to participate in outdoor activities rather than indoor activities" (mean=2.72), "I prefer to visit authentic Hong Kong cultural and heritage attractions (e.g., Chinese temples, Hakka villages, etc.)" (mean=2.88), "I prefer to shop at local resident/community shopping places" (mean=3.36), "I prefer to search for relevant travel information on the internet" (mean=3.24) and "I prefer to spend more money on shopping rather than visiting an attraction" (mean=2.76).

Regarding travel behaviour, respondents with the longest lengths of stay (four nights or over) in Hong Kong indicated the highest scores for travel behaviour among the three groups for "I participate in cultural events/festivals in Hong Kong" (mean=3.32), "I use the additional hotel guest services (spa, beauty salon, massage, etc.) if there are any" (mean=3.27), "I ask hotel employees about tourist spots in Hong Kong" (mean=3.47), "I raise any complaint with government agencies regarding any problem or inconvenience during my vacation" (mean=3.00), "I raise any complaint with business organizations/shops regarding any problem or inconvenience during my vacation" (mean=3.73) and "I purchased a cruise tour product in Hong Kong" (mean=3.14).

Meanwhile, respondents who had a two- to three-night duration of stay in Hong Kong reported the highest mean score for shopping behaviour among the three groups for items, “I had a budget plan for shopping” (mean=3.25) and “I purchase souvenirs for my friends/relatives” (mean=3.81). It is noticeable that respondents who reported the longest duration of stay in Hong Kong showed the highest mean scores among the three groups in regard to expectation, perception as well as difference between perception and expectation of Hong Kong’s image. Regarding the expectation of Hong Kong’s image, significant mean differences were identified for items such as “Hong Kong has a clean environment” (mean=3.46) and “Hong Kong has highly expensive local transportation” (mean=3.50). According to the expectation of Hong Kong’s image, significant mean differences were discovered for items such as “Hong Kong is safe and secure” (mean=4.21), “Hong Kong has a clean environment” (mean=3.60), “Hong Kong has highly expensive food & beverages” (mean=3.67) and “Hong Kong has a variety of cuisines” (mean=3.99). Interestingly, respondents who stayed longer indicated the highest mean scores for items showing both perception and expectation.

Meanwhile, regarding the difference between perception and expectation of Hong Kong’s image among the three groups, significant mean differences were identified for the item, “Hong Kong is safe and secure” (mean=.46). Respondents who stayed longer showed the smallest gap between perception and expectation (mean=.20).

TABLE 3 Here

Differences between Three Planning Time Groups re Preference, Behaviour and Perception of Hong Kong’s Image

Concerning planning time for travel, a significant mean difference at the .05 level was identified for one item, “I prefer to ask local residents about tourist spots in Hong Kong”. A group with the shortest planning time (less than one month) indicated the highest mean score (mean=3.61). One of eight travel behaviour items showed a significant mean difference at the .001 level, one item at the .01 level and six items at the .05 level. A group with the longest planning time revealed the highest mean values for “I participate in cultural events/festivals in Hong Kong” (mean=3.34), “I use the additional hotel guest services (spa, beauty salon, massage, etc.) if there are any” (mean=3.18), “I joined a local package tour” (mean=3.23), “I visit Cantonese restaurants (mean=3.88), “I raise any complaint with government agencies regarding any problem or inconvenience during my vacation” (mean=3.01), “I raise any complaint with business organizations/shops regarding any problem or inconvenience during my vacation” (mean=3.78), “I visited other islands apart from Hong Kong Island” (mean=3.54), and “I purchased a cruise tour product in Hong Kong” (mean=3.09).

Regarding the expectation of Hong Kong’s image, significant mean differences were found for four items at the .05 level. A group with the longest planning time reported the highest mean scores for items, “Hong Kong has highly expensive local transportation” (mean=3.44), “Hong Kong has a variety of attraction spots (i.e. themed, outdoor, culture, heritage spots)” (mean=3.63), “Hong Kong has good service quality in terms of politeness of shop staff” (mean=3.54) and “Hong Kong has good service quality in terms of efficiency of shop staff” (mean=3.54).

With regard to the perception of Hong Kong’s image two items exhibited significant mean differences at the .05 level. The items were “Hong Kong has highly expensive food & beverages” (mean=3.73), and “Hong Kong has highly expensive local transportation”

(mean=3.57). Concerning the difference between perception and expectation of Hong Kong's image, a significant mean difference at the .05 level was found for one item, "Hong Kong has highly expensive food and beverages". The findings are shown in Table 4.

TABLE 4 Here

Differences between Three Frequency of Visit Groups re Preference, Behaviour and Perception of Hong Kong's Image

Regarding preference, significant mean differences were found for two items at the .001 level, two items at the .01 level and three items at the .05 level. The highest mean scores were found for the first-time visitor group for items such as "I prefer to participate in outdoor activities rather than indoor activities" (mean=3.58), "I prefer travelling with a group of people rather than individually" (mean=3.25), "I prefer to join a package tour" (mean=3.31) and "I like to purchase products when I receive personalized services during shopping" (mean=3.67). However, the highest mean scores were identified by a group on a second visit for items, "I prefer to shop in duty-free stores" (mean=3.46), "I prefer to spend more money on shopping rather than visiting attractions" (mean=3.43) and "I prefer to speak my mother language during shopping" (mean=3.29).

Concerning items relating to shopping and travel behaviour, significant mean differences were identified for one item at the .001 level and two items at the .05 level. Interestingly, a group who had visited three times or more in Hong Kong indicated the highest mean scores for items such as "I purchase local food and beverages" (mean=3.82), "I pay in cash rather than credit card during shopping" (mean=3.61) and "I participate in cultural events/festivals in Hong Kong" (mean=3.25).

Regarding expectation of Hong Kong's image, significant mean differences were discovered for three items at the .001 level, two items at the .01 level and two items at the .05 level. Interestingly, for items other than "Hong Kong has a clean environment" the first-time visitors reported the highest mean values of expectation about Hong Kong's image. In relation to perception of Hong Kong's image, significant mean differences were observed for five items. The findings reported that those who visited Hong Kong more frequently showed the highest mean scores for all five significant items. The results are reported in Table 5.

TABLE 5 Here

Differences between Three Age Groups re Preference, Behaviour and Perception of Hong Kong's Image

An inspection of the mean scores indicated that two preference items were found to be significantly different at the 0.05 level. The youngest group showed the highest mean scores for preference. Significant mean differences were found for one item of shopping behaviour at the .01 level and one item of travel behaviour at the .05 level. The youngest group indicated the highest mean scores for "I choose shops accredited by the Quality Tourism Scheme (QTS) during shopping" (mean=3.73 and "I visited other islands apart from Hong Kong Island" (mean=3.45).

Regarding expectation of Hong Kong's image, one item reported a significant mean difference at the .01 level and two items at the .05 level. The senior and younger groups gave higher mean scores than middle-aged respondents for three items, "Hong Kong has a wide variety of entertainment and nightlife options", "Hong Kong has a variety of accommodation" and "Hong Kong has good service quality in terms of politeness of shop staff". Those in their 30s

and 40s showed the largest gap between perception and expectation for the item, “Hong Kong has a convenient transportation system”. The results are reported in Table 6.

TABLE 6 Here

Differences between Three Educational Groups re Preference, Behaviour and Perception of Hong Kong’s Image

A comparison of mean values for preference items according to educational level generated significant mean differences at the .05 level for two items. Respondents who had a lower educational level showed the highest mean scores for “I prefer to shop in duty-free stores” (mean=3.52). The college graduate group indicated the highest mean score for “I prefer to search for relevant information on the internet” (mean=3.77). Interestingly, college graduate respondents gave the lowest mean score for “I participate in cultural events/festivals in Hong Kong” (mean=2.86). However, the group of college graduate respondents indicated that the highest mean score for one preference item “I prefer to search for relevant travel information on the internet” (mean=3.77), and one travel behavioural item “I search for relevant travel information on the internet” (mean=3.81).

Regarding expectation of Hong Kong’s image, one item showed significant differences at the .05 level. Interestingly, the highest educational level of respondents gave the highest mean scores for the items, “Hong Kong has a variety of accommodation” (mean=3.58). In a similar vein, a group of college graduates indicated the highest mean scores for one perception item. The items are reported in Table 7.

TABLE 7 Here

Differences between Three Educational Groups in Preference, Behavior, and Perception of Hong Kong Image

A comparison of mean values on preference items according to educational levels generated significant mean differences at the .05 level on one items. The college graduate group showed the highest mean scores on “I prefer to search relevant travel information from internet.” (mean=3.85). Interestingly, college graduate respondents showed the similarly highest mean score on “I searched relevant travel information from internet.” (mean=3.81). However, the group of highest educational level respondents indicated that the highest mean score on two behavioral items in” I visited Cantonese restaurants.” (mean=3.91), and” I asked hotel employees about tourist spots in Hong Kong.” (mean=3.81). Regarding expectation of Hong Kong image, three items showed significant differences at the .05 level. Interestingly, highest educational level of respondents showed the highest mean scores on two items, “ Hong Kong has a variety of accommodation selections.” (mean=3.75) and “Hong Kong has a good service quality in terms of efficient work by shopping staff. ” (mean=3.75). Furthermore, a group of college students indicated the highest mean scores on one expectation item, “Hong Kong has a good service quality in terms of politeness of shopping staff.” (mean=3.53). In a similar vein, the group of college students observed three items on travel behaviors. The items are reported in Table 7.

CONCLUSION AND DISCUSSION

First, even though most studies focused on female Japanese tourists regarding shopping behaviors (Rosenbaum & Spears, 2005, 2006a), limited information on male Japanese tourists

was found. According to this study, male Japanese revealed a higher level of shopping and travel behaviors such as shopped at Quality Tourism” (QTS) scheme retail stores, gave tipping, raised complaint to government agencies. It indicated male tourists higher tendency on quality of services and product, sensitive to quality of product and complaint behaviors. Interestingly, male tourists were noticed that a higher preference level of giving tips. Japanese has been recognized as a high masculinity society by pervious studies (e.g. Reisinger, 2009), this result further shown male plays dominate role in the society. Therefore, it is important for Hong Kong retails industry (such as shopping mall, brand store) to take consideration on male demographic characteristics in targeting this untapped market in order to gain considerable revenue.

Second, this study indicated that leisure tourists have a high level of preferences in participating outdoor activities, visiting cultural and heritage attraction (such as: Chinese temples, Hakka village), joining package tour, and shop at shopping mall. Regarding shopping and travel behaviors, leisure tourists observed a high level of behaviors such as purchased souvenirs for friends and relatives, searched relevant travel information over the Internet. Indicating result of the unique Japanese customs “*omiyage*” that the mutual gift-giving customs is essential and tend to shop at good quality of shopping venues, as similar as pervious studies (e.g. Kim et al., 2011; Mok & Lam, 2000; Rosenbaum & Spears, 2005, 2006a, 2006b). Japanese leisure tourists enjoyed participating variety of entertainment and cultural activities as explained by studies mentioned (Watkins, 2008) about Japanese likes to participate cultural events and learn new thing. Interestingly, non-leisure tourists obtained a higher level of travel behaviors such as participating in cultural events/ festivals in Hong Kong. Whereas, complained behaviors towards government agencies was observed higher than leisure tourists as well as higher tendency to purchase a cruise tour product. On the other hand, leisure tourists group have a high expectation among three items

of safe & secure, dynamic city, and variety of cuisine selection. It is noticeable that the purpose of leisure tourists is traveling with pleasure as a result of high expectation towards a destination. In contrast, non-leisure tourists showed higher perception than leisure tourists in three items including “clean environment”, “highly expensive local transportation”, and “local residents are friendly”. The reasons possibly explained by non-leisure tourists has not much time for searching destination information prior the trip, therefore, a low expectation generated before traveling and possibly out of their expectation towards Hong Kong’s image after visiting. Comparing the difference between perception and expectation of Hong Kong image, all five items were highly recorded positive mean value by non-leisure tourists such as “safe and secure.”, “paradise place for shopping”, “environmentally clean”, “highly expensive in food & beverage”, and “local residents are friendly”. As mentioned, the result was indicated low expectation and high perception toward non-leisure tourists was observed.

Third, the group of tourists who stayed in Hong Kong for two to three nights, the higher preference was observed in participating outdoor activities, visiting authentic Hong Kong cultural and heritage attractions, trend to shop at local resident area, searching travel information via Internet, and spending more money on shopping than visiting attraction. Moreover, this group of tourists indicated the highest level of shopping behaviors among three groups in term of had a budget plan for shopping and purchased souvenirs for friends / relatives. These groups of tourists prefer to participate variety of event/ festival, however, the finding was solely indicated shopping behaviors. It may possibly happen that the limit constraint on traveling all tourism spots and activities. Consistently, Japanese customs “*omiyage*” was indicated on shopping behaviors. In contrast, the longest length of stay (4 nights or above) shown high level of many travel behaviors in term of participated cultural events/ festivals in Hong Kong, used hotel guest

services (such as spa, beauty salon, massage), asked hotel employee about destination information, raised complaint toward government agencies but also business organization/ shop, and purchased a cruise tour product in Hong Kong. It indicated that the longest length of stay, the highest level of travel behaviors took place with participated many activities. Therefore, it is suggested that the destination management organization should take initiative to encourage the tourists staying longer in Hong Kong. Compliant behaviors were observed in this group which more opportunities for interacting with the business organization to reflect the services failure. On the other hand, the tourists whom are willing to stay longer in Hong Kong, the expectation is higher towards a destination. The result proven that the longest length of stay group shown highest expectation as well as perception among three groups. The high level of expectation was observed such as clean environment, and highly expensive in local transportation. Regarding the longest stay group's perception of Hong Kong, the items such as safe and secure, clean environment, highly expensive in food & beverage, and variety of cuisine selections. Interesting, the food & beverage cost was more high than their expectation possibly due to their long stay in Hong Kong especially a high cost city. In general, three groups of tourists scored Hong Kong positive as a safe and secure destination which is a competitive advantage, particularly towards Japanese tourists whom look for extremely safe and secure destinations due to extremely high social status and uncertainty avoidance (e.g., Reisinger & Turner, 2002a; 2000b).

Fourth, regarding three planning time groups, the high preference was shown by lowest planning time (less than one month) including trend to ask local residents about tourist spots in Hong Kong. It is explained that the limited research time, therefore, this group trends to ask local residents for recommending highlighted attractions and activities. Interestingly, the highest planning time group (more than three months) indicated the numerous travel behaviors in

participated cultural events / festivals in Hong Kong, used the additional hotel guest services, joined local package tour”, visited Cantonese restaurants, raised complaints towards government agencies and business organization/ shop, visited other remote island, and purchased a cruise tour product in Hong Kong. This group of tourist shown keen interest in searching information of Hong Kong and collected variety of events and activities’ information to allow them gaining better understanding of Hong Kong. It indicated the longest planning times are more favor to a destination in order to attract the tourists to participate more tourism activities with preparation. As a result the longest planning time group was noted that the higher expectation was shown the items of highly expensive in local transportations, a variety of attraction spots, and good services quality in politeness and efficiency of shopping staffs. The sufficient planning time which allow them to gain large volumes of information either from Internet or friends as a result of high expectation. The high perception was observed in this group at the same time. However, the items were observed in negative perspective such as highly expensive in food & beverage as well as local transportations. The possible reason can be explained that the information from Internet was not corresponded with their actual experienced, at the end Japanese tourists realized a high consumption cost in food and beverage as well as local transportation in Hong Kong. Similarly, the shortest planning group indicated the highest scores in comparing between perception and expectation of Hong Kong image in term of highly expensive in food and beverage.

Fifth, in this study found that the first times visited tourists shown the higher preference in participating outdoor activities, traveling with a group, joining a package tour, shopping at shopping mall, and receiving personalized services during shopping (e.g. address your name, offer beverage, personal shopper to give advice...etc). Moreover, the first time tourists paid in cash rather than credit card during shopping. This group of tourists have a distinct Japanese

characteristics like travel in group, take package tour, shopping at high quality store as most of the studied investigated (Albu, 2013; Charlile, 1996; Dace, 1995; Nozawa, 1992; Iverson, 1997; Kim & Lee, 2000; Kim & Agrusa, 2008, Kim, Timothy & Hwang, 2011; Lang, O'Leary & Morrison, 1993; Reisinger & Turner, 2002; Spears & Rosenbaum, 2012; You, O'Leary, Morrison & Hong, 2000). The second times visited tourists indicated a high level of preference such as shopping at duty-free store and trend to shop than visit, and speaking Japanese languages during shopping. Obviously, it is noticed that shopping is a major activity as already gained cultural experience and visited most of the attraction. The third times or above visited tourists shown in evidence shopping and travel behaviors in items of purchased local food and beverage, paid in cash, and participated in cultural events / festival in Hong Kong. It can be explained by highest frequencies group well known Hong Kong's information and wanted to explore local Hong Kong feature items. Therefore, this tourists group was aroused interest by local feature items. In this study, the preferences, travel and shopping behaviors characteristics of tourists can be precisely classified by demographic characteristics as Japanese tourist's profile.

Observing the highest expectation were observed by first time tourists in most of the items in various areas of safe and secure, clean environment, highly expensive in accommodation, food & beverage and local transportation, wide variety of entertainment and nightlife options as well as good shopping mechanism. The tourists usually high excitement on traveling in their first time traveling of a destination and generates a high expectations. In contract, the highest visited time group tourists perceived a highest perception of Hong Kong image in clean environment, wide variety of attractions, accommodations selections, cuisine selections and convenient transportation system. Mentioned items were definitely favor factors to

attract the Japanese tourists re-visiting Hong Kong as well as competitive advantage towards Hong Kong as a destination.

Sixth, consistently finding indicated that Japanese tourists in age of 20s obtained high preference of traveling in group and joining package tour which shown apparent Japanese's characteristics as mentioned earlier. Moreover, this group of tourists was observed a high level of shopping behaviors in shopping at QTS store and visiting other island in Hong Kong. It is possibly explained that young generation enjoys purchasing band products with superiors feeling and share with friends and relatives. Moreover, the younger group tourists enjoy traveling Hong Kong countryside area which indicated in this study, the beautiful coastline may appeal to them. At the same time, the group of age 20s indicated that highest expectation in a wide variety of entertainment and nightlife options, whereas this group also shown highest perception in wide variety of attraction spots among three groups. It is noticeable that the variety of activities and attraction spots fascinate the young tourists group. On the other hand, the senior age group was observed that high expectation items in variety of accommodation selections and good quality services of shopping staffs. The senior Japanese tourists engage on quality items. Interestingly, the middle age group obtained a lower expectation and higher perceived in item of Hong Kong has convenience transportation system as result a highest positive mean value among three groups. The middle age group possibly able to speak and read in English, therefore, they can take transportation hassle free without language barriers.

Seventh, it is important to identify that the majority of Japanese tourists were college graduate (45.7%) in this study. The group of college graduates indicated the highest preference on using Internet as a tool for searching destination information. At the same time, this group tourist was consistently observed to search relevant travel information from Internet as high

level of travel behaviors. It implied that the information could be easily disseminated via Internet in order to gain the attention towards this group of tourists. In contrast, the highest level of educational tourists trend to ask hotel employee about destination information. It is possibly explained by their fluency of English and able to ask necessary questions during their travel. On the other hand, the highest expectation level identified in the group of highest educational level as the items in variety of accommodation selections and good service quality in terms of efficient work by shopping staff. However, the college students identified one highest expectation item in good service quality in terms of politeness of shopping staff. In contrast, the college students tourists perceived three highest perception towards Hong Kong including local residents are helpful, wide variety of entertainment and nightlife, and a good shopping mechanism (i.e. product, quality, price). In this study found that college graduate tourists persistently indicated the Internet search behaviors, it is not difficult to understand that tourists in necessary searching destination information as a result of high expectation. Interestingly, the college students gained high perception values towards Hong Kong as a destination follow their visiting which they have a comparatively low expectation prior their trip.

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FIGURE 1. Conceptual Framework

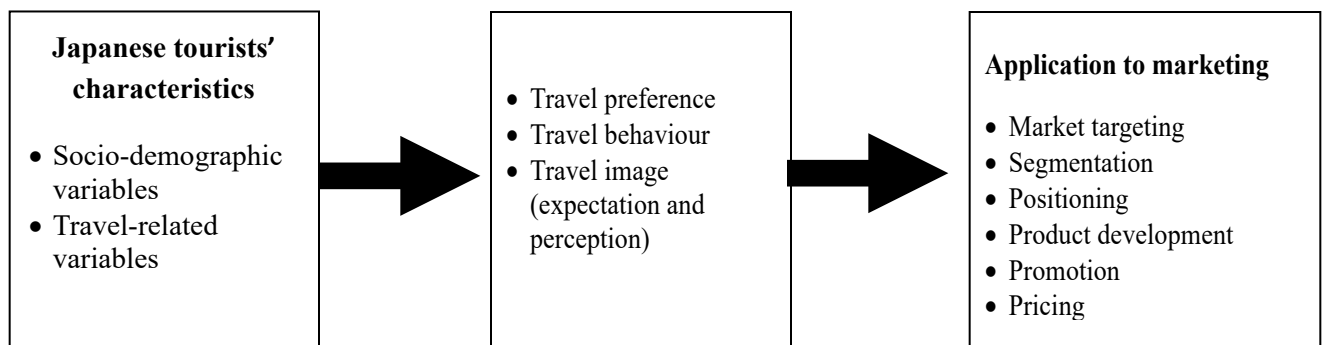


TABLE 1. Annual numbers of Hong Kong Inbound Tourists and Japanese Tourists
(2003 to 2014)

Year	Number of inbound tourists to Hong Kong	Number of Japanese visitors to Hong Kong	Market Share (%)	Tourism receipts (a) (HK\$M)	Expenditure of Japanese visitors (b) (HK\$M)	Japanese visitors' per capita spending (HK\$)	Market Share (%) (b/a)
2002	16,566,382	1,394,200	N/A	77,410	4,570	4,552	5.9
2003	15,536,839	867,160	8.4%	70,234	2,551	4,529	3.6
2004	21,810,630	1,126,250	5.6%	92,615	3,262	4,369	3.5
2005	23,359,417	1,210,848	5.2%	105,986	3,625	4,471	3.4
2006	25,251,124	1,311,111	5.2%	120,714	3,835	4,388	3.2
2007	28,169,293	1,324,336	5.2%	140,516	3,565	4,214	2.5
2008	29,506,616	1,324,797	4.7%	157,835	3,503	4,289	2.2
2009	29,590,654	1,204,490	4.5%	158,275	3,099	3,976	2.0
2010	36,030,331	1,316,618	4.1%	212,224	4,293	5,213	2.0
2011	41,921,310	1,283,687	3.7%	258,723	4,537	5,763	1.8
2012	48,615,113	1,254,602	3.1%	289,361	4,758	6,144	1.6
2013	54,298,804	1,057,630	2.6%	332,047	3,366	5,538	1.0
2014	60,838,836	1,078,766	1.8%	N/A	N/A	N/A	N/A

Note: Hong Kong Tourism Board (2015a, 2015b).

TABLE 2. T-Tests for Comparison of Travel Preference, Behaviour and Image Perception

Items	Male (N=183)	Female (N=157)	T value	p value
Shopping behaviour				
I choose shops accredited by the Quality Tourism Scheme (QTS) during shopping.	3.43	3.20	2.02*	.045
I give a tip to employees when I pay.	3.43	3.11	2.75***	.006
Travel behaviour				
I raise any complaint with government agencies regarding any problem or inconvenience during my vacation.	2.88	2.60	2.17*	.031
Items	Leisure (N=134)	Non-leisure (N=178)	T value	p value
Preference				
I prefer to participate in outdoor activities rather than indoor activities.	3.58	3.14	3.76***	.000
I prefer to visit authentic Hong Kong cultural and heritage attractions (e.g., Chinese temples, Hakka villages, etc.).	3.57	3.34	2.19*	.029
I prefer to join a package tour.	3.18	2.83	2.93**	.004
I prefer to shop in shopping malls.	3.49	3.17	2.76**	.006
Shopping behaviour				
I purchase souvenirs for my friends/relatives.	3.87	3.55	7.74**	.005
Travel behaviour				
I participate in cultural events/festivals in Hong Kong.	2.69	3.15	-3.60***	.000
I search for relevant travel information on the internet.	3.86	3.57	2.53*	.012
I raise any complaint with government agencies regarding any problem or inconvenience during my vacation.	2.50	2.93	-3.31***	.001
I purchased a cruise tour product in Hong Kong.	2.64	2.97	-2.32*	.021
Expectation (Hong Kong's image)				
Hong Kong is safe and secure.	3.68	3.32	3.06**	.002
Hong Kong is a dynamic city.	3.90	3.60	2.93**	.004
Hong Kong has a variety of cuisines.	3.91	3.63	2.34*	.020
Perception (Hong Kong's image)				
Hong Kong is a dynamic city.	4.23	4.03	2.11*	.036
Hong Kong has a clean environment.	3.29	3.55	-2.25*	.025
Hong Kong has highly expensive local transportation.	3.08	3.37	-2.27*	.024
Hong Kong local residents are friendly	3.62	3.84	-2.23*	.027
Differences between perception and expectation (of Hong Kong's image)				
Hong Kong is safe and secure.	0.33	0.73	-2.89**	.004
Hong Kong is a paradise place for shopping.	0.08	0.39	-2.38*	.018
Hong Kong is environmentally clean.	-0.01	0.27	-2.06*	.040
Hong Kong has highly expensive food & beverages.	-0.03	0.28	-2.34*	.020
Hong Kong local residents are friendly.	0.13	0.43	-2.52*	.012

Note: * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$.

TABLE 3. Differences between Three Length of Stay Groups re Preference, Behaviour and Perception of Hong Kong's Image

Items	One night or less (N=25)	2-3 nights (N=181)	4 nights or above (N=102)	F value	p value
Preference					
I prefer to participate in outdoor activities rather than indoor activities.	2.72a	3.46b	3.37b	5.53**	.004
I prefer to visit authentic Hong Kong cultural and heritage attractions (e.g., Chinese temples, Hakka villages, etc.).	2.88a	3.48b	3.43b	4.62*	.011
I prefer to shop at local resident/community shopping places.	3.36a	3.43b	3.34b	4.69**	.010
I prefer to search for relevant travel information on the internet.	3.24a	3.77b	3.63b	3.69*	.026
I prefer to spend more money on shopping rather than visiting attractions.	2.76a	3.27b	3.27b	3.41*	.034
Shopping behaviour					
I have a budget plan for shopping.	2.80a	3.25b	3.10ab	3.21*	.042
I purchase souvenirs for my friends/relatives.	3.48a	3.81a	3.50a	3.82*	.023
Travel behaviour					
I participate in cultural events/festivals in Hong Kong.	2.96ab	2.69a	3.32b	11.15***	.000
I use the additional hotel guest services (spa, beauty salon, massage, etc.) if there are any.	3.08ab	2.78a	3.27b	6.45**	.002
I ask hotel employees about tourist spots in Hong Kong.	3.33a	3.05a	3.47a	5.01**	.007
I raise any complaint with government agencies regarding any problem or inconvenience during my vacation.	3.00b	2.54a	3.00b	6.17**	.002
I raise any complaint with business organizations/shops regarding any problem or inconvenience during my vacation.	3.12a	2.66a	3.73a	3.70*	.026
I purchased a cruise tour product in Hong Kong.	2.80ab	2.61a	3.14b	6.16**	.002
Expectation of Hong Kong's image					
Hong Kong has a clean environment.	2.88a	3.29b	3.46b	4.19*	.016
Hong Kong has highly expensive local transportation.	2.88a	3.17ab	3.50b	6.44**	.002
Perception of Hong Kong's image					
Hong Kong is safe and secure.	3.32a	4.02b	4.21b	10.92***	.000
Hong Kong has a clean environment.	3.04a	3.42b	3.60b	3.41*	.034
Hong Kong has highly expensive food & beverages	3.63a	3.38a	3.67a	3.09*	.047
Hong Kong has a variety of cuisines.	3.48a	3.86b	3.99b	3.10*	.046
Differences between perception and expectation (of Hong Kong's image)					
Hong Kong is safe and secure.	0.43b	0.46b	0.20a	3.05*	.049

Note: * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$.

a, b and c indicate the sources of significant difference ($a < b < c$) based on Duncan's multiple-range test.

TABLE 4. Differences between Three Planning Time Groups re Preference, Behaviour and Perception of Hong Kong's Image

Items	Less than one month (N=105)	One to three months (N=105)	Three months or above (N=96)	F value	p value
Preference					
I prefer to ask local residents about tourist spots in Hong Kong.	3.61b	3.22a	3.41ab	4.44*	.013
Travel behaviour					
I participate in cultural events/festivals in Hong Kong.	2.85a	2.67a	3.34b	9.80***	.000
I use the additional hotel guest services (spa, beauty salon, massage, etc.) if there are any.	2.78a	2.96ab	3.18b	3.30*	.038
I joined a local package tour.	2.75a	2.80a	3.23b	4.87**	.008
I visit Cantonese restaurants.	3.48a	3.84b	3.88b	4.43*	.013
I raise any complaint with government agencies regarding any problem or inconvenience during my vacation.	2.60a	2.60a	3.01b	4.35*	.014
I raise any complaint with business organizations/shops regarding any problem or inconvenience during my vacation.	2.78a	2.68a	3.78b	3.80*	.024
I visited other islands apart from Hong Kong Island.	3.10a	3.05a	3.54b	4.44*	.013
I purchased a cruise tour product in Hong Kong.	2.65a	2.73a	3.09b	3.67*	.026
Expectation of Hong Kong's image					
Hong Kong has highly expensive local transportation.	3.28ab	3.01a	3.44b	5.17**	.006
Hong Kong has a variety of attraction spots (i.e. themed, outdoor, culture, heritage spots).	3.25a	3.39ab	3.63b	3.96*	.020
Hong Kong has good service quality in terms of politeness of shop staff.	3.23a	3.20b	3.54b	4.74**	.009
Hong Kong has good service quality in terms of efficiency of shop staff.	3.23a	3.24a	3.54b	4.45*	.012
Perception of Hong Kong's image					
Hong Kong has highly expensive food & beverages.	3.37a	3.42a	3.73b	4.09*	.018
Hong Kong has highly expensive local transportation.	3.12a	3.07a	3.57b	5.91**	.003
Differences between perception and expectation (of Hong Kong's image)					
Hong Kong has highly expensive food & beverages.	0.77b	0.20a	0.51b	3.59*	.029

Note: * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$.

a, b and c indicate the sources of significant difference ($a < b < c$) based on Duncan's multiple-range test.

TABLE 5. Differences between Three Frequency of Visit Groups re Preference, Behaviour and Perception of Hong Kong's Image

Items	Once (N=123)	Twice (N=74)	Three times or above (N=125)	F value	p value
Preference					
I prefer to participate in outdoor activities rather than indoor activities.	3.58b	3.39ab	3.15a	5.11 **	.007
I prefer travelling with a group of people rather than individually.	3.25c 3.31c	2.92b 3.01b	2.60a 2.60a	12.52*** 14.66***	.000 .000
I prefer to join a package tour.	3.41b	3.42b	3.10a	3.46 *	.033
I prefer to shop in shopping malls.					
I prefer to shop in duty-free stores.	3.29ab	3.46b	3.06a	4.38 *	.013
I prefer to spend more money on shopping rather than visiting attractions.	3.27ab	3.43b	3.08a	3.35 *	.036
I like to purchase products when I receive personalized services during shopping (e.g. addressed by your name, offer beverages, personal shopper to give you shopping advice, etc.).	3.67b	3.47ab	3.26a	6.43 **	.002
I prefer to speak my mother language during shopping.	3.27b	3.29b	2.92a	4.54 *	.011
Shopping behaviour					
I purchase local food and beverages.	3.55a	3.51a	3.82b	3.50 *	.031
I pay in cash rather than credit card during shopping	3.48ab	3.20a	3.61b	4.16 *	.017
Travel behaviour					
I participate in cultural events/festivals in Hong Kong.	2.67a	2.89a	3.25b	8.86***	.000
Expectation of Hong Kong's image					
Hong Kong is safe and secure.	3.68b	3.62b	3.20a	7.50**	.001
Hong Kong has a clean environment.	3.45b	3.33ab	3.15a	3.04 *	.049
Hong Kong has highly expensive accommodation.	3.24c	3.51b	3.77a	10.15***	.000
Hong Kong has highly expensive food & beverages.	3.66b	3.27a	3.09a	13.50***	.000
Hong Kong has highly expensive local transportation.	3.43b	3.34b	3.01a	6.46**	.002
Hong Kong has a wide variety of entertainment and nightlife options.	3.70b	3.40a	3.50ab	3.11 *	.046
Hong Kong has a good shopping mechanism (i.e., product, quality, price)	3.68b	3.40a	3.35a	5.23**	.006
Perception of Hong Kong's image					
Hong Kong has a clean environment.	3.31a	3.46ab	3.63b	3.29 *	.039
Hong Kong has a wide variety of attractions (i.e., themed, outdoor, culture, heritage spots)	3.49a	3.54a	3.84b	4.70**	.010
Hong Kong has a variety of accommodation.	3.69a	3.79ab	3.98b	3.29 *	.039
Hong Kong has a variety of cuisines.	3.81a	3.67a	4.11b	6.45**	.002
Hong Kong has a convenient transportation system.	3.72a	3.83ab	4.04b	3.91 *	.021

Note: * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$.

a, b and c indicate the sources of significant difference ($a < b < c$) based on Duncan's multiple-range test.

TABLE 6. Differences between Three Age Groups re Preference, Behaviour and Perception of Hong Kong's Image

Items	20s (N=82)	30s-40s (N=148)	50s or above (N=51)	F value	p value
Preference					
I prefer travelling with a group of people rather than individually.	3.12b	2.77a	2.96ab	3.12*	.046
I prefer to join a package tour.	3.22b	2.82a	3.00ab	3.86*	.022
Shopping behaviour	3.73c	3.28a	3.53b	6.70**	.001
I choose shops accredited by the Quality Tourism Services (QTS) scheme during shopping.					
Travel behaviour	3.45b	3.01a	3.33ab	3.73*	.025
I visited other islands apart from Hong Kong Island.					
Expectation of Hong Kong's image	3.71b	3.44a	3.71b	3.71*	.026
Hong Kong has a wide variety of entertainment and nightlife options.	3.59ab	3.39a	3.73b	3.47*	.032
Hong Kong has a variety of accommodation.	3.40ab	3.19a	3.56b	3.97**	.002
Hong Kong has good service quality in terms of politeness of shop staff.					
Perception of Hong Kong's image	3.89b	3.54b	3.61ab	3.45*	.033
Hong Kong has a wide variety of attraction spots (i.e., themed, outdoor, culture, heritage spots).					
Differences between perception and expectation (of Hong Kong's image)	0.04	0.46	0.20	3.92*	.021
Hong Kong has a convenient transportation system.					

Note: * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$.

a, b and c indicate the sources of significant difference ($a < b < c$) based on Duncan's multiple-range test.

TABLE 7. Differences between Three Educational Groups in Preference, Behavior, and Perception of Hong Kong Image

Items	High School Graduate (N=59)	College Student (N=67)	College Graduate (N=150)	Graduates School or Above (N=52)	F value	p value
Preference						
I prefer to search relevant travel information from internet.	3.39a	3.38a	3.85b	3.56ab	5.930**	.001
Travel behaviours						
I visited Cantonese restaurants.	3.68ab	3.39a	3.78b	3.91b	2.919*	.340
I searched relevant travel information from internet.	3.45a	3.67ab	3.81b	3.49a	2.580*	.049
I asked hotel employees about tourist spots in Hong Kong.	3.00a	3.32ab	3.11a	3.62b	4.017*	.008
Expectation (image of Hong Kong)						
Hong Kong has a variety of accommodation selections.	3.25a	3.61b	3.46ab	3.75b	3.345*	.019
Hong Kong has a good service quality in terms of politeness of shopping staff	3.34ab	3.53b	3.18a	3.45ab	3.112*	.027
Hong Kong has a good service quality in terms of efficient work by shopping staff	3.23a	3.53b	3.20a	3.61b	4.368*	.005
Perception (image of Hong Kong)						
Hong Kong local residents are helpful.	3.41a	3.92b	3.58a	3.53a	3.750**	.011
Hong Kong has a wide variety of entertainment and nightlife.	3.43a	3.94b	3.86b	3.69ab	4.562**	.004
Hong Kong has a good shopping mechanism (i.e. product, quality, price)	3.47a	3.91b	3.64ab	3.70ab	2.919*	.034

Note: a, b, and c indicate the sources of significant difference (a < b < c) based on Duncan's multiple-range test.

*p<0.05, **p<0.01, ***p<0.001.