An Empirical Study on the Digital Consumption of Luxury Goods Based on Outlets

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Abstract. Outlets, a business model with a history of more than 100 years abroad, has shown a rapid increase in recent years. To explore the shopping needs of consumers in the luxury economy, at the same time, to improve the tourism competitiveness of outlets, this study uses quantitative research methods, taking outlets tourism industry and consumers as research objects, by using single-factor variance analysis, non-parametric test and variance homogeneity test, this paper analyzes the shopping willingness of consumers with different attributes and finds that the shopping willingness of consumers with low income is lower than that of consumers with higher income; the shopping willingness of consumers with low educational level is lower than that of consumers with higher educational level, and the shopping willingness of consumers with white-collar jobs is significantly higher than that of consumers with other jobs. In the light of the above conclusions, this study puts forward two suggestions for the flourishing tourism retail industry: it suggests that outlets managers should adopt targeted marketing strategies for high-income, high-educated and white-collar people and that outlets managers should pay attention to the important role of sales personnel in tourism retail consumer service.

1. Introduction

1.1. Background
Commercial retailing has a history of more than 100 years abroad. In the long development process, it has become an important part of luxury consumption. In 2008-2017, Global duty-free sales in the Asia-pacific region showed a fast-rising trend year by year, and the Asia-pacific region's share of the global duty-free sales is rising constantly, the Asia-pacific region has great prospects for developing the commercial form of "outlets".

Shopping is no longer a side project of travel but has become as important a travel project as accommodation and sightseeing, according to a Korea Tourism Organization study. When choosing a destination, tourists are increasingly concerned about whether they can purchase desirable or unusual goods. When evaluating tourism activities, the proportion of shopping factors is increasing. According to the Korea Tourism Organization, an important measure of a country's ability to be a quality destination is the proportion of its tourism revenue that comes from shopping and entertainment.

To meet the needs of tourists for shopping experience by offering competitive and local retail products in tourist destinations. This has gradually become an important source of attraction for many tourist destinations, as well as marketing strategies. This is of certain significance to improve the public image and economic benefit of the tourist destination.
Outlets, as an important part of tourism retail, is a new challenge to the retail business after the market economy is continuously developing, the market circulation system is being continuously improved, and customers' awareness of brand consumption is increasing. Outlets have become the most popular commercial retail format in Europe, but research on Outlets in the industry is scarce. This research chooses ‘Outlets’, a hot topic in the retail field, as the research scene. According to the different dimensions of each variable, this paper will discuss how consumer perception of customer value is triggered by consumer experience marketing to outlets, and how it relates to shopping satisfaction and customer loyalty, for further study.

1.2. Purpose and Methods of Research
The purpose of this study is to combine this research with the travel products of fashion week in overseas study tours. Its Tourism Product "fashion tourism program in the four fashion capitals", in which tourists who have visited outlets in the past two years are the research objects, using the quantitative research square method and the questionnaire survey tool, through the analysis of the different attributes of consumers'shopping willingness, the paper puts forward some suggestions on the operation of outlets and the orientation and development of outlets.

2. Affiliations Data Analysis
2.1. Analysis of Income Disparity
To test whether consumers with different incomes have different willingness to shop at outlets, the researchers conducted a one-way ANOVA to find out the results in the following table.

|        | SS       | df | MS      | F      | sig. |
|--------|----------|----|---------|--------|------|
| Among groups | 15579.82 | 3  | 5193.276 | 9.193  | .000 |
| intergroup   | 247431.0 | 438| 564.911 |        |      |
| total        | 263010.8 | 441|         |        |      |

From the data of the above table, we can find that the single-factor analysis of variance is less than 0.05. To get the concrete performance of the difference, we need to confirm the further analysis method through the homogeneity test of variance

|        | Levene Statistic | df 1 | df 2 | sig. |
|--------|-----------------|------|------|------|
| Shopping intention | 10.459 | 3    | 438  | .000 |

From the above table, we can see that the significance of variance homogeneity test is less than 0.05, which shows that it rejects the null hypothesis, that is, the variance is not homogeneous, and we must use Tamhane's method to compare and analyze it after the fact.

According to the above variance homogeneity test, the following table is obtained by comparing the "shopping willingness" with Tamhane's method after the event:
Table 3. Multiple Comparison

| (I) Average monthly income | (J) Average monthly income | Average difference(I-J) | Standard error | 95% confidence interval |
|----------------------------|---------------------------|------------------------|----------------|------------------------|
| 3000 and below             | 5001-8000                 | -16.78938*             | 5.10405        | -30.6167               |
| More than 8000             |                           | -21.55294*             | 5.65831        | -36.7645               |

* The significance level of the mean difference was 0.05.

From the data in the table, we can see that consumers with an income of 3000 or less are significantly less willing to shop than those with incomes of 5001-8000 or 8000. Therefore, low-income consumers are less willing to shop than high-income consumers.

2.2. Analysis of Differences in Academic Qualifications

To test whether consumers with different educational level have different willingness to shop at outlets, the researchers conducted a one-way Anova to find the following table.

Table 4. ANOVA

| Shopping intention | SS    | df | MS     | F     | sig. |
|--------------------|-------|----|--------|-------|------|
| Among groups       | 16565.203 | 4  | 4141.301 | 7.343 | .000 |
| intergroup         | 246445.641 | 437| 563.949  |       |      |
| total              | 263010.844 | 441|      |       |      |

From the data of the above table, we can find that the single-factor analysis of variance is less than 0.05. To get the concrete performance of the difference, we need to confirm the further analysis method through the homogeneity test of variance. The results of the homogeneity test are as follows:

Table 5. Homogeneity test of variance

| Shopping intention | Levene Statistic | df1 | df2 | sig. |
|--------------------|------------------|-----|-----|------|
|                    | 9.923            | 4   | 437 | .000 |

From the above table, we can see that the significance of variance homogeneity test is less than 0.05, which shows that it rejects the null hypothesis, that is, the variance is not homogeneous, and we must use Tamhane's method to compare and analyze it after the fact.

According to the above variance homogeneity test, the following table is obtained by comparing the "shopping willingness" with Tamhane's method after the event:
Table 6. Multiple Comparison

Dependent variable: dependent variable
Tamhane’s
(I)Highest education (J)highest education Average difference(I-J) Standard error 95% confidence interval

|                  |                          |                |                |              |                     |
|------------------|--------------------------|----------------|----------------|--------------|---------------------|
| Junior high      | Junior College           | -19.29443*     | 6.13378        | .025         | -37.0669            |
| school and below | Undergraduate            | -18.84651*     | 5.80549        | .020         | -35.8023            |
|                  | Graduate student         | -18.38818*     | 6.30329        | .046         | -36.6107            |

*. The significance level of the mean difference was 0.05.

From the data in the table, it can be seen that the consumers with educational background of high school or below, and the college, undergraduate or graduate students are significant (p 0.05), that is to say, the consumers with educational background of high school or below, the willingness to shop was significantly lower than that of college, undergraduate and graduate students, and there was no significant difference among other education groups. Therefore, it shows that consumers with low educational level are less willing to buy than those with a high educational level.

2.3. Analysis of Differences in Nature of Work

To test whether there is any difference in consumers' willingness to shop at outlets, the researchers conducted a one-way ANOVA to find out the results in the following table.

Table 7. ANOVA

|                  | SS            | df  | MS         | F      | sig. |
|------------------|---------------|-----|------------|--------|------|
| Among groups     | 8664.580      | 3   | 2888.193   | 4.974  | .002 |
| intergroup       | 254346.264    | 438 | 580.699    |        |      |
| total            | 263010.844    | 441 |            |        |      |

From the data of the above table, we can find that the single-factor analysis of variance is less than 0.05. To get the concrete performance of the difference, we need to confirm the further analysis method through the homogeneity test of variance. The results of the homogeneity test are as follows:

Table 8. Homogeneity test of variance

|                  | Levene Statistic | df 1 | df 2 | sig.  |
|------------------|------------------|------|------|-------|
| Shopping intention | 8.361            | 3    | 438  | .000  |

From the above table, we can see that the significance of variance homogeneity test is less than 0.05, which shows that it rejects the null hypothesis, that is, the variance is not homogeneous, and we must use Tamhane's method to compare and analyze it after the fact.

According to the above variance homogeneity test, the following table is obtained by comparing the "shopping willingness" with Tamhane's method after the event:
Table 9. Multiple Comparison

| (I) Job classification | (J) Job classification | Average difference (I-J) | Standard error | 95% confidence interval |
|------------------------|------------------------|--------------------------|----------------|------------------------|
| white-collar workers   | others                 | 12.66967*               | 4.03858        | .014                   | 1.8016                 |

* The significance level of the mean difference was 0.05.

From the data in the table, we can see that the nature of the work is "white collar" and "other" consumers, significant p 0.05, that is to say, the working nature of the "white-collar" consumer shopping willingness to significantly higher than the working nature of the "other" consumers.

3. Conclusion and Suggestion

This research takes outlets tourism industry and consumers as the research object use the quantitative method, uses the questionnaire research tool, this paper analyzes the purchase intention of consumers with different attributes by using single-factor analysis of variance, a non-parametric test (Tamhane's test) and homogeneity of variance test.

It can be found through analysis that the shopping willingness of low-income consumers is lower than that of high-income consumers, and that of low-educated consumers is lower than that of high-educated Consumers, and white-collar consumers were significantly more willing to purchase than other consumers.

On the other hand, through the study of outlets, researchers can know that consumers pay more attention to the products and brands of Outlets but influenced by the corporate image of Outlets and the consistent external discount route, its social status display function is weak. And due to the openness and competition of the shopping market, and the positioning of the selling point as discount promotion, Outlets will bring the risk of adverse selection of attracting price-sensitive customers, which is easy to lose and change customers.

Because of the above conclusions, this study puts forward the following suggestions for outlets industry, which is in the booming development of tourism retail industry:

1. Take targeted marketing strategies for high-income, high education and white-collar people

Considering that these groups have higher purchase intention than other groups, outlets managers should take targeted marketing measures to reduce the risk of adverse selection of this customer group, such as opening corresponding green channel for women's services on Valentine's day and mother's day, setting up independent dressing room in the toilet, etc.

2. Control quality, strengthen after-sale management

If Outlets want to keep a foothold on the market and get the recognition of tourism retail consumers, it must change the traditional sales concept and method, strictly control the settled brands, pay attention to the rise of more social influencer' light luxury brands, including the trendy brand varieties loved by young groups, to meet the needs of more tourism retail consumers and seek a broader development space. At the same time, managers should actively collect and return the opinions of consumers and improve according to the suggestions, and also use Internet resources to strengthen communication with consumers.

3. Pay attention to the quality of Outlets sales staff

Outlets are not the distribution centre of fast-selling brands, more discount products of luxury goods are the main sales force. This special attribute is doomed to be a huge difference between it and fast-selling brands. Thus, do not differentiate the sales personnel of Outlets from those of normal brand stores, and avoid the self-service shopping behaviour of travel retail consumers. Sales personnel should have high professional skills, responsibility, language skills.

In the process of service, the role of sales personnel is extremely important, and ultimately determines the consumption experience of some retail tourism consumers. They are the most exposed
group with tourism retail consumers. A good service atmosphere plays an important role in improving the service quality, and also in improving the brand image of Outlets luxury goods.

4. References

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