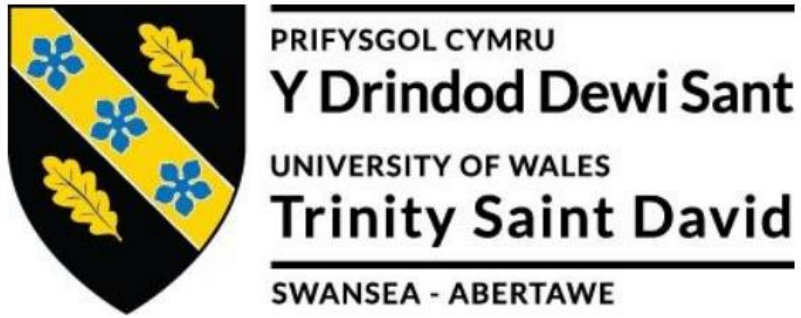




FACTORS INFLUENCE HONG KONG DISNEYLAND THEME PARK TICKET AND
RETAIL STORES PURCHASE INTENTION

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Abstract

Purpose – This study aims to investigate the factors that influence customers' purchase intention toward Hong Kong Disneyland Park ticket and the Park retail shops products.

Design/methodology/approach – The data in this study was gathered using both qualitative and quantitative methods. The main data from the study was gathered from a questionnaire discussed through a focus group and 402 respondents were collected. SPSS was used as the statistical tool. This study proposes and tests an integrative model of price related, value related, function related, information features and service quality as the factors of the Park ticket purchase intention, and empathy, convenience, price sensitivity, physical environment and customer trust as the determinants of the Park retail shop products' purchase intention.

Findings – From descriptive and inferential statistics' results, it indicates that price related is the most critical that impacted the Park ticket purchase intention and customer trust is the most critical to impact the retail shop products' purchase intention.

Conclusion/recommendations – This study gives conclusions and recommendations of action list that the group could take into consideration to improve the factors that related to purchase intention of both tickets and products.

Originality/value – This study investigates many elements that influence purchase intention of the Park ticket and its retail products, which can help the Disneyland group to improve their marketing techniques as well as similar or related industries.

Limitations and Future Research – Current research has a limited data set from the respondents. The respondents have limited choices during COVID-19 pandemic, which heavily impact their attitude and purchase intention towards Hong Kong Disneyland.

Keywords – Theme Park, Disneyland, Purchase Intention, Retail Shop Products.

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Table of Contents

Cover Page	i
Abstract	ii
Acknowledgments	iii
Table of Contents	iv
List of Tables	vii
List of Figures	ix
List of Abbreviations	x
Chapter 1	1
1.1	1
1.2	3
1.3	5
1.4	6
1.5	7
1.6	7
1.7	8
1.8	9
Chapter 2	10
2.1	10
2.1.1	10
2.1.2	11
2.2	12
2.2.1	12
2.2.2	13
2.3	14
2.3.1	14
2.3.2	15
2.4	16
2.4.1	16
2.4.2	17
2.5	18
2.5.1	18
2.5.2	19
2.6	20
2.6.1	20
2.6.2	21
2.7	22
2.8	23
2.8.1	23
2.8.2	24
2.9	25

2.9.1	Definition of Convenience	25
2.9.2	Measurements of Convenience	26
2.10	Price Sensitivity	27
2.10.1	Definition of Price Sensitivity	27
2.10.2	Measurements of Price Sensitivity	28
2.11	Physical Environment	29
2.11.1	Definition of Physical Environment	29
2.11.2	Measurements of Physical Environment	30
2.12	Customer Trust	31
2.12.1	Definition of Customer Trust	31
2.12.2	Measurements of Customer Trust	32
2.13	Retail Shop Products Purchase Intention	33
2.13.1	Definition of Retail Shop Product Purchase Intention	33
2.13.2	Measurements of Retail Shop Product Purchase Intention	34
	Hypothesis Associated with the Retail Shop Product Purchase Intention and the Five Factors	
2.14		35
Chapter 3	Research Methodology	37
3.1	Research Model with Hypothesis	37
3.2	Triangulation	38
3.3	Quantitative and Qualitative Research	39
3.3.1	Quantitative Research	39
3.3.2	Qualitative Research	40
3.4	Focus Group	41
3.5	Questionnaire Survey Method	41
3.6	Pilot Test	43
3.7	Final Survey	44
3.7.1	Target Population	46
3.7.2	Sampling Method	46
3.7.3	Sampling Size	47
3.8	Data analysis techniques	48
3.9	Research Ethics	52
3.10	Research Method Limitations	52
3.11	Summary	52
Chapter 4	Data Description and Analysis	54
4.1	Data from the Focus Group	54
4.2	Data from the Final Survey	55
4.2.1	Demographic Data	55
4.2.1.1	Gender	56
4.2.1.2	Age	57
4.2.1.3	Marital Status	58
4.2.1.4	Number of Children under Age 18	59
4.2.1.5	Monthly Income of Household	60

4.2.1.6	Local Travel Frequency per Year before COVID-19	61
4.2.1.7	International Travel Frequency per Year before COVID-19	62
4.2.1.8	Summary of Demographic Data	62
4.3	Cross-Tabulation of Demographic Factors on Purchase Intention	63
4.3.1	TPI and Gender	63
4.3.2	PPI and Gender	64
4.3.3	TPI and Number of Children under 18	66
4.3.4	PPI and Number of Children under 18	68
4.4	Each factor's Highest and Lowest Averages	70
4.5	Reliability Test	72
4.6	Factor Analysis	73
4.7	Correlation Test	76
4.8	Regression Model	77
4.8.1	Multiple Linear Regression for TPI and PPI	77
4.8.2	Histogram and Scatterplot	81
4.9	Summary of Research Findings	83
Chapter 5	Conclusion and Recommendation	85
5.1	Conclusion	85
5.2	Recommendations	86
5.2.1	Theoretical Implications	86
5.2.2	Practical Implications	87
5.2.2.1	Price Related	87
5.2.2.2	Value Related	87
5.2.2.3	Function Related	88
5.2.2.4	Information Features	88
5.2.2.5	Service Quality	88
5.2.2.6	Empathy	89
5.2.2.7	Convenience	89
5.2.2.8	Price Sensitivity	89
5.2.2.9	Physical Environment	90
5.2.2.10	Customer Trust	90
5.3	Limitation	91
5.4	Suggestions for Future Research	91
5.5	Summary	92
References		93
Appendix 1	Gantt Chart for the Research Timetable	120
Appendix 2	Focus Group Discussion	121
Appendix 3	Questionnaire for Pilot Test	123
Appendix 4	Questionnaire for Final Survey	124

List of Tables

Table 1	Hong Kong Disneyland Company Financial Performance 2016 to 2020	3
Table 2	The Park Attendance Origins from 2016-2020	5
Table 3	The Park Attendance Numbers from 2016-2020	6
Table 4	Definition of Price	11
Table 5	Measurement of Price	12
Table 6	Definition of Value	13
Table 7	Measurement of Value	14
Table 8	Definition of Function	15
Table 9	Measurement of Function	16
Table 10	Definition of Information Features	17
Table 11	Measurement of Information Features	18
Table 12	Definition of Service Quality	19
Table 13	Measurement of Service Quality	20
Table 14	Definition of Theme Park Ticket Purchase Intention	21
Table 15	Measurement of Theme Park Ticket Purchase Intention	22
Table 16	Definition of Empathy	24
Table 17	Measurement of Empathy	25
Table 18	Definition of Convenience	26
Table 19	Measurement of Convenience	27
Table 20	Definition of Price Sensitivity	28
Table 21	Measurement of Price Sensitivity	29
Table 22	Definition of Physical Environment	30
Table 23	Measurement of Physical Environment	31
Table 24	Definition of Customer Trust	32
Table 25	Measurement of Customer Trust	33
Table 26	Definition of Retail Shop Product Purchase Intention	34
Table 27	Measurement of Retail Shop Product Purchase Intention	35
Table 28	Questionnaire Design Structure	43
Table 29	Pilot Test Output of 35 Respondents and 22 Respondents	44
Table 30	Survey Questions Adapted	45
Table 31	Sample Size Calculation under Yamani's Formula	47
Table 32	Cronbach's Alpha	48
Table 33	Factor Analysis	49
Table 34	Description of p-value	50
Table 35	Correlation Test	50
Table 36	Linear Regression	51
Table 37	The Most Important Factors Summary from Focus' Group Findings	55
Table 38	Rate of Response in the Pilot Test and in the Final Online Survey	55
Table 39	A Summary of the Demographic Data Collected from 402 Respondents	56
Table 40	Factor of TPI23_Gender	64
Table 41	Factor of PPI19_Gender	65
Table 42	Factor of TPI23_Number of Children under 18	67
Table 43	Factor of PPI19_Number of Children under 18	69

Table 44	Descriptive Statistics	71
Table 45	Reliability Statistics	72
Table 46	KMO and Bartlett's Test	73
Table 47	Total Variance Explained for TPI	73
Table 48	Total Variance Explained for PPI	74
Table 49	Rotated Component Matrix of TPI related	75
Table 50	Rotated Component Matrix of PPI related	76
Table 51	Correlation Analysis of Factors in Comparison to Other Research	77
Table 52	Model Summary of TPI for the Simple Linear Regression Model	78
Table 53	Model Summary of PPI for the Simple Linear Regression Model	78
Table 54	ANOVA of TPI for the Multiple Linear Regression Model	78
Table 55	ANOVA of PPI for the Multiple Linear Regression Model	79
Table 56	Coefficients Table of TPI for Multiple Regression Model	79
Table 57	Coefficients Table of PPI for Multiple Regression Model	80
Table 58	Summary of the Research Findings the Hypotheses Tested in This Study	84
Table 59	Recommendations to HKDL	92

List of Figures

Figure 1	Amusement and Theme Parks Worldwide, 2019 - 2020, by Attendance (Millions)	2
Figure 2	Theme Park Three Level of Product	4
Figure 3	Flowchart of the Research	8
Figure 4	Hypothesis of the Park Ticket and Retail Products Intention	38
Figure 5	Qualitative and Quantitative Research Methodologies	39
Figure 6	Primary Data Collection Process	41
Figure 7	Sampling Size Formula	47
Figure 8	MLR equation for This Study	51
Figure 9	Graph of Respondents' Gender	57
Figure 10	Graph of Respondents' Ages	57
Figure 11	Graph of Respondents' Marital Status	58
Figure 12	Graph of Respondents' Number of Children under Age 18	59
Figure 13	Graph of Respondents' Monthly Income of Household	60
Figure 14	Graph of Respondents' Local Travel Frequency per Year before COVID-19	61
Figure 15	Graph of Respondents' International Travel Frequency per Year before COVID-19	62
Figure 16	TPI and Gender	63
Figure 17	PPI and Gender	64
Figure 18	TPI and Number of Children under 18	66
Figure 19	PPI and Number of Children under 18	68
Figure 20	Each Factor's Highest and Lowest Average	70
Figure 21	Screen plot for Eigenvalues for TPI	74
Figure 22	Screen plot for Eigenvalues for PPI	74
Figure 23	Histogram of Perceived Risk – TPI	81
Figure 24	Histogram of Perceived Risk – PPI	82
Figure 25	Scatterplot of Perceived Risk - TPI	82
Figure 26	Scatterplot of Perceived Risk – PPI	83
Figure 27	Standard Coefficients (β), correlation coefficient (r), and R^2	83

List of Abbreviation

Abbreviations	Definition
C	Convenience
CT	Customer Trust
df	Degree of freedom
E	Empathy
FR	Function Related
GDP	Gross Domestic Product
HKDL	Hong Kong Disneyland
IF	Information Features
KMO	Kaiser-Meyer-Olkin
MD	Mean Difference
MLR	Multiple Linear Regression
PE	Physical Environment
PPI	Product Purchase Intention
PR	Price Related
PS	Price Sensitivity
SERVQUAL model	Service Quality Model
Sig	Significant Value
SLR	Simple Linear Regression
SQ	Service Quality
TPI	Ticket Purchase Intention
VIF	Variance Inflation Factor
VR	Value Related

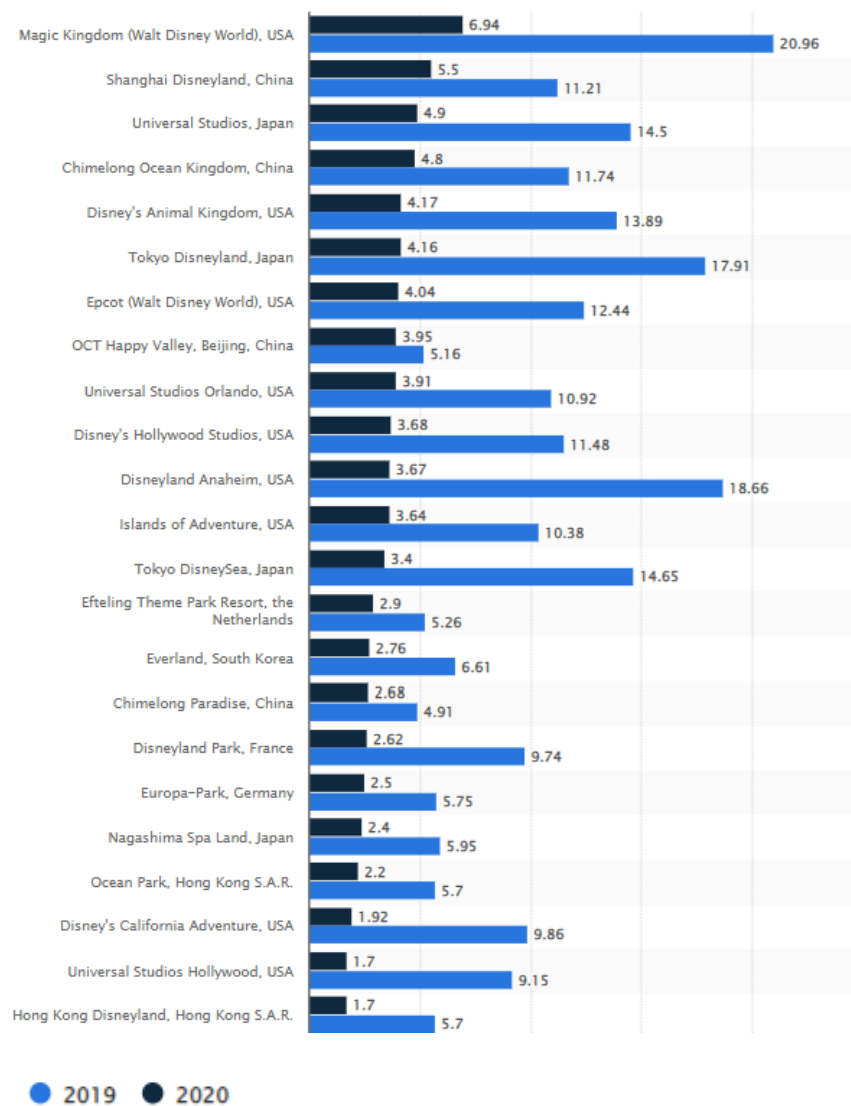
Chapter 1: Introduction

This chapter introduces the background, motivation of the research of Hong Kong Disneyland Park. From the park published annual reports and other economic data to further investigate the current problems. Therefore, to conduct the research aims and objectives.

1.1 Research Background

Theme parks are one of the most attractive scenes in tourism destinations. For the top 10 operators, there are more than 500 million visitors (Themed Entertainment Association, 2019). There are different academic definitions of a theme park: A theme park is an aggregation and consolidation themed attractions which include landscape, events, shows, catering services, costumed staff services and retail shops (Heo, 2009). A theme park has features of capital intensive, highly developed, user-oriented and reactional environment (Pearce, 1988). A theme park has its own right combining entertainment, restaurants or hotels which provides a different environment from its outside (Ho and Ap, 2009). The history of amusement parks takes us back to the 19th century. The blueprint for permanent amusement parks like that at Blackpool lay in America at the end of the 19th century (Wood, 2017). Nowadays, there are many theme parks globally.

Figure 1: Amusement and Theme Parks Worldwide, 2019 - 2020, by Attendance (Millions)



Source: Statista, 2022a

Figure 1 shows the top theme parks attendance in 2019 and 2020. In the top 10 theme parks, 5 located in the US, 3 located in China and 2 located in Japan. In terms of enterprise, 6 out of 10 belong to Disney group, and Hong Kong Disneyland ranks 23 in this chart which is slightly lower than Hong Kong Ocean Park (Statista, 2022a)s. The competition between the theme parks is serious in certain regions. In Asia, there are choices for customers to choose theme parks in China, Japan, Korea or Hong Kong. Within Hong Kong, there are still two choices. The competition makes the theme park management to think about how to drive customer intention to buy the ticket and visit them.

1.2 Research Motivation

The tourism industry is one of the major pillars of the economy of Hong Kong. In 2018, it contributed about 4.5% of Hong Kong's GDP. It also plays important role to Hong Kong's employment market which employed around 257000 people, about 6.6% of total employment (Hong Kong Tourism, 2020). Hong Kong Disneyland as one of the theme parks in Hong Kong, plays important role in Hong Kong tourism infrastructure and promoting Hong Kong tourism industry. Hong Kong Disneyland Resort (HKDL) has officially been in operation since September 2005. HKDL is developed and operated by Hong Kong International Theme Parks Limited. It is the joint venture between Hong Kong SAR Government and The Walt Disney Company. The former holds 52%, and the latter holds remaining 48% of the joint venture's shares (Tourism Commission, 2022). HKDL consists of a theme park and three hotels. The Theme Park consists of seven theme areas: namely Adventureland, Fantasyland, Grizzly Gulch, Main Street U.S.A., Mystic Point, Tomorrowland and Toy Story Land. These areas feature themed attractions, entertainment and interactive experiences, restaurants, merchandise shops and refreshment kiosks. There are different events holding in the Theme Park every day, such as daily parades with Disney figures, night-time events, holiday special events. Since 2006, HKDL has ranked among the top five most popular places to visit in Hong Kong (HKDL, 2022b). The recent performance of HKDL is at risk as the group continuously recorded negative profit in the recent years. The problem for the company is to increase the profit by increasing revenue and/or decrease costs and expenses.

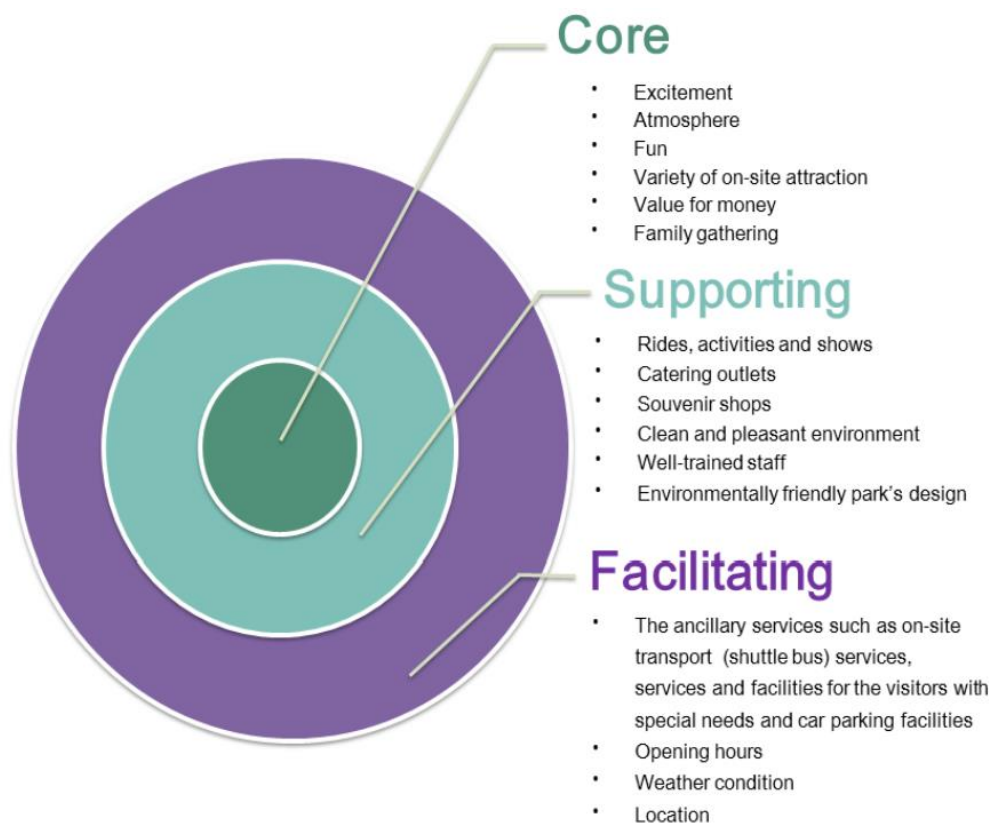
Table 1: Hong Kong Disneyland Company Financial Performance 2016 to 2020

HK\$ millions \ Year	2020	2019	2018	2017	2016
Revenue	1,443	6,047	6,021	5,118	4,750
Costs and Expenses	-2,908	-4,921	-4,666	-4,204	-4,035
Earnings before interest, taxes, depreciation and amortisation	-1,465	1,126	1,355	914	715
Depreciation and amortisation	-1,211	-1,250	-1,384	-1,242	-890
Net finance income/(cost)	14	19	-25	-17	4
NET PROFIT/(LOSS)	-2,662	-105	-54	-345	-171

Source: Constructed by the author

Table 1 shows the revenue of HKDL decreased from 6 billion in 2018 to 1.4 billion in 2020 during COVID-19. Although the cost decreased as well from more than 4 billion pre-COVID to 2.9 billion in 2020, the net profit still recorded a huge decline from -54 million in 2018 to -2.6 billion in 2020 (HKDL, 2022a). For the earnings before interest, taxes, depreciation and amortisation, it shows positive figures in 2016 to 2019. However, this shows -1.5 billion in 2020 (HKDL, 2022a). The brief finance performance figures show the pressure that the HKDL is facing under COVID-19.

Figure 2: Theme Park Three Level of Product



Source: Kotler, 1994; Swarbrooke, 1995

Figure 2 shows the different level of product and services that Theme Park provides. This study will drill down to the detail aspects of each level of products of the Hong Kong Disneyland Park. Level 1 is the core product, which is the most fundamental level for the customers' buying. They are intangible such as excitement, atmosphere, fun, value for money, variety of on-site attractions, family or friends gathering. Level 2 is the supporting product, which is tangible including rides, activities and shows, catering services, gift shops, well-trained staff. Level 3 is the facilitating product which helps to make the experience more enjoyable and satisfying.

They could be both tangible and intangible, such as transportation, convenience facilities, opening hours, weather condition and location.

Table 2: The Park Attendance Origins from 2016-2020

Origin of Visitors	2020	2019	2018	2017	2016
Hong Kong Local	75%	41%	40%	41%	39%
Mainland China	8%	33%	34%	34%	36%
Other Markets	17%	26%	26%	25%	25%

Source: Constructed by the author

Table 2 shows the origin of visitors. Before COVID-19, local Hong Kong visitors is around 40% of the total Park visitors. During COVID-19, local visitors increased to 75% due to the travel restrictions for overseas visitors. One of the options that local visitors choose is annual pass instead of one-day ticket. For the visitors who are holding annual pass, their ticket cost is fixed, for example, current silver annual pass for an adult is HKD1,278 which allows the holder to visit the Park in weekdays, non-holiday (HKDL, 2022c). If an annual pass holder customer visits the Park multiple times through the year, the average cost per ticket decreased. However, the cost to maintain the Park service, quality and operation keep the same. In this circumstance, customers spending in other areas is very important for the overall revenue and profit, such as catering service, hotel, products in retail shops. How to drive the customers' spending in the Park is one of the key tasks for the HKDL park management team. This research will provide insights of what factors will influence the customers' purchase intention and what are the relationship between the factors and the purchase intention.

1.3 Statement Questions

Table 3 shows the Park attendance numbers and hotel occupancy decreased a lot during COVID-19. The capacity for the Park is 34,000 per day (Chan, 2006). If counting Disneyland operates 365 days a year, the full visitor capacity is 12.4 million. The number of visitors before COVID-19 is 6.2 million per year, which is around 50% of the full capacity (HKDL, 2022a). As some of the operation cost is fixed, the more visitor the Park has, the average cost per head will get reduced. Therefore, one of the key elements to drive for more revenue and profit is to increase the number of visitors to the Park. Also, the more visitors the Park has, the more potential customers they will have for other parts of the Park, such as hotels, catering, gift shops

etc. Table 3 also show the occupation rate of Hong Kong Disneyland Hotels, which dropped from pre-COVID 70% to 15% in 2020 (HKDL, 2022a). COVID travel restrictions changed the structure of traveller's source and made most of the visitors become local customers, which has much lower demand for hotels. However, more and more local hotels have adjusted their strategy towards local staycation to attract Hong Kong residents (SCMP, 2022). One of the advantages for Hong Kong Disneyland is that they can combine the hotel service with the Theme Park experience as a package to customers.

Table 3: The Park Attendance Numbers from 2016-2020

Year	2020	2019	2018	2017	2016
Park Attendance (millions)	1.7	6.5	6.7	6.2	6.1
Hotel Occupancy	15%	74%	75%	69%	79%

Source: Constructed by the author

The problems for HKDL are to increase the low park attendance and its revenue. The first step is to attract visitors to purchase the Park ticket. It is important to identify what factors have positive influence on the purchase intention of the Park ticket and products. In light of this context, this study seeks to address the following questions:

- 1) What are the factors that may influence Hong Kong residents' purchase intention to Hong Kong Disneyland Park ticket?
- 2) Moreover, when people visit Hong Kong Disneyland Park, what are the factors that may influence their purchase intention to the retail shops?
- 3) What are the relationships between these factors and purchase intention of the Park ticket and products?
- 4) Based on the investigation result, what are the actions, strategy or priorities that the management need to do to increase the purchase intention of Hong Kong Disneyland tickets and retail products?

1.4 Research Aims

The aim of the report is to investigate what factors impact the purchase intention of the Hong Kong Disneyland Park tickets and its retail shop products within the Hong Kong residents. As

the park tickets represents service and the retail shop product represents physical products, the factors are different due to the different needs and requirements from customers.

1.5 Research Objectives

As mentioned above, it is important to find out which factors impact peoples' purchase intention to the Park ticket and the retail shop products when they are visiting the Park. As a result, this study creates an integrated model based on a modified Service Quality ("SERVQUAL") Model to analyse the factors that influence people to purchase the Park ticket and its retail products. More specifically, the study's focus on objectives are as follow:

- i. To ascertain the five factors: price related, value related, function related, information features and service quality and demographic factor that influence the customers ticket purchase intention of the Park.
- ii. To ascertain the five factors: empathy, convenience, price sensitivity, physical environment and customer trust and demographic factor that influence the customers purchase intention of the Park's retail shop products.
- iii. To interpret the relationship between above factors and ticket purchase intention and product purchase intention based on focus group and survey for qualitative and quantitative respectively; and
- iv. To assess the impact of the purchase attention to the HKDL to provide the findings of this study have practical implications to the management of HKDL to help the business development and future sustainability.

1.6 Research Direction

This research is relevant to the Hong Kong Disneyland Park management because it indicates some of the key factors to drive customers spending which directly contribute to its revenue and profit, especially under COVID circumstances which their target customer is mainly from local. The study also helps the other theme park, such as Ocean Park in Hong Kong, which is under a similar economic pressure and challenge on customers' visiting and spending. Other theme parks in Asia would also find it as a good reference. It could also give some insights or references to Hong Kong's other tourism business such as hotels, retails of gifting as some of

the factors that influence customer's purchase intention will be the same of quite similar, more importantly, Hong Kong tourism undergoes the same impact of economic environment.

This study is structured and illustrated in Figure 3. To begin, the study conducted a thorough review of the pertinent literature on the factors included in this study. The following chapter discussed the data collection process and the applied methodology. Following that are the steps necessary to formalize the hypotheses. Finally, there are the conclusions on the analysis and recommendations to the Hong Kong Disneyland Park management in terms of how to increase the customers' purchase intention.

The research began in Apr 2022 and was completed by the end of September 2022, according to the flowchart shown in Figure 3. Appendix 1 summarized the timetable of this research.

Figure 3: Flowchart of the Research



Source: Constructed by the author

1.7 Limitations on Research Background

COVID-19 has impacted the overall economy dramatically, such as household income, confidence of the future etc. The customers' purchase intention will also be impacted. People whose income decreased compared with pre-COVID would have less spending on unnecessary items which including travelling and leisure activities. The restrictions on travelling limited customers' choices which lead to different result of customer's spendings. Some holds positive attitude on re-opening the border would save money for future travelling abroad, while others would choose local travel as substitution. Different attitude will have different comments to the questionnaire in this research.

1.8 Summary

Hong Kong Disneyland Theme Park is one of the characteristics and name card of Hong Kong. It has been operated in Hong Kong for over 15 years now, but the financial performance showed there were risks to the business and need to have more actions to get changed to a sustainable business mode. COVID-19 has brought huge pressure and challenge to various industries. Hong Kong Disneyland as one of the key tourism corporations faced the unprecedented challenges: limited days of operation, limited number of travellers, the structure change of visitors etc. However, the management needs to find a way to attract the potential customers of visiting and spending within a city of 7.5 million population. This report will give some insights of what factors have influence on the purchase intention and accordingly, what actions need to be taken to drive the actual customer spending.

The research is divided into the following sections: the first part involves literature review in terms of which factors influence the purchase intention to the Park ticket and the retail shop products. Then followed by the next section of methodology which used to gather, analysis and interpret data. Following that, the finding of the research and the major conclusions are offered, along with some recommendations to the Hong Kong Disneyland management team for their further improvements.

Chapter 2: Literature Review

This chapter will summarize the definition and measurement of the factors and purchase intention. The related empirical studies were also used to review and organize the literature and develop the theoretical framework for this study's theoretical foundation. The current state of the literature on the factors that influence the Park ticket purchase intention are: price related (PR), value related (VR), function related (FR), information features (IF) and service quality (SQ). The factors that influence the retail product purchase intentions are: empathy (E), convenience (C), price sensitivity (PS), physical environment (PE) and customer trust (CT). Furthermore, the literature organizes and constructs the theoretical framework that serves as the theoretical foundation of this study.

2.1 Price Related

Pricing is the most important element of the marketing mix because price is the only marketing strategy variable that directly generates income (Breidert and Reutterer, 2006). Price is the amount of money that has to be paid to a product or a service (Bowden, 1983). The price for Hong Kong Disneyland ticket is not a fixed price. It provides one-day ticket, two-day ticket, different kinds of annual tickets, such as silver, gold and annual pass tickets which allows customers to have different access to the park throughout the year. The ticket price will also have differences between adult, children and students. There is also combo package of the Park ticket as well as the package including the hotel room service (HKDL, 2022c). There are also sales promotions for tickets or ticket packages in some period of time in the year.

2.1.1 Definition of Price Related

The price is the number of monetary units which a buyer must hand over for one unit of a product or a kind of service (Simon and Fassnacht, 2019). Price is the value that is put to a product or service and is a result of a complex set of calculations, research and understanding and risk-taking ability (Yoo and Glardon, 2018). Some of the specific pricing approaches appropriate when customers define value as low-price including price discount, odd pricing, synchro-pricing and penetration pricing (Zeithaml, Bitner and Gremler, 2018).

Table 4: Definition of Price

Literature	Definition
Bowden (1983)	Price, the amount of money that has to be paid to acquire a given product.
Smith (2017)	Price should reflect value. Pricing moves customers, market share and stock prices.
Houthakker and Williamson (1996)	Price is the monetary value of a good, service or resource established during a transaction.
Sexton (2020)	A price is the (usually not negative) quantity of payment or compensation given by one party to another in return for goods or services.
Gentry and Wilkerson (2018)	In modern economies, prices are generally expressed in units of some form of currency.
Rosenbaum-Elliott (2018)	The price of an item is also called the "price point", especially if it refers to stores that set a limited number of price points.
Raa (2017)	Basic price is the amount that producer receive from buyer for a unit of good or service produced minus any taxes payable and plus subsidies payable on that unit as the result of its production or sales.
Baumol, Blinder and Solow (2020)	Price can be quoted to currency, quantities of goods or vouchers.

Source: Constructed by the author

2.1.2 Measurement on Price Related

There can be two or more prices with different customer acceptance (Sarkissian, 2020).

The study and questionnaire measure the price related to purchase intention is to elaborate on the effect of the different price acceptance on price-level or discount perceptions (Fecher, Robbert and Roth, 2019). The measurement of price related in this report refers to questions on one-day ticket and annual pass on current rate, promotion discounts of 20% off, and Hong Kong resident special promotion of 30% to measure the willingness of purchase the Park ticket of the customers (Wang and Li, 2022).

Table 5: Measurement of Price

Literature	Measurement
Monczka et al. 2014	effectiveness of pricing need to measure the actual results for each variable that might be a factor in determining whether or not a customer buys.
Schindler (2012)	One of effective pricing strategy is to create tiers allows people to structure the pricing in a way that's appealing to a number of different personas.
Majnoni and Massa (1996)	The real indicators of price effectiveness includes each different customer segment.
Kitchen (2005)	Promotional pricing can help with customer acquisition by encouraging cost-conscious shoppers to buy. A promotional pricing strategy works best in the short-term.
Hinterhuber and Snelgrove (2022)	Value pricing is perhaps the most important pricing strategy of all. This takes into account how beneficial, high-quality, and important the customers believe the products or services to be.
Mcguigan, Moyer and Deb (2017)	To measure incumbent customers versus new customers acceptance of price is also important.
Wiehenbrauk (2010)	Promotions effectiveness is measured the four metrics: profits, sales volume, customer satisfaction, and achievement of goals.
Witt and Moutinho (1995)	Offering special price discounts to targeted customers for a limited timeframe.

Source: Constructed by the author

2.2 Value Related

People buy the ticket of Hong Kong Disneyland Park is to experience the Park instead of purchase a physical product to bring back home. They could buy products in the Park when they visit the park. The value of the ticket they bought is related to the feelings they have.

2.2.1 Definition of Value Related

Product or service value is what the customer believes it is worth to them (Patel and Oakley, 2009). It could refer to its competitive advantages, superior values and benefits to the customers (Tajvidi and Azhdar Karami, 2015). If people would like to experience the theme parks in Hong Kong. They have limited choices as Hong Kong Disneyland Park or Ocean Park. It makes the value of Hong Kong Disneyland superior and special. The business value of a service concerns the value of service to the customer, in the context of the customer's own activities or processes (Salvendy and Karwowski, 2010). Once customers visit Hong Kong Disneyland Park, the value they have got starts from the time they entered the park all the way to they exit the park,

sometimes it includes the later time that they share the feeling of happiness to their friend and family.

Table 6: Definition of Value

Literature	Definition
Machado, Strydom and Cant (1999)	Product value is the benefit that a customer gets by using a product to satisfy their needs, minus associated costs.
Sarvary and Firm (2012)	Product value can be calculated and explained by analyzing how a product specifically addresses customer needs.
Kenyon and Sen (2015)	Product value is an extrinsic indicator of the core benefits a product delivers to customers.
Mason and Evans (2018)	Product value is the perceived worth of a product or service in the eyes of customers.
Walters (2002)	The difference between value and price equals the customer's incentive to purchase.
Fornell et al. (2021)	Value of any product and service is the satisfaction of a consumer anticipated outcome+cost out of that product and service.
Salvendy and Karwowski (2010)	The business value of a service concerns the value of the service to the customer, in the context of the customer's own activities or processes.
Kaufman (2020)	The definition of service is taking action to create value for someone else. The Four Categories: Primary Product, Delivery Systems, Service Mindset and Ongoing Relationship.

Source: Constructed by the author

2.2.2 Measurements on Value Related

This study questionnaire focuses on a trade-off between benefits and cost in service offerings (Yang et al., 2022). Value is often subjective, and it is based on customer's perception of what is important to them (Stahl and Dean, 1999). To specific to the questions in the research, it asked the respondents that the experience in the Park worth what they have paid for the Park ticket, the experience of the Park add value to their leisure time, the Park helped them on social life with their families and friends, and the HKDL is irreplaceable in Hong Kong Tourism (Wang and Li, 2022).

Table 7: Measurement of Value

Literature	Measurement
Goel and Goel (2020)	The measure of value is the function of money that enables the values of different goods and services to be compared, also referred to as a unit of value.
Woodside, Golfetto and Gibbert (2009)	To create a customer value metrics by different variables.
Furusten, Werr and Ebrary (2005)	Customer value measures a product or service's worth and compares it to its possible alternatives
Prevos (2018)	It measure customers' perception of functional, purpose is fulfilled, economic and experiential.
Münstermann (2015)	Find key drivers of value across all four dimensions by using qualitative research.
Stahl and Dean (1999)	Value is often subjective, and it is based on customers' perception of what is important them.
Boone (2015)	Knowing exactly what customers want, need, and expect from the company, and conveying that information to employees is the key to retaining valued customers.
Hill (2016)	Look at product or service through the eyes of (potential) customer.

Source: Constructed by the author

2.3 Function Related

Theme Park provides primary function of leisure services as well as other functions (McClean, Hurd and Anderson, 2019). In Hong Kong Disneyland Park, it provides multiple activities to different segment of customers including different ages, young kids, teenagers, adults, as well as different gender. For each entertainment, there will be a guidance of height or any limits on the customer's health conditions in order to give the best offer of the facility functions to customers.

2.3.1 Definition of Function Related

A function defines a relationship between a set of inputs and a set of potential outputs (Tadelis, 2013). For Hong Kong Disneyland, the inputs and outputs could be the setting of the park that delivers joy and happiness to customers, or the entertainment facility to give excitement experience to customer, or the event shows to echo the Disney movie figures to the customers. The service function is a novel concept and is particularly relevant for industrial firms (Kosaka,

Wu and Xing, 2020). It reflects the special function that provided by Hong Kong Disneyland as a theme park is specific to the facilities and event shows. The function of tourism is the act and process of spending time away from home in pursuit of recreation, relaxation, and pleasure (Cudney, 2018).

Table 8: Definition of Function

Literature	Definition
Kuo (2022)	The production function is the calculation by which the number of inputs creates a number of outputs.
Schurr and Power (1991)	A production function is customarily assumed to specify the maximum output obtainable from a given set of inputs.
Seth (2016)	production function, in economics, equation that expresses the relationship between the quantities of productive factors (such as labour and capital) used and the amount of product obtained.
Hussain (2010)	A production function can be defined as the specification of the minimum input requirements needed to produce designated quantities of output.
Cavalcanti (2015)	The product function describes a boundary or frontier representing the limit of output obtainable from each feasible combination of input.
Kosaka, Wu and Xing (2020)	The service function is a novel concept and is particularly relevant for industrial firms.
Cudny (2018)	The function of tourism is tourism, the act and process of spending time away from home in pursuit of recreation, relaxation, and pleasure.
Langerak, Commandeur and Ten (1995)	Service function includes not only the service organization, but also other organizational units that directly or indirectly have a role in the service development, sales, delivery and renewal process.

Source: Constructed by the author

2.3.2 Measurements on Function Related

The measurement of functions of the Theme Park can be for entertainment direction, educational, cultural etc (Mullan and Marvin, 1999). One of the functions of theme park is to ensure the conditions (Pike and Beames, 2013). The questionnaire focuses on the entertainment providing elements to investigate the function of the Park offering to customers, which includes if the customers think the Park facilities are always maintained in good condition, if customers are satisfied with the appearance and decorations of the Park, the function of the Park facilities bring them joy, and they feel safe to of the Park facilities (Wang and Li, 2022).

Table 9: Measurement of Function

Literature	Measurement
Jürgens (2000)	To evaluate product technical performance metrics of product function.
Epstein, Verbeeten and Widener (2016)	To calculate product business performance metrics.
Gold and Tzuo (2020)	To determine product usage and engagement metrics.
Frow (2013)	To measure cross-selling and up-selling metrics.
Kawamura, Kurumatani and Ohuchi (2004)	The role of attractions within the theme park's physical environment, as attractions are the main factor determining visitor's individual preferences of theme parks.
Pike and Beames (2013)	One of the functions of theme park is to ensure the conditions, the purpose of which is to explore the world in the process of entertainment.
Mclean, Hurd and Anderson (2019)	Theme park plays self-improvement function: promotes physical well-being and physical activity as well as cognitive improvement.
Clavé (2011)	Theme park provides social function which allows people to interact in a socially safe environment with friends and family, while sparking new relationships with strangers.

Source: Constructed by the author

2.4 Information Features

Information can be described as data that has been transformed into a meaningful and useful form for specific purposes (Nieuwenhuizen, Rossouw and Badenhorst, 2012). To let people know what is Hong Kong Disneyland Park like, what activities the Park provides are important and first step to attract a potential customer to purchase its ticket. Therefore, people have access to the HKDL information is essential and first step. The content of the information delivery regardless of its form is also important to get their attention and positive reaction to the Park.

2.4.1 Definition of Information Features

Brand awareness is important and sometimes first steps for consumer behaviour (Hoyer and Macinnis, 2004). Therefore, to deliver accurate and comprehensive information to customers is essential to the business (Mukerjee, 2009). Nowadays, there are multiple channels to promote the brand to the public, traditional channels like printed advertisements, radio and TV media etc. However, there are modern ways especially popular amongst the younger generations such

as online platform like Facebook, Youtube, Instagram. The delivery content is as important as delivery channel. Advertising, the techniques and practices used to bring products, services, to public notice for the purpose of persuading the public to respond (Simões, 2008). The information of HKDL advertisements is to drive the curiosity, interest, passion for the potential customers or the family and friends.

Table 10: Definition of Information Features

Literature	Definition
Baker (1998)	An advertisement is the promotion of a product, brand or service to a viewership in order to attract interest, engagement and sales.
Winer and Dhar (2014)	Advertising is a means of communication with the users of a product or service.
Zyman and Brott (2004)	Advertising is a paid notice that tells people about a product or service.
Zeiser (2015)	Advertisement is a public notice, especially for one published in the press or broadcast over the air.
Mogaji (2021)	An advertisement is an announcement online, or in a newspaper, on television, or on a poster about something such as a product, event, or job.
Gupta (2009)	Advertising is something that is shown or presented to the public to help sell a product or to make an announcement.
Simões (2008)	Advertising, the techniques and practices used to bring products, services, to public notice for the purpose of persuading the public to respond.
Rosenbaum-Elliott (2018)	Advertising is a marketing communication that employs an openly sponsored, non-personal message to promote or sell a product or service.

Source: Constructed by the author

2.4.2 Measurements on Information Features

There are multiple measurements against advertisement effectiveness, people can analyse the traffic for the online advertisement (Boone, 2015), or how many people click or read the online advertisement (Katz, 2022). This questionnaire of this research measures the information features from advertisement (Wang, Zhao and Wan, 2022) and customers' comments (Yang, Xu and Xing, 2022). The questions are: if customers can notice Hong Kong Disneyland advertisement of the Park in their daily life, if the information or advertisement of the Park is attractive, to what extent they can access the comments of the Park online and offline, and the information they get about the Park is comprehensive (Wang and Li, 2022).

Table 11: Measurement of Information Features

Literature	Measurement
Boone (2015)	To measure the advertising effectiveness, people can analyze site traffic.
Davis and Press (2012)	To measure the lead quality which refers to how likely leads are to turn into customers.
Katz (2022)	Survey testing to identify how many people saw the ad.
Shimp and Andrews (2013)	Find out what viewers thought of the ad.
Peterson (1982)	Various kinds of tests: exposure; attention, comprehension, attitude change, and behavior or action.
Mccabe (2012)	A standard KPI to measure digital advertising campaigns' effectiveness is the return on ad spend.
Mooij (2019)	The success of mobile advertising typically has been measured predominantly by the number of clicks that a campaign generates.
Hanlon (2019)	Online comments is a core feedback of online advertising.

Source: Conducted by the author

2.5 Service Quality

Service quality boosts sales. Customers that perceive a company's service as being high quality are more likely to do business with that company. Also, customers who buy from companies with high service quality are more likely to continue buying from those companies regularly. It saves marketing money (Mills and Law, 2015). As a business provide service to customers, service quality is very important to Hong Kong Disneyland Park.

2.5.1 Definition of Service Quality

Service quality is a measure of how an organization delivers its services compared to the expectations of its customers (Kandampully et al., 2010). Service quality is an assessment of how well a delivered service conforms to the client's expectations (Shanthi, 2015). There are multiple areas of service quality that HKDL delivers during the customers' visit to the Park. From the ticket and entry booking service online all the way to the customers exit the Park. During the visit, the staff of the park provide services to the customers in the entertainment facilities, shows, catering places and retail shops to provide help, answer queries, provide suggestions etc. To compare a good or bad service quality is to evaluate the extent to which a service meets customers' needs or expectations (Jamal, Raj and Griffin, 2019). Hong Kong

Disneyland Park not only deliver the service by their staff, but also through online platform and telephone calls.

Table 12: Definition of Service Quality

Literature	Definition
Siu et al. (2015)	Service quality is an achievement in customer service.
Kotler, Keller and Lu (2009)	Customers compare perceived service with expected service.
Shanthi (2015)	Service quality is an assessment of how well a delivered service conforms to the client's expectations.
David (2009)	Service quality is a model to understand customer satisfaction by analyzing the gap between the customer experience on the services provided and customer expectations.
Jamal, Raj and Griffin (2019)	As the extent to which a service meets customer's needs or expectations.
Wilson et al. (2021)	It defined as the ability of the company to inspire trust and confidence in the service delivery.
Powers and Barrows (1999)	It refers to knowledge and courtesy of the employees and their ability to inspire trust and confidence in the customer toward the company.
Wirtz and Lovelock (2016)	Service Quality means the reliability of the delivered service to enable the customer to utilize the service for its intended use.

Source: Conducted by the author

2.5.2 Measurements of Service Quality

Service quality measures how well a service is delivered, compared to customer expectations (Hill, 1996). It could be measured by Customer Effort Score – CES (Mikkola, 2015) or popular and standard way of SERVQUAL (Schneider and White, 2004). As Hong Kong Disneyland provide multiple services from standard entertainment to catering and retail, the service quality covers a wide range of aspects. In this study, to measures the service quality of Hong Kong Disneyland Park, it focus on its basic entertainment providing which measures from online booking (Yang, Xu and Xing, 2022) and staff attitude and service, if the staff of the Park is always willing to help, if there is always sufficient resources to offer good service of the Park, and the staff of the Park always provide consistent enthusiasm and courtesy. (Lv et al., 2021).

Table 13: Measurement of Service Quality

Literature	Measurement
Schneider and White (2004)	Popular and standard way to measure service quality: SERVQUAL.
Hill (1996)	Service quality measures how well a service is delivered, compared to customer expectations.
Hague (2019)	RATER - reliability, assurance, tangible, empathy and responsiveness.
Sturman et al. (2011)	Service quality tends to focus on timely service, server attentiveness, and friendliness.
Parasuraman et al. (1986)	10 dimensions to measure service quality: reliability, responsiveness, competence, access, courtesy, communication, credibility, security, understanding, and tangibles.
Mikkola (2015)	Customer Effort Score (CES) to measure service quality.
Moreno and Radovic (2018)	Social media monitoring.
Awasthi and Grzybowska (2020)	In-app survey.

Source: Conducted by the author

2.6 Theme Park Ticket Purchase Intention

Purchase intention is the willingness of a customer to buy a certain product or service. It is impacted by various factors (Hellier et al. 1999). To create or increase the customers' purchase intention to Hong Kong Disneyland Park is the first step to drive the company revenue by attracting people to the Park. As sustainable business to think about next steps of getting positive feedback from customers for further spending or recommendation to friends, family or sharing to wider range of people online.

2.6.1 Definition of Theme Park Ticket Purchase Intention

Purchase intention is the probability that a consumer will buy a product or service (Jamal, 2015). Purchase intention is the tendency that consumers have intention to buy a brand or actions related to purchase (Carvalho et al, 2020). The probability is measured as a figure to show the likelihood of purchase, while the final result is yes or no to purchase the product or service. To fit the different purposes of customer segment and increase the purchase possibility, HKDL

provides different ticket options to customers. The purchase intention of HKDL park ticket is the extend of customers' willingness to purchase any form of the ticket or ticket packages.

Table 14: Definition of Theme Park Ticket Purchase Intention

Literature	Definition
Jamal (2015)	Purchase intention is the probability that a consumer will buy a product or service.
Estelami (2012)	The Sum total of cognitive, affective and behavioural towards purchase, and use of the product, services.
Coetzer (2019)	It is the probability, the degree of willingness and inclination of consumers to buy a product or service.
Kandampully (2012)	Define purchase intention as a situation where consumer tends to buy a certain product in certain condition.
East et al. (2017)	it is a specific measure or rating of consumers' stated purchase likelihood.
Carvalho et al. (2020)	Purchase intention is the tendency that consumers have intention to buy a brand or actions related to purchase.
Chaffey and Smith (2017)	It refers to the mindset of the audience as it relates to purchasing.
Schiffman and Wisenblit (2019)	Purchase intention is the transaction behaviour that the customer exhibits after evaluating the goods and services.

Source: Constructed by the author

2.6.2 Measurements of Theme Park Ticket Purchase Intention

To measure the theme park ticket purchase intention, it measures the expressed intention to purchase in a scale (Blythe, 2013). It could also measure the respondent's attitude towards purchasing a product or availing a service (Sokolowski, 2011). Positive purchase intention attitude would therefore lead to an activity of sharing and recommendation to the family and friends. In this study, the questionnaire measure purchase intention of if customers are willing to buy the ticket or ticket package of annual pass, if customers will recommend Hong Kong Disneyland Park to their local family and friends, and if customers will recommend non-local family and friends who plan a visit to Hong Kong. The difference origin of customers has different needs to the Theme Park as well as the recommendations (Wang and Li, 2022).

Table 15: Measurement of Theme Park Ticket Purchase Intention

Literature	Measurement
Blythe (2013)	Measure the expressed intention to purchase using a scale.
Sokolowski (2011)	A measure of the respondent's attitude towards purchasing a product or availing a service.
Marr (2016)	Using questionnaires such as "How likely are customers to purchase product x in the next y months?"
Smith (2004)	To measure each shopper's propensity to buy a product or service.
Allen (2015)	To be measured at the moment in which the user is faced with a real possibility of purchase.
Baron, Harris and Hilton (2009)	Can be used to test the implementation of a new distribution channel.
Banks (1978)	Measures adversely their predictive accuracy as well as their ability to do among alternative stimuli.
Meyer and Crane (2013)	5-point Likert scale question of willingness to buy.

Source: Constructed by the author

2.7 Hypotheses Associated with the Ticket Purchase Intention and the Five Factors

This study's conceptual model proposed that the five factor of PR, VR, FR, IF and SQ all have positive impact on the TPI. Price is one of those factors, which affects the purchase intention of customers directly (Ammi, 2007). Users with a higher level of perceived values (such as hedonic value and utilitarian value) will be more likely to develop satisfaction and purchase intention (Sharman et al., 2011). Product function and quality is positively related to customer purchase intention (Rossi et al., 2019). Advertisements have a major role in influencing customers' purchase intention. Advertisement with endorsements creates easy remembrance for the customers for the advertised product. The customer often tends to associate the brand with the celebrity and can easily register the brand in their mind (Anning-Dorson, 2021). Service quality has a positive impact on customer satisfaction. Consumer satisfaction successfully mediates the effect of service quality on the intention to buy (Alonso, 2014). Therefore, the following hypothesis was proposed:

H1: Price related positively impact customers' purchase intention of HKDL Park ticket.

H2: Value related positively impact customers' purchase intention of HKDL Park ticket.

H3: Function related positively impact customers' purchase intention of HKDL Park ticket.

H4: Information features positively impact customers' purchase intention of HKDL Park ticket.

H5: Service quality positively impact customers' purchase intention of HKDL Park ticket.

2.8 Empathy

In business field, empathy is to stand in customer's shoes to think about what they need, how they feel and how to support them (Bates and Petouhoff, 2021). To attract customers' purchase intention to the purchase intention and obtain the further purchase and spending, the HKDL management team needs to think from the customers' point of view of what they need, why they would purchase with HKDL, considering their products are unique in the Park stores and the shopping chances are only given to the visitor who pay a visit to the Park.

2.8.1 Definition of Empathy

Customer empathy is to understand the underlying needs and feelings of customer (Pallapa, 2021). In the case of HKDL retail shops, the staff who provide the services to customers directly need to understand the needs of the customers. This is not only reflects to answering customers' queries which is a relatively passive way, but also proactively to provide advice or help. To see the world and needs through their eyes and understand how the shop items fit into their lives and their visit to HKDL Park (Leboeuf, 1997). The staff also needs to understand people have different needs, challenges and perspectives (Liozu, 2016). Customers who step in the HKDL retail shops would have different needs from their family backgrounds, income and other factors. Therefore, personal advice and customized services would be required from empathy point of view.

Table 16: Definition of Empathy

Literature	Definition
Hasson (2015)	The ability to detect and understand other people's feelings
Mar and Gregorio-Godeo (2017)	To demonstrate that understanding is a core element of social interactions in the workplace and the marketplace.
Pallapa (2021)	Customer empathy is understanding the underlying needs and feelings of customers.
Liozu (2016)	Understand that we all have different needs, challenges and perspectives.
Mesich (2016)	The action of understanding, being aware of, being sensitive to, and vicariously experiencing the feelings.
Crane and Al (2008)	Corporate empathy is how the company shows compassion for outside initiatives.
Leboeuf (1997)	To see the world through customers' eyes, and understand how the business fits into their lives.
Thompson (2019)	A formal definition of Empathy is the ability to identify and understand another's situation, feelings and motives.

Source: Constructed by the author

2.8.2 Measurement of Empathy

Measurement of empathy can be in multiple methods, such as Hogan's empathy (EM) scale (Davis, 2019), or the balanced emotional empathy Scale – BEES (Boyle, Saklofske and Matthews, 2015). In this study, the questionnaire focuses on how customers think of the Park's staff service and if some of the arrangements are beneficial. The questions related to empathy are: if the staff understand customers' special needs, if they provide customers' personal advice, if the staff are efficient, and the late opening hours of the park provide convenience to the customers (Zulu and Nkuna, 2022).

Table 17: Measurement of Empathy

Literature	Measurement
Slavik and Carlson (2016)	Perspective Taking – the tendency to spontaneously adopt the psychological point of view of others.
Keen (2022)	Fantasy – taps respondents' tendencies to transpose themselves imaginatively into the feelings and actions of fictitious characters in books, movies, and plays.
Lux and Weigel (2021)	Empathic Concern – assesses "other-oriented" feelings of sympathy and concern for unfortunate others.
Keysers (2011)	Personal Distress – measures "self-oriented" feelings of personal anxiety and unease in tense interpersonal settings.
Boyle, Saklofske and Matthews (2015)	The balanced emotional empathy Scale (BEES)
Milgate (2004)	Good satisfaction rating on feedback surveys.
Bloom (2016)	Expressing compassion and warmth.
Davis (2019)	Hogan's empathy (EM) scale

Source: Constructed by the author

2.9 Convenience

Convenience in the retail atmosphere is very important to customers, it plays a big part of next purchase decision. It includes multiple aspects which can help customer saving time or effort (Bainbridge, 2012). In Hong Kong Disneyland Park, convenience is more important than normal retail purchasing of grocery because it happens when customers are visit the Park in a paid place with limited time for the retail shops.

2.9.1 Definition of Convenience

Anything that saves or simplifies work are described as convenience (Zaman, Liang and Siddiqui, 2010). A convenience good is a consumer item that is widely available and purchased frequently with minimal effort (Solomon, Marshall and Stuart, 2019). For most shoppers is an experience that saves them time and effort (Akehurst and Alexander, 1995). In HKDL, from viewing and trying the items, picking the items to paying the items, save time and effort is specifically important to customers as most of them will or have already experienced the Park, therefore, time and efforts are limited within these customers.

Table 18: Definition of Convenience

Literature	Definition
Zaman, Liang and Siddiqui (2010)	Anything that saves or simplifies work.
Slack and Wise (2015)	Adds to one's ease or comfort.
Kaushik (2018)	A quality or situation that makes something easy or useful for someone by reducing the amount of work or time required to do.
Wood (2021)	Being able to do something easily with little effort and no hindrances.
Tierney (1993)	The quality of being useful, easy or suitable for somebody.
Akehurst and Alexander (1995)	For most shoppers is an experience that saves them time and effort.
Boyett and Boyett (2003)	As a retail concept, once meant providing a product or experience within a reasonable walk or drive.
Solomon, Marshall and Stuart (2019)	A convenience good is a consumer item that is widely available and purchased frequently with minimal effort.

Source: Constructed by the author

2.9.2 Measurements of Convenience

Convenience can be measured by Multiple-item scale development (Jauhari, 2017) or empirical test (Nah, 2015). It can be measured by consumers' perception of reduction in time and effort in buying (Martínez-López, Carlos and Roggeveen, 2019). In this research, convenience was measured by questionnaire of if the Park shop experience is time-saving and easy to approach. The questions are: if the Park retail shop layout makes customers easy to find what they need, if they layout is easy for them to move around, and if the items are merchandise available for purchase (Zulu and Nkuna, 2022).

Table 19: Measurement of Convenience

Literature	Measurement
Jauhari (2017)	Multiple-item scale development.
(Nah, 2015)	Empirical test.
Martínez-López, Carlos and Roggeveen (2019)	Consumers' perception of reduction in time and effort in buying.
Barclay (2014)	Self-service technology implementation.
Robinson, Lück and Smith (2020)	Practical experience gained from the service.
Petermans and Kent (2017)	Access convenience.
Krafft (2014)	Benefit convenience.
Zainal (2013)	Decision convenience.

Source: Constructed by the author

2.10 Price Sensitivity

Based on the various choices the respondents make, it is possible to calculate preference shares (a type of market share) of the brands at various prices, which in turn measures price sensitivity (Alsem, 2019). Price sensitivity is special in HKDL as customers might not be able to find the same products provided by other retailers, thus customers are not able to compare the price with the same product. However, price sensitivity might still impact the purchase intention of customers.

2.10.1 Definition of Price Sensitivity

Price Sensitivity is the way in which the cost of a product affects consumers' purchasing decisions (Chan, Lettice and Durowoju, 2012). A price-sensitive product is one whose sales are influenced by price rather than quality (Clausen, 2004). It is a measure of the impact of price points on consumer purchasing behaviours (Veselinova and Samonikov, 2018). Price sensitivity for HKDL retail products is the extent that customers can accept the retail shops of its price range.

Table 20: Definition of Price Sensitivity

Literature	Definition
Huo (2022)	It is the degree to which the price of a product affects consumers' purchasing behaviors.
Veselinova and Samonikov (2018)	A measure of the impact of price points on consumer purchasing behaviors.
Fisk, Grove and Jojohn (2014)	A measurement of how much the price of goods and services affects customers' willingness to buy them.
Chan, Lettice and Durowoju (2012)	The way in which the cost of a product affects consumers' purchasing decisions.
Hu (1992)	It is a concept in consumer behavior theory that reflects how changes in the prices of products affect the demand of consumers for the product.
Clausen (2004)	A price-sensitive product is one whose sales are influenced by price rather than quality.
Karantininis and Nilsson (2010)	Can be defined as the consciousness of the customers to cost windows or range within which they make dealings.
Morlan, Reznec and Skelly (1981)	Price sensitivity is also known as price elasticity of demand.

Source: Constructed by the author

2.10.2 Measurements of Price Sensitivity

Price elasticity can be applied to measure price sensitivity (Beverly et al., 1996). It can also be measured by price laddering (Mathur, 2008). In this study, the measurement of price sensitivity is measured by questions of if price increases, will customers still purchase from the Park retail shop or from their competitors, if price decreases such as promotion, will it influence the shopping decision of customers (Zulu and Nkuna, 2022), if the item is unique to customers, price is important to them or not (Ghali-Zinoubi and Toukabri, 2019). The questions are general to all shop products while in reality, it would come to a specific item for customers.

Table 21: Measurement of Price Sensitivity

Literature	Measurement
Harbury (1992)	Dividing the percentage change in quantity demanded by the percentage change in price.
Beverly et al. (1996)	Using the price elasticity.
Nagle and Müller (2018)	The measure of the change in demand based on its price change.
Mathur (2008)	Measure by price laddering.
Weitz and Wensley (2006)	The Van Westendorp Price Sensitivity meter.
Saxena (2010)	Questionnaire to ask the consumer about the lowest and the highest price he is willing to pay for the product or service.
Alsem (2019)	Questionnaire to ask the respondents to pick a brand when the two brands have the same price.
Mak (2004)	Make small price changes to the products over time and measure the results.

Source: Constructed by the author

2.11 Physical Environment

Physical environment for a retail shop includes many aspects which related to customers' shopping experience, such as display, light, music, smell, safety, cleanness etc (Davies and Ward, 2002). HKDL retails shops environment is unique and quite differentiated with other retail stores as it is part of the theme park and have full characteristics of the Park.

2.11.1 Definition of Physical Environment

In a broad view, physical environment refers to the part of the human environment that includes purely physical factors, such as soil, climate, water supply (Day et al., 2003). Narrow it down to the retail field, physical environment is the physical space to display and sell products. In HKDL, the retail shops located in the Mainstreet U.S.A, which is the first part near the entrance and the exit. It could be the first place for the customers to visit or the last place that customers visit before they finish the trip. Physical Environment of the HKDL shops includes its location, external settings, interior layout, music, lights, smell etc.

Table 22: Definition of Physical Environment

Literature	Definition
Day et al. (2003)	The part of the human environment that includes purely physical factors (as soil, climate, water supply).
Baron, Harris and Hilton (2009)	A complex of the tangible elements of forms.
Orlowski (2016)	It includes land, building, equipment and fixtures are assembled for the convenience and comfort of both customers and the retailer.
Stimpson and Smith (2015)	Refers to the tangible, or material, objects and conditions that surround a business.
Becker, Joroff and Real (2000)	Physical space to display and sell products.
Dunne, Lusch and Carver (2015)	Physical characteristics of the store (such as architecture, layout, display, colors, lights, music, temperature, sounds, smells, etc.
Singh, Asadi and Goli (2022)	Consists of natural and man-made components.
Shishkov (2016)	Corresponds to all the physical assets and conditions that surround a business.

Source: Constructed by the author

2.11.2 Measurements of Physical Environment

There are different aspects to measure a retail shop physical environment by doing a customer survey as it is subjective. It includes clean environment (Hulleman and Marijs, 2018), bright and wide aisles (Poloian and Rogers, 2003), timely cheque out without long queue (Witt and Luiz Moutinho, 1995) etc. In this study, the measurements focus on if the retail shops have an appealing looking appearance, if the shops can provide a clean shopping environment, if customers feel safe and secure in the shops and if the shops have wide and open aisle when they are shopping (Zulu and Nkuna, 2022).

Table 23: Measurement of Physical Environment

Literature	Measurement
Gibson (2019)	Display well organized.
Shu (2017)	If any risk of supply chain disruption.
Kahn (2021)	Provide safety feeling.
Hulleman and Marijs (2018)	Clean environment.
Poloian and Rogers (2003)	Bright and wide aisles.
Witt and Luiz Moutinho (1995)	Timely cheque out without long queue.
Petermans and Kent (2017)	Interior decoration.
Berkhout (2021)	Nice music.

Source: Constructed by the author

2.12 Customer Trust

Customer trust is the faith or confidence that a customer has to the brand, products or service. It could change dramatically due to some unpleasant experience (Padua, 2012). It could gain from multiple channels, customers self-experience, friends words, comments online or its advertisements.

2.12.1 Definition of Customer Trust

Trust is the glue that bonds a customer to a brand (Allen, 2015). It is a belief in the given content of a social commerce organisation that enhances word-of-mouth and the purchase intentions of customers (Basini, 2011). It is a belief that the brand is honest, reliable (Heckes, 2009). It could be affected by the product quality or service provided by the organisation. For HKDL, customer trust for local customers is always gain from their past experience with the Park or the comments from their friends, as Hong Kong Disneyland has been operated in Hong Kong over 15 years.

Table 24: Definition of Customer Trust

Literature	Definition
Rialp and Rialp (2007)	It is the faith a consumer has in a company.
Bowie and Buttle (2013)	It's the confidence in a company's commitment to deliver on its promises.
Gale (2010)	Customer's confidence in a product or person or company.
Palmatier and Steinhoff (2019)	Customer trust is a reciprocal behavior to what they receive.
Fleming (2017)	The attainment of a level of satisfaction and resulting loyalty at which customers are comfortable forgoing problem solving behavior.
Basini (2011)	A belief in the given content of a social commerce organisation that enhances e-word-of-mouth and the purchase intentions of customers.
Allen (2015)	Trust is the glue that bonds a customer to a brand.
Heckes (2009)	Strong belief that the brand is honest, reliable.

Source: Constructed by the author

2.12.2 Measurements of Customer Trust

There are four levers of customer trust: relationships, Integrity, consistency and expertise (Dahlgard-Park, 2015). It could be measured by customer survey to ask customers confident for the company and staff's expertise (Shaw and Hamilton, 2016), how reliable the service is (Eid, 2013). In this study, questionnaire focuses on if the shops meet customers' expectations, if the products and service are reliable, if the shops consistently provide good quality products and services, and if the retail shop helps customers to save time (Zulu and Nkuna, 2022).

Table 25: Measurement of Customer Trust

Literature	Measurement
Peppers, Rogers and Firm (2008)	Asking the customer whether they trust the organisation.
Dahlgaard-Park (2015)	4 levers of customer trust: relationships, Integrity, consistency and expertise.
Murphy and Netlibrary (2001)	Empathetic response, where customers demonstrate vulnerability is critical to establishing trust.
Aleem and Slowik (2018)	Efficiency of problem solving.
Eid (2013)	How reliable the service is.
Shaw and Hamilton (2016)	Confident for the company and staff's expertise.
Hinson et al. (2020)	Consistent service provided to customers.
Evans and Dean (2007)	Quality of product and service.

Source: Constructed by the author

2.13 Retail Shop Products Purchase Intention

As HKDL provides very limited online sales, the majority income for the retail shops from the physical stores located inside the Hong Kong Disneyland Park. To drive the Park visitors to become their customers and shop with them, they need to improve customers purchase intention towards their products.

2.13.1 Definition of Retail Shop Product Purchase Intention

Purchase intention is the Sum total of cognitive, affective and behavioural towards purchase, and use of the product, services (Estelami,2012). To define purchase intention as a situation where consumer tends to buy a certain product in certain condition (Kandampully, 2012). The special feature for the HKDL park shop is their customers must be the Park visitors which makes customers possibly won't have a second chance to visit their shop, if so, they have to pay the park ticket and another visit to the Park to have the access to the retail shop. To HKDL shop management team, that means, to drive customers purchase intention should be done within the customer visit.

Table 26: Measurement of Retail Shop Product Purchase Intention

Literature	Definition
Jamal (2015)	Purchase intention is the probability that a consumer will buy a product or service
Estelami (2012)	The Sum total of cognitive, affective and behavioural towards purchase, and use of the product, services.
Coetzer (2019)	It is the probability, the degree of willingness and inclination of consumers to buy a product or service.
Kandampully (2012)	Define purchase intention as a situation where consumer tends to buy a certain product in certain condition.
East et al. (2017)	it is a specific measure or rating of consumers' stated purchase likelihood.
Carvalho et al. (2020)	Purchase intention is the tendency that consumers have intention to buy a brand or actions related to purchase.
Chaffey and Smith (2017)	It refers to the mindset of the audience as it relates to purchasing.
Schiffman and Wisenblit (2019)	Purchase intention is the transaction behaviour that the customer exhibits after evaluating the goods and services.

Source: Constructed by the author

2.13.2 Measurements of Retail Shop Product Purchase Intention

Purchase intention can be measured using a scale (Blythe, 2013) or respondent's attitude towards purchasing a product (Sokolowski, 2011). In this study, questionnaire focused on if customers intend to purchase from the retail shop, if they would repeat their experience in the Park retail shops once they visit the Park, and if they would recommend purchasing in the Park retail shops to others (Zulu and Nkuna, 2022).

Table 27: Measurement of Retail Shop Product Purchase Intention

Literature	Measurement
Blythe (2013)	Measure the expressed intention to purchase using a scale.
Sokolowski (2011)	A measure of the respondent's attitude towards purchasing a product or availing a service.
Marr (2016)	Using questionnaires such as "How likely are the customers to purchase product x in the next y months?"
Smith (2004)	To measure each shopper's propensity to buy a product or service.
Allen (2015)	To be measured at the moment in which the user is faced with a real possibility of purchase.
Baron, Harris and Hilton (2009)	Can be used to test the implementation of a new distribution channel.
Banks (1978)	Measures adversely their predictive accuracy as well as their ability to do among alternative stimuli.
Meyer and Crane (2013)	5-point Likert scale question of willingness to buy.

Source: Constructed by the author

2.14 Hypotheses Associated with the Retail Shop Product Purchase Intention and the Five Factors

This study's conceptual model proposed that the five factor of E, C, PS, PE and CT all have positive impact on the PPI. Consumer empathy positively influences consumer evaluations of strategic CSR through moral identity internalization (Wagner, 2021). Convenience orientations are positively related to the customer online purchase intention. It is also discovered that convenience orientation is the most important contributor to the online purchase intention (Wan, 2009). The positive relationship between green purchase intention and behaviour was found inversely influenced by consumer price sensitivity (Fitzgerald, 2010). In this report, as questions are asked to show possibility of purchase, so the relationship is assumed to be positive. physical environment is positively related to the customer satisfaction on purchase decision (Pinto, 2017). Consumers' trust is intrinsically related to their experience, but also with the confidence in a brand which influence positively to purchase intention (Gursoy and Pratap, 2022). Therefore, the following hypothesis was proposed:

H6: Empathy positively impact customers' purchase intention of HKDL shop products.

H7: Convenience related positively impact customers' purchase intention of HKDL shop products.

H8: Price sensitivity positively impact customers' purchase intention of HKDL shop products.

H9: Physical Environment positively impact customers' purchase intention of HKDL shop products.

H10: Customer Trust positively impact customers' purchase intention of HKDL shop products.

Chapter 3 Research Methodology

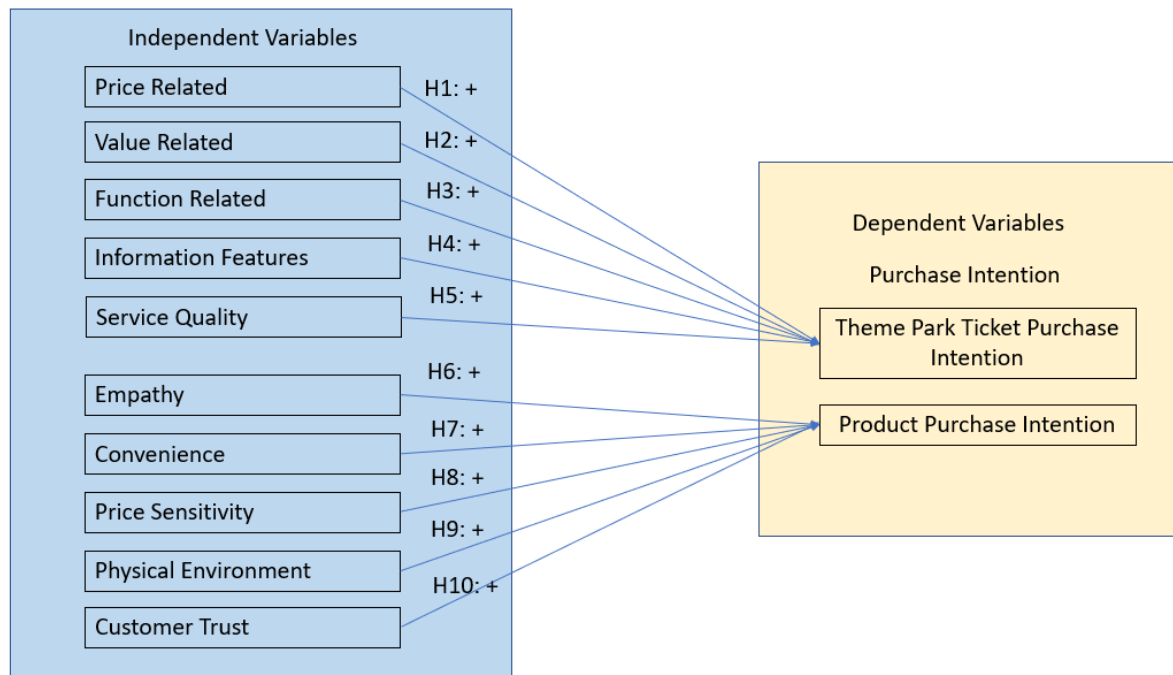
This chapter illustrates the research methods used in this study based on the findings from the literature review, which explains the research framework, the research steps, the research tools and the methods of the data analysis.

This research convened a focus group and conducted interviews to indicate participants' perspectives and comments of the study, followed by a pilot test and slightly amendments to the questionnaire for the further large-scale survey. The large-scale survey was conducted on an online google form format which is standard and easy to operate for the respondents. SPSS was used to analyse the data of the research, which included reliability test, regression analyses, correlation analyses.

3.1 Research Model with Hypotheses

The model depicted in Figure 4 illustrates the structure and relationship of the conceptual model. The model consists of two separate part of purchase intention both are related to HKDL's revenue. One is customers' purchase intention towards the Park ticket, the other is customers' purchase intention on its retail shops products, which the retail shops are located inside the HKDL Park.

Figure 4: Hypothesis of the Park Ticket and Retail Products Intention

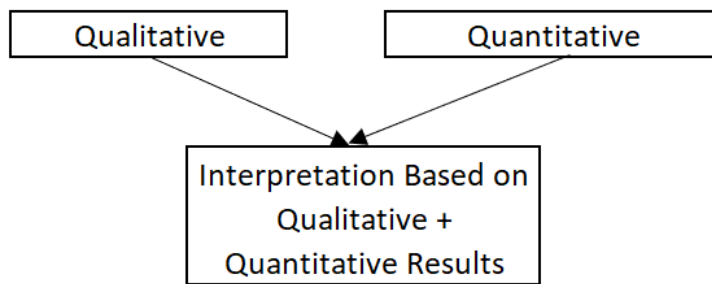


Source: Constructed by the author

3.2 Triangulation

Triangulation in research means using multiple datasets, methods, theories and/or investigators to address a research question (Flick, 2018). Triangulation in research is the process of using multiple research methods and perspectives to study a particular topic. By doing so, the researcher can refine their ideas and find new ways of understanding or interpreting a particular event or behaviour (Mcnabb, 2021). Triangulation can validate a researcher's findings and ensure accuracy. It also helps to prevent confirmation bias, which is an error that occurs when people unconsciously generate evidence for a position they already hold (Baker and Egbert, 2018).

Figure 5: Qualitative and Quantitative Research Methodologies



Source: Creswell and Plano Chark (2009)

In 1978, Norman Denzin identified four basic types of triangulations (Denzin, 2009): (1) data triangulation: the use of multiple data sources in a single study; (2) investigator triangulation: the use of multiple investigators/researchers to study a particular phenomenon; (3) theory triangulation: the use of multiple perspectives to interpret the results of a study; and (4) methodological triangulation: the use of multiple methods to conduct a study. Now triangulation has been widely accepted as a way to improve the analysis and interpretation of findings from various types of studies (Michael and Rock, 2018).

3.3 Quantitative and Qualitative Research

This study combines the method of quantitative and qualitative research that allows a comprehensive analysis of results. Quantitative studies rely on numerical or measurable data. In contrast, qualitative studies rely on personal accounts or documents that illustrate in detail how people think or respond within society. Quantitative and qualitative methods complement one another, while converse or debate with each other to construct a negotiated account (Giele and Glen, 1998). Mixed methods can also help to show the similarities and differences between specific trends (Griffin and Museus, 2011).

3.3.1 Quantitative Research

The quantitative method is applied in this study with the collection and analysis of numerical data. It is beneficial to look for patterns and averages, make prediction, test causal relationships

and generalize results to wider populations (Mertens, Pugliese and Recker, 2017). Quantitative data are of 2 main types, namely: discrete and continuous data (Walpole, 1997) which shows a comprehensive view of the entire population (Creamer, 2018).

The primary quantitative data (Gaciu, 2021) in this study refer to the questionnaires designed and collected from Hong Kong residents over age 18 of their attitude and feedback to the feelings on HKDL as a service provider and retail provider. Secondary quantitative data are analysed using the same type of questionnaires obtained from questionnaires conducted in other journals about tourism and retail purchase intention, government statistic reports on household income, or HKDL annual reports.

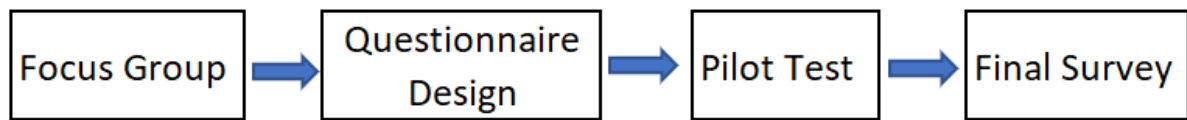
3.3.2 Qualitative Research

Qualitative research can be defined as the study of the nature of phenomena and is especially appropriate for answering questions of why something is (not) observed, assessing complex multi-component interventions, and focussing on intervention improvement (Ngulube, 2022). Qualitative research involves collecting and analysing non-numerical data (e.g., text, video, or audio) to understand concepts, opinions, or experiences. It can be used to gather in-depth insights into a problem or generate new ideas for research (Saldaña, 2011)

The primary qualitative data is collected first hand by the researcher for a specific research purpose (Richards, 2015). In this study, it refers to a focus group which consists of Hong Kong residents to discuss the factors that influence purchase intention, how to attract people to complete the questionnaire and what are the right relevant questions to be asked.

The second qualitative data refers to the census data of Hong Kong, the comments and outputs adopted from scholars and journals related to Theme Parks, factors related to theme park tickets purchase intention and retail products purchase intention etc.

Figure 6: Primary Data Collection Process



Source: Constructed by the author

3.4 Focus Group

A focus group is a type of qualitative research, that brings together a small group of people to answer questions in a moderated setting. The main purpose of focus group is to draw upon respondents' attitudes, feelings, beliefs, experiences, and reactions in a way which would be feasible using other methods, for example observation, one-to-one interviewing, or questionnaire surveys (Morgan, 1993). A well-designed focus group lasts between one and two hours (Morgan, 2009) and have between six and twelve participants (Baumgartner et al., 2002).

In this study, the focus group was held with 6 participants mix of male and female in different age and occupation on 30 Apr 2022 with notes taken and consideration of briefing privacy protections. It was held in Hong Kong for approximately 60 minutes and was conducted in English and Cantonese. The session was recorded on paper for analysis. The questions are open-ended (Ferguson, 2000): to ask what the factors are they think are important to TPI and PPI, if any more questions need to be added in the designed questionnaire and how to attract people to complete the questionnaire were asked. Data collection continued until saturation was reached when similar patterns appeared, and no new information was shared (Appendix 2).

3.5 Questionnaire Survey Method

This study applied a non-probability sampling method (Sax, 1979). A survey is presented on a digital platform to the target population. An online self-administered questionnaire was used to collect data for this study. To match the target customer origin which is 75% from Hong Kong local, the target respondents for this survey are Hong Kong residents at or above 18 years old instead of global setting.

There are various rating scales developed and applied to assess attitudes. Amongst these methods, Likert scale is the most widely used. A Likert scale is an ordinal psychometric scale commonly involved in research that employs questionnaires. (Likert, 1932). A Likert scale is commonly used to measure attitudes, knowledge, perceptions, values, and behavioural changes. In each question, a statement is presented in which a respondent must indicate a degree of agreement or disagreement in a multiple-choice type of format. The advantageous side of the Likert Scale is that they are the most universal method for survey collection, therefore they are easily understood. The responses are easily quantifiable and subjective to computation of some mathematical analysis. (Johnson and Morgan, 2016).

There are 5-7 points Likert Scale applied commonly. In this study, the questionnaire was conducted by google form in five-point Likert scale (David and Sutton, 2009). The five-points include: 1) Strongly Disagree, 2) Disagree, 3) Neither Agree Nor Disagree, 4) Agree, 5) Strongly Agree (Bell, Bryman and Harley, 2019). The respondents are required to answer each question by picking only one of the above options to express the most likely of their feelings and answers against the questions.

The questionnaire for this research is divided into three sections. The first two sections are the questions on factors of purchase intention of the Park ticket and its retail shop products. The last section are the demographic questions of the respondents, such as gender, age, family structure, household income and travel frequencies local and abroad.

Table 28: Questionnaire Design Structure

γ	Dependency	Variables	Symbol	Data Type	Researcher
Targeted questions (Davies and Brant, 2006)	Independent (Wang and Li, 2022)	Price Related	PR	5-Point Likert Scale (David and Sutton, 2009)	(Wang and Li, 2022)
		Value Related	VR		(Wang and Li, 2022)
		Function Related	FR		(Wang and Li, 2022)
		Information Features	IF		(Wang and Li, 2022)
		Service Quality	SQ		(Lam and Zhang, 1999)
	Dependent (Wang and Li, 2022)	Ticket Purchase Intention	TPI		(Wang and Li, 2022)
	Independent (Zulu and Nkuna, 2022)	Empathy	E		(Zulu and Nkuna, 2022) (Chiu, Liu and Tu, 2016)
		Convenience	C		(Zulu and Nkuna, 2022)
		Price Sensitivity	PS		(Zulu and Nkuna, 2022) (Ghali-Zinoubi and Toukabri, 2019)
		Physical Environment	PE		(Zulu and Nkuna, 2022)
		Customer Trust	CT		(Zulu and Nkuna, 2022)
	Dependent (Zulu and Nkuna, 2022)	Product Purchase Intention	PPI		(Zulu and Nkuna, 2022)
Classification questions (Alexander and Gottfredson, 1992)		Demographic Factors - gender, age, marital status, number of children under 18, household income, travelling frequency local and abroad		Categorical Data (Agresti, 2014)	(Wei, 2018) (Wu et al., 2019) (HK income, 2021)

Source: Constructed by the author

3.6 Pilot Test

A pilot test is used to develop the design of the full-scale experiment, which can be adjusted. It is a small preliminary study used to test a proposed research study before a full-scale performance (Kumar, 2018). In some research, the pilot test sample lies between 30 to 50 (Soares and Rebelo, 2013). Others use the rule at least 12 to 50 people prior to full-scale administration (Ruel, Wagner and Gillespie, 2016). In this study, 35 Hong Kong residents were invited to participant in a pilot test and conducted a reliability test by SPSS for the ten factors to define the final survey questionnaire. The pilot test initial questions are to evaluate respondents' attitude towards the 5 factors related to HKDL ticket purchase intention and 5 factors related to the Park retail shop products purchase intention.

Between 20 Apr to 10 May 2022, a pilot test was conducted (Appendix 3). As the final questionnaire is slightly different with the pilot test questions, the 35 responds of the pilot test were not incorporated into the final survey. After the pilot test was completed, some modifications were made. Because the reliability of the VR, SQ, E questions did not match the 0.7 acceptable level of reliability test (Good, 2008), 13 invalid data was deleted, and 22 data represent pilot test results. Furthermore, there were one question deleted from the Empathy questions. The final question for Empathy is 3. All adjustments have been made to ensure that responders can complete the questionnaire accurately.

Table 29: Pilot Test Output of 35 Respondents and 22 Respondents

Variable	Before amendment (35 results)		Action	After amendment (22 results)	
	Cronbach's Alpha	questions		Cronbach's Alpha	Number of questions
PR	0.743	6	Questions keep the same, deleted 13 invalid case.	0.809	6
VR	0.582	4		0.732	4
FR	0.804	4		0.845	4
IF	0.831	4		0.839	4
SQ	0.677	4		0.701	4
TPI	0.779	4		0.775	4
Total		26			26
E	0.617	4	Deleted question 4 of Empathy, other questions keep the same, deleted 13 invalid case.	0.753	3
C	0.733	3		0.808	3
PS	0.777	4		0.788	4
PE	0.797	4		0.835	4
CT	0.771	4		0.866	4
PPI	0.825	3		0.807	3
Total		22			21

Source: Constructed by the author

3.7 Final Survey

After the analysis of pilot test data and adjustment of the questions, the final survey questionnaire was conducted between 1 Jun 2022 to 19 Jun 2022 (Appendix 4). The design of the final survey (Table 28) was separated into sections depending on each factor. The questions were constructed using the measurements derived from scholars and the literature review in Chapter 2.

Table 30: Survey Questions Adapted

Survey Questions	Adopted from
<i>Price Related</i>	
Current Park one-day ticket price HKD639 is attractive for me to purchase.	(Wang and Li, 2022)
Current Park annual pass price is attractive for me to purchase. (Silver - HKD1278; Gold - HKD2228; Platinum - HKD3998)	(Wang and Li, 2022)
Park one-day ticket discount (i.e.,20% off) will attract me buying the park ticket.	(Wang and Li, 2022)
Park annual pass discount (i.e.,20% off) will attract me buying the park ticket.	(Wang and Li, 2022)
Park one-day ticket sales promotion (i.e.,Hong Kong resident 30% off) will attract me buying the park ticket.	(Wang and Li, 2022)
Park annual pass sales promotion (i.e.,Hong Kong resident 30% off) will attract me buying the park ticket.	(Wang and Li, 2022)
<i>Value Related</i>	
The experience in the Park worth what I paid/I will pay.	(Wang and Li, 2022)
The experience in the Park add value to my leisure life.	(Wang and Li, 2022)
Time in the Park helped me on social aspects, i, e., within friends or family.	(Wang and Li, 2022)
The Park is irreplaceable in Hong Kong tourism.	(Wang and Li, 2022)
<i>Function Related</i>	
The Park facilities are always maintained in good condition.	(Wang and Li, 2022)
I'm satisfied with the appearance and decorations of the Park.	(Wang and Li, 2022)
The function of the Park facilities bring me joy.	(Wang and Li, 2022)
I feel safe to of the Park facilities.	(Wang and Li, 2022)
<i>Information Features</i>	
I can notice advertisement of the Park in my daily life.	(Wang and Li, 2022)
The information or advertisement of the Park is attractive.	(Wang and Li, 2022)
I can access the comments of the Park online and offline.	(Wang and Li, 2022)
The information I get about the Park is comprehensive.	(Wang and Li, 2022)
<i>Service Quality</i>	
I'm satisfied with the Park online booking technology.	(Lam and Zhang, 1999)
The staff of the Park is always willing to help.	(Lam and Zhang, 1999)
There is always sufficient resources to offer good service of the Park.	(Lam and Zhang, 1999)
The staff of the Park always provide consistent enthusiasm and courtesy.	(Lam and Zhang, 1999)
<i>Ticket Purchase Intention</i>	
I am willing to book and pay for the Park ticket.	(Wang and Li, 2022)
I am willing to upgrade one-day ticket to the annual pass.	(Wang and Li, 2022)
I will recommend my local family and friends to purchase for the Park ticket.	(Wang and Li, 2022)
I will recommend my family and friends who plan to visit Hong Kong to visit the Park.	(Wang and Li, 2022)

Survey Questions	Adopted from
<i>Price Related</i>	
<i>Empathy</i>	
The staff of the Park retail shops understand the my special needs.	(Zulu and Nkuna, 2022)
The staff of the Park retail shops give me personal advice.	(Zulu and Nkuna, 2022)
The staff of the Park retail shops are very efficient.	(Zulu and Nkuna, 2022)
<i>Convenience</i>	
The Park retail shops layout makes it easy for me to find what I need.	(Zulu and Nkuna, 2022)
The Park retail shops layout makes it easy for me to move around.	(Zulu and Nkuna, 2022)
The Park retail shops always have merchandise available.	(Zulu and Nkuna, 2022)
<i>Price Sensitivity</i>	
I will continue to purchase from the Park retail shops even if prices increase.	(Zulu and Nkuna, 2022)
I am willing to stick to the Park retail shops instead of the competitors who might offer a reasonable price.	(Zulu and Nkuna, 2022)
When I see the unique item which attracts me, the price is not very important.	(Ghali-Zinoubi and Toukabri, 2019)
When there is discounts on products, it attracts me to purchase.	(Ghali-Zinoubi and Toukabri, 2019)
<i>Physical Environment</i>	
The Park retail shops have an appealing looking appearance.	(Zulu and Nkuna, 2022)
The Park retail shops provide clean shopping environment.	(Zulu and Nkuna, 2022)
The Park retail shops feels safe and secure.	(Zulu and Nkuna, 2022)
The Park retail shops have wide and open aisles.	(Zulu and Nkuna, 2022)
<i>Customer Trust</i>	
The Park retail shops always meet my expectations.	(Zulu and Nkuna, 2022)
The Park retail shops are reliable.	(Zulu and Nkuna, 2022)
The Park retail shops consistently provide good quality products and services.	(Zulu and Nkuna, 2022)
The Park retail shops help me save time.	(Zulu and Nkuna, 2022)
<i>Product Purchase Intention</i>	
I intend to purchase from the Park retail shops.	(Zulu and Nkuna, 2022)
I would like to repeat my experience in the Park retail shops once I visit the Park.	(Zulu and Nkuna, 2022)
I would recommend purchasing in the Park retail shops to others.	(Zulu and Nkuna, 2022)

Source: Constructed by the author

The final survey included the target population for HKDL customers, sampling method, and sample size as describe in the following sections.

3.7.1 Target Population

The target population defines those units for which the findings of the survey are meant to generalize (Lavrakas, 2008). In this study, Hong Kong residents ≥ 18 -year-old are the target, which the populations are 6.3 million (Census, 2021).

3.7.2 Sampling Method

After the pilot test was deemed successful, the questionnaire was spread out to wider range of individuals. As there is no sampling frame available, the survey is conducted on non-probability sampling method - the snowballing method (Lim, 2013), which the questionnaire

was sent by emails and social network groups to respondents who lived in Hong Kong attached with a google form hyperlink.

3.7.3 Sampling Size

The sample size n is calculated according to the following formular:

Figure 7: Sampling Size Formula

EXAMPLE: Sample Size Calculation

Yamane's formula:

$$*n = \frac{N}{1 + N(e)^2}$$

Where

- n = Sample size
- N = Population size
- e = Level of precision or Sampling of Error

which is ±5%

Source: Yamane, 1967

The sample size n is calculated in the equation in Table 31. Final sampling size for this study is 400.

Table 31: Sample Size Calculation under Yamani's Formula

Equation	Variable	Data	Description
*n = $\frac{N}{1 + N(e)^2}$	N	6,300,000	Population size
	e	±5%	Level of precision or Sampling Error which is ±5%
n = 400			

Source: Conducted by the author

3.8 Data analysis techniques

SPSS version 28 is used to evaluate descriptive statistics on the demographic data. The reliability test, factor analysis, correlation analysis, multiple regression analysis, are all used in this study:

- i) Descriptive statistics: brief descriptive coefficients that summarize a given data set, which can be either a representation of the entire population or a sample of a population. Descriptive statistics are broken down into measures of central tendency (e.g., mean), measures of variability (e.g., standard deviation) (Goddard and Melville, 2004), bar chart and scatterplot.
- ii) The reliability test: Cronbach's alpha ("α") was used to determine reliability (Cronbach, 1951). The pilot test of 22 samples of each factor has a Cronbach's alpha >0.7, show as in Table 32 Cronbach's alpha values of 0.7 or higher indicate acceptable internal consistency and trustworthy (Field, Miles and Field, 2012). The pilot test reliability result is good to be used in this study.

Table 32: Cronbach's Alpha

Equation	Variable	Description
$\alpha = \left(\frac{K}{K-1} \right) \left(1 - \frac{\sum V_i}{V_T} \right)$	K	Number of items on the measure
	V_i	The variance of each individual
	V_T	The variance of the total of all items on the index
Cronbach's Alpha	Internal Consistency	
$\alpha \geq 0.9$	Excellent	
$0.8 \leq \alpha < 0.9$	Good	
$0.7 \leq \alpha < 0.8$	Acceptable	
$0.6 \leq \alpha < 0.7$	Questionable	
$0.5 \leq \alpha < 0.6$	Poor	
$\alpha < 0.5$	Unacceptable	

Source: Cronbach, 1951

- iii) Factor analysis: a statistical method used to describe variability among observed, correlated variables in terms of a potentially lower number of unobserved variables called factors. Kaiser-Meyer-Olkin ("KMO") analysis assesses whether the data is acceptable for analysis (Kaiser and Rice, 1974). The test examines the sampling appropriateness of each variable and the entire model of separate purchase intentions. The statistics is a way of

expressing the variance which exists between two variables. The factor is more appropriate when the fraction is smaller. KMO returns values between 0 to 1. Table 33 is a typical rule of thumb for comprehending the statistics.

Table 33: Factor Analysis

Equation	Variable	Description
$KMO = \frac{\sum_{j \neq k} \sum r_{jk}^2}{\sum_{j \neq k} \sum r_{jk}^2 + \sum_{j \neq k} \sum p_{jk}^2}$	r_{jk}	Simple correclation coefficient between variables j and k
	a_{jk}	Partial correclation coefficient between variables j and k
KMO Value		Level of Acceptance
Above 0.90		Marvelous
0.80 to 0.89		Meritorious
0.70 to 0.79		Middling
0.60 to 0.69		Mediocre
0.50 to 0.59		Miserable
Below 0.50		Unacceptable

Source: Kaiser and Rice, 1974

Moreover, an eigenvalue of 1.00 or greater appears to be a suitable factor for determining the number of factors extracted using factor analysis (Spicer, 2005).

iv) Correlation test: The Pearson Correlation Coefficient (“r”) is applied to test as well as quantify the correlation between variables (Pearson, 1895). When the Significance value (“Sig.”) is 0.05, it means that a significant relationship exists between the variables. If Sig. is more than 0.05, there is no correlation between the two attributes (Good, 2008) as per Table 34 below.

Table 34: Description of p-value

Values of p	Description
$P > 0.10$	No evidence against the null hypothesis. i.e., data consistent with the null hypothesis
$0.05 < p < 0.10$	Low evidence against the null hypothesis in favour of the alternative
$0.01 \leq p < 0.05$	Moderate evidence against the null hypothesis in favour of the alternative
$0.001 \leq p < 0.01$	Strong evidence against the null hypothesis in favour of the alternative
$P < 0.001$	Very strong evidence against the null hypothesis in favour of the alternative

Source: Constructed by the author

When Sig. is less than 0.05, the link between the variables can be deduced by evaluating the R-value, where r is a positive integer between -1 and 1. When r approaches 1, a high positive correlation is implied, while r approaches -1, a strong negative correlation is implied (Table 35).

Table 35: Correlation Test

Equation	Variable	Description
$r = \frac{\sum_{i=1}^n (X_i - \bar{X})(Y_i - \bar{Y})}{\sqrt{\sum_{i=1}^n (X_i - \bar{X})^2} \sqrt{\sum_{i=1}^n (Y_i - \bar{Y})^2}}$	r	correlation coefficient
	x_i	values of the x-variable in a sample
	$\bar{x}$	mean of the values of the x-variable
	y_i	values of the y-variable in a sample
	$\bar{y}$	mean of the values of the y-variable
Correlation Range		Interpretation
.90 to 1.00 (-.90 to -1.00)		Very high positive (negative) correlation
.70 to .90 (-.70 to -.90)		High positive (negative) correlation
.50 to .70 (-.50 to -.70)		Moderate positive (negative) correlation
.30 to .50 (-.30 to -.50)		Low positive (negative) correlation
.00 to .30 (-.00 to -.30)		Negligible correlation

Source: Pearson, 1895

v) Linear regression analysis: a statistical technique which uses multiple explanatory variables to forecast the result of a response variable, ascertain the existence of the hypothesis, and determine the linear relationship between specific variables (Seber and Lee, 2003). There are two types of linear regression model: Simple Linear Regression (“SLR”) and Multiple Linear Regression (“MLR”) (Andersen, Skovgaard and Graversen, 2012). The equation and description are summarized in Table 36.

Table 36: Linear Regression

Type of Linear Regression	Equation	Variable	Description
Simple Linear Regression (SLR)	$y = \alpha + \beta x$	β	slope
		α	y-intercept
		y	dependent variable
		x	independent variable
Multiple Linear Regression (MLR)	$y = \beta_0 + \beta_1 x_1 + \beta_2 x_2 + \beta_3 x_3 + \dots + \beta_i x_i$	β_0	intercept
		β_i	slope for X_i
		y	dependent variable
		x	independent variable

Source: Yan, Su and Ebrary, 2009

This research will apply Multiple Linear Regression as follows:

Figure 8: MLR equation for This Study

$$\begin{aligned} \text{MLR: } \text{TPI} &= \beta_0 + \beta_1 \text{PR} + \beta_2 \text{VR} + \beta_3 \text{FR} + \beta_4 \text{IF} + \beta_5 \text{SQ} \\ \text{PPI} &= \beta_0 + \beta_1 \text{E} + \beta_2 \text{C} + \beta_3 \text{PS} + \beta_4 \text{PE} + \beta_5 \text{CT} \end{aligned}$$

Source: Constructed by the author

The coefficient of determination (“R²”) and the variance inflation factor (“VIF”) will be used in the study to analyse the regression model. The value of R² between 0 and 100% shows the extent or degree to which the combined independent variables explain the dependent variables. It is a statistical measure that represents the proportion of the variance for a dependent variable that's explained by an independent variable or variables in a regression model. Whereas correlation explains the strength of the relationship between an independent and dependent variable, R-squared explains to what extent the variance of one variable explains the variance of the second variable. So, if the R² of a model is 0.50, then approximately half of the observed variation can be explained by the model's inputs (Cho, 2017).

Variance inflation factor (VIF) is a measure of the amount of multicollinearity in a set of multiple regression variables. Mathematically, the VIF for a regression model variable is equal to the ratio of the overall model variance to the variance of a model that includes only that single independent variable. This ratio is calculated for each independent variable. A high VIF

indicates that the associated independent variable is highly collinear with the other variables in the model. If it is over 5, it shows that variable from consideration or to reconstitute the set of independent variables in some other way (Chatterjee and Price, 1977)

3.9 Research Ethics

This research maintains the confidentiality and privacy of the information gathered from questionnaire and interviews. All information is utilized only to conduct this academic research project. To protect of confidentiality of the information provided by the interviewers and respondents, this research does not divulge personal data, and no identifying data is necessary for the interviews or questionnaire, such as name, company or contact details, which are not required in the focus group or questionnaire. Moreover, after six months from submitting this dissertation, all collected information will be disposed of.

3.10 Research Method Limitations

This study offers a comprehensive quantitative cross-comparison of motivations to participate in the sharing economy. However, there are some limitations that will need to be addressed in the future. First, the global economy was under huge impact of COVID-19, especially for tourism industry. This will affect people's intention of spending. For Hong Kong residents, they have less choices due to the quarantine policy of coming back to Hong Kong. Second, the online survey's short data collection period is another limitation, especially considering tourism has an obvious seasonality impact. Future research should collect data throughout the year to account for potential seasonality effects and to analysis the differences.

3.11 Summary

Quantitative and qualitative data were used in this study. The author first held a focus group for primary data, then designed a questionnaire based on the measurements and questions adopted by scholars. A pilot test was proceeded before the final survey which used snowball technique. The result of the pilot test includes the liability test, to match the minimum of 0.7, some of the extreme samples were eliminated and one question was deleted to be the final

questionnaire. The final survey has completed, and all data is analysed using SPSS, further details on the analysis results are provided in chapter 4 and 5.

Chapter 4 Data Description and Analysis

This chapter elaborated on the results and findings of the primary research. It shows the graphs and tables of data characteristics, summarises descriptive statistics and variables. Descriptive statistics are summarised in tables and graphs. The analysis also covers the correlations between variables. This study used cross-tabulation, reliability, factor analysis, correlation, and regression.

4.1 Data from the Focus Group

The focus group on 30 Apr 2022 gathered feedback from 6 participant who highlighted the issues currently influence the purchase intention of HKDL Park ticket and its retail products. 3 questions were asked of each respondent of what factors they think is the most important to influence purchase intention, what other questions can be added into the questionnaire and how to attract people to complete the questionnaire. In terms of the most important factors that they think to influence the purchase intention. Table 35 shows the results. Two participants believed SQ is the most important for customers' purchase intention, which is in line with Ahmad and Zhang (2020) findings. Two participants thought VR is the most important factor, which is consistent with the finds from Kuo, Wu and Deng, (2009). One participant thought PR is the most essential factor of ticket purchase intention, which matches the finds of Song, Jing and Moon, (2022). The other participant believed FR is the most attractive factor for individuals to purchase HKDL Park ticket, which is in line with Chen, Chen and Tian, (2022). Regarding the Park retail products purchase intention. Two thought CT is the most important factor, which consists with the findings of Dwidienawati et al., (2020). Two thought PS is the key element of the product purchase intention, which is in line with Ghali-Zinoubi and Toukabri, (2019). The other two believed C is the most important factor, which corresponds to the finds of Pillai et al., (2022). In summary, the respondents thought the factors in this study are related to the purchase intention of both the Park ticket and retail products. Table 37 shows the details of the focus groups results.

Table 37: The Most Important Factors Summary from Focus' Group Findings

Respondent	Most important factor for TPI	Most important factor for PPI
Respondent 1	VR	PS
Respondent 2	PR	PS
Respondent 3	SQ	CT
Respondent 4	FR	C
Respondent 5	SQ	CT
Respondent 6	VR	C

Source: Constructed by the author

4.2 Data from the Final Survey

To ascertain the influence of PR, VR, FR, IF, SQ on the TPI and E, C, PS, PE, CT on PPI, a survey was conducted. The survey was distributed online by emails or other social medial channel with a link for the respondents to complete the survey. The survey would be received only after the respondent confirmed by the clicking the submit button and all questions have been set to be compulsory to be answered for the survey. Therefore, the survey received a 100% response rate. The result was used to form the analysis in this research. 402 responses were received for the final survey. All respondents were at least 18 years old and had previously experience to visit HKDL Park.

Table 38: Rate of Response in the Pilot Test and in the Final Online Survey

Pilot Test	Response Rate	Online Questionnaire	Responds Rate
35 (collected)	100%	402	100%
22 (valid)			

Source: Constructed by the author

4.2.1 Demographic Data

Table 39 summarized and categorized the 402 survey respondents by gender, age group, marital status, number of children under 18, household income, local travel frequency per year before COVID-19 and international travel frequency per year before COVID-19.

Table 39: A Summary of the Demographic Data Collected from 402 Respondents

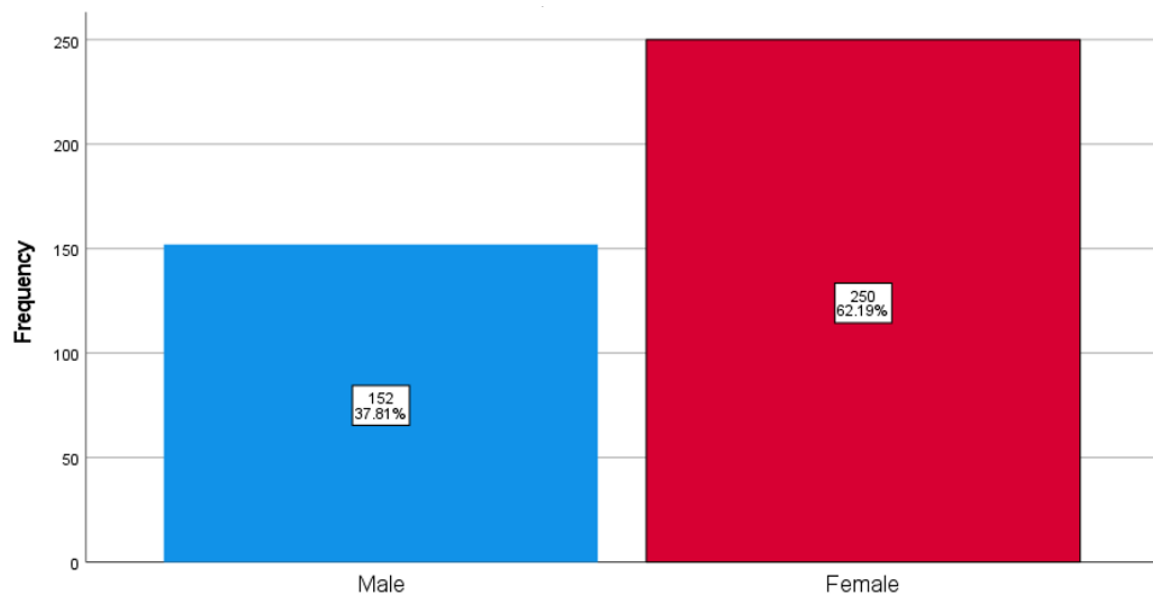
Variables	Information	Frequency	Percent (%)	Subtotal(%)
Gender	Male	152	37.8	402 (100)
	Female	250	62.2	
Age Group	18-25	38	9.5	402 (100)
	26-35	127	31.6	
	36-45	142	35.3	
	46-60	81	20.1	
	>60	14	3.5	
Marital Status	Married	322	80.1	402 (100)
	Single	80	19.9	
Number of Children under 18	Not applicable	109	27.1	402 (100)
	0	45	11.2	
	1	157	39.1	
	2	75	18.7	
	≥3	16	4.0	
Household Monthly Income	0-19999	26	6.5	402 (100)
	20000-29999	50	12.4	
	30000-39999	89	22.1	
	40000-49999	135	33.6	
	≥50000	102	25.4	
Local Travel Frequency per Year before COVID	≤1	36	9.0	402 (100)
	2-3	208	51.7	
	4-5	108	26.9	
	>5	50	12.4	
International Travel Frequency per Year before COVID-19	≤1	196	48.8	402 (100)
	2-3	141	35.1	
	4-5	34	8.5	
	>5	31	7.7	

Source: Constructed by the author

4.2.1.1 Gender

Figure 9 illustrated that 62% of responders were female and 38% were male. This is in line with Nimri, Patiar and Jin, (2020), who found the female purchasing is predominant in the hotel or tourism industry.

Figure 9: Graph of Respondents' Gender

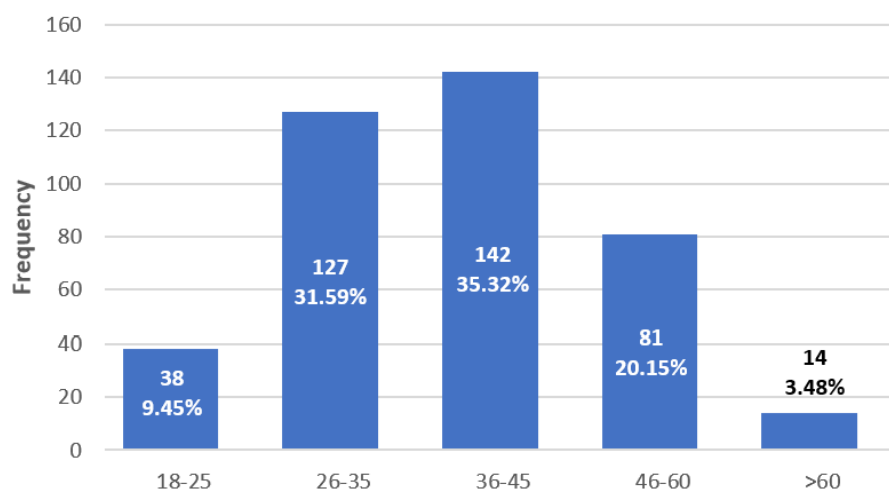


Source: Constructed by the author

4.2.1.2 Age

The distribution of five age groups among 402 respondents is depicted in Figure 10. The group between 36-45 received the greatest responses of 142 (35.32%), which is in line with the findings of Chi (2022). The >60 age category received the fewest responses of 14 (3.48%).

Figure 10: Graph of Respondents' Ages

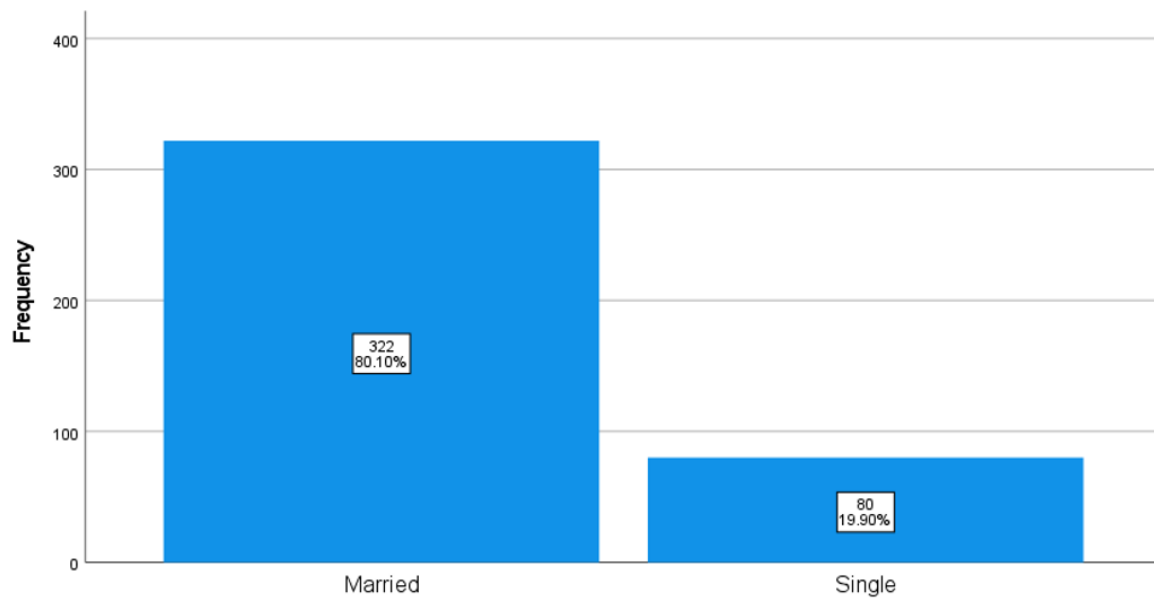


Source: Constructed by the author

4.2.1.3 Marital Status

The distribution of marital status is depicted in Figure 11, with 322 (80%) respondents married and 80 single (20%), this is in line with Jeong, Crompton and Lee, (2022), who founds married respondents were 72.5% in 2021 in tourism.

Figure 11: Graph of Respondents' Marital Status

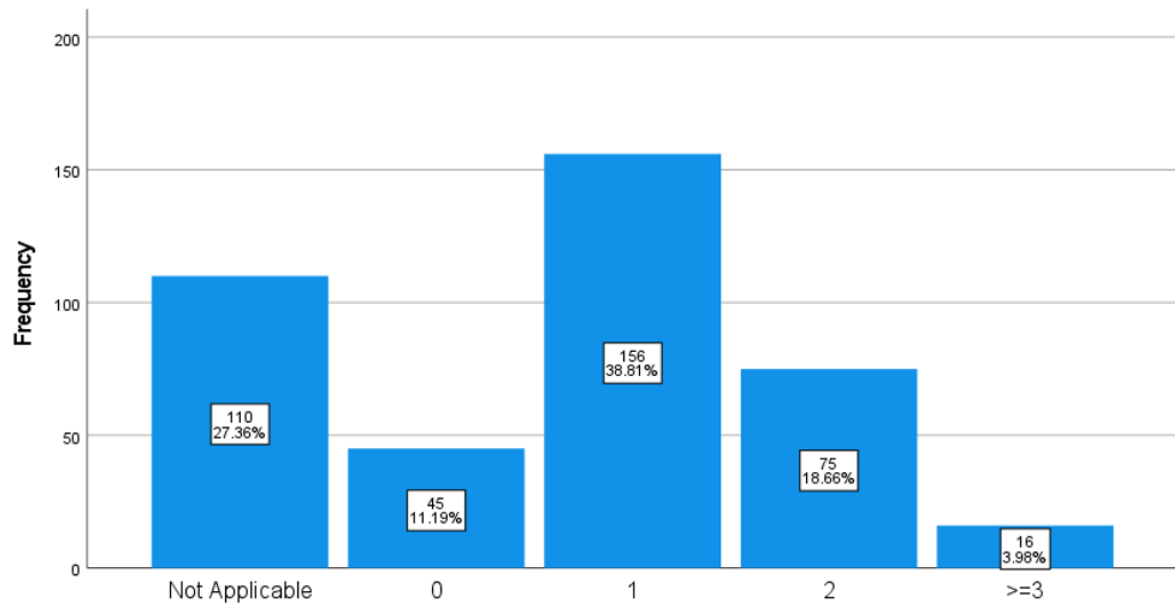


Source: Constructed by the author

4.2.1.4 Number of Children under Age 18

Figure 12 shows the number of children under age 18 of the respondents. One child is the greatest responds of 156 (39%) and over 3 is the fewest response of 16 (4%).

Figure 12: Graph of Respondents' Number of Children under Age 18

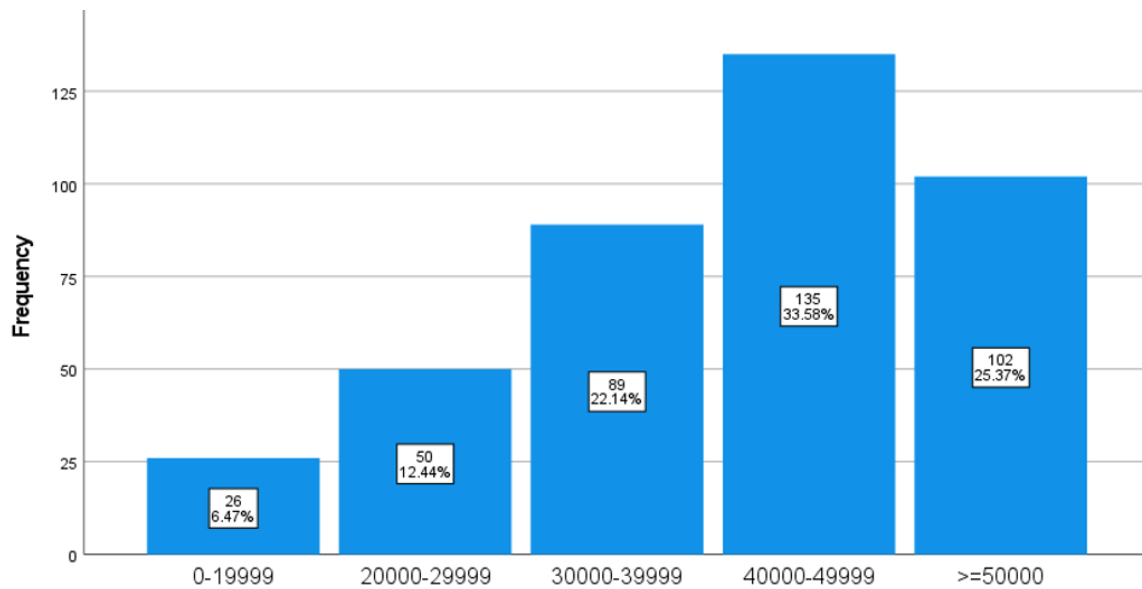


Source: Constructed by the author

4.2.1.5 Monthly Income of Household

The distribution of five monthly income of household is depicted in Figure 13, with 195 respondents (34%) have 40000 to 49999 monthly income, which has the greatest responses, and 26 respondents (6%) have 0-19999 monthly income.

Figure 13: Graph of Respondents' Monthly Income of Household

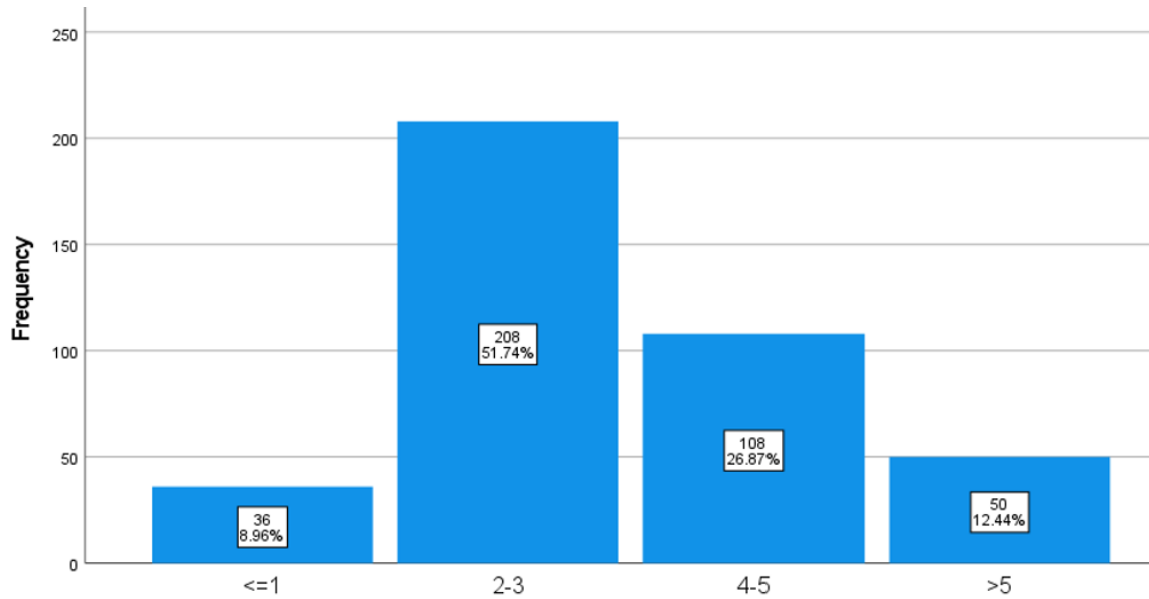


Source: Constructed by the author

4.2.1.6 Local Travel Frequency per Year before COVID-19

Figure 14 describes the respondents local travel frequency per year before COVID-19. 208 respondents (52%) chose 2-3 times per year, which is the most response, and 36 respondents (9%) picked ≤ 1 per year which is the least responses.

Figure 14: Graph of Respondents' Local Travel Frequency per Year before COVID-19

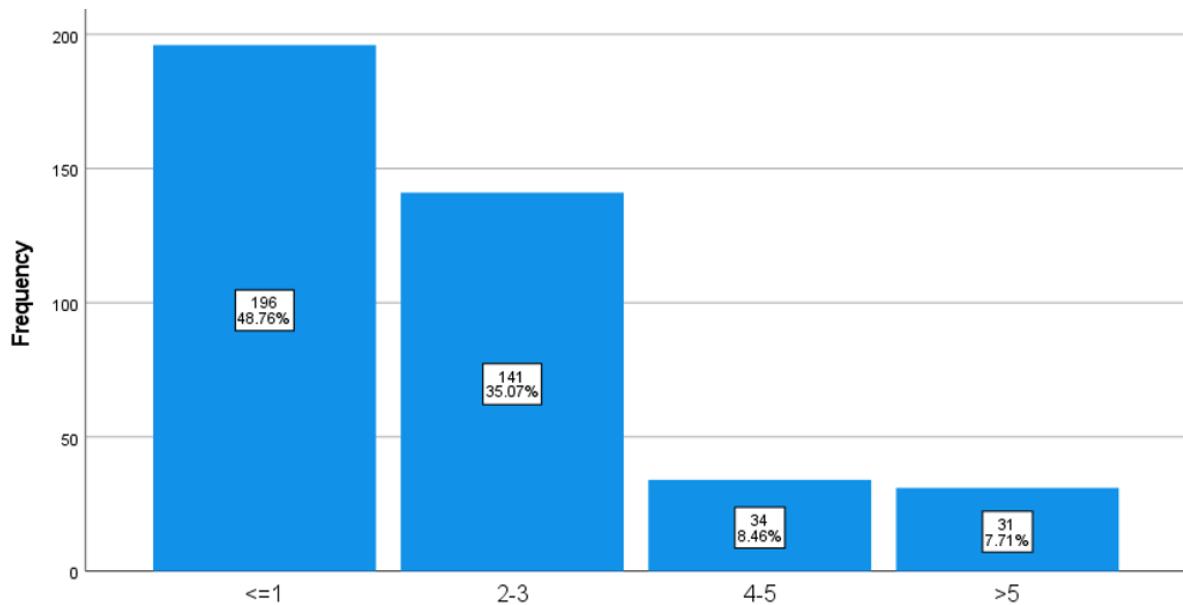


Source: Constructed by the author

4.2.1.7 International Travel Frequency per Year before COVID-19

Figure 15 describes the respondents international travel frequency per year before COVID-19. 196 respondents (49%) chose ≤ 1 times per year, which is the most response, and 31 respondents (8%) ticked >5 per year which is the least responses.

Figure 15: Graph of Respondents' International Travel Frequency per Year before COVID-19



Source: Constructed by the author

4.2.1.8 Summary of Demographic Data

This research obtained 402 responses from the circulated questionnaire. 62% of the respondents were female, and 35% were 36-46 years old, 80% were married, 39% of the respondents have one child of below 18 years old. 34% of the respondents have a monthly household income of HKD40000 to 49999, and 52% took 2-3 times per year local travel before COVID-19, 49% had ≤ 1 times international travel before COVID-19.

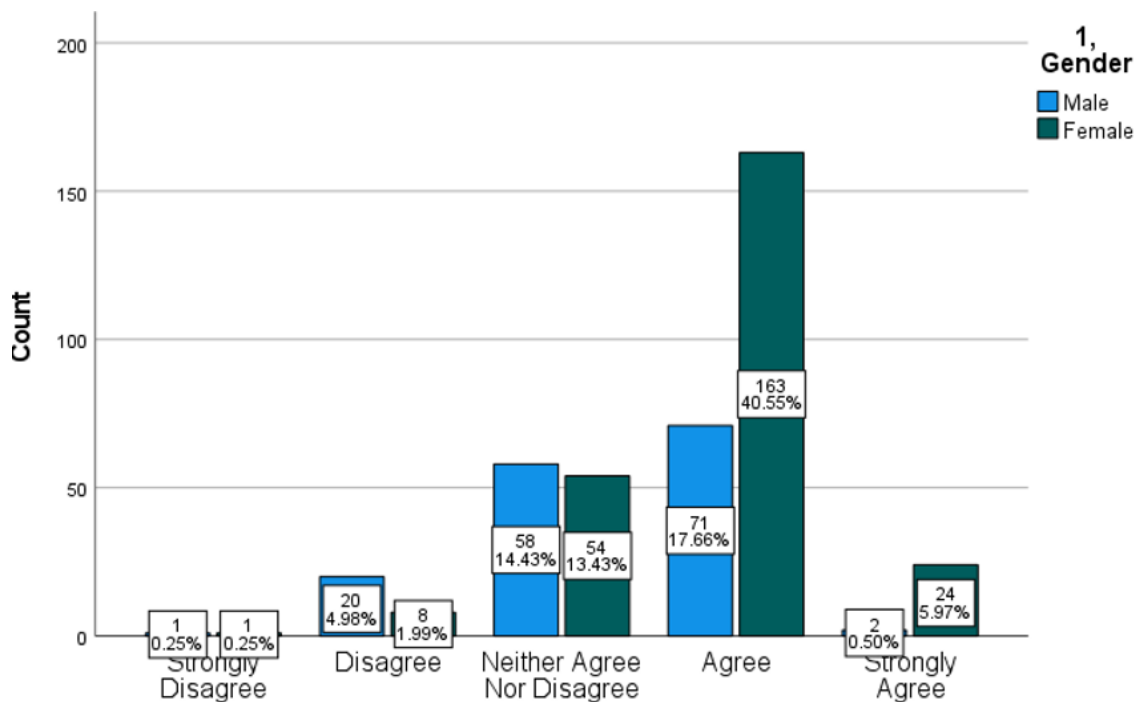
4.3 Cross-Tabulation of Demographic Factors on Purchase Intention

Cross-tabulation is a method to quantitatively analyse the relationship between multiple variables. Also known as contingency tables or cross tabs, cross tabulation groups variables to understand the correlation between different variables. It also shows how correlations change from one variable grouping to another (Punch and Oancea, 2014). Cross-tabulation was used in this study to determine whether gender and number of children in the household are associated with the Park ticket and retail shop product purchase intention.

4.3.1 TPI and Gender

Men and women have different perspectives on purchase intention and behaviours as per Sreen, Purbey and Sadarangani's (2018) findings. Figure 16 and Table 40 illustrate 163 out of 250 female respondents agree to purchase a HKDL Park ticket, which is 65% of total female. On contrast, 71 male respondents out of 152 agree to purchase a HKDL Park ticket, which is 47%. It indicates that female have stronger purchase intention compared with male. The “strongly agree” numbers of female (9.6%) vs male (1.3%) indicate the same trend.

Figure 16: TPI and Gender



Source: Conducted by the author

Table 40: Factor of TPI23_Gender

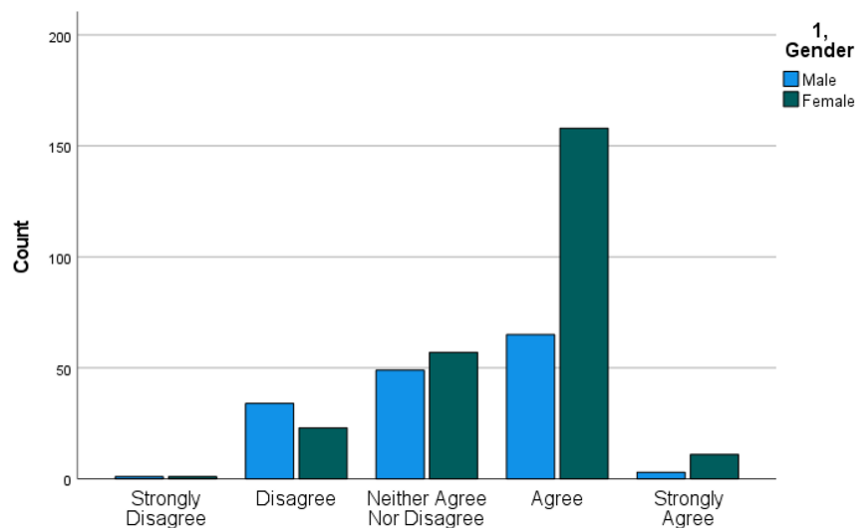
			1, Gender		
			Male	Female	Total
TPI_23, I am willing to book and pay for the Park ticket.	Strongly Disagree	Count	1	1	2
		% within 1, Gender	0.7%	0.4%	0.5%
	Disagree	Count	20	8	28
		% within 1, Gender	13.2%	3.2%	7.0%
	Neither Agree Nor Disagree	Count	58	54	112
		% within 1, Gender	38.2%	21.6%	27.9%
	Agree	Count	71	163	234
		% within 1, Gender	46.7%	65.2%	58.2%
	Strongly Agree	Count	2	24	26
		% within 1, Gender	1.3%	9.6%	6.5%
Total	Count	152	250	402	
	% within 1, Gender	100.0%	100.0%	100.0%	

Source: Constructed by the author

4.3.2 PPI and Gender

In terms of PPI, Figure 17 and Table 41 illustrate 158 out of 250 female respondents agree to purchase a HKDL Park ticket, which is 63% of total female. On contrast, 65 male respondents out of 152 agree to purchase a HKDL Park ticket, which is 43%. It indicates that female have stronger purchase intention compared with male. The “strongly agree” numbers of female (4.4%) vs male (2.0%) indicate the same trend.

Figure 17: PPI and Gender



Source: Conducted by the author

Table 41: Factor of PPI19_Gender

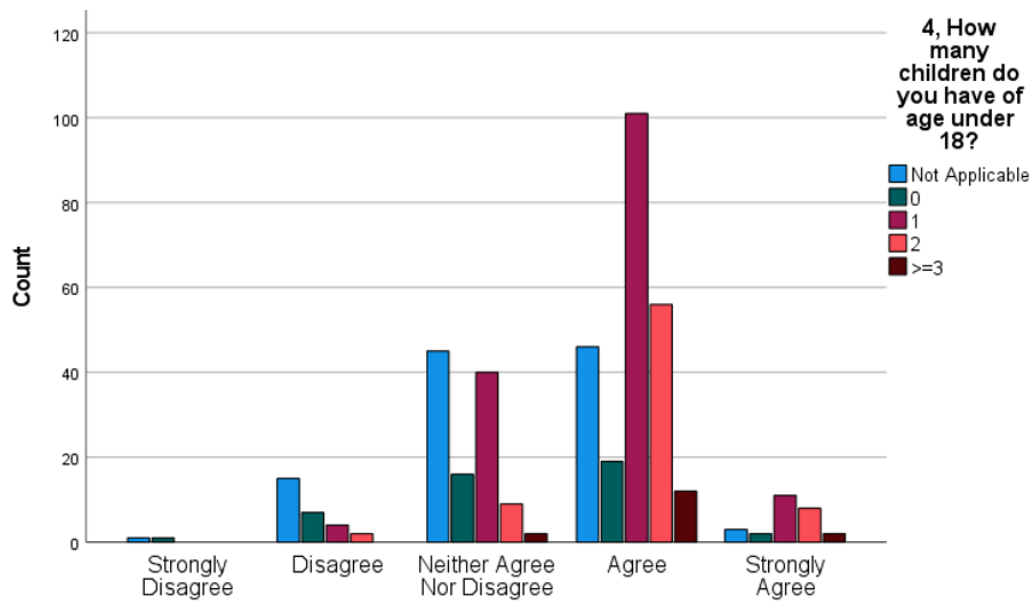
			1, Gender	
			Male	Female
PPI_19, I intend to purchase from the Park retail shops.	Strongly Disagree	Count	1	
		% within 1, Gender	0.7%	0
	Disagree	Count	34	
		% within 1, Gender	22.4%	9
	Neither Agree Nor Disagree	Count	49	
		% within 1, Gender	32.2%	22
	Agree	Count	65	
		% within 1, Gender	42.8%	63
	Strongly Agree	Count	3	
		% within 1, Gender	2.0%	4
Total	Count		152	
	% within 1, Gender		100.0%	100

Source: Constructed by the author

4.3.3 TPI and Number of Children under 18

Figure 18 and Table 42 shows 101 respondents with one child chose to agree to purchase the Park ticket out of 156, which is 65% of all respondents with one child. The ratio for respondents with 2 children is 75%, and ≥ 3 children family also shows 75%.

Figure 18: TPI and Number of Children under 18



Source: Constructed by the author

Table 42: Factor of TPI23_Number of Children under 18

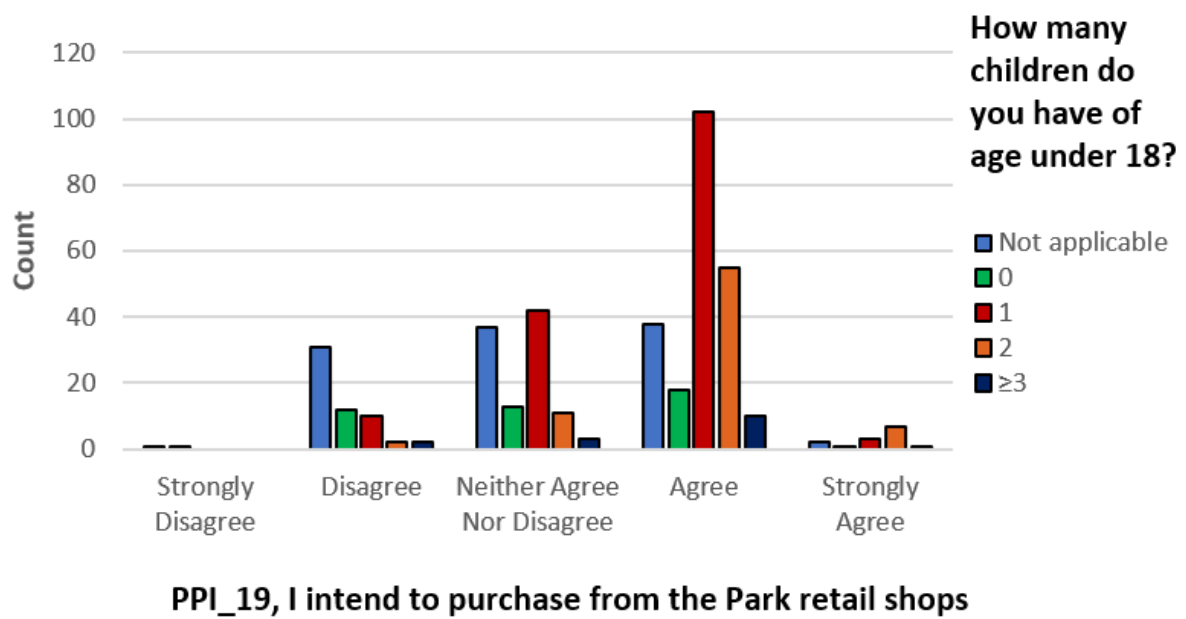
			4, How many children do you have of age under 18?					Total
			Not Applicable	0	1	2	>=3	
TPI_23, I am willing to book and pay for the Park ticket.	Strongly Disagree	Count	1	1	0	0	0	2
		% within 4, How many children do you have of age under 18?	0.9%	2.2%	0.0%	0.0%	0.0%	0.5%
	Disagree	Count	15	7	4	2	0	28
		% within 4, How many children do you have of age under 18?	13.6%	15.6%	2.6%	2.7%	0.0%	7.0%
	Neither Agree Nor Disagree	Count	45	16	40	9	2	112
		% within 4, How many children do you have of age under 18?	40.9%	35.6%	25.6%	12.0%	12.5%	27.9%
	Agree	Count	46	19	101	56	12	234
		% within 4, How many children do you have of age under 18?	41.8%	42.2%	64.7%	74.7%	75.0%	58.2%
	Strongly Agree	Count	3	2	11	8	2	26
		% within 4, How many children do you have of age under 18?	2.7%	4.4%	7.1%	10.7%	12.5%	6.5%
Total	Count		110	45	156	75	16	402
	% within 4, How many children do you have of age under 18?		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Source: Constructed by the author

4.3.4 PPI and Number of Children under 18

Figure 19 and Table 43 shows 102 respondents with one child chose to agree to purchase the Park ticket out of 156, which is 65% of all respondents with one child. The ratio for respondents with 2 children is 73%, and ≥ 3 children family shows 63%.

Figure 19: PPI and Number of Children under 18



Source: Constructed by the author

Table 43: Factor of PPI19_Number of Children under 18

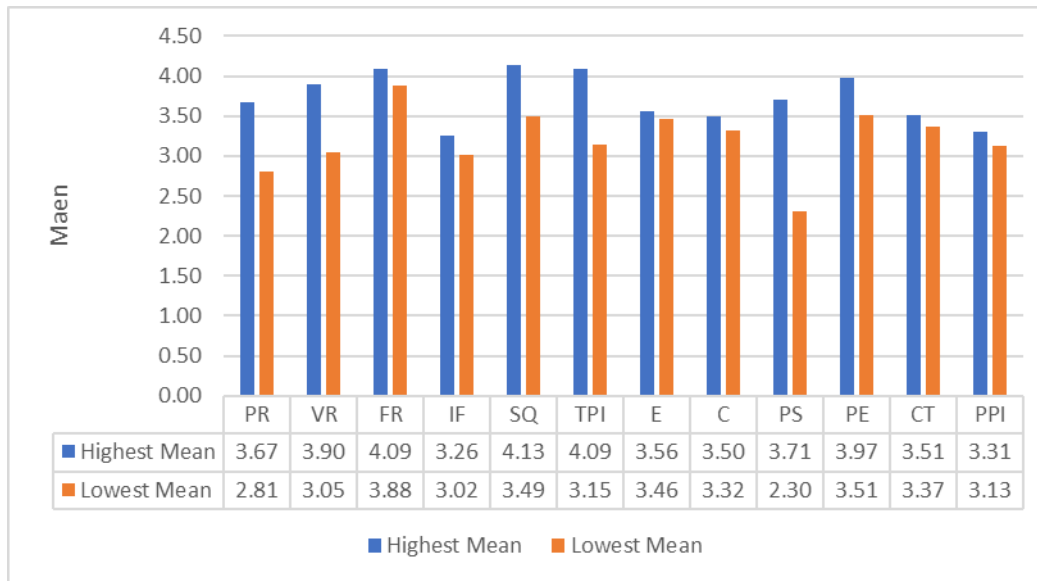
			4, How many children do you have of age under 18?					
			Not Applicable	0	1	2	>=3	Total
PPI_19, I intend to purchase from the Park retail shops.	Strongly Disagree	Count	1	1	0	0	0	2
		% within 4, How many children do you have of age under 18?	0.9%	2.2%	0.0%	0.0%	0.0%	0.5%
	Disagree	Count	31	12	10	2	2	57
		% within 4, How many children do you have of age under 18?	28.2%	26.7%	6.4%	2.7%	12.5%	14.2%
	Neither Agree Nor Disagree	Count	38	13	41	11	3	106
		% within 4, How many children do you have of age under 18?	34.5%	28.9%	26.3%	14.7%	18.8%	26.4%
	Agree	Count	38	18	102	55	10	223
		% within 4, How many children do you have of age under 18?	34.5%	40.0%	65.4%	73.3%	62.5%	55.5%
	Strongly Agree	Count	2	1	3	7	1	14
		% within 4, How many children do you have of age under 18?	1.8%	2.2%	1.9%	9.3%	6.3%	3.5%
Total		Count	110	45	156	75	16	402
		% within 4, How many children do you have of age under 18?	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Source: Constructed by the author

4.4 Each factor's Highest and Lowest Averages

The mean scores of each factor are depicted in Figure 20 and the highest and lowest values. Table 44 shows the mean, standard deviation, and maximum values for each variable.

Figure 20: Each Factor's Highest and Lowest Average



Source: Constructed by the author

Table 44: Descriptive Statistics

Question	Minimum	Maximum	Mean	Std. Deviation
PR_5, One-day ticket sales promotion is attractive	2	5	3.67	0.612
PR_2, annual pass price is attractive	1	5	2.81	0.919
VR_9, The Park helped on social aspects	2	5	3.90	0.690
VR_7, The Park worth the pay	1	5	3.05	0.829
FR_14, Park facilities is safe	1	5	4.09	0.671
FR_13, The function brings joy	2	5	3.88	0.614
IF_18, The information is comprehensive	1	5	3.26	0.716
IF_16, The information or ad is attractive	1	5	3.02	0.767
SQ_22, The staff provide enthusiasm and courtesy	2	5	4.13	0.641
SQ_21, Sufficient resources of the Park	2	5	3.49	0.824
TPI_26, Will recommend family and friends	1	5	4.09	0.776
TPI_24, Will upgrade to the annual pass	1	5	3.15	1.074
E_3, The staff are efficient	2	5	3.56	0.649
E_2, The staff give personal advice	1	5	3.46	0.692
C_4, Shops layout is easy to find items	1	5	3.50	0.640
C_5, Shops layout is easy to move around	2	5	3.44	0.694
PS_10, Discounts on products is attractive	2	5	3.71	0.702
PS_7, Will continue to purchase even prices increase	1	5	2.30	0.628
PE_13, Shops are safe and secure	2	5	3.97	0.712
PE_14, Shops have wide and open aisles	2	5	3.51	0.738
CT_15, Shops meet expectations	2	5	3.51	0.667
CT_18, Shops help to save time	2	5	3.37	0.750
PPI_21, Will recommend shops to others	1	5	3.51	0.953
PPI_20, Will repeat to visit shops	1	5	3.13	0.889
Valid N (listwise) = 402				

Source: Constructed by the author

The mean of SQ was the highest at 4.13, with a standard deviation of 0.641, which indicates SQ appears to play an essential part on the Park ticket purchase intention. The mean of PE had a highest of 3.97, with a standard deviation of 0.712. It shows PE is crucial factor to influence customers' product purchase intention.

4.5 Reliability Test

A reliability test in terms of Cronbach's Alpha coefficient was applied to analyse the internal consistency of the study to ensure the information gained from the questionnaire was reliable.

Table 45: Reliability Statistics

Factors	N of items	Cronbach's Alpha		Researcher
		This research (N=402)	Other research	
PR, VR, FR, IF, SQ, TPI	26	0.936	0.871	(Fu, Yan and Feng, 2018)
E, C, PS, PE, CT, PPI	21	0.914	0.767	(Hewei and Youngsook, 2021)

Source: Constructed by the author

Table 45 of the reliability test conducted on the questionnaire's first 26 questions regarding the Park ticket purchase intention got a Cronbach's coefficient of 0.936, and the last 21 questions regarding the retail shop product purchase intention got a Cronbach coefficient of 0.914. Both are significantly greater than the specified minimum value of 0.7. Therefore, both Park ticket and retail shop products purchase intention got quite excellent reliability.

When compared to other studies, both Cronbach's coefficient is higher than the other research, which the factors of TPI related factors is 0.936 against other research of 0.871 and PPI related factors is 0.914 against other research of 0.767.

4.6 Factor Analysis

Table 46 shows the analysis results concerning KMO sampling method and Bartlett's sphericity test. The KMO of this study shows 0.952, which is greater than the permissible index of 0.9 and falls within the Mavelous zone.

Table 46: KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.952
Bartlett's Test of Sphericity	Approx. Chi-Square	10483.061
	df	1081
	Sig.	.000

Source: Conducted by the author

Each component has an eigenvalue larger than 1 (Table 47 and Table 48 below), illustrates its significance. The eigenvalue represents proportion of total variation explained by each factor. On contrast, each factor with an eigenvalue less than 1 does not present enough total variance to be considered as a unique factor and therefore will be ignored.

Cumulative percentage is another way of expressing frequency distribution. The cumulative percent is less than 100% since not all variations are explained when only a subset of factors is considered in the final analysis (Weinberg and Abramowitz, 2008). The degree of confidence is set to 99% when the significance level is set to 0.01. The significance level of Bartlett's test of sphericity is less than 0.01, which indicates that the factor analysis is valid for this study (Kaiser and Rice, 1974).

Table 47: Total Variance Explained for TPI

TPI		Initial Eigenvalues, Extraction Method: Principal Component Analysis		
No.	Factor	Total	Variance (%)	Cumulative variance (%)
1	TPI & FR	10.531	40.505	40.505
2	PR	2.218	8.532	49.038
3	VR	1.541	5.928	54.965
4	IF	1.176	4.521	59.487
5	SQ	1.088	4.184	63.671

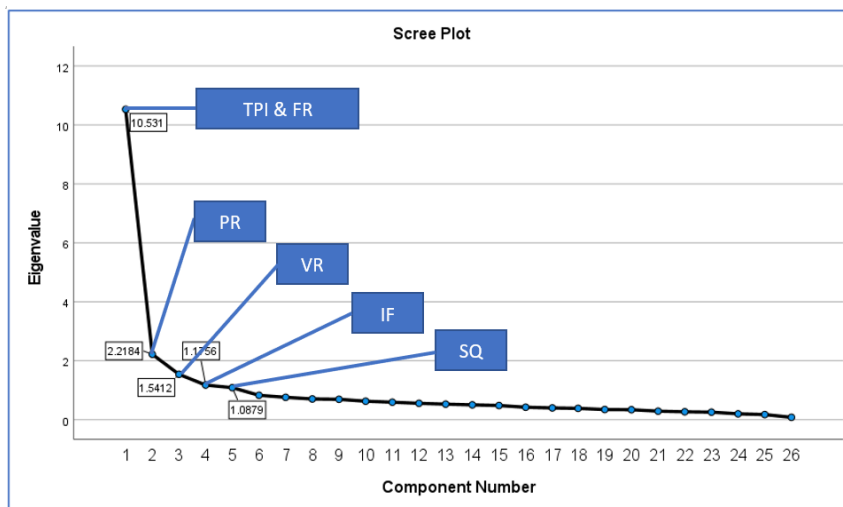
Source: Constructed by the author

Table 48: Total Variance Explained for PPI

PPI		Initial Eigenvalues, Extraction Method: Principal Component Analysis		
No.	Factor	Total	Variance (%)	Cumulative variance (%)
1	CT & PS & PPI	8.025	38.212	38.212
2	C	1.286	6.124	44.336
3	E	1.077	5.128	49.464
4	PE	1.031	4.911	54.375

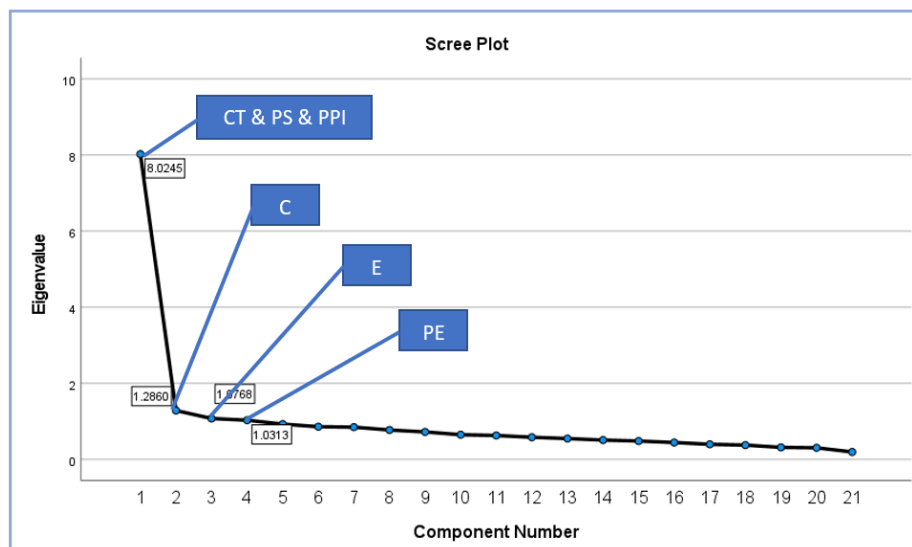
Source: Constructed by the author

Figure 21: Screen plot for Eigenvalues for TPI



Source: Constructed by the author

Figure 22: Screen plot for Eigenvalues for PPI



Source: Constructed by the author

Table 47 is used to extract eigenvalues for TPI related greater than one. Five factors are counted for 63.671% of the cumulative variance. Each of the five factors has an eigenvalue of 10.531, 2.218, 1.541, 1.176 and 1.088.

Table 48 is used to extract eigenvalues for PPI related greater than one. Four factors are counted for 54.375% of the cumulative variance. Each of the four factors has an eigenvalue of 8.025, 1.286, 1.077, 1.031.

Note that the screen plot flattens out after the fourth factor of TPI related and third factor of PPI related. However, as the eigenvalues for all factors are all more than 1, all the factors are significant. In this study, TPI and FR are the most critical components to the TPI related and CT, PS and PPI are the most important components to the PPI related.

Table 49: Rotated Component Matrix of TPI related^a

No.	Factors	Items	Component		
			Loadings		Reference
			This research	Other research	
1	TPI & FR	FR_12, The appearance and decorations	0.726	0.885	(Chen, Chen and Tian, 2022)
		FR_11, Facilities maintained in good condition	0.642	0.891	(Chen, Chen and Tian, 2022)
		FR_14, Feel safe to the facilities	0.640	0.843	(Chen, Chen and Tian, 2022)
		FR_13, The function brings joy	0.603	0.805	(Chen, Chen and Tian, 2022)
		TPI_25, Will recommend people for the ticket	0.536	0.84	(Pillai et al., 2022)
		TPI_26, Will recommend people to visit	0.519	0.843	(Pillai et al., 2022)
2	PR	PR_4, Annual pass discount is attractive	0.834	0.894	(Vafaei-Zadeh et al., 2022)
		PR_6, Annual pass promotion is attractive	0.832	0.903	(Vafaei-Zadeh et al., 2022)
		PR_2, Current annual pass price is attractive	0.757	0.684	(Vafaei-Zadeh et al., 2022)
3	VR	VR_8, The experience add value to life	0.609	0.922	(Berki-Kiss and Menrad, 2022)
		VR_9, Help on social aspects	0.576	0.783	(Berki-Kiss and Menrad, 2022)
		VR_7, The experience worth the pay	0.537	0.848	(Berki-Kiss and Menrad, 2022)
		VR_10, Irreplaceable in Hong Kong tourism	0.517	0.887	(Berki-Kiss and Menrad, 2022)
4	IF	IF_18, Information is comprehensive.	0.791	0.692	(Lin, Li and Guo, 2021)
		IF_17, Comments online and offline	0.787	0.748	(Lin, Li and Guo, 2021)
		IF_16, The information or ad is attractive	0.733	0.687	(Lin, Li and Guo, 2021)
		IF_15, Ads in daily life	0.729	0.716	(Lin, Li and Guo, 2021)
5	SQ	SQ_21, Enough resources to offer good service	0.813	0.661	(Lin, Li and Guo, 2021)
		SQ_22, Staff provide enthusiasm and courtesy	0.693	0.713	(Lin, Li and Guo, 2021)
		SQ_20, The staff is willing to help	0.621	0.666	(Lin, Li and Guo, 2021)

Extraction Method: Principal Component Analysis.
a. Rotation converged in 6 iterations.

Source: Constructed by the author

Table 50: Rotated Component Matrix of PPI related^a

No.	Factors	Items	Component		
			Loadings		Reference
			This research	Other research	
1	PPI & PS & CT	PPI_20, Will repeat visiting retail shops	0.738	0.853	(Hewei and Youngsook, 2021)
		PPI_21, Will recommend others of shops	0.720	0.837	(Hewei and Youngsook, 2021)
		PPI_19, Intend to purchase from shops	0.663	0.872	(Hewei and Youngsook, 2021)
		PS_9, Price is not important when item is unique	0.725	0.894	(Vafaei-Zadeh et al., 2022)
		PS_8, Will stick to the shops instead competitors	0.723	0.774	(Hewei and Youngsook, 2021)
		PS_7, Will purchase even if prices increase	0.717	0.903	(Vafaei-Zadeh et al., 2022)
		CT_16, Shops are reliable	0.607	0.818	(Pillai et al., 2022)
		CT_17, Shops provide good quality and services	0.527	0.776	(Pillai et al., 2022)
2	C	C_4, Shops layout makes it easy to find	0.689	0.787	(Hewei and Youngsook, 2021)
		C_5, Shops layout makes it easy to move around	0.515	0.839	(Hewei and Youngsook, 2021)
3	E	E_3, The staff are very efficient	0.654	0.916	(Chen, Chen and Tian, 2022)
		E_2, The staff give personal advice	0.510	0.88	(Chen, Chen and Tian, 2022)
4	PE	PE_14, Shops have wide and open aisles	0.816	0.819	(Vafaei-Zadeh et al., 2022)
		PE_12, The shops provide clean environment	0.569	0.909	(Vafaei-Zadeh et al., 2022)
		PE_13, The shops feels safe and secure	0.515	0.908	(Vafaei-Zadeh et al., 2022)
Extraction Method: Principal Component Analysis.					
a. Rotation converged in 13 iterations.					

Source: Constructed by the author

The rotated component matrix also refers to as the loadings, is the key output of principal components analysis. It contains estimates of the correlations between each of the variables and the estimated components (Leech, Barrett and Morgan, 2008). One characteristic to examine in the Rotated Matrix of Factor Loadings is the degree to simple structure is obtained (Table 49 and Table 50), utilizing the principal component analysis and the Varimax with Kaiser Normalization rotation approach (Kaiser and Rice, 1974). The rotated component matrix helps to determine what the components represent. The factor analysis technique helped in identifying the component factors from the multiple elements associated with antecedents of purchase intention of the Disneyland Park ticket purchase intention and its retail shop products' purchase intention.

4.7 Correlation Test

Correlation coefficients are applied to represent the strength of a relationship between two variables. Table 51 compares the findings of this study to other research.

Table 51: Correlation Analysis of Factors in Comparison to Other Research

This research			Other research		
	N	r**	N	r**	Researcher
H1 (PR -> TPI)	402	0.812	361	0.250	(Chen and Peng, 2018)
H2 (VR -> TPI)		0.617	432	0.662	(Tong et al., 2022)
H3 (FR -> TPI)		0.520	361	0.100	(Chen and Peng, 2018)
H4 (IF -> TPI)		0.450	267	0.202	(Tan et al., 2021)
H5 (SQ -> TPI)		0.430	535	0.480	(Chiu, Liu and Tu, 2016)
H6 (E -> PPI)		0.396	1250	0.214	(Pillai, Sivathanu and Dwivedi, 2020)
H7 (C -> PPI)		0.382	814	0.295	(Pillai et al., 2022)
H8 (PS -> PPI)		0.633	213	0.731	(Vafaei-Zadeh et al., 2022)
H9 (PE -> PPI)		0.519	500	0.570	(Barney et al., 2022)
H10 (CT -> PPI)		0.650	535	0.290	(Chiu, Liu and Tu, 2016)
** Correlation is significant at the 0.01 level					

Source: Constructed by the author

When the Pearson correlation coefficient (r) value is near +1 or -1, it shows the more degree of correlation between the two variables. Table 51 shows that in this study, PR has the substantial positive correlation with TPI of a r value of 0.812, which is high. CT has the positive correlation with PPI at r value of 0.650, which is moderate. According to Table 35, both values are greater than previous study listed in Table 51.

4.8 Regression Model

Regression analysis is to examine the influence of one or more independent variables on a dependent variable. Typically, a regression analysis is done for one of two purposes: In order to predict the value of the dependent variable for individuals for whom some information concerning the explanatory variables is available, or in order to estimate the effect of some explanatory variable on the dependent variable.

4.8.1 Multiple Linear Regression for TPI and PPI

MLR is a statistical strategy to identify the relationship between a dependent and an independent variable. In this research, the MLR shows a strong relationship between the dependent variable and the independent variable:

Table 52: Model Summary of TPI for the Multiple Linear Regression Model

TPI Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.715 ^a	0.511	0.499	0.523
a. Predictors: (Constant), PR_4, PR_5, VR_10, FR_14, VR_8, SQ_22, SQ_20, IF_15, PR_1				
b. Dependent Variable: TPI_25				

Source: Constructed by the author

Table 53: Model Summary of PPI for the Multiple Linear Regression Model

PPI Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
2	0.764 ^a	0.583	0.578	0.517
a. Predictors: (Constant), CC_6, E_1, PE_13, CT_17, PS_10				
b. Dependent Variable: PPI_19				

Source: Constructed by the author

R^2 is the proportion of dependent variable variation explained by a linear model (Sharpe and Velleman, 2019).

$$R^2 = \frac{\text{Variance explained by the model}}{\text{Total variance}}$$

R^2 in Model 1 and 2 accounts for relatively 51.1% and 58.3% of the variation in TPI and PPI, which indicates that the model can explain more than half of the proportion of the variation in the response TPI and PPI around its mean.

Table 54: ANOVA of TPI for the Multiple Linear Regression Model

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	111.89	9	12.432	45.433	<0.001 ^b
	Residual	107.267	392	0.274		
	Total	219.157	401			
a. Dependent Variable: TPI_25						
j. Predictors: (Constant), PR_4, PR_5, VR_10, FR_14, VR_8, SQ_22, SQ_20, IF_15, PR_1						

Source: Constructed by the author

Table 55: ANOVA of PPI for the Multiple Linear Regression Model

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
2	Regression	148.279	5	29.656	110.873	<.001 ^b
	Residual	105.92	396	0.267		
	Total	254.199	401			
a. Dependent Variable: PPI_19						
b. Predictors: (Constant), CC_6, E_1, PE_13, CT_17, PS_10						

Source: Constructed by the author

The ANOVA technique is applied and showed in Table 54 and Table 55. The total degree of freedom equals the sum of the regression and residual df, which is one less than the dataset size.

F = 45.433 in Model 1 and 110.873 in Model 2 by dividing the Mean Square Regression by the Mean Square Residual, which in Model 1 is 12.432/0.274 and in Model 2 is 29.656/0.267. There is enough evidence to support that MLR model is valid to analyse the data consistently at a 99% confidence level.

Table 56: Coefficients Table of TPI for Multiple Regression Model

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-0.367	0.265		-1.384	0.167		
	PR_4	0.132	0.039	0.160	3.377	<0.001	0.558	1.793
	PR_5	0.132	0.060	0.109	2.193	0.029	0.501	1.995
	VR_10	0.123	0.035	0.155	3.483	<0.001	0.630	0.588
	FR_14	0.166	0.049	0.151	3.409	<0.001	0.640	1.562
	SQ_22	0.112	0.046	0.097	2.415	0.016	0.774	1.292
	VR_8	0.187	0.055	0.151	3.398	<0.001	0.633	1.580
	SQ_22	0.116	0.050	0.091	2.322	0.021	0.805	1.243
	IF_15	0.082	0.039	0.081	2.130	0.034	0.870	1.149
	PR_1	0.123	0.058	0.099	2.105	0.036	0.565	1.769
a. Dependent Variable: TPI_25								

Source: Constructed by the author

Table 57: Coefficients Table of PPI for Multiple Regression Model

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
2	(Constant)	-0.938	0.208		-4.507	<.001		
	CT_17	0.431	0.047	0.359	9.092	<.001	0.676	1.480
	PE_13	0.110	0.041	0.098	2.652	0.008	0.768	1.302
	E_1	0.155	0.045	0.122	3.469	<.001	0.846	1.182
	PS_10	0.362	0.046	0.319	7.840	<.001	0.637	1.570
	C_6	0.174	0.037	0.159	4.632	<.001	0.893	1.119
a. Dependent Variable: PPI_19								

Source: Constructed by the author

Indicator B (Table 56 and Table 57) represents the coefficient of the regression equation applied to predict the dependent variable: PR_4, PR_5, VR_10, FR_14, VR_8, SQ_22, SQ_20, IF_15 and PR_1, from the independent variable TPI_25; and the dependent variable CT_17, PE_13, E_1, PS_10 and C_6 from the independent variable PPI_19. Constant P-value in TPI = 0.167 which is > 0.05, cannot remain in regression equation. The regression equation can be presented as follows:

$$\text{TPI}_{25} = 0.132 \times \text{PR}_4 + 0.132 \times \text{PR}_5 + 0.123 \times \text{VR}_4 + 0.166 \times \text{FR}_{14} + 0.112 \times \text{SQ}_{22} + 0.187 \times \text{VR}_8 + 0.116 \times \text{SQ}_{22} + 0.082 \times \text{IF}_{15} + 0.123 \times \text{PR}_1$$

$$\text{PPI}_{19} = -0.938 + 0.431 \times \text{CT}_{17} + 0.110 \times \text{PE}_{13} + 0.155 \times \text{E}_1 + 0.362 \times \text{PS}_{10} + 0.174 \times \text{C}_6$$

PR_4 and PR_5 are ticket discount for annual pass (i.e., 20% off) and one-day ticket off for Hong Kong residents of 30% off.

The standard error is applied for testing whether the parameter is significantly different from 0 by dividing the parameter estimated by the standard error to obtain a t-value. Beta referred to the coefficients obtained by standardizing all the variable in regression (Freund, Wilson and Mohr, 2010). The strongest standardized coefficients are PR_4 in TPI and CT_17 in PPI.

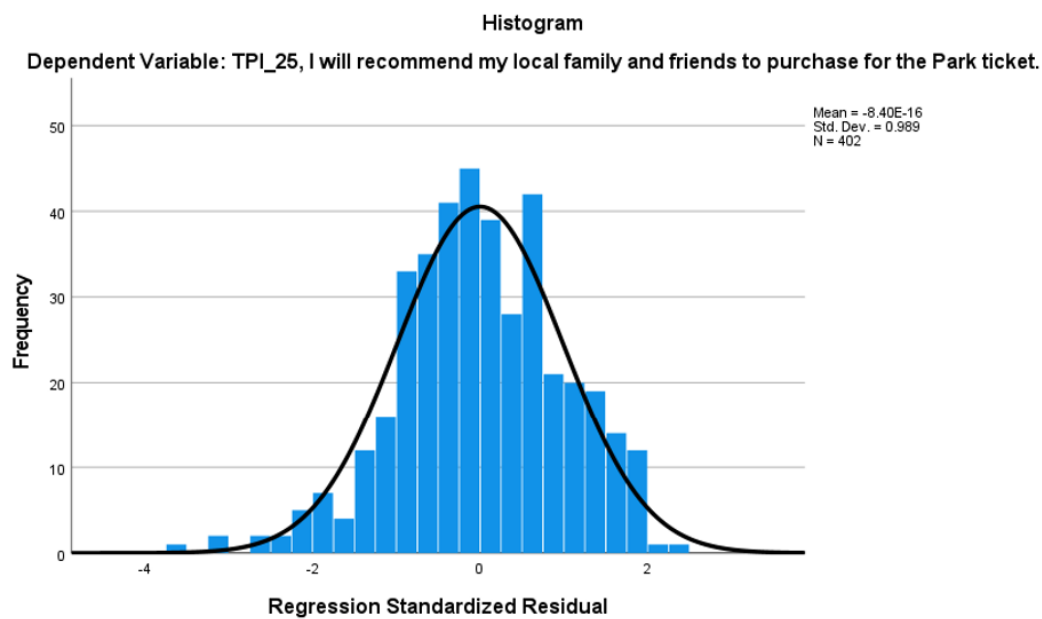
β in model 1 and model 2 all shows positive values, which shows positive relationship between above independent variables to TPI and PPI.

VIF measures how much the variance of an independent variable is influenced, or inflated, by its interaction/correlation with the other independent variables. Variance inflation factors allow a quick measure of how much a variable is contributing to the standard error in the regression (Neeleman, 1973). In this study, the multicollinearity issue appeared to be absent as the values of VIF in Table 56 and Table 57 were well below the threshold of 5.

4.8.2 Histogram and Scatterplot

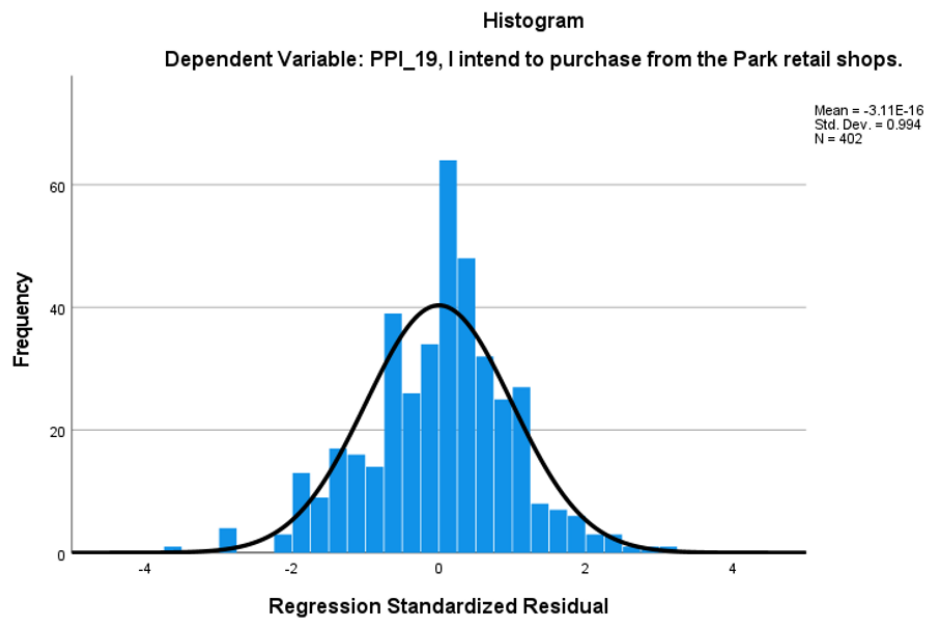
Based on a visual examination of the histogram (Figure 23), each variable had a normal distribution. The residuals follow a normal standardized with an average zero.

Figure 23: Histogram of Perceived Risk – TPI



Source: Constructed by the author

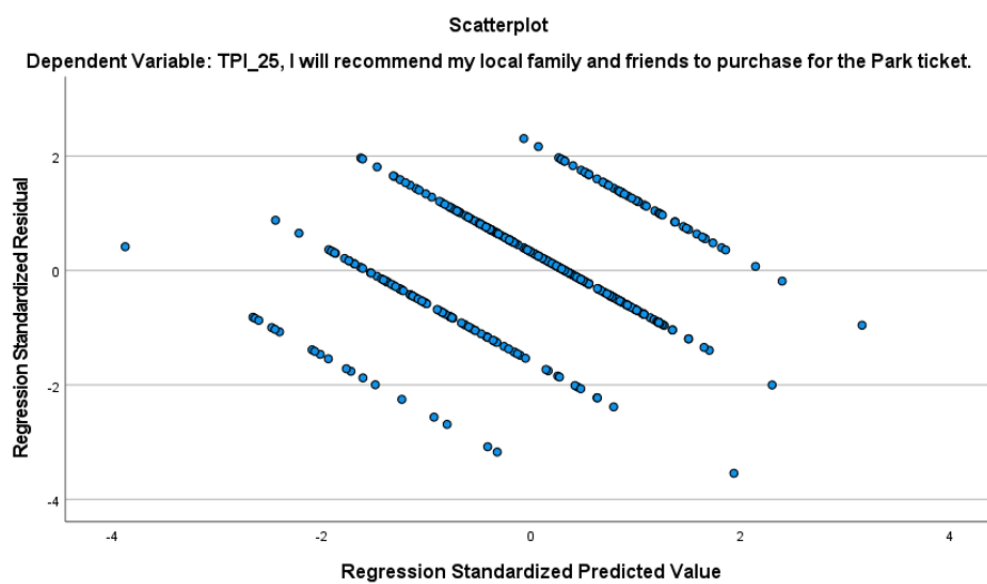
Figure 24: Histogram of Perceived Risk – PPI



Source: Constructed by the author

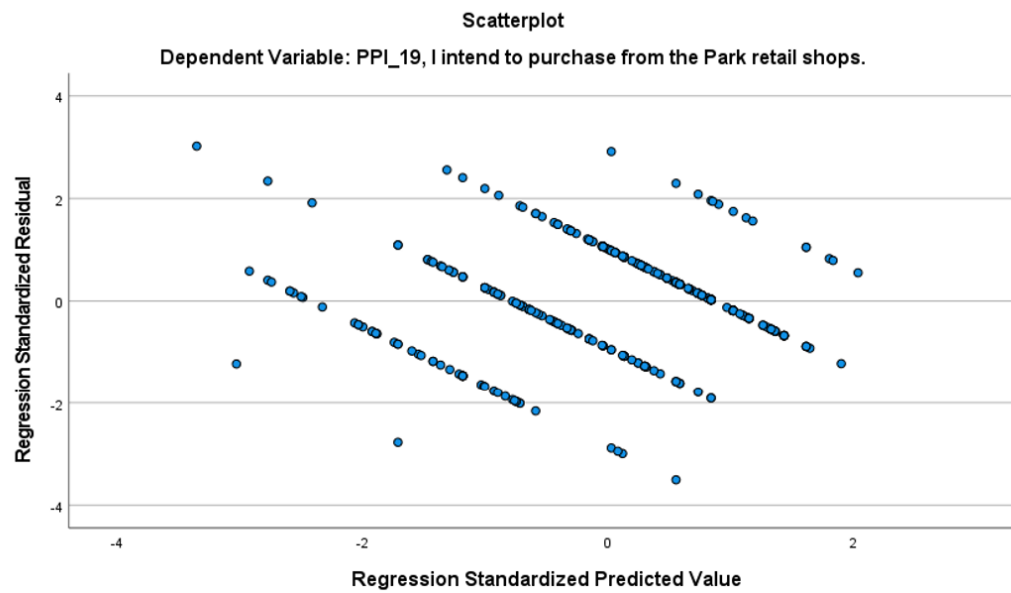
The relationship is linear, with the slope of the scatterplot in Figure 25 and Figure 26 being slightly left tendency between PR, VR, FR, SQ, IF and TPI, and CT, PS, C, PS, PE and PPI respectively.

Figure 25: Scatterplot of Perceived Risk - TPI



Source: Constructed by the author

Figure 26: Scatterplot of Perceived Risk – PPI

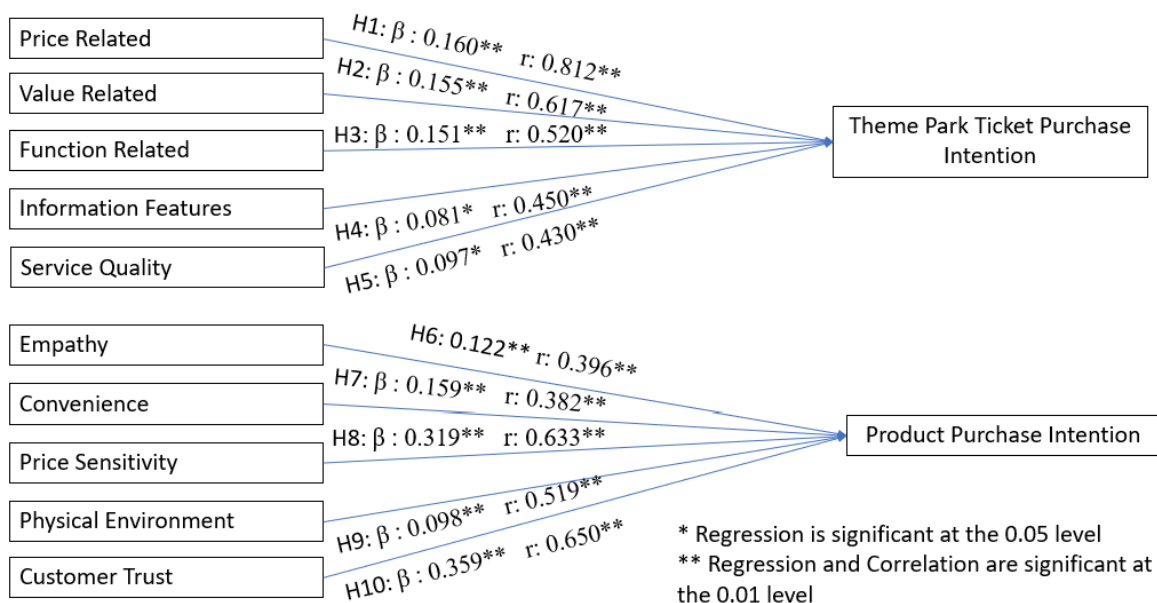


Source: Constructed by the author

4.9 Summary of Research Findings

Below Figure 27 shows the standard coefficient (β), correlation coefficient (r), and R^2 from the regression analysis.

Figure 27: Standard Coefficients (β), correlation coefficient (r), and R^2



Source: Conducted by the author

Standardized coefficient β measures the strength of each independent variable's effect on the dependent variable. The larger the value the more influence. In this study, PR is the factor that effect on the TPI most and CT is the factor that effect on PPI most.

Table 58: Summary of the Research Findings the Hypotheses Tested in This Study

Item	Hypothesis developed	β	r^{**}	Result
H1	Price related impacts on the Park purchase intention. (positive relationship)	0.160**	0.812	Support
H2	Value related impacts on the Park purchase intention. (positive relationship)	0.155**	0.617	Support
H3	Function related impacts on the Park purchase intention. (positive relationship)	0.151**	0.520	Support
H4	Information features impacts on the Park purchase intention. (positive relationship)	0.081*	0.450	Support
H5	Service quality impacts on the Park purchase intention. (positive relationship)	0.097*	0.430	Support
H6	Empathy impacts on the retail shop products' purchase intention. (no relationship)	0.122**	0.396	Support
H7	Convenience impacts on the retail shop products' purchase intention. (positive relationship)	0.159**	0.382	Support
H8	Price sensitivity impacts on the retail shop products' purchase intention. (positive relationship)	0.319**	0.633	Support
H9	Physical environment on the retail shop products' purchase intention. (positive relationship)	0.098**	0.519	Support
H10	Customer trust impacts on the retail shop products' purchase intention. (positive relationship)	0.359**	0.650	Support

** Regression is significant at the 0.05 level

Source: Constructed by the author

The larger the r-value is, the stronger degree of correlation between the two variables. Table 56 shows price related has the most significant impact on the Park ticket purchase intention, and customer trust has the most significant impact on the products' purchase intention.

Chapter 5: Conclusion and Recommendation

The purchase intention of Hong Kong Disneyland Park and its retail shops study helps the company to establish its strategy to improve its revenue and profit as well as helping Hong Kong tourism industry, such as hotels, catering services, fashion retail shops etc. COVID-19 pandemic adds pressure and uncertainty to the global and local market. On the other hand, it creates opportunities which never happened before to narrow down the customer segments to local customers.

5.1 Conclusion

Combined qualitative and quantitative research method is applied in this study. Qualitative research is aimed at gaining a deep understanding of a specific organization or event, rather than surface description of a large sample of a population. It aims to provide an explicit rendering of the structure, order, and broad patterns found among a group of participants. Quantitative research is to attain greater knowledge and understanding of the social world. Researchers use quantitative methods to observe situations or events that affect people (Edmonds and Kennedy, 2013).

In this study, quantitative data are analysed using the questionnaire, market surveys conducted in other journals and government reports. Qualitative data refers to the focus group discussed the needs of the study and how to achieve the goals and objectives. The secondary qualitative data is derived from census data, scholars and journals.

According to the focus group and other reviewed literature, the research summarized the factors that may impact customer's purchase intention to the Hong Kong Disneyland Park tickets are PR, VR, FR, IF, SQ, and the factors may impact customers' purchase intention to the Park retail store products are E, C, PS, PT, CT.

This study had got 402 responds for the questionnaire. Responders are over 18 Hong Kong residents. 36-45 age group gathered the most responses of 142 (35%). 250 responders are female, which is 62% of total. 322 responders are married, which is 80% of total. 156

responders have one child, and 110 responders have no child or not applicable which are 39% and 27% respectively. 135 responders have family monthly income of HKD40000 to HKD4999, which is 33% of total responders. 208 responders have 2-3 times local travelling and 196 responders have once or less than once international travelling per year before COVID-19.

TPI, FR, PR, VR, IF and SQ account for 63.7% of the cumulative variance in the factor analysis of TPI. PPI, PS, CT, C, E and PE account for 54.4% of the cumulative variance in the factor analysis of PPI. Eigenvalues for all factors are higher than 1. Therefore, all factors in this study are significant. PR has the highest positive correlation coefficient to TPI at 0.812 at a 99% confidence level. CT has the highest positive correlation coefficient to PPI at 0.650 at a 99% confidence level. Based on standard coefficients β , both PR and CT have the strongest impact to TPI and PPI at a level of 0.160 and 0.359 respectively.

5.2 Recommendations

As all factors are positively impact the TPI and PPI, the management of HKDL should look for strategies that improve customers experience or feeling for each factor. Within these factors, PR and CT is the most focus factors.

5.2.1 Theoretical Implications

This study offers a perspective on local customers' purchase intention on the HKDL ticket and its retail shops during COVID-19 epidemic. It contributes to the academic literature on the relationship between factors and purchase intention of tourism industry in Hong Kong and other regions. PR has a positive relationship with TPI and CT has positive relationship with PPI which align with the research done by Vafaei-Zadeh et al., (2022) and Pillai et al., (2022). The other factors positive relationship with TPI and CT are also aligned with some researches shown in the literatures review.

5.2.2 Practical Implications

This study has provided significant practical implications for the HKDL management of their future business and marketing strategy.

5.2.2.1 Price Related

As a result of the study's findings, PR has a high positive relationship with customers' purchase intention of the Park ticket. One trick is that promotion can stimulate demand for a product. With the promotion, it is expected that consumers will want to try these products and encourage existing consumers to buy products more often so that re-purchases will occur, and the sales volume of a company's products will increase (Tellis, 1998). There are many sales promotion techniques for the group:

Free gifts: When customers' buy the ticket, sending some free gifts to attractive purchase intention. It could also be an opportunity for the customers to understand the retail products (Wittock, 2019).

Consumer rewards consumers: For current annual pass members, who has some extent of loyalty, give some rewards when they recommend friends to visit the park (Shimp and Andrews, 2013).

Dealer promotion: Dealer sales promotion tools include buying allowance, merchandise allowance, price deals, premium, cooperative advertising, sales contests, point of purchase, etc. The group could work with dealers and other tourism organisations to sell the Park ticket or as a package product (Lamb, Hair and Mcdaniel, 2012).

5.2.2.2 Value Related

In the study, value a high positive relationship with customers' purchase intention of the Park ticket. The correlation of VR is the second important factor amongst the five factors. One of the strategies to improve the product value is to continue to innovate which brings different

experience to customers, especially for the annual pass holders of the Park (O'sullivan and Dooley, 2009). There are some new projects on going for the Park expansion which requires huge foundation and long processing time. However, the Park could think innovatively to add new elements to the current event and shows to improve customers' experience of visiting.

5.2.2.3 Function Related

Function related has positive correlation with TPI. To build the customers' confidence to the facilities safety, the Park could publish its maintenance records, its low accident rates (Smith and Tardif, 2009). Seasonal decorations or features could be added to the facilities without the risks to the operation process (Mckinney, 2012). It is also a good approach to have customer feedback and survey of facilities rating and areas of improvements (Lager, 2020).

5.2.2.4 Information Features

Information features shows positively related to TPI in this study and it is always the first step to drive customers' interest to certain products. To improve the information features, multi-channel applications would be more suitable nowadays especially under COVID-19 when more and more business moved from off-line to online platform. The current online channel should be areas for the group to develop which currently are not many followers in YouTube, Facebook, Instagram etc (Klapdor, 2013). Encourage the visitors to share more comments online of their experience of the Park. This kind of information will be treated more reliable, direct and transparent to potential customers which are also more convincing for their purchase intention (Agresta and Bough, 2011).

5.2.2.5 Service Quality

The relationship between service quality and TPI is positively linked. One of the problems that always drive back customers to visit the theme park is the long queue (Kubersky et al., 2020). It is highly recommended that the group would develop a virtual queue system to enable customers arrange their time efficiently. This could be applied to some certain projects which fixed starting and ending time, ie, the shows. The function could be added into the current

Disneyland app which allows the customers to have a view of each facility and show waiting time.

5.2.2.6 Empathy

Empathy is positively related to the shops retail products' purchase intention. As the number of shops and staff is quite limited, some customers just give up asking questions to the staff or visited the shops when the shops are too crowded. To try best to seize these potential customers' purchase intention, one of the actions is to develop the online stores with full information and service attached to the online stores, which includes online sales representative, product demonstration by pictures and videos etc (Mercer, 2006). The number of items in online stores could be different with the items in the stores so that the in-Park stores can still drive the customers to visit the Park physically to get the unique items.

5.2.2.7 Convenience

In this study, convenience shows positively related the PPI. When customers visiting the HKDL, customers with big bags of purchased items could be seen all around the Park. The Park staff could find a way or service of how to store the purchased items for the customers, so that they can enjoy the visiting and collect their purchased items when they exit. This could be fixed locations in the Park with staff to gatekeep the items or auto lockers (Schroeder, 2007). The Park could also set up a purchase amount to get this free service which on the other hand, stimulate customers to purchase more items from the gift shops.

5.2.2.8 Price Sensitivity

Price sensitivity is positively related to the PPI and is the second most important factors among the five factors of PPI. The group could do multiple strategies: unique product design to reduce the importance of price (Arrázola, 2014). Disneyland with their unique figures has already have some fans that intend to purchase their products. The unique innovative function and design of the products could drive higher demand for the products. Package pricing could also be a good technique. Customers who visited the Park have a high chance to their catering service. To

combine the catering and retail shops products could be a potential attractive product for customers (Belch and Belch, 2021).

5.2.2.9 Physical Environment

Physical environment has positive correlation with PPI. Now with the advanced development of technology, more and more new tools or equipment has been applied on the retail shops to help customers understand more or even try the products. The group could use digital designs such as LCD, LED and projection to display images, video, stream media and display information (Kelsen, 2015). Incorporating interactive elements into digital signage such as motion activation or touch-screen monitors. This is also attractive to children particularly and could be set up in different areas in the Park or even in the queue up area to help make customers feel entertained when they are waiting.

5.2.2.10 Customer Trust

Customer Trust is positively influence customers' purchase attention to HKDL retail items. It is the most important factor within the five factors of PPI. It should be on the highest priority for the HKDL management team to build up customer trust.

Offer loyalty programs: existing customers are 50% more likely to try new products than new customers (Ozuem, 2022). Offering loyalty programs to existing customers who are already interested in the products further strengthens their ties to the business and lets them know that the business appreciate them.

Be transparent of the product information: publishing detailed information about the products, including materials and ingredients; showing how the company operates behind the scenes; featuring stories from company employees or customers with the company (Yovanno, 2022).

Encourage for customer feedback: customer feedback is essential to guide businesses in decision-making and influence innovations and changes to products or services. It also helps

measure customer satisfaction among current customers and brings desired results (Farinha, 2015). However, for the HKDL visitors, time is tight for them to give feedback on products. The group could provide multiple channels for customers to give them feedback including online and offline. Encouragement such as rewards or lucky draw could also be a factor that motivate customers to give their feedback.

5.3 Limitations

There are limitations to this study. The technique of snowballing could be a group of people who has similar background and taste. Hong Kong residents in COVID-19 react differently compared with pre-COVID as they have less choices due to the lockdown or quarantine policies worldwide or some of them may have concerns of travelling abroad or even locally. COVID-19 epidemic would change the economy as well as the target customers for the HKDL group. The group should assess if its strategy still feasible and beneficial if COVID-19 impact reduced or even back to pre-COVID.

5.4 Suggestions for Future Research

This study provides multiple suggestions that could be used to further research in the related areas of theme park or tourism industry. For the theme park or tourism industry, the income is always mix of segments, service and products etc. This study has provided a combination of suggestions to improve the purchase intention of service as well as physical products.

As the global economies are recovered gradually from the COVID-19 impact, and the travel restrictions will be loosened accordingly, the customers of HKDL will change to more global travellers. The future study should focus on a global view instead of Hong Kong local customers. The research method should also cover the potential global customers to stratified method, i.e., to get a HKDL member list and divide by age or other criteria (Boatman, 1953).

5.5 Summary

Hong Kong Disneyland has operated in Hong Kong over 15 years. The recent financial performance shows the revenue and profit is declining due to COVID-19 impact. Try to improve both revenue and profit is the priority that the group management should target to. To attract customers, especially local customers and to motivate more customer spending will help the group to improve its financial challenges.

This study discovered a variety of factors that contribute to customers' purchase intention towards the Park ticket and its retail shop products. It demonstrates that VR, PR, FR, IF and SQ are positively related to the Park ticket purchase intention and VR is the most important factor. It also proves that E, C, PS, PE, CT positively influence to the products purchase intention and CT is the most important factor. There are various actions that the group management could evaluate, plan, and execute to improve customers' purchase intentions to make its future financial performance better and to make HKDL competitive and sustainable.

Table 59: Recommendations to HKDL

Factor	Recommendations	Priority (correlation coefficient r^{**})
Price Related	- Free gifts - Consumer rewards consumers - Dealer promotion	Highest (0.812)
Value Related	- Continue to innovate to current events and shows	Medium (0.617)
Function Related	- Provide information on maintenance records - Add seasonal decorations or features to facilities - Customer survey to get feedback	Medium (0.520)
Information Features	- Develop online platform to share the Park information	Medium (0.450)
Service Quality	- Develop virtual queue system	Medium (0.430)
Empathy	- Develop online stores	Low (0.396)
Convenience	- Store purchased items for customers	Low (0.382)
Price Sensitivity	- Unique product design - Package pricing	Medium (0.633)
Physical Environment	- Grab Attention With Digital Signage	Medium (0.519)
Customer Trust	- Offer loyalty programs - Be transparent of the product information - Encourage for customer feedback	Highest (0.65)

** Correlation is significant at the 0.01 level

Source: Constructed by the author

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Appendix 1: Gantt Chart for the Research Timetable

	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
To finalize the research topic	■	▶						
To define the research objective and formulate the research framework		■	▶					
Literature review	■	■	■	■	■	■	▶	
To design the questionnaire and pilot test		■	■	■	▶			
To write the research proposal		■	■	■	▶			
To finalize the questionnaire and collect data			■	■	▶			
Data analysis				■	■	▶		
Conclusion and recommendations					■	■	▶	
Proofreading						■	■	▶
Meeting with supervisor	■	■	■	■	■	■	■	▶

Appendix 2: Focus Group Discussion

Appendix 2 Focus Group

There is a focus group with 6 respondents that age of 18 or above. Some of the participants have been to Honk Kong Disneyland Park before while some haven't. The purpose is to discuss some of important factors about questionnaire design of Park ticket and retail shop products purchase intention.

Details are as follow.

Date: 30/04/2022

Venue: Starbucks in Central

Time: 14:00-15:00

Name	Gender	Age	Occupation	Detailed Discussion Which factors of the Park ticket and retail shops products purchase intention are the most important in the questionnaire and why? What questions of purchase intention can be added in the questionnaire? How to attract people who is invited to complete the questionnaire?	Signatur
Gecky Wong Respondent 1	Female	37	Supply Chain Manager	For TPI, VR is most important to show the uniqueness of HKDL to customers. For PPI, PS is the most important as I felt their products are always expensive. The questions are comprehensive. Share the questions to primary school parents, they should be willing to give comments.	
Emily Yau Respondent 2	Female	48	Logistics Coordinator	For TPI, PR is the most important. HKDL is not much new items. Many Hong Kong people has visited them more than once, but the ticket price increased a lot in the past years. For PPI, PS is the most important, as the products are very expensive, and quality is not worth that much. Can add product quality to PPI factors. Ask office ladies, who might willing to go HKDL.	
Yuki Wong Respondent 3	Female	44	Housewife	For TPI, SQ is the most important. There are always many people, people spent lots of time wait. They should think how to make people feel more comfortable while waiting. For PPI, CT is the most important, they have designs special for their products, if people trust the quality, so that to buy their items? Agree and can add product quality to PPI factors. Ask parents to get more feedback.	

Stanley Wong Respondent 4	Male	51	Driver	For TPI, FR is most important. That is the key value that HKDL delivers to customers. For PPI, C is the most important. I always find the shops full of people and it is too crowded for people to shop. The questions are comprehensive. Share the questions to ladies, they are always the one in the family to decide go and visit HKDL.	
Ken Lau Respondent 5	Male	56	Accountant	For TPI, CT is most important, especially during COVID-19. People in Hong Kong has nowhere to go. For PPI, CT is the most important. I doubt the quality of HKDL especially most of these are made in China toys. No more comments to the questionnaire. Suggest to share within the whatsapp groups of friends.	
Hugo Lee Respondent 6	Male	28	Procurement Officer	For TPI, VR is most important to match the expensive part tickets. For PPI, C is the most important. When there is a sales promotion, the price is attractive, but always need to stand in a long queue. The questions are comprehensive. Share the questions in front of HKDL gate might get many feedbacks.	

Appendix 3: Questionnaire for Pilot Test

Survey Questions	Adopted from
Price Related	
Current Park one-day ticket price HKD639 is attractive for me to purchase.	(Wang and Li, 2022)
Current Park annual pass price is attractive for me to purchase. (Silver - HKD1278; Gold - HKD2228; Platinum - HKD3998)	(Wang and Li, 2022)
Park one-day ticket discount (i.e.,20% off) will attract me buying the park ticket.	(Wang and Li, 2022)
Park annual pass discount (i.e.,20% off) will attract me buying the park ticket.	(Wang and Li, 2022)
Park one-day ticket sales promotion (i.e.,Hong Kong resident 30% off) will attract me buying the park ticket.	(Wang and Li, 2022)
Park annual pass sales promotion (i.e.,Hong Kong resident 30% off) will attract me buying the park ticket.	(Wang and Li, 2022)
Value Related	
The experience in the Park worth what I paid/I will pay.	(Wang and Li, 2022)
The experience in the Park add value to my leisure life.	(Wang and Li, 2022)
Time in the Park helped me on social aspects, i, e., within friends or family.	(Wang and Li, 2022)
The Park is irreplaceable in Hong Kong tourism.	(Wang and Li, 2022)
Function Related	
The Park facilities are always maintained in good condition.	(Wang and Li, 2022)
I'm satisfied with the appearance and decorations of the Park.	(Wang and Li, 2022)
The function of the Park facilities bring me joy.	(Wang and Li, 2022)
I feel safe to of the Park facilities.	(Wang and Li, 2022)
Information Features	
I can notice advertisement of the Park in my daily life.	(Wang and Li, 2022)
The information or advertisement of the Park is attractive.	(Wang and Li, 2022)
I can access the comments of the Park online and offline.	(Wang and Li, 2022)
The information I get about the Park is comprehensive.	(Wang and Li, 2022)
Service Quality	
I'm satisfied with the Park online booking technology.	(Lam and Zhang, 1999)
The staff of the Park is always willing to help.	(Lam and Zhang, 1999)
There is always sufficient resources to offer good service of the Park.	(Lam and Zhang, 1999)
The staff of the Park always provide consistent enthusiasm and courtesy.	(Lam and Zhang, 1999)
Ticket Purchase Intention	
I am willing to book and pay for the Park ticket.	(Wang and Li, 2022)
I am willing to upgrade one-day ticket to the annual pass.	(Wang and Li, 2022)
I will recommend my local family and friends to purchase for the Park ticket.	(Wang and Li, 2022)
I will recommend my family and friends who plan to visit Hong Kong to visit the Park.	(Wang and Li, 2022)
Empathy	
The staff of the Park retail shops understand the my special needs.	(Zulu and Nkuna, 2022)
The staff of the Park retail shops give me personal advice.	(Zulu and Nkuna, 2022)
The staff of the Park retail shops are very efficient.	(Zulu and Nkuna, 2022)
The opening hours of the Park retail shops is later than entertainment facilities, which provides convenience to me.	(Chiu, Liu and Tu, 2016)
Convenience	
The Park retail shops layout makes it easy for me to find what I need.	(Zulu and Nkuna, 2022)
The Park retail shops layout makes it easy for me to move around.	(Zulu and Nkuna, 2022)
The Park retail shops always have merchandise available.	(Zulu and Nkuna, 2022)
Price Sensitivity	
I will continue to purchase from the Park retail shops even if prices increase.	(Zulu and Nkuna, 2022)
I am willing to stick to the Park retail shops instead of the competitors who might offer a reasonable price.	(Zulu and Nkuna, 2022)
When I see the unique item which attracts me, the price is not very important.	(Ghali-Zinoubi and Toukabri, 2019)
When there is discounts on products, it attracts me to purchase.	(Ghali-Zinoubi and Toukabri, 2019)
Physical Environment	
The Park retail shops have an appealing looking appearance.	(Zulu and Nkuna, 2022)
The Park retail shops provide clean shopping environment.	(Zulu and Nkuna, 2022)
The Park retail shops feels safe and secure.	(Zulu and Nkuna, 2022)
The Park retail shops have wide and open aisles.	(Zulu and Nkuna, 2022)
Customer Trust	
The Park retail shops always meet my expectations.	(Zulu and Nkuna, 2022)
The Park retail shops are reliable.	(Zulu and Nkuna, 2022)
The Park retail shops consistently provide good quality products and services.	(Zulu and Nkuna, 2022)
The Park retail shops help me save time.	(Zulu and Nkuna, 2022)
Product Purchase Intention	
I intend to purchase from the Park retail shops.	(Zulu and Nkuna, 2022)
I would like to repeat my experience in the Park retail shops once I visit the Park.	(Zulu and Nkuna, 2022)
I would recommend purchasing in the Park retail shops to others.	(Zulu and Nkuna, 2022)

Appendix 4: Questionnaire for Final Survey

Survey Questions	Adopted from
Price Related	
Current Park one-day ticket price HKD639 is attractive for me to purchase.	(Wang and Li, 2022)
Current Park annual pass price is attractive for me to purchase. (Silver - HKD1278; Gold - HKD2228; Platinum - HKD3998)	(Wang and Li, 2022)
Park one-day ticket discount (i.e.,20% off) will attract me buying the park ticket.	(Wang and Li, 2022)
Park annual pass discount (i.e.,20% off) will attract me buying the park ticket.	(Wang and Li, 2022)
Park one-day ticket sales promotion (i.e.,Hong Kong resident 30% off) will attract me buying the park ticket.	(Wang and Li, 2022)
Park annual pass sales promotion (i.e.,Hong Kong resident 30% off) will attract me buying the park ticket.	(Wang and Li, 2022)
Value Related	
The experience in the Park worth what I paid/I will pay.	(Wang and Li, 2022)
The experience in the Park add value to my leisure life.	(Wang and Li, 2022)
Time in the Park helped me on social aspects, i, e., within friends or family.	(Wang and Li, 2022)
The Park is irreplaceable in Hong Kong tourism.	(Wang and Li, 2022)
Function Related	
The Park facilities are always maintained in good condition.	(Wang and Li, 2022)
I'm satisfied with the appearance and decorations of the Park.	(Wang and Li, 2022)
The function of the Park facilities bring me joy.	(Wang and Li, 2022)
I feel safe to of the Park facilities.	(Wang and Li, 2022)
Information Features	
I can notice advertisement of the Park in my daily life.	(Wang and Li, 2022)
The information or advertisement of the Park is attractive.	(Wang and Li, 2022)
I can access the comments of the Park online and offline.	(Wang and Li, 2022)
The information I get about the Park is comprehensive.	(Wang and Li, 2022)
Service Quality	
I'm satisfied with the Park online booking technology.	(Lam and Zhang, 1999)
The staff of the Park is always willing to help.	(Lam and Zhang, 1999)
There is always sufficient resources to offer good service of the Park.	(Lam and Zhang, 1999)
The staff of the Park always provide consistent enthusiasm and courtesy.	(Lam and Zhang, 1999)
Ticket Purchase Intention	
I am willing to book and pay for the Park ticket.	(Wang and Li, 2022)
I am willing to upgrade one-day ticket to the annual pass.	(Wang and Li, 2022)
I will recommend my local family and friends to purchase for the Park ticket.	(Wang and Li, 2022)
I will recommend my family and friends who plan to visit Hong Kong to visit the Park.	(Wang and Li, 2022)
Empathy	
The staff of the Park retail shops understand the my special needs.	(Zulu and Nkuna, 2022)
The staff of the Park retail shops give me personal advice.	(Zulu and Nkuna, 2022)
The staff of the Park retail shops are very efficient.	(Zulu and Nkuna, 2022)
Convenience	
The Park retail shops layout makes it easy for me to find what I need.	(Zulu and Nkuna, 2022)
The Park retail shops layout makes it easy for me to move around.	(Zulu and Nkuna, 2022)
The Park retail shops always have merchandise available.	(Zulu and Nkuna, 2022)
Price Sensitivity	
I will continue to purchase from the Park retail shops even if prices increase.	(Zulu and Nkuna, 2022)
I am willing to stick to the Park retail shops instead of the competitors who might offer a reasonable price.	(Zulu and Nkuna, 2022)
When I see the unique item which attracts me, the price is not very important.	(Ghali-Zinoubi and Toukabri, 2019)
When there is discounts on products, it attracts me to purchase.	(Ghali-Zinoubi and Toukabri, 2019)
Physical Environment	
The Park retail shops have an appealing looking appearance.	(Zulu and Nkuna, 2022)
The Park retail shops provide clean shopping environment.	(Zulu and Nkuna, 2022)
The Park retail shops feels safe and secure.	(Zulu and Nkuna, 2022)
The Park retail shops have wide and open aisles.	(Zulu and Nkuna, 2022)
Customer Trust	
The Park retail shops always meet my expectations.	(Zulu and Nkuna, 2022)
The Park retail shops are reliable.	(Zulu and Nkuna, 2022)
The Park retail shops consistently provide good quality products and services.	(Zulu and Nkuna, 2022)
The Park retail shops help me save time.	(Zulu and Nkuna, 2022)
Product Purchase Intention	
I intend to purchase from the Park retail shops.	(Zulu and Nkuna, 2022)
I would like to repeat my experience in the Park retail shops once I visit the Park.	(Zulu and Nkuna, 2022)
I would recommend purchasing in the Park retail shops to others.	(Zulu and Nkuna, 2022)